



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

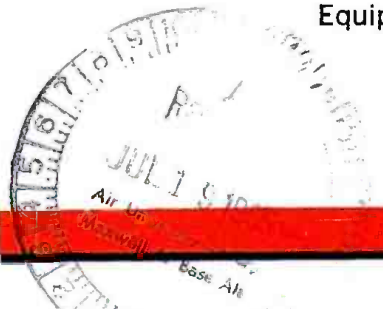
Independent film makers push for share of network pie. p27
Reverberations heard on guidelines for loud commercials. p30
Almost 2,000 convene in Denver to discuss CATV problems. p54
Equipment makers put best foot forward at NCTA meet. p66

COMPLETE INDEX PAGE 7

SERIALS LIB
USAF AIR UNIV
UNIT ACO BRANCH
MAXWELL AFB
AL

MH EXP 2/66
36112

NEWSPAPER



SALES OVER \$105 MILLION!

OF CATV SYSTEMS



DANIELS & ASSOCIATES pioneered the CATV Brokerage and Appraisal fields

DANIELS & ASSOCIATES pioneered the CATV Finance and Consulting fields

DANIELS & ASSOCIATES enjoys a reputation for Integrity, Buyer-Seller Satisfaction and Fast Action

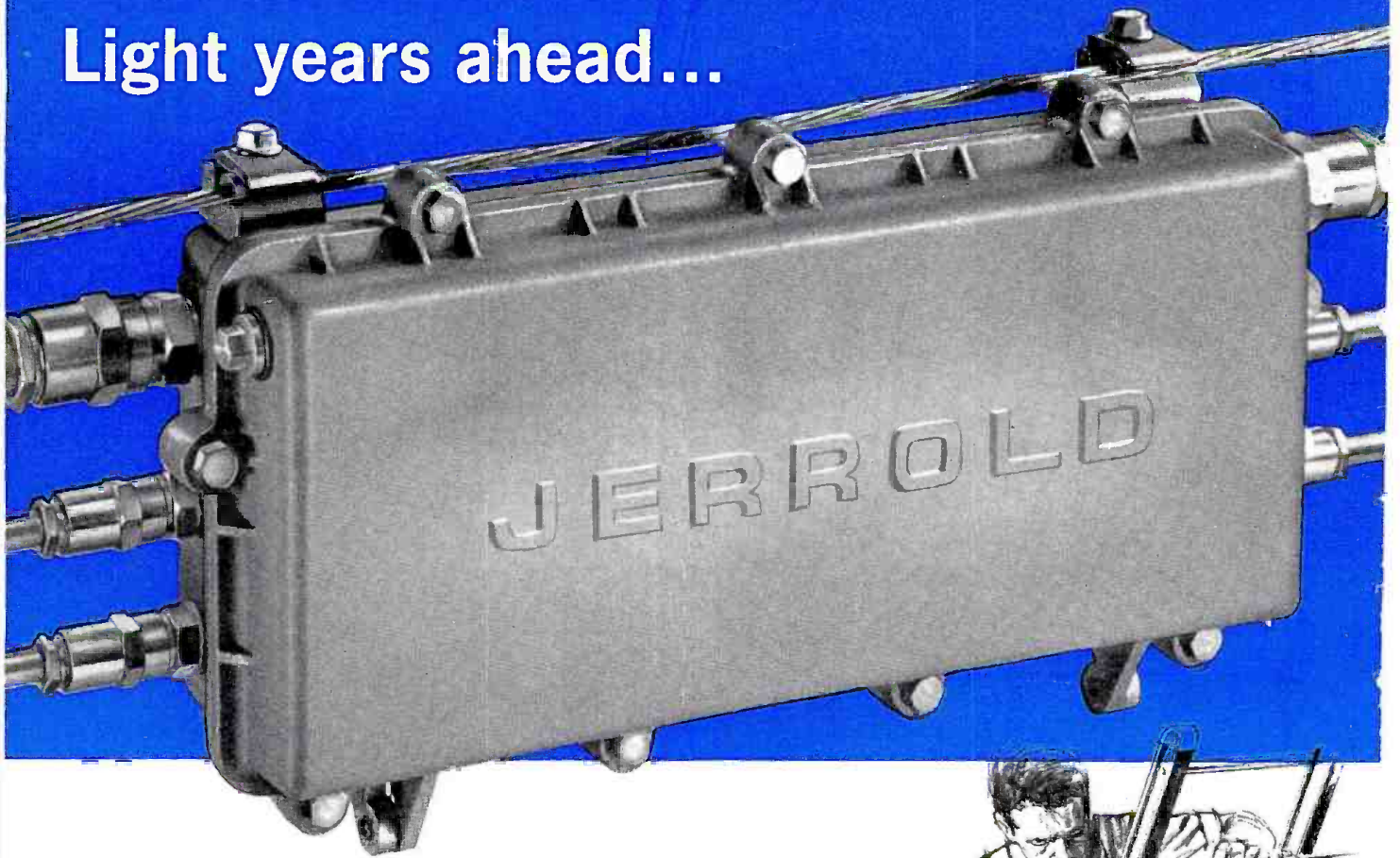
DANIELS & ASSOCIATES, INC.

CATV BROKERS • APPRAISERS • CONSULTANTS

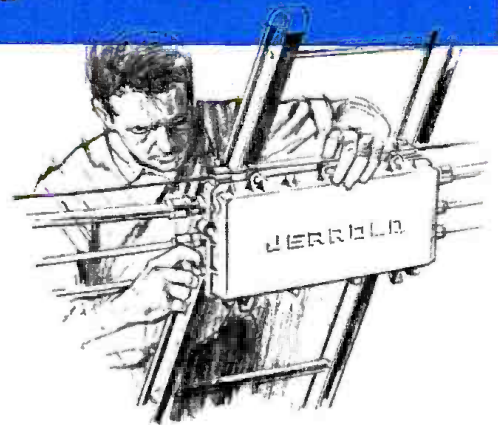
DANIELS & ASSOCIATES **WELCOMES** Community Public Servants to the 14th Annual Convention! July 18-23, DENVER — The National Community Television Association.

2930 EAST THIRD AVENUE
DENVER, COLORADO 80206
TELEPHONE 303 388-5888

Light years ahead...



INTRODUCING THE NEW **JERROLD** **Starline**TM



SOLID-STATE CATV EQUIPMENT

CATV history has just been made. The exciting new Jerrold *Starline* Series has opened up an entirely new concept in CATV distribution equipment.

Now, for the first time, you can have modular pre-packaged ultra-compact *groups* of solid-state components (trunkline and bridging amplifiers, AGC's) within a single weatherproof, radiation-proof cast aluminum housing—ready for mounting on messenger cable, pole, or crossarm. All active equipment for a complete station is now available in your choice of complete light-weight units.

But the new Jerrold *Starline* Series is far more than just convenient and easy to install. It represents the greatest electronic achievement in CATV . . . another giant step ahead in Jerrold 12-Channel system capability and unmatched picture quality. *Starline* is all new—the industry's most advanced, most reliable line. Look

at these exclusive features:

- 50-amplifier main-trunk cascading for 12 channels, and -57 db crossmod
- More than 1,100 db of main trunkline
- All silicon transistors
- Option of 1, 2, 3, or 4 outputs
- Full-wave rectification permits power supply to handle more amplifiers
- Seized center conductors for positive solderless connections
- Radiation-proof housing

Gear up for increasing subscriber demand in the Golden Age of CATV. Talk with the man from Jerrold now, or write for complete information on the new *Starline* Series. Patent pending



CATV Systems Division
JERROLD ELECTRONICS CORPORATION
15th & Lehigh Ave., Philadelphia, Pa. 19132

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

ST. LOUIS TELEVISION IS A BRAND-NEW BALL GAME

ST. LOUIS' MOST IMPROVED STATION!

TOTAL VIEWING UP 11.8%
PRIME TIME VIEWING UP 13.2%

Source: ARB Homes—April-May '65, April-May '64

THE
EXCITING
NEW

KTVU Channel **2**

ST. LOUIS **abc** **HR**

accent on action!



Sanger-Harris, in the heart of Dallas and one of the few downtown department stores to be built in the nation in 20 years, provides Dallas-Fort Worth area residents with 460,000 square feet of retailing space.

The Dallas-Fort Worth market continues to add strength through growth and development. The nation's 12th ranking television market is truly the leader of the Southwest and KRLD-TV is the leader in the market.

In keeping with the market growth, Channel 4 continues as a dominant force by providing viewers in the Dallas-Fort Worth market with action accented entertainment and information. In prime time viewing, Channel 4 leads the second station in the market by 16.8% total homes delivered per average quarter hour from 6:30 P.M., to 10:00 P.M., Monday through Sunday*.

See your ATS representative representative for a schedule accented with action for your clients.

*ARB — April/May 1965

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS



Channel 4, Dallas-Ft. Worth

Clyde W. Rember, President

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

FCC appears on verge of scuttling plans for rulemaking to ban or limit cross-ownership of community antenna television systems and television stations in same market (CLOSED CIRCUIT, July 12). Instead, majority reportedly favors policy statement saying commission is aware of danger of abuses possible in cross-ownership situations and will be careful to guard against them. In departure from norm, statement being drafted by Commissioner Lee Loevinger, rather than staff, and will be circulated among his colleagues this week. Dissents expected from Chairman E. William Henry and Commissioner Kenneth A. Cox, who favor rule on subject.

A slight delay . . .

Broadcasters concerned about those Federal Trade Commission "guidelines" on use of ratings (BROADCASTING, July 12), can relax—for couple of months anyway. Normally when FTC issues guides or rules on advertising or trade practices it waits up to 90 days to allow industry concerned to revise practices to conform. FTC has confirmed this in conversations with broadcast representatives.

FTC is investigating one of ratings services for purported violation of consent order signed by all major broadcast survey firms last year. Probe was triggered by complaints from several broadcasters. Investigation is being handled through New York office of FTC by James Dougherty, assistant chief. Mr. Dougherty was in West last week following up complaints. FTC investigators have seen Kenneth H. Baker, executive director of Broadcast Rating Council, and have examined records of ratings company.

Group owners meet

About 60 broadcasters, representing most group-owned television stations in top 50 markets, meet in Chicago Tuesday (July 20) to complete plans for all-out opposition to FCC's proposed limitation on major market ownership (BROADCASTING, June 21, 28). Westinghouse Broadcasting Co. is only major entity not participating in informal group. Networks are excluded.

Executive and research committees will be named at meeting at WGN's Mid-America Broadcast Center to direct preparation of opposition to rule-making which, while it would protect existing 19 multiple owners, would

place limitation of 2 V's in top 50 markets on all others. Research committee will be delegated broad powers to institute overall study of TV station service with emphasis on benefits of group ownership. Steering committee comprises George B. Storer Sr., Storer Broadcasting, Frank M. Smith, Capital Cities and Ward L. Quaal, WGN Inc.

Radio-CATV study

National Association of Broadcasters is reviewing bids for study of two or three markets where community antenna systems have been carrying radio signals. Survey was approved by radio board at meeting last month. Questionnaire will elicit effects, if any, CATV radio signals have had on local stations' economy and audience. Results due before Sept. 27 deadline for comments on FCC's notice of inquiry on CATV regulation.

More letters

Five Texas AM's are latest candidates for letters from FCC inquiring into commercial practices. One station reportedly exceeded number of commercials in 52.7% of morning and evening hours devoted to Spanish-language broadcasts, 22% on overall basis. Station, subscriber to NAB code, reportedly exceeded commercial limits by 22%. Other stations reportedly showed these excesses over promises: nonsubscriber to code, 24.6% over code limit, 42% over promise in terms of time, 60% over in terms of number of spots; nonsubscriber, 31% over promise in terms of time, 34% in terms of spots, 22% over code; nonsubscriber, 22% over promise in terms of time; 18% over code; subscriber to code, 19% over promise in terms of time, 35% over in number of spots, 6.4% over code limits.

Harris plans

While nomination of Rep. Oren Harris (D-Ark.) for federal district judgeship in Arkansas is expected any day, he intends to complete this session, likely to run until October. Rep. Harris will be named to newly created district judgeship authorized several years ago but which has never been filled. His responsibility will be in his home area which includes Texarkana, Hot Springs and El Dorado. As chair-

man of Commerce Committee, Mr. Harris is interested in seeing number of bills he has introduced marshalled through Congress.

Marks news interest

Leonard H. Marks, Washington communications attorney appointed last week by President Johnson to directorship of United States Information Agency, has had avid interest in broadcast journalism going back to campus years. He is member of Sigma Delta Chi, professional journalism society, from undergraduate days, and last week—prior to his USIA appointment—offered to underwrite \$500 scholarship for college student in radio or television journalism, or award in like amount for outstanding service by news reporters in broadcasting.

Mrs. Marks, former Dorothy Holloway, was in FCC's information office before her marriage, then was Washington correspondent for New York-based trade journals in broadcasting. She holds 25% interest in North American Newspaper Alliance acquired earlier this year; Fortune Pope, co-owner of WHOM New York and of Ill Progresso, holds 50%, and Drew Pearson, syndicated columnist, remaining 25%.

Network pride injured

Industry furor over FCC's policy statement on loud commercials has also caused intramural friction. Officials at ABC and NBC are piqued over attention FCC has given CBS study of loudness. Although commission mentioned no names, its conclusions were said to reflect findings of CBS report. Other networks feel they've done as much in study field, but have done it quietly. Another sore spot is FCC guidelines which seem to favor manual over automatic control. ABC and NBC are said to have moved toward electronic controls, while CBS is retaining personnel to ride gains.

Film import bars

U. S. TV film distributors worried over restrictive measure effective shortly in Venezuela, lucrative \$2.5 million market for U. S. program exports. In mid-August system of licensing there will be put into effect limiting imports. Motion Picture Export Association is opposing move through State Department, on-spot discussions.

ONE / ONE
number one 1 ONE 1
ONE

again

WSYR-TV . . . Overwhelmingly THE LEADER In the CENTRAL NEW YORK MARKET in a REPEAT PERFORMANCE

WSYR-TV DOMINATES

. . . because of EIGHT YEARS OF UNBROKEN LEADERSHIP in the market, in ARB REPORTS.

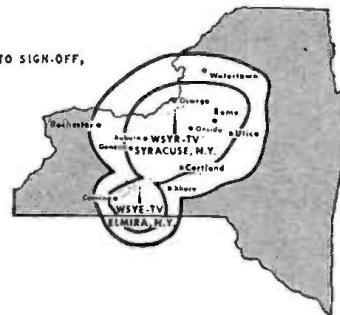
again

. . . it is NUMBER ONE in HOMES DELIVERED—

* 41% MORE THAN STATION NO. 2

* 76% MORE THAN STATION NO. 3

* ARB FOR MARCH, 1965. SIGN-ON TO SIGN-OFF, MONDAY THRU SUNDAY.



Get the Full Story from
HARRINGTON,
RIGHTER & PARSONS

WSYR • TV



Channel 3 • NBC Affiliate • 100 KW

SYRACUSE, N. Y.

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

WEEK IN BRIEF

Slice of yearly \$500 million network business is incentive for independent program producers to move into production of series for future network berths. About 50 series on drawing boards. See . . .

INDEPENDENTS EYE PIE . . . 27

CATV operators ready for NCTA's 14th and largest convention. About 2,000 are expected to take part in week-long proceedings in Denver. Government regulation tops official agenda. See . . .

BIGGEST POW-WOW . . . 54

OFFICIAL AGENDA, EVENTS . . . 56

MAJOR DISPLAYS AT EXHIBITS . . . 66

EQUIPMENT ROUND-UP . . . 66

TV networks fly through ceiling again as FCC changes its mind and says international communications carriers are only ones that can deal directly with Comsat for Early Bird use. See . . .

FCC CHANGES COURSE . . . 72

Commercials that sound and look like love's old sweet song aren't much use in today's advertising picture, workshop delegates told. Creativity, imagination, unexpected are tools that sell. See . . .

QUALITIES OF EFFECTIVE AD . . . 40

FCC formally tosses loud commercial glove to industry and NAB picks it up. Wasilewski calls action 'premature.' Henry indicates it was overdue. Both agree broadcasters don't purposely boost volume. See . . .

SOFT TALK . . . 30

Earnings soar for Storer and group station owner reports purchase of Northeast Airlines for price understood to be about \$16 million exclusive of obligations. Storer first-half earnings up 12%. See . . .

A BIG WEEK . . . 70

Free television would be all but wiped out if FCC allows nationwide pay-TV system, Joint Committee Against Toll TV claims. Group says Hartford test isn't enough to support Zenith-Teco petition. See . . .

'DEATH BLOW' FOR FREE TV . . . 62

Rating firms defend their product, get support from network presidents. FCC and Congress still glower at ratings. Advertisers on fence as public gets all views of subject in special CBS-TV show. See . . .

HISSES AND KISSES . . . 46

Patronizing attitude toward children doesn't sell products, Mattel's Jones says. Tells Chicago ad conference that reaching out and communicating, rather than patting heads, pays off. See . . .

SOPHISTICATED AUDIENCE . . . 42

DEPARTMENTS

AT DEADLINE	9	LEAD STORY	27
BROADCAST ADVERTISING	30	THE MEDIA	54
BUSINESS BRIEFLY	42	MONDAY MEMO	24
CHANGING HANDS	64	OPEN MIKE	20
CLOSED CIRCUIT	5	PROGRAMING	45
DATEBOOK	14	WEEK'S HEADLINERS	10
EDITORIAL PAGE	100	WEEK'S PROFILE	99
EQUIPMENT & ENGINEERING	66		
FANFARE	74		
FATES & FORTUNES	76		
FILM SALES	50		
FINANCIAL REPORTS	70		
FOR THE RECORD	85		
INTERNATIONAL	72		

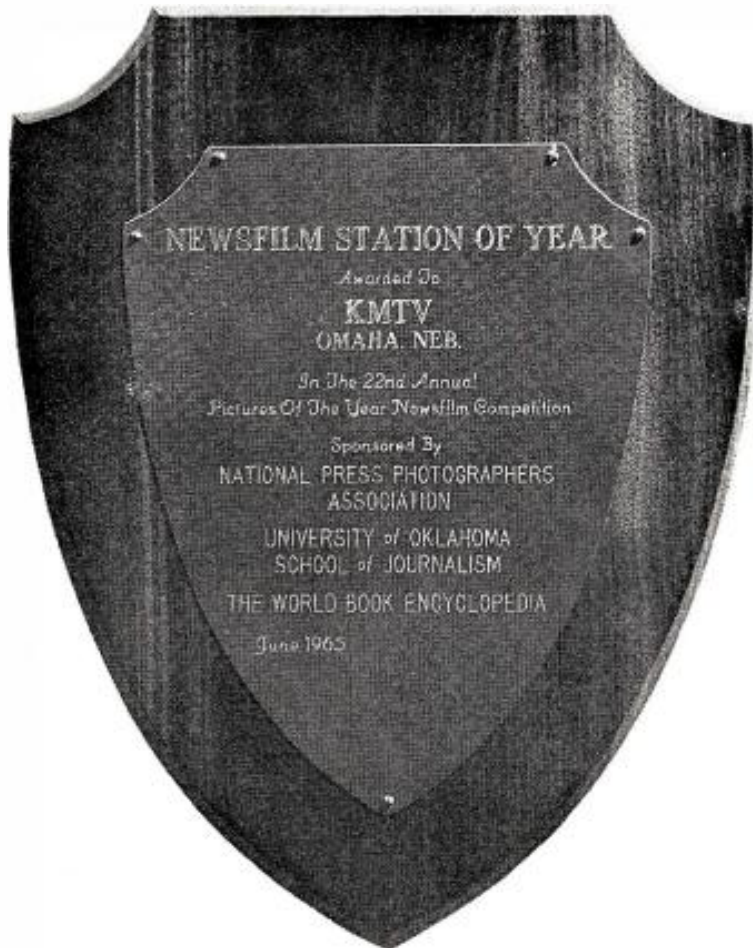


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NEWSFILM STATION OF THE YEAR

KMTV is honored to receive this award which annually recognizes the one television station in the nation which "most satisfactorily combines sight and sound reporting techniques in the daily coverage of the community it serves".

KMTV OMAHA

Represented by Edward Petry & Co., Inc.



Bringer of charges now must prove them

FCC has adopted new policy designed to assure fair play for applicants who face charges of serious misconduct in hearing cases.

Main thrust is to remove to considerable degree burden of proof from applicants against whom charges have been made, and to place it on commission's Broadcast Bureau or others making allegations.

Communications attorneys have hailed policy, contained in order in hearing case, as being of "benchmark" significance.

Under new policy, burden of proceeding with evidence "generally speaking" will be placed on party making charges of serious misconduct. Commission will explain reasons for departing from policy.

When issues are added without petitions, Communications Act imposes burden of proof on applicants. But commission said that, "as a matter of fairness," Broadcast Bureau will file bill of particulars informing applicant of "precise factual questions" it must re-

solve.

Policy was stated in order reviewing decision of Review Board in hearing involving competing applications of D and E Broadcasting Co. and Great State Broadcasters Inc. for AM frequency in San Antonio, Tex. Award was made to D and E.

Issue added in hearing at request of Broadcast Bureau raised question whether principal of Great State, Eloy Centeno, had smuggled horses into U. S.

Review Board, exercising its discretion, placed burden of proof on Great State.

Board held that it could not find that Mr. Centeno smuggled horses, but that applicant "had nonetheless failed to carry its burden of proof and had not resolved all doubts about the importation question."

Commission, in 6-0 vote, with Commissioner Kenneth Cox not participating, ruled that Review Board erred in placing burden of proof on Great State rather than on Broadcast Bureau. This would be "more in accord with concepts of basic fairness," commission said.

However, commission affirmed Review Board's award to D and E on basis of comparative considerations.

New offices in RAB plans for step-up?

Creation of Radio Advertising Bureau sales offices in Chicago and on West Coast was seen Friday (July 16) as one objective of intense RAB membership drives being opened in those areas.

This possibility, although not announced, was believed to be part of RAB's plan for general step-up of sales activity, which was declared goal of membership campaign launched in Chicago last Thursday and to be expanded to West Coast in meetings there this week.

"Our main objective is to put more salesmen on the street making more calls, and they must be the highest-paid and most skilled salesmen in RAB history," Miles David, executive vice president and general manager, said after meeting with RAB's Chicago members Thursday. RAB currently has 10 full-time salesmen.

In Chicago meeting, Charles Gates, WGN, was named coordinator of Chicago stations' membership efforts. Stations in other midwest markets will also be asked to join this drive. Mr. David also scheduled separate meeting to solicit help of station representatives in Chicago. RAB, he said, wants its salesmen "calling repeatedly at all levels of large corporate prospects, rather than [making] one-shot presentations."

Similar meetings this week are planned in Los Angeles, San Diego, San Francisco, Portland, Ore., Seattle and Denver to open West Coast membership campaign.

Meanwhile, RAB's new small-markets division advisory plans committee held first meeting in Chicago Friday under Edward A. Whitney, head of division.

Capital Cities shows 55% increase in profit

Capital Cities Broadcasting rolled through first half of year with 55% gain in net profit. For second quarter group broadcaster reports profit 70% ahead of same period last year. Frank M. Smith, board chairman, attributes strong gains to new properties (WJR-AM-FM Detroit; WSAZ-AM-TV Huntington, W. Va.) acquired from Goodwill Stations in September 1964.

	1965	1964
Earned per share*	\$1.50	\$0.96
Broadcasting income	13,463,838	9,101,061
Pretax income	4,056,390	2,713,661
Net income	2,034,950	1,309,381

*Based on shares outstanding June 30, 1965.

Mariner telecasts pictures from Mars

Scientists at Jet Propulsion Laboratory in Pasadena, Calif., were processing third and fourth TV pictures of planet Mars last weekend, as Mariner IV continued sending first close-up (from 5,000 miles) of "red planet" over almost

135 million miles back to earth.

Mariner IV took 20 photographs of Mars with 1-inch vidicon camera through telescope; signals then were stored in digital form on endless loop tape. After Mariner IV had passed behind Mars, it began sending each picture back to earth. Since received signal is very weak (less than 1 quintillionth of one watt), digital signals were transmitted from Mariner IV very slowly—8½ bits each second (eight hours per picture) to insure proper reception.

Information, which is being received at more than one tracking station throughout world, is being teletyped to JPL where it is put through digital photographic processor to convert each digit into proper shade of grey. It is then being electronically projected onto precisely controlled cathode ray tube. After complete picture is displayed it is photographed and then printed.

Loevinger's mother dies

Funeral services were to be held Saturday (July 17) in Minneapolis for Mrs. Millie Loevinger, mother of FCC Commissioner Lee Loevinger. Mrs. Loevinger, 81, died last Wednesday.

FTC told to intensify activity on deception

Reflecting increasing concern with consumer protection—initiated by President Johnson, himself, when he appointed Esther Peterson, assistant secretary of Labor, special White House assistant for consumer affairs early last year—Federal Trade Commission is under orders to bestir itself.

Latest move comes from FTC Chairman Paul Rand Dixon who called on agency employes to intensify their efforts against consumer deception.

In notice to staff, Mr. Dixon called for hyped activity in war against con-

WEEK'S HEADLINERS



Mr. Vedder



Mr. Hubbard

Blair Vedder, VP and director of media, Needham, Harper & Steers, Chicago, since 1958, moves to New York as VP in charge of media and programing. **Lawrence J. Hubbard**, director of marketing services, New York, elected VP in charge of research and merchandising at NH&S. At same time. **Robert A. Cronenwett**, **Thomas E. Hatch** and **John B. Wright Jr.**, account supervisors, New York, and **Norval B. Stephens Jr.**, account supervisor, Chicago, elected VP's.

Elliott W. Plowe, president, Grant Advertising, has resigned to set up own marketing firm. **Will C. Grant**, board chairman, assumes posts of president and chief executive officer. Mr. Grant is in Chicago, and Mr. Plowe was in New York. **Peter Wix Widmer**, account executive for Grant in New York, be-

comes VP and manager of agency's office in that city.

Manuel Yellen, executive VP for advertising and sales, P. Lorillard Co., elected board chairman and chief executive officer. Mr. Yellen, with Lorillard for 33 years, has had responsibility for company's entire marketing program. **Daniel Ladd**, Lorillard's VP for advertising continues in that post. Company has had no board chairman since April 1964 when **Lewis Gruber** retired.

Douglas J. Elleson, general manager of KCPX-AM-FM-TV Salt Lake City, appointed general manager of WVUE(TV) New Orleans, station recently acquired by Screen Gems, also owner of the KCPX stations. **Harold (Hack) Woolley**, assistant general manager and sales manager of KCPX-TV, succeeds Mr. Elleson as general manager of stations.



Mr. Elleson



Mr. Woolley

For other personnel changes of the week see **FATES & FORTUNES**

sumer frauds, including "intensified monitoring of advertising" by staff in Washington, and increased reporting of questionable advertising coming to attention of members of FTC in their private lives.

Mr. Dixon said he has been urged to step up tempo in consumer protection field by Senator Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee; by Senator Harrison A. Williams Jr. (D-N. J.) chairman of subcommittee on frauds affecting the elderly; by other members of Congress, and "by thousands of complaint letters received from outraged consumers."

Knight enters CATV field

Entrance of Norman Knight, principal owner of Knight Quality Stations group in New England into community antenna field has been announced. Mr. Knight paid approximately \$250,000 for CATV system in St. Thomas, Virgin Islands, buying it from H. Scott Killgore's Tele-Broadcasters Inc.

St. Thomas cable system has about

750 subscribers and supplies signals of WBNB-TV Charlotte Amalie, V. I., and three Puerto Rican TV stations which it receives off-air. Broker was Hogan-Feldmann Inc.

Price cut for Bird use may be in the offing

Are European government postal officials softening position on rates to be charged for their part in trans-Atlantic TV service via Early Bird? Package rate for use of satellite and European ground stations had been proposed but not officially announced (BROADCASTING, July 12). Organization of European Post Offices (CEPT) in telegrams last week invited American TV networks, Comsat officials and members of European Broadcasting Union to meeting in London, Friday (July 23), ostensibly for purpose of "announcing" rates.

So far post offices in Europe have refused to negotiate with broadcasters on satellite service fees. Intransigent attitude brought rebellious response at EBU

meeting in Venice two weeks ago and threat of Early Bird boycott by Europeans. U. S. network official sees conciliatory spirit in CEPT invitation.

Radio-TV revenues down; Time Inc. profits up

Time Inc., parent of Time-Life Broadcast, had 21% increase in net profit for first half of 1965 on revenue gain of 9%. Company said total radio-TV revenues were somewhat behind last year's first half due to sale of WTCN-TV Minneapolis-St. Paul, but that revenues of other stations were "well ahead of last year." Ad revenues of all of company's magazines combined (*Time*, *Life*, *Fortune*, *Sports Illustrated*) were up 6%.

Six months ended June 30:

	1965	1964
Earned per share	\$2.04	\$1.70
Revenues	213,713,000	195,903,000
Net profit	13,635,000	11,267,000

Soul searching needed on convention coverage

Is television's gavel-to-gavel coverage of political conventions "nonsense"? Richard S. Salant, CBS Inc. vice president and former head of CBS News, is expected to tell Kentucky State Democratic Committee's public affairs seminar today (July 19) that it is—or at least that time has come for broadcasters to ask themselves whether journalistic values of conventions justify complete, simultaneous, wall-to-wall coverage.

Mr. Salant is against pooled coverage of conventions, although he reportedly doesn't plan to deal with that in his speech. Instead, he favors selective approach with news executives deciding at end of day and on strict news-value basis—as both radio-TV and newspaper editors normally do—which of that day's events merit showing.

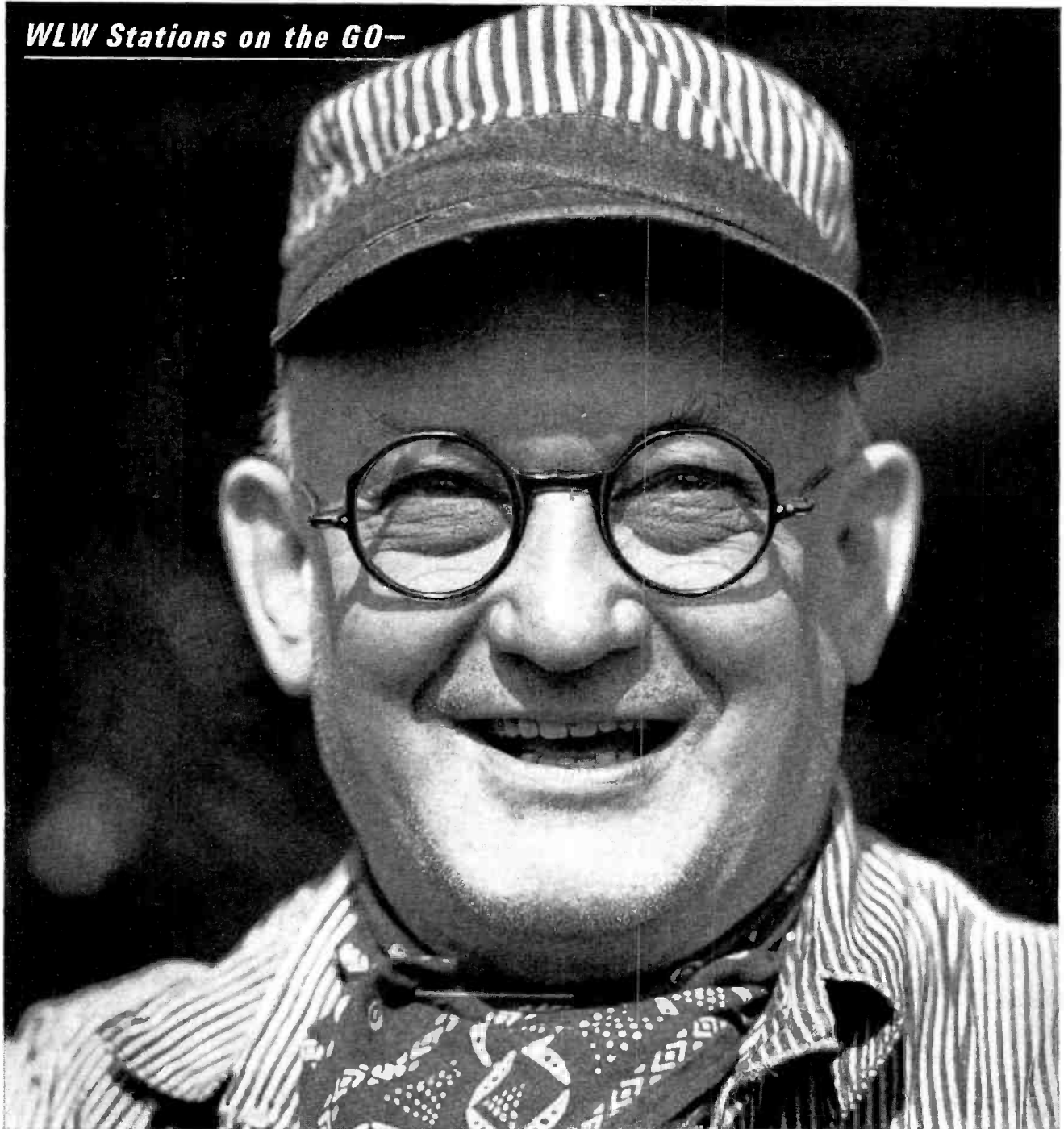
Westinghouse renews CBS-TV

Westinghouse Electric Corp., Pittsburgh, has renewed its association for third straight year with CBS-TV. Renewal is for year 1966 and covers nighttime and daytime business.

Nighttime shows are Walter Cronkite's new show, CBS news specials. *To Tell The Truth*, *The Steve Lawrence Show*, *Rawhide*, *Lost In Space*, Thursday Movies, *The Wild, Wild West*, *The Trials of O'Brien*, *Gunsmoke*, *Candid Camera* and *What's My Line*?

In daytime, Westinghouse will be in CBS's morning minute plan, and in news at mid-day and on Saturday. McCann-Erickson, New York, is agency for Westinghouse.

WLW Stations on the GO—



One of our "Program Directors"...

He's never been in a broadcasting studio. Or heard of an ET, ID, or ARB. But we asked his opinions about our station. And the views of hundreds of other folks in his town. It is part of WLW Television's practice of each station going into the field to meet the people. Get to know 'em. Make new friends. Survey. Entertain them. Engage in a people-to-people

contact. All this to learn from and learn about the communities in our coverage area.

We will continue to visit, study and salute every city of size in WLW-TV Land. When we say we know and serve the market, it's because we've been to the marketplace. Another example of WLW Stations in the know . . . and Crosley on the GO!

CROSLEY BROADCASTING CORPORATION, a subsidiary of Avco

COLOR TV NETWORK: WLW-T, Cincinnati / WLW-D, Dayton / WLW-C, Columbus / WLW-I, Indianapolis / WLW RADIO, Cincinnati

Represented by BROADCAST COMMUNICATIONS GROUP



**IF YOU THINK CHICAGO
ISN'T A HOT RADIO MARKET,
YOU PROBABLY THINK
LIEBESTRAUM IS A
NEW GERMAN BEER!**



And if you think WGN isn't the hottest station in Chicago, you aren't getting all the sales you could!

You have a sales problem in the Midwest? The only sales problem we want for our clients is too much business!

You should know that *Chicago radio sells like no other media.*

And WGN is *the* sellingest radio station in Chicago. How? We have the radio audience with real money to spend. And, most important to our clients, our audience responds to their messages out of all proportion to the investment.

Clients also tell us they like our effective media merchandising.

So? Don't just sit there losing sales. Call Marv Astrin for proof. Phone Area Code 312, 528-2311 collect right now. He'll tell you how the sellingest station in Chicago can help you.

WGN
IS
CHICAGO
the most respected call letters in broadcasting



Want to tell the Senate, the House and everybody else in Washington, D.C. "where to get off"?

Then buy into WWDC 'Copter 1260 unique traffic reports! Our gal Marie is on 18 times a day, in A. M. and P. M. traffic hours . . . broadcasting direct from our own Hughes 300 helicopter. She gives motorists the "right steer" in and around the nation's capital . . . tells them where to get off snarled areas and how to get back into the smooth flow. Your advertising message will be smooth-flowing as well, in this decidedly high-audience atmosphere.

Ask your Blair representative for 'Copter 1260 availabilities



WWDC

RADIO WASHINGTON, D.C.

DATEBOOK

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

☞ indicates first or revised listing.

JULY

July 18-20 — Annual meeting of Idaho Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; FCC Commissioner Lee Loevinger; 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 Currigan, mayor of Denver; John Love, governor of Colorado. (For complete agenda and list of exhibitors, see stories this issue.)

☞ July 19—Communications clinic sponsored by U. S. Public Housing Administration. Speakers include Joe Roddy, news director, KTBC Austin, Tex. Austin.

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 WEBB-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 television, Edward Petry & Co. Greenbrier, White Sulphur Springs.

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

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. 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 up-

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.



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Biting questions . . . big questions . . . burning questions about CATV. We may not know all the answers, but they'll be honest ones. Our point of view is based on our experience in construction as well as the actual operating of cable systems serving 34 communities. We're operators, so we speak like one. Balance sheets. Volume potentials. Cash flow projections. Sales promotion. That's our language. So if you're considering CATV, drop in to Booths 6 and 7 at the NCTA Convention in Denver, July 18th-23rd. Remember, profit is spoken here.

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 Promotion and Management

date 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; FCC Commissioner Kenneth A. Cox; H. Taylor (Bud) Vaden, president, Broadcasters Promotion Association. 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. Radisson hotel, Minneapolis.

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

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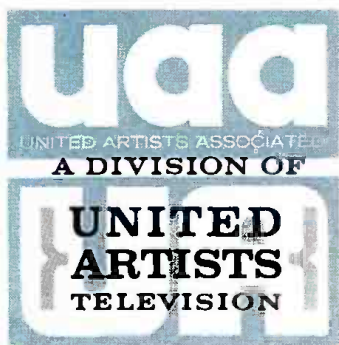
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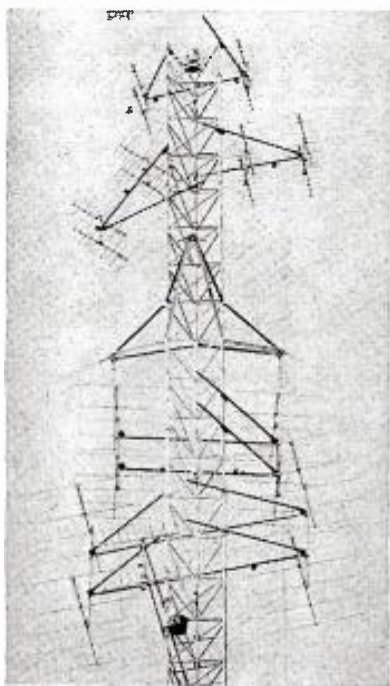
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ber of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

■Oct. 4-5—Annual convention and elections of New Jersey Broadcasters Association. Governor Morris hotel, Morristown.

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

Oct. 10-12—Annual fall meeting and elections 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.

Oct. 25-27—21st annual National Electronics 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

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If you live in New York or Chicago, please remember this: *People in great cities have entirely DIFFERENT radio-listening patterns than you have.*

Take New York City. There you have *eight* great 50,000-watt stations, each using almost unlimited resources to bring you the best in radio.

This is far from the case in most other areas.

For instance, WHO Radio is the only 50,000-watt clear-channel station in Iowa. 44% of all the 805,020 radio homes in our NCS '61 area shown above listen to WHO weekly. In fact, we are heard

regularly in 94 of Iowa's 99 counties. 239,000 radio families in this area listen to WHO every day— and that's over 5 times more families than live in Des Moines!***

To sum it all up — please go back and read the headline.

You can't afford NOT to use WHO Radio in "Iowa Plus." Many of the nation's smartest radio advertisers never even try. Ask PGW for all the reasons!

*NCS '61.

**Sales Management, June 10, 1964.

WHO RADIO

for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., National Representatives

"A superb shocker of stunning voltage! ★★ ★★"—*N. Y. Daily News*

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MARK II PLAYBACK UNITS

Instantaneous airing of top quality messages. Completely dependable.

Write or call:



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—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 "leap-frogging" (4) program origination or altera-

tion by CATV; pay TV or combined CATV-pay TV-TV operations.

DECEMBER

Dec. 1—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 8 and 11 p.m., or 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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OPEN MIKE®

'Shameful exhibitions'

EDITOR: With regard to CBS-TV's *It's What's Happening, Baby!*, Senator Gordon Allott (R-Colo.), in calling the show "one of the most shameful and disgraceful exhibitions I have ever witnessed in the U. S.," put on one of the most shameful and disgraceful exhibitions of a public official . . . (talking about) . . . a subject he understands not at all.

CBS-TV paid for the show and ran it on their network. It cost the government nothing. The show was designed to reach a mass audience of young people. It did that and then some. Yet Senator Allott, on the Senate floor, flatly declared the show "a failure."

Eighteen million Americans viewed the program. Among them, hopefully, were many of the youngsters the Job Corps is designed to help. How would the senator from Colorado propose to reach an audience such as this? Perhaps a TV show based on the minuet?

This program did much to help young people badly in need of jobs. The senator has a job. To my mind he should stop wasting government time and money in taking pot shots at effective public service television and get down to the important business with which he is charged.—*William Wood Jr., Carter & Carr, Los Angeles.*

Now's the time

EDITOR: With regard to your questionnaire for our listing in the 1966 YEARBOOK, this station is in the process of transferring ownership. When is the last possible deadline for submitting an up-to-date listing incorporating all the new information which will be involved un-

der the new ownership?—*Patrick J. Stanton, president, WJMJ Philadelphia.*

(Questionnaires for the 1966 BROADCASTING YEARBOOK, which is now being prepared, should be returned now with current information. Changes taking place at a later date may be mailed to us when they take place. They will be made when received if the YEARBOOK has not been printed.)

EDITOR: Please send us a questionnaire so that we may be listed in your 1966 YEARBOOK. We are manufacturers of vidicons and other tubes used by broadcasters.—*Pearl Holliday, Heintz and Kaufman, 3650 Hayden Avenue, Culver City, Calif.*

(It's in the mail. Questionnaires have been mailed to all organizations appearing in the 1965 YEARBOOK. New firms in the ever-expanding broadcast field, which may not have received a questionnaire may request one by sending a letter to BROADCASTING YEARBOOK, 1735 DeSales Street N.W., Washington, D. C. 20036.)

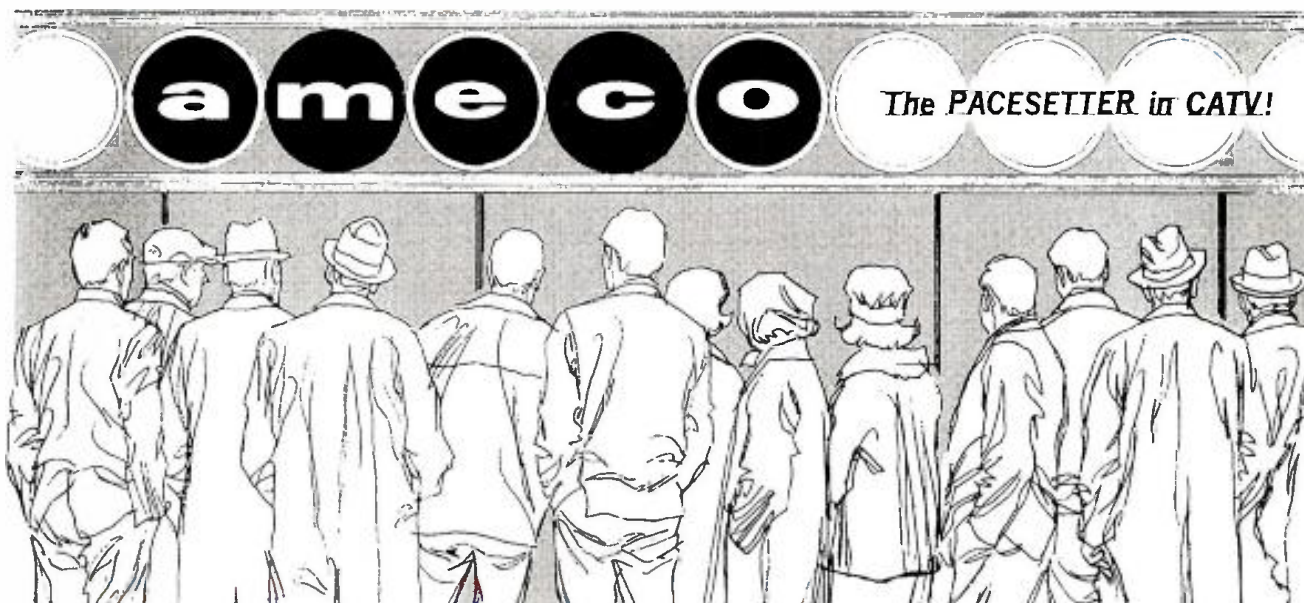
Repaying listener loyalty

EDITOR: I thought you might be interested in some of the background on the announcement from Stanford University of KREP(FM)'s presentation of nearly \$1,000 to two students to participate in the World University Service-Stanford volunteer project in Hongkong. Perhaps this will encourage other stations to take similar action.

The 1960 census showed Santa Clara county second only to Washington for individuals 25 years or older having completed four years of college on a per capita basis. Our market area's average family income is far above the norm too. So, in addition to programming music carefully, we do things such as bringing news via shortwave from London, England, three times daily. . . .

We started the *Campus Caravan*, seven nights a week, 10:30 to midnight. We honor a fraternity, sorority or dor-

What's all the excitement?



It's the Ameco display at the NCTA convention!

There's excitement in TWO places at the NCTA Convention, July 18-23, in Denver, Colorado! Denver is an exciting city . . . and the NCTA Convention is creating excitement this year.

Ameco, Inc., the company that introduced solid-state concept to CATV is creating two centers of attraction.

FIRST: The Ameco Salesmobile in the lower lobby of the Denver Hilton Hotel serves as a friendly reminder of the doorstep service every system operator can expect from Ameco.

SECOND: The Ameco display exhibits two complete lines of solid-state CATV

amplifiers. One is a working display demonstrating the capabilities of Ameco solid-state under the most adverse conditions. Head-end gear, connectors and other components are there for you to examine.

A full staff of personnel are there to answer your every question concerning CATV and Ameco equipment. Equipment designed, pioneered and manufactured by Ameco. Ameco Performance-Proud CATV equipment.

If you cannot attend the NCTA Convention, why not write or call for the full details on CATV and Ameco CATV equipment?

SEE THE AMECO SOLID-STATE DISPLAY AT THE NCTA CONVENTION!

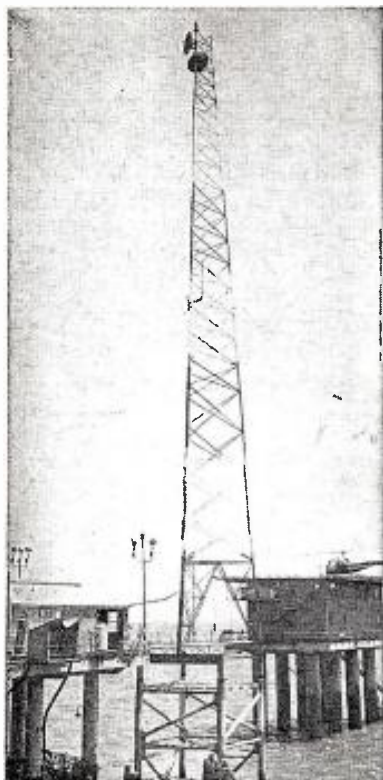
BOOTHS 49 through 53, 75, 76

The Ameco logo, featuring the word "ameco" in a bold, lowercase, sans-serif font inside a black rounded rectangle.



Stations are buying it for early evening... late night... late-afternoon stripping. When it replaced a first-run series on CBS in May, bucking first-run Bonanza, the New York audience zoomed 87% in a single week.* Whatever the time, whatever the competition, TWILIGHT ZONE delivers! Contact us. CBS FILMS

*New York Arbitron, May 9-May 16. Subject to qualifications which CBS Films will supply on request.



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A series of ROHN micro-wave towers, used on Shell Oil Company offshore platforms near the Louisiana coast, took on the full fury of "Hurricane Hilda" and withstood the test!

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mitory at Stanford, Santa Clara University, San Jose State College, or Foothill, West Valley and San Jose City College each evening.

Because we are close to students, we heard about the excellent program being conducted by Stanford University in the Far East.

We went on the air in September of last year and, while we've been in the black since our first month, we could not afford to do much heavy contributing to worthy causes. But we feel that if we expect to have our college students react to our messages, we have to do more than give them news and music. We have to participate in their programs, even though it hits the pocket-book at an inopportune time.

If we can do it—being an FM station just 10 months old—perhaps other stations could do it too.—Robert E. Podesta, owner, KREP(FM) Santa Clara, Calif.

BOOK NOTES

"Television: A World View," by Wilson P. Dizard. Syracuse University Press, Syracuse, N. Y. 416 pp. \$7.95. To be published in January 1966.

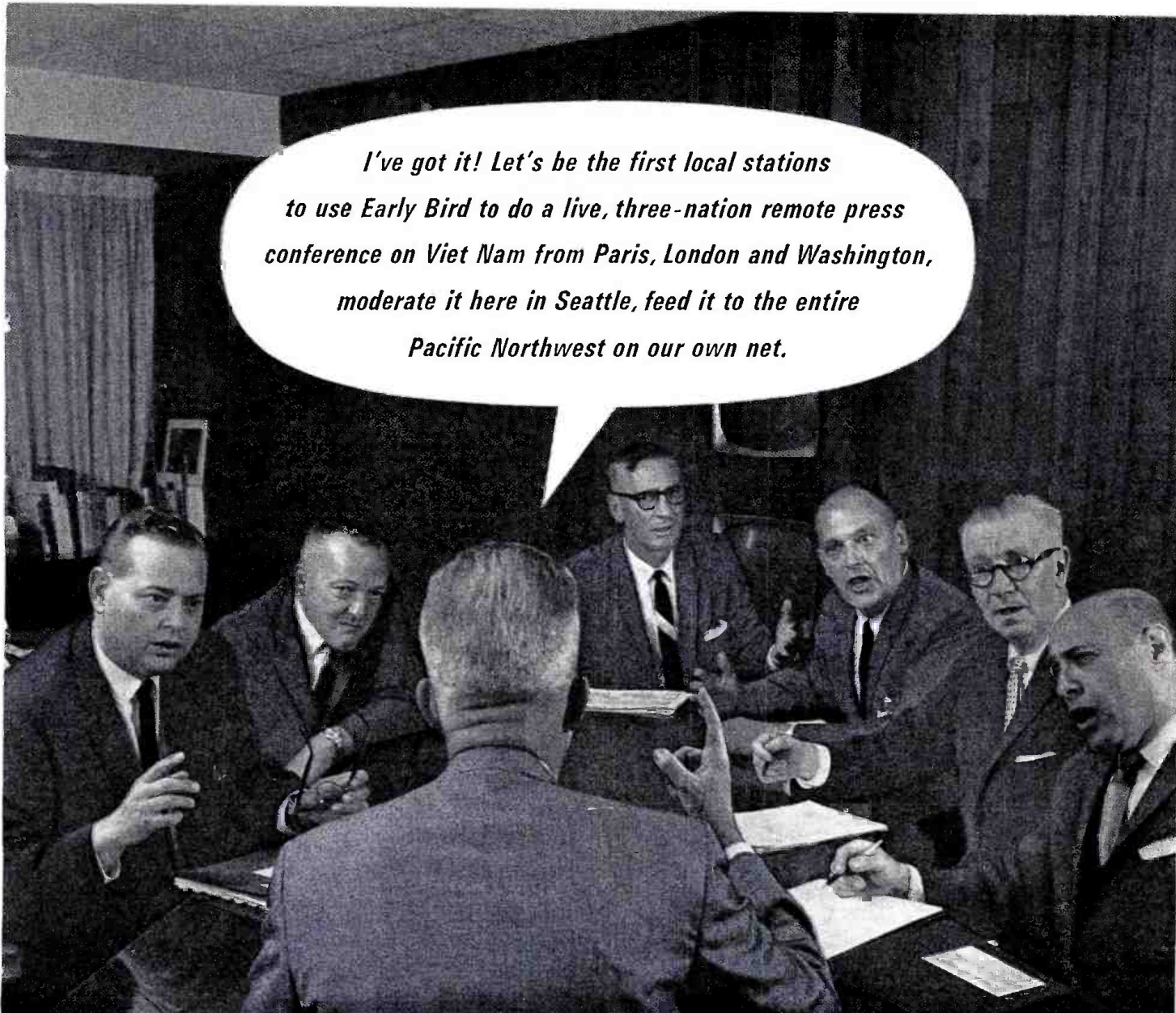
In its catalogue of books for the fall, Syracuse University Press describes this study of the development of television. Emphasizing the world aspect of the media, the book considers the appearance of television in underdeveloped countries, its use as a political and propaganda mechanism, the organization and impact of the regional and international networks, and the tremendous physical expansion of this form of communication.

The information and probings are presented within a frame of reference related to American interests and involvement in international affairs.

Mr. Dizard has been with the U.S. Foreign Service since 1951, and, as an official in the U. S. Information Agency, has been active in foreign television activities.

"Careers in Radio and Television," by Donald E. Brown. Quill and Scroll Foundation, University of Iowa, Iowa City. 15 pp.

Mr. Brown, professor of journalism at Arizona State University, Tempe, has compiled a booklet for high school students interested in broadcast journalism. He suggests the qualities and qualifications for those interested in entering this field. He also describes the different areas of broadcast journalism and lists approximate salaries in each. The booklet is being distributed free by the Quill and Scroll Foundation.



I've got it! Let's be the first local stations to use Early Bird to do a live, three-nation remote press conference on Viet Nam from Paris, London and Washington, moderate it here in Seattle, feed it to the entire Pacific Northwest on our own net.

It went on the air May 31, and as things turned out, it was quite a telecast.

Senator Henry M. Jackson in Washington D.C. got into a heated debate with French National Assemblyman Jean de Lipkowsky in Paris. Christopher Rowland, Laborite MP and official in the British foreign ministry, participated from London with pointed support of the U. S. Position. Crown Stations News Analyst Herb Altschull was with de Lipkowsky in Paris; KGW-TV news director Richard Ross was with Rowland in London. The entire affair was moderated by KING-TV News Director Charles Herring in our Seattle studios.

It was the first time that any local television station, or independent group, in the United States had

originated its own live program via Comsat's Early Bird satellite. We almost had to do it. Our viewers have come to expect firsts from us.

You see, we serve a big market, in a big way, with big ideas. Our cameras and microphones go where the action is: to an earthquake in Alaska — a flood disaster in Oregon — a hydroplane race in Seattle — the opening of a million dollar airport in Spokane — and (top this, if you can) the summit of 6,800-foot Crystal Mountain for live coverage of the National Alpine Ski Championships.

Just a few examples of being where the action is. And by being where the action is we're the birds who usually get the worms. It's that simple.



THE CROWN STATIONS

KING-TV-AM-FM SEATTLE / KGW-TV-AM PORTLAND / KREM-TV-AM-FM SPOKANE

The biggest slice of pie might not be the most palatable

Several years ago William Whyte, who also gave us the book and catchphrase, *The Organization Man*, wrote a little book, *Is Anybody Listening?*

There were a number of points in the book, but the title itself tells the story. Our society spends quite a bit of money on words, especially on advertising, but—is anybody listening?

The very question makes ad managers, ad agencies and maybe broadcasters very anxious. We spend impressive sums on magical formulas to find out if anybody is listening.

Take *The Bell Telephone Hour*, for example. The 26-city Trendex revealed that the show got 19.3% of the audience, while *The Doctors and Nurses* got 25.3% and *The Fugitive*, possibly by much scurrying, got 47.9%.

Among the Missing ■ I've always fancied myself something of a mathematician and I figure this leaves something like 7.5% of the audience dozing in their chairs or going to the refrigerator for a beer, or otherwise too occupied to say something to Mr. Trendex.

What are we to make of all these figures? The question is especially appropriate to me for two reasons. First, Pacific Northwest Bell's prorated share of the *Telephone Hour* is something like \$9,000 per show.

Second, I am by no means a professional public relations man, despite my title. But being a reasonably conscientious fellow, I'm trying to do a good job. And I'm conscious of the vast horde of shareowners of my business, and the ability of public utility commissions to ask very pointed questions about such things as advertising.

I do get a little moody each time I read the yellow TWX from AT&T telling us how the *Telephone Hour* did, according to Trendex.

My moodiness is my own problem, but raises a couple of questions of perhaps more general interest.

First, is anybody listening? If Trendex is right and we're getting 20% of the available audience, is that enough? Wouldn't it be nicer to get the 50% figure *The Fugitive* seems to drag in?

Or would it? Would that 50% perhaps actually include fewer of the folks we'd like to sell more phone service to? And even if that 50% includes more of our potential market, is *The Fugitive* our kind of show? Or for that matter is the *Telephone Hour* our kind of show now that the phone business is a more competitive outfit?

Speaking of the Best . . . ■ This leads

to the second question. If someone is listening, is anyone saying anything? What are we saying with the *Telephone Hour*, if anything?

We're saying we'd rather have this show than *Doctors, Nurses or Fugitives* from U.N.C.L.E. We say this by the simple fact that up to now we haven't sponsored this kind of show. We're also saying we'll pay for the best entertainers and artists, because we get them.

We're also saying we'll let the *Doctors, Nurses and Fugitives* run off with most of the audience, but we'll keep the show going. I don't know if we'll say this forever, but we say it now.

My own answer to the question, "Is anyone saying anything in broadcasting?", is yes, we are. But we're not saying enough different things to different people. A good part of this is certainly due to the lack of courage of some sponsors, coupled with a certain naivete about numbers, and perhaps even a lack of taste. But surely some of the reasons must also fall upon the shoulders of some of the broadcasters, and for about the same reasons.

The sponsor, of course, has a fine way out—his agency. Nothing like an agency with big, broad shoulders.

But broadcasters also have a scapegoat—the great unwashed, unlovable, but rich public. They would certainly rather see one of the *Munsters* do a pratfall than *Maria Tallchief* do a plie.

The awful truth, of course, is that we are the public, in all its unloveliness. And a good many of us like both pratfalls and plies, although not necessarily on the same show, or on the same evening. Unlovely though we may be, we deserve the chance to have more choice between the two.

I believe that more choice would even make economic sense. I, for one,

would dash out promptly and buy a two-pound loaf of Kraft American cheese if they'd bring back the old *Kraft Theater*.

A 'Worthwhile' Market ■ I don't make the effort of saying everyone is like me. I do say, though, that few of us are so unusual in our own tastes that we don't add up to a worthwhile economic market. And I'm convinced that shortsighted greed for the biggest common-denominator market is working to the economic detriment of many sponsors and some broadcasters.

Not so many years ago, we put out one basic black phone in one sturdy shape. As more and more people got basic telephone service and as complete saturation of the basic market came into visible view, we also became aware that discretionary dollars would be more important to us in the future.

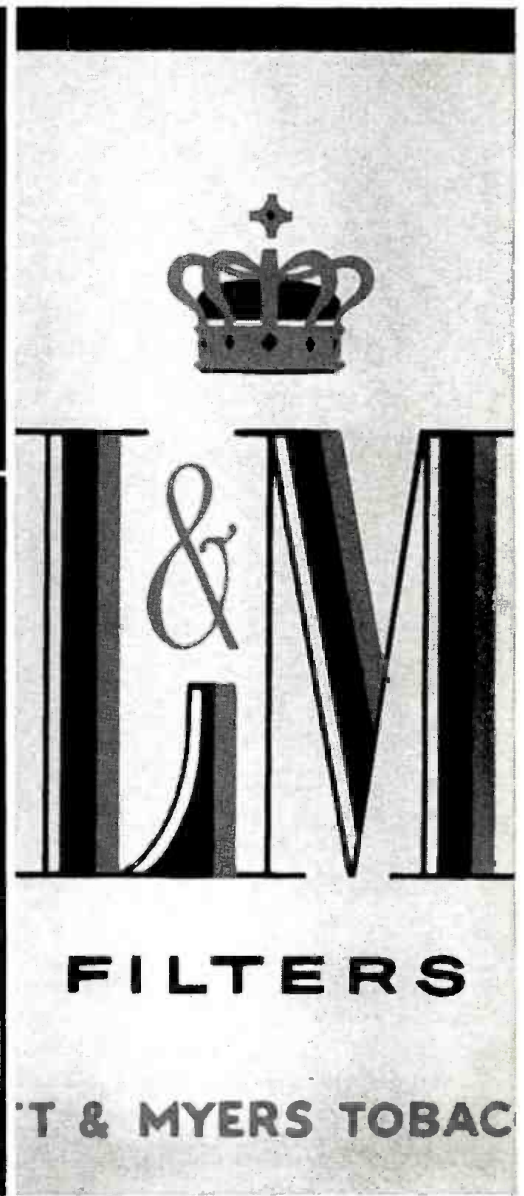
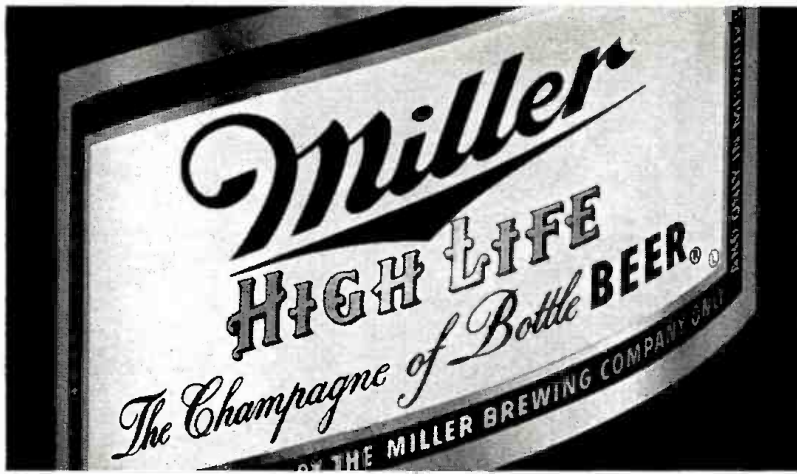
So we started working on a marketing orientation. We started to ask ourselves and our customers what they might like. We found that people wanted choice, in colors and shapes of phones.

My point is that marketing got us into customer choice and this has been good for the customer and the company.

Who could be more marketing and promotion oriented than the broadcasters and big networks? I'm not sure there is a point-by-point tie-in. But there might be something in the marketing concept that choice means alternatives, that you don't go solely for the biggest apparent market. If that were true, we'd still be selling one basic phone, which would probably satisfy most people, or at least keep them from grumbling audibly, but we'd have many more red marks in our company ledgers. And our customers wouldn't have as much choice as they do now.

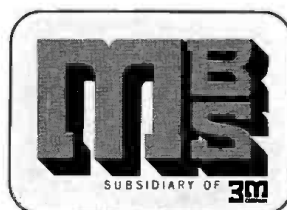


Harry H. Holloway, vice president in charge of public relations for Pacific Northwest Bell Telephone, Seattle, was named to that post in March 1963 after serving 17 years with PNB and its Northwest predecessor, Pacific Telephone and Telegraph. Mr. Holloway was educated in Oregon colleges and George Washington University, Washington, majoring in business administration and law. His Monday Memo is condensed from a speech he gave to the Oregon Association of Broadcasters in April.

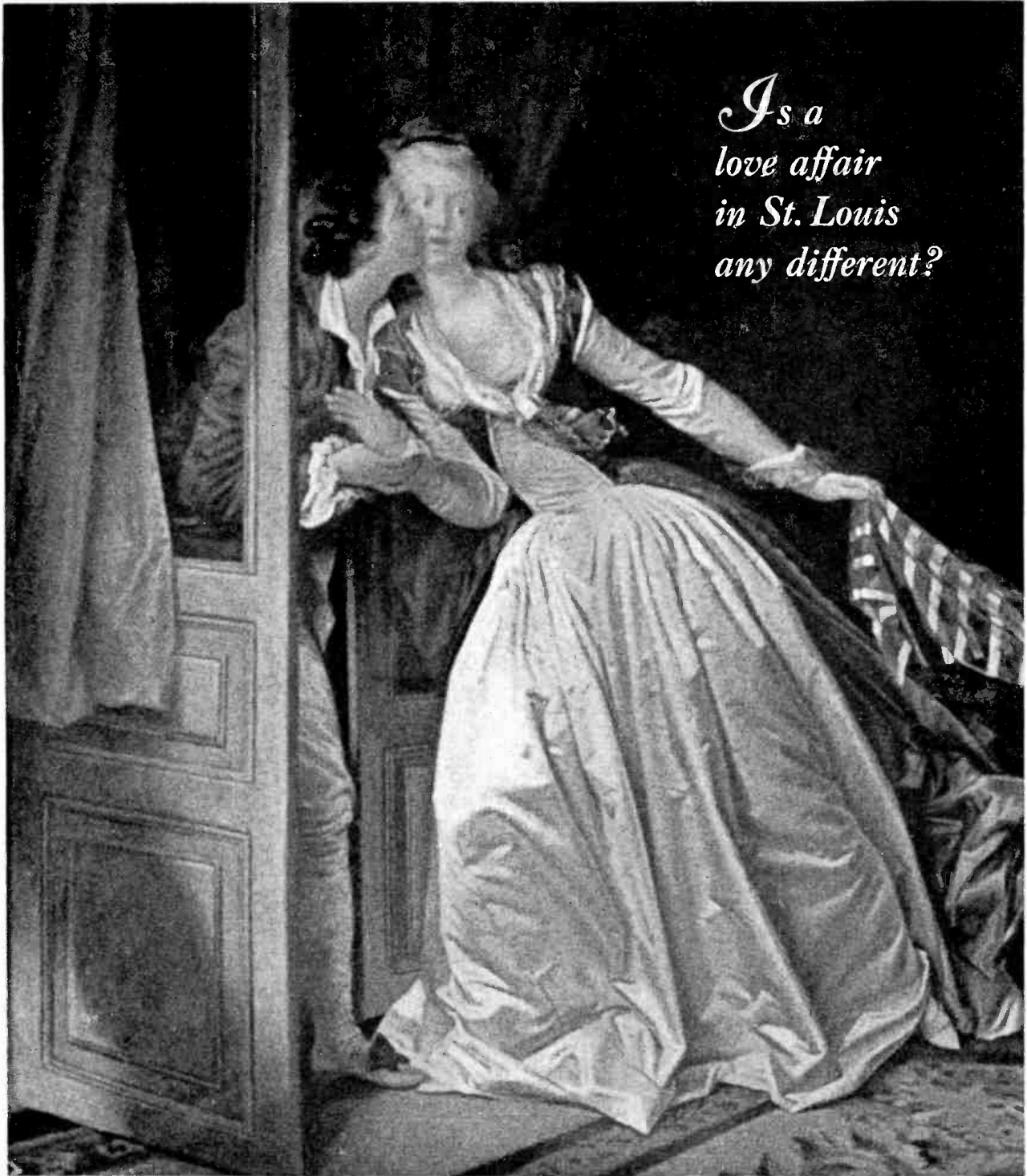


The wise money's on Mutual!

Because Mutual can get you more listeners per dollar than any other network...TV or Radio! Forty per cent of all network radio stations are Mutual. Mutual covers the top metro markets and gives you exclusive coverage in over 260 others. In all, over 500 markets. So where broad coverage counts—the wise money's on Mutual!



MUTUAL BROADCASTING SYSTEM



*Is a
love affair
in St. Louis
any different?*

FRAGONARD/THE SNATCHED KISS/LENINGRAD HERITAGE

The deep, responsive feeling that the St. Louis TV audience displays for KSD-TV is not of the fleeting moment variety. For 18 years, this emotional attachment has grown stronger as it has matured. No wonder the ratings* . . . and the viewing preferences** . . . show Channel 5 first in the hearts of St. Louisans.

St. Louis Post-Dispatch Television/represented nationally by **BLAIR TELEVISION**
A Division of John Blair & Company



*Nielsen Station Index and A.R.B. Television Market report—latest ratings show KSD-TV first in St. Louis (average ratings—sign on to sign off).

**Frank N. Magid Associates Survey shows KSD-TV programming and personalities strongly preferred by St. Louisans. Write for details.

Independents eye fat program pie

For first time in years major film studios face challenge for the \$500 million yearly business of producing prime-time TV series for '66-67

Independent television program suppliers in unprecedented numbers are moving to challenge the dominance of major film studios in 1966-67 for a stake in the \$500 million-a-year business of producing network prime-time series.

Such "new faces" to network production on a regular basis as Seven Arts Television, Trans-Lux Television, King Features Television, Mirisch-Rich Television, Official Films, Krantz Films, Embassy Pictures Television, Paramount Television Productions, Television Personalities Inc. and Independent Television Corp. are currently immersed in development projects that hopefully will make them "big-league" contenders in 1966-67 and thereafter.

Approximately 50 program series, aside from specials, are on the drawing boards of these companies. In some instances, pilots already have been made or are in preparation.

But for the most part, at this stage of planning, these organizations with a network yen have ideas, outlines and scripts. They maintain they are serious in their ambitions and have backed them with investments in additional programming personnel and in advances to writers. Virtually all their programs are scheduled to be made in color.

The Big Try ■ "I should say this is the first time in about a decade that established companies with little or scant network exposure are earnestly giving it a try," one well-known program syndicator said last week. "Many of us are spending more time and more money in the network area than we thought would be possible a year ago. But we all think we have a fighting chance."

The companies on a network spree have been active primarily in the syndication field in the past, though a few have had limited network exposure. They are all convinced that a relative newcomer with fresh ideas can com-

pete favorably under current conditions with such king-pin organizations in network program production as Universal TV MCA, 20th Century-Fox TV, Screen Gems, MGM-TV, United Artists TV, Four Star and Filmways.

Illustrating the tight hold these seven production firms have on network slots is the statistic that in 1965-66 their product (including feature films) will occupy more than 50% of the prime-time schedules of the three TV networks. New-to-the-network producers are cognizant of the fearsome competition that major program suppliers can provide, but they point out that the ferment among them is related to these factors:

- The FCC program rule proposal, which would limit network control of prime-time entertainment shows to 50%, if adopted is expected to have

the effect of persuading networks to deal with a more diversified list of production sources. Even if the rule is not ultimately adopted, which is the consensus, syndicators are convinced that the pressure of FCC opinion will move networks to seek out an expanded source of program supply, including advertisers, agencies and new-to-the-network producers.

- The sharper competitive race among the three networks will spur them to tap new sources for new talent and ideas.

- The prospect for a so-called "fourth network" (of UHF and independent stations) is encouraging producers to create and develop network-quality series.

- Companies that have relied almost exclusively on syndication in the past are aware of the need to diversify in

At NCTA: regulation, copyright, pole rights

There are three principal topics at the 14th annual convention of the National Community Television Association which opened yesterday in Denver—regulation, copyright, and the increasing activity of telephone companies in the CATV field.

Regulation will be discussed by Representative Oren Harris (D-Ark.), who is chairman of the House Interstate & Foreign Commerce Committee which handles legislation pertaining to broadcasting.

All three problems will be reviewed by Frederick W. Ford, making his first appearance as president of NCTA. Mr. Ford, a former member of the FCC and a one-time



Rep. Harris

Mr. Ford

chairman of that agency, is expected to cover regulation and legislation, the copyright issue and specifically the telephone companies' pole line problem. For full NCTA agenda see page 56, exhibitors page 66.

INDEPENDENTS EYE FAT PROGRAM PIE continued

the current economic climate. The brightest spots in syndication are in feature films and international sales, and the most powerful forces generally in these areas are syndicators associated with major studios or with the networks. This business environment persuades other syndicators to test their wings in the network sphere as a route to increased earnings.

▪ The success of some companies in the motion-picture field (Mirisch and Seven Arts) and in TV syndication (Seven Arts, King Features, Television Entertainment, Trans-Lux) has prompted them to seek other horizons. They reason they can apply the formulas that have worked in other forms and the background they have acquired to develop and sell network properties.

▪ Syndicators and other independent companies feel there is an ample supply of creative personnel (actors, writers, directors) who have not been utilized properly by what they call the "film factories" and who will relish an association with a narrower-gauged organization that will allow them wider latitude.

Network program officials applauded the growing interest shown to produce for them, and indicated they would give such projects careful consideration. Though executives at the three networks agreed in detail that the step-up in program development is a salutary sign, they differed on the effects of such a trend.

All claimed they always have had an "open door" policy on program acquisition. Two disagreed that the present climate was any more propitious for a new producer than it has been in the past. On the other hand, one felt that the time was ripe for new ideas from new companies.

The majority view of two networks was that the larger film studios have been successful because they have access to the top writers, directors, performers and producers, and offer the best facilities.

They argued that if a comparative neophyte presented a good idea and the promise of successful execution, he was given an opportunity. ("After all, who was Nick Vanoff before he came up with *Hollywood Palace*?" one official asked.) They felt this thrust was an attempt by smaller companies to emulate the major film companies who earlier branched out into network programming from theatrical films and TV program syndication. They viewed it as an attempt to broaden their economic base from syndication, which, at some companies, is proceeding sluggishly.

Big Chance ▪ The minority network

view, expressed by one top program official, was that opportunities are greater than ever. He said that although his network always has had a policy of listening to everyone, the pressure is much heavier today than ever before because of the high mortality of network shows. He welcomed the participation by syndicators and independent companies in the network sphere and was optimistic that improved programming would result.

The plans of leading independent companies and their observations on the network programming scene are as follows:

Mirisch-Rich Television Productions: Lee Rich, president, reported the company has 14 projects under way but none are in pilot form. He described

Third Reich specials

Wolper Productions, under contract to MGM, will produce three hour-length TV specials based on William Shirer's *Rise and Fall of the Third Reich*.

The specials will be offered to networks for presentation in the 1966-67 season. They will incorporate footage from European film libraries and new material to be shot on location.

them as "step" deals, meaning they are in the discussion stages at various TV networks.

Mirisch-Rich is aiming all its properties for nighttime network showing but ultimately intends to become active also in daytime. The filming will be at Goldwyn Studios, where Mr. Rich is located, and at other facilities.

Among the M-R program series, which would be filmed in color, are: *The Trojan Horse*, one-hour drama; *The Velvet Fist*, half-hour western; *The Expendables*, one-hour modern adventure program; *Her Daughter's Mummy*, half-hour comedy; *Primrose 6*, one-hour World War II drama, and nine other drama, situation comedy and adventure series still untitled but assigned writers, and, in some cases, producers.

Embassy Pictures TV: An official reported the company has "half a dozen projects in the works" and is dealing with each of the three television networks. He noted that Embassy already has completed a pilot of the *Steptoe and Son* series, aimed for this season, and

still has high hopes for it.

Embassy is eyeing both afternoon and nighttime periods, the spokesman said. He was reluctant to give specific details on other 1966-67 programs but said the company is developing adventure, comedy and drama series plus specials.

English Production ▪ Independent Television Corp.: ITC currently is engaged in a co-production agreement (MCA-ITC-ATV) on a one-hour color series titled, *Attorneys at War*, a spokesman said. It also has projects with networks and other advertisers under consideration, but further information on these programs cannot be revealed at this time, he added.

He said all production on ITC programs will be in England, but he stressed that this does not rule out co-production deals with U. S. networks. He noted that ITC has an outlet for its product on British stations of ATV, its parent company. ITC recently made a replacement sale of *Secret Agent* to CBS-TV and has had daytime network programs on networks in the past.

King Features Syndicate TV: Al Brodax, director of television for KFS, reported this organization plans to broaden its base considerably in 1966-67 to move into prime network time. He pointed out that KFS originally was a syndicator of cartoon series: is entering daytime network with *The Beatles* animated series on ABC-TV this fall and for 1966-67 is developing five TV series, primarily live-action.

Underscoring KFS's determination to become a network factor was the agreement signed last week with the William Morris Agency as its representative for national sales, Mr. Brodax observed. In planning for 1966-67 are four series based on KFS comic properties—*Blondie*, *Mandrake the Magician* (done tongue-in-cheek), *The Phantom* and *Hairbreadth Harry*.

Present plans are to produce these projects in live-action though some thought is being given to making *The Phantom* in cartoon form. KFS is considering a new pilot for a situation comedy featuring Marty Allen and Steve Rossi, a resurrection of an earlier pilot that was turned down by the networks for 1965-66.

Seven Arts Television: W. Robert Rich, executive vice president and general manager, noted that this company recently has added a sizable number of programming and sales executives with a view toward expanding into the network area and accelerating activities in syndication. Mr. Rich said several network properties and groups of specials are in development at Seven Arts TV, and the intention is to produce them in New York, Hollywood and abroad.

Next Step ▪ "As a company that has

been successful for some years in the motion picture theatrical field as well as the syndication of programs and features to TV, we regard our entry into the network area as a logical move toward diversification," Mr. Rich commented. "We feel that we can make a definite contribution to network programming."

Mr. Rich felt that the environment was "most propitious" today for an independent producer such as Seven Arts with a "track record" in syndication and theatrical films to find a place on upcoming network schedules. He noted the company has set up program development departments recently in both New York and Hollywood and said discussions are proceeding with writers, directors and producers, many of whom have approached Seven Arts TV on their own initiative.

Trans-Lux Television: Richard Carlton, vice president and general sales manager, reported that the company has about half a dozen programs in development, some of them in script form and others in outline. At the outset, he said, Trans-Lux will attempt to launch itself on network through a series of six one-hour entertainment specials designed for prime time and with children's and general-interest series intended for fringe periods.

Mr. Carlton said there seemed to be a more receptive network attitude toward newcomer organizations and added: "We are not fooling ourselves into thinking that everything we have in mind will get to the pilot stage. But if we can get our foot in the door with a special or a fringe-time show, we will feel the effort is worth while."

Trans-Lux TV recently engaged Robert Pik, who has had broad experience in producing TV network programs, as director of operations and new program projects.

Television Personalities Inc.: Henry Saperstein, president, reported he has four programs on tap for 1966-67 and said he is concentrating on "the off-beat, which the big boys cannot or will not supply." They include *Dick Tracy*, a weekly half-hour comedy series being developed with NBC-TV; *Time: Zero*, a half-hour science-fiction series, and 30 one-hour spy adventure programs, both produced in association with Tojo Film Co., Tokyo; and *The World Series of Skiing*, 13 half-hours of skiing competition (the pilot was completed recently in Aspen, Colo. But programs would be produced on location throughout the world).

Mr. Saperstein, who has produced the *Magoo* series for network but whose organization has concentrated on syndication, offered this critique on the problems involved in programming for networks:

"Those of us who have been in syndi-



Frank Converse, a new face to television, stars in Plautus Productions' 'Coronet Blue' series.

A slot on the network may be hard to get

New-to-the-network producers may be full of high hopes for landing berths on the 1966-67 program schedule (see page 27). But it's no easy or simple task, as one veteran producer, Plautus Productions, has discovered. For example, Plautus's *Coronet Blue* has been unable to land a time slot on CBS-TV even though (1) that network has made a firm commitment for 22 episodes of the action series about an amnesia victim in search of his identity; (2) CBS-TV is providing complete financing of more than \$2 million and (3) Plautus already has completed seven segments of the one-hour color series in New York and will continue production through next spring.

Last Thursday (July 15) was a go-go day around Plautus's New York headquarters. That was the day that John Schneider, CBS-TV president, was scheduled to view one complete episode of *Coronet Blue* (completely scored) and the rushes

from several other one-hour segments. The series originally was selected for showing during 1965-66. But with the departure of James T. Aubrey from the CBS-TV presidency last spring, the network decided to withdraw *Coronet* from the fall lineup and has not as yet set a starting date.

Herbert Brodtkin, executive producer of *Coronet Blue*, and Edgar Lansbury, producer, are hopeful that Mr. Schneider will be sufficiently impressed with *Coronet* to schedule it for the fall of 1966. Personally, they prefer that the series not go on as a replacement in January 1966 because they believe a dramatic series needs time to "build" an audience.

P.S.: Plautus has been one of the leading network producers in the past with such well-known prime-time series as *The Defenders* and *The Doctors and The Nurses* on CBS-TV. Neither has been renewed for the fall.

ation aren't newcomers. We have been seasoned in the roughest school around—syndication. We have come to know what 150 program outlets want, not what just three organizations (the networks) want. There's no reason why the experienced syndicator today cannot meet the growing requirements of networks."

Paramount Television Productions: An official said that this company, which has been largely dormant in recent years, now is considering several projects that are in development. He said that he could not be specific at this time, but indicated that an announcement might be forthcoming on the company's plans both in the net-

work and syndication areas. He added that projects to be created for Paramount Television would be independent of series to be produced by Plautus Productions, a TV production company in which Paramount Pictures has a 51% interest.

Official Films Inc.: Robert Brees, who recently was named vice president in charge of production for Official, revealed the company has five TV series in development in addition to a group of one-hour entertainment specials. If Official lands a network berth in 1966-67, it will mark a return to network programming by the company after an absence of a decade. At one time, the company (under another management)

was a powerhouse network supplier.

Projects described by Mr. Blees included *Off We Go!*, a World War II comedy centering around the air corps; *Meet the Moores*, another half-hour comedy about a professional football team; a one-hour dramatic series with a young adult appeal; another one-hour

drama revolving around a jazz musician, and *Withering Heights*, a half-hour comedy set in a San Francisco suburb.

Krantz Films: Steve Krantz, president, noted that his organization has an association with the McCall's Corp. on all its TV projects. On the agenda for 1966-67, he said, are *The Presi-*

dential Scholars, a weekly half-hour series based on reports from young scholars throughout the world; two situation comedies; an adult cartoon series and a group of specials slanted for women. Mr. Krantz said some of the TV programs would be based on articles appearing in McCall publications.

BROADCAST ADVERTISING

Soft talk on loud commercials

Wasilewski, Henry and networks comment on FCC's new guidelines for ads; action called 'premature'

The FCC and National Association of Broadcasters didn't raise their voices last week, although volleys were exchanged on the loud commercial front.

NAB President Vincent T. Wasilewski called the commission's action "premature" and said it "presents impossible areas for regulation and administration," but added NAB has extended and continues to extend its cooperation on this subject.

FCC Chairman E. William Henry, in a television interview, said the commission had been studying the problem for "at least two-and-a-half to three years. I hardly think action after that period of time is premature."

The three TV-radio networks were revealed to have been or to be working on devices to help minimize the loudness problem (see page 32).

Formally Out ■ The flurry of comments came last week as the FCC formally announced its policy statement on loud commercials. It puts most of the blame on those who record the spots, and most of the responsibility on the stations that play them.

In its policy statement of six guidelines, which was circulated among commissioners earlier this month (BROADCASTING, July 5), the FCC noted that there is no "indication of any concerted industrywide effort to deal with the problem." But between the informal draft and the one released last week, the FCC added a conclusion that appreciates "the consideration and attention being given this problem by the NAB Engineering Advisory Committee. It is understood that investigations and studies are to be made by this committee regarding the technical considera-

tions that may be involved in the matter of 'loudness,' and also as to the possibility of developing a new volume measuring meter."

The addenda followed a meeting of NAB officials with Chairman Henry.

The policy statement says the commission expects "strict adherence" by broadcasters to the policy. Among the guidelines are: control room procedures to prevent loud commercials resulting from inaccurate meter reading or "excessive" reliance on automatic gain control; reduction of modulation below 85% on frequently recurring peaks; guarding against "excessive compression"; care in presenting recorded material in which compression, reverberation, filtering and other processes have

"I Said, WHAT MAKES YOU THINK THE COMMERCIALS ARE TOO LOUD?"



Herblock in Washington Post

been used; avoiding commercials presented in "loud, rapid and strident manner," and avoiding more than 4 db contrast between program content and commercial that follows.

Nothing Intentional ■ In his statement, Mr. Wasilewski said the NAB agrees with the FCC that broadcasters do not deliberately boost the volume for a commercial, "but respectfully point out that there has been concerted broadcasting industry effort to deal with the matter. This problem, however, involves so many subjective elements and is so complex that no solutions have yet become apparent."

The NAB president added that the association had agreed with the FCC to conduct a series of tests in Harrisonburg, Va., and to work toward the development of a new VU meter.

Prior to the policy statement Messrs. Wasilewski and Henry had exchanged letters, with the NAB head contending that any FCC action imposing standards without technical documentations would be "arbitrary" and a breach of "good-faith efforts of the industry." He termed the FCC's reference to the "subjective and psychological aspects of loudness" as resulting in the commission imposing standards on licensees "which are so vague and indefinite as to be impossible of reasonably accurate interpretation."

The FCC chairman replied that the commission was cognizant of the NAB's activities in the loudness area and "will cooperate fully in taking into account their results in any future action which may be appropriate." He added that the FCC "will apply the rule of reason in its interpretation of this policy. We will also work with you to make the transition to compliance as smooth as possible."

Enforcement ■ Mr. Henry also discussed the loud commercial problem Sunday (July 18) on *Opinion in the Capital*, produced by Metromedia at WTTG(TV) Washington. Questioned by Mark Evans, vice president for public affairs, Metromedia, and Bernie Harrison, TV columnist of the *Washington Evening Star*, the chairman said the policy statement will be enforced "vigorously until it's noticeable on your screen and radio, and mine."

Chairman Henry said the policy state-



**Want your spot to appear before
99,000 people (82,000 of them
children)* watching WHIO-TV's
Uncle Orrie today?**

(at about \$1.26 per thousand!)

Uncle Orrie (left) and Ferdie Fussbudget inhabit B time on WHIO-TV. Monday through Friday they entertain 82,000 children from 4:00 until 4:30. If the product is for kids, you'll be for Uncle Orrie.

*NIELSEN STATION INDEX ESTIMATE (MARCH '65)

WHIO-TV • CBS • CHANNEL 7 • WHIO-AM-FM • DAYTON, OHIO
NATIONAL REPRESENTATIVE: GEORGE P. HOLLINGBERRY

WHIO-TV



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

Bartley joins majority on commercial inquiries

The FCC's decision to inquire into broadcasters' commercial practices was somewhat firmer last week, as the majority in favor of contacting stations on promise-vs.-performance questions increased to 5 to 2.

Commissioner Robert T. Bartley, who had previously opposed letters on commercial practices, joined the majority in approving letters asking five license-renewal applicants to explain apparent discrepancies between the number of commercials they carried and the number they proposed.

But he stayed with Commissioners Lee Loevinger and Rosel H. Hyde in opposing letters to five other stations from which the commission is seeking a clarification as well as a justification of policy on commercial spots.

The commissioners favoring letters to both groups are Chairman E. William Henry, Kenneth A. Cox, Robert E. Lee and James J. Wadsworth. The issue was decided two weeks ago when Commissioner Wadsworth broke a 3 to 3 deadlock by indicating he would favor letters

on commercial questions (BROADCASTING, July 12).

Promise vs. Performance ■ The stations being questioned on promise vs. performance are WTCN-TV Minneapolis-St. Paul; KFOR, KLIN and KLMS, all Lincoln, Neb.; and WIL, St. Louis.

The stations being asked to explain and justify their policies are KRAI Craig, KUBC Montrose, KSLV Monte Vista, all Colorado and all owned by Colorado Network Stations; KAGE Winona, Minn., and KWOC Poplar Bluff, Mo.

The policies enunciated by the stations indicate they may devote 40% or more of their time to commercial spots, according to the commission. It wants to know if its understanding of their policies is correct and, if so, how the stations determine such policies to be in the public interest.

Two stations previously reported in line for inquiries on their commercial policies have been granted license renewals instead. KCOT(TV) Denver won a renewal last week

after submitting additional information to the commission indicating it has reduced the number of commercials it broadcasts in prime time to the level it proposed in its previous license-renewal applications. The station also said it had been too ambitious as an independent competing with three network-affiliated stations proposing to hold to the NAB code's commercial limits. KCTO exceeded the code by more than 24% in prime time.

KBOA Kennett, Mo., whose license-renewal date passed Feb. 1, was granted renewal June 9. The commission acted after the station explained that it had carried more spots than it had proposed because for a time it had been the only radio station in town and obliged as a result to carry more spots than it had proposed in order to serve the needs of the town's merchants.

All but one of the stations getting letters on commercials are awaiting license renewal. The application of KWOC was approved inadvertently in May.

ment reference to expecting "strict adherence," has the "obvious implication" that if the adherence is not forthcoming "we will do something about it. We will question the station when it's license-renewal time, and if it's been found wanting, it could find itself in serious difficulty."

He said most of the fault lies in the prerecording of commercials where something is "injected into them, some electrical processing that's calculated to make them loud. I think it's up to the broadcasters to go to these people who make these recordings and say, 'eliminate.'"

Vectra plans TV campaign

An extensive fall advertising campaign is planned for The Vectra Co., a division of National Plastic Products Co. Inc., Odenton, Md., spearheaded by a \$1 million investment in television (CLOSED CIRCUIT, July 12).

From September through December, Vectra will advertise its fiber for hosiery and for carpets on 15 daytime and nighttime ABC-TV shows. Vectra will continue its campaign for the carpet fibers on the NBC-TV *Today* and *Tonight* programs. Its TV budget for 1965 is expected to rise to about \$1.5 million as against \$300,000 in 1964. The agency is W. B. Doner & Co., Baltimore.

How loud is too loud?

Technical studies made by networks as NAB test continues

Technical moves by networks to find some of the answers to loud commercials were revealed last week. The National Association of Broadcasters reported its loudness subcommittee had been receiving information on studies that have already been made. And it was learned that loudness may become a study on an international scale.

NBC was said to have had a VU meter of its own invention in use successfully for several years, although it was still acknowledged to be in the development stage. The latest refinements on the meter were passed along to the NAB July 6. NBC spokesmen said they expect to have an even more effective device shortly. CBS has had its own loudness-control aids in use for several years and indicated it has other improvements in the works. ABC said

"it hopes to foster the development of an improved modulating-limiting device."

The NAB subcommittee, working on loudness, is supervising a series of tests at Weaver Recording Corp., Harrisonburg, Va., with material for these tests supplied by ABC. The subcommittee has also been given the specifications for the NBC meter, which is said to measure loudness rather than power or energy. In addition, Crosley Broadcasting Corp., has supplied the group with its studies in this area.

Color System ■ NBC authorities confirmed the existence of their VU meter, in use since late 1961 or early 1962, but would not immediately describe it in detail. It is understood to be a visual meter, employing colors, that was developed after an earlier version met some resistance among NBC engineers who "couldn't get used to it" although it was said to produce good results. The color version has completely overcome that resistance, according to reports last week.

Both versions were designed by J. L. Hathaway, an NBC development engineer. The original version was announced by NBC in February 1961. The announcement said it was devised at the request of Ernest Lee Jahncke Jr., head of NBC Standards and Practices, to provide "another insurance of ac-



Have you felt our January Pulse?

FROM 6:00 A.M. to 6:00 P.M., WDAY Radio has 105% more adult listeners than the next station—almost *twice* the total audience! That's 45.4% of all radios in use!

Yes sir!—and from 6:00 A.M. to 12 noon, our share is 50%! (All figures from Pulse, January, 1965.)

Tain't as if this will be any surprise to any

of our regular advertisers — it's been going on like this for *generations*!

But what about you boys and girls who haven't really discovered Fargo and the fabulous Red River Valley yet? You think us Hayseeds ain't got no *money*? The truth is that we have more dough to spend than *many* "larger" markets. Ask PGW for the facts. Please!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

BAR estimates for 8 markets

Estimates of the dollar volume of nonnetwork television business on the air in eight U. S. markets during the week ended June 25 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 25:

Dallas (3)	\$299,759
Grand Rapids, Mich. (3)	186,807
Green Bay, Wis. (3)	64,506
Lansing, Mich. (2)	85,140
Nashville, Tenn. (3)	132,711
Shreveport, La. (3)	65,149
Spokane, Wash. (3)	66,724
Tulsa, Okla. (3)	88,572

ceptability and good taste not only in what we say but also in how we say it."

Short Statement ■ ABC's hope that it can "foster the development" of a loudness-control device was expressed last week in a formal statement on the FCC's loudness statement. Officials declined to elaborate.

ABC also pledged cooperation with the FCC's policy but noted that it felt that some of the commission's proposals "are not feasible in the present state of the art." Network officials refused to specify which of the proposals they took issue with.

The network said that, despite its reservations, it intended to take "reasonable steps to get the cooperation of the recording industry to eliminate objectionable technical practices in the recording of commercial messages as the first step to implement the commission's policy."

CBS authorities said their network had tried for years to "adhere to and to follow practices" similar to those the commission set forth on commercial loudness, but that they were concerned about whose individual say-so the FCC would rely on in determining whether its policy has been followed.

The latter concern was an allusion to thinking of many in the industry that what may appear objectionable to some may not be to others, particularly in the absence of an acceptable, industry-wide scientific measurement.

Automatic Adjustments ■ CBS for the past few years has employed the Audimax and Volumax sound control instruments which automatically adjust the levels and peaks of radio and TV audio signals. Technicians said these devices, developed by CBS Laboratories, are employed principally in switching network and local feeds, automatically riding the highs and lows to maintain a leveling effect on volume.

But, it was explained, these automatic instruments, although perhaps helping to reduce the commercials problem, do not level off the so-called loudness

factor.

CBS engineers in practice ride the gain manually, it was noted. At the same time, it was indicated that CBS engineering experts aware of the "psychological and physiological factor" in the approach to loudness in commercials were working on methods to reduce it. The methods sought were not further explained.

International Study? ■ The subject of loudness on an international scale was raised by the U.S. delegation to the International Radio Consultative Committee (CCIR) at its spring meeting in Vienna. Members of Study Group X approved a study of subjective loudness of programs and the question is now being circulated among all members of CCIR. Before being officially adopted, it must be approved by 12 members or at the next plenary session scheduled for Oslo.

Cigarette bill awaits LBJ's signature

A bill providing that "no statement relating to smoking and health shall be required in the advertising of any cigarettes" passed the House last week and now requires only presidential signature to become law.

The bill establishes a warning for packages—"Caution: cigarette smoking may be hazardous to your health"—and forbids other branches of the federal government, states, or localities to require any other kind of warning on packages or in advertising. It will take effect Jan. 1, 1966, and extend until July 1, 1969, at which time, Congress hopes to re-examine the question in the light of new evidence.

Heated floor debate preceded passage as has been the case all through the measure's stormy progress through Congress. Several members urged rejection of the conference report so that a more stringent bill might be drafted. Representatives John E. Moss (D-

Calif.) and Morris K. Udall (D-Ariz.), in the forefront of those opposed to passage, pointed out that a package warning will be seen only by those "already hooked," whereas it is advertising that creates the new smokers. The final vote was 285 to 103.

As the bill becomes law, it will end (for three-and-a-half years, at least) a serious threat to the large radio-TV cigarette advertising revenues in jeopardy ever since a report by the Advisory Committee on Smoking and Health of the Surgeon General of the U. S. Public Health Service found smoking to be a health threat of sufficient importance to require "appropriate remedial action" (BROADCASTING, Jan. 20, 1964).

Rexall uses TV only for special promotion

Rexall Drug Co., through J. Walter Thompson Co., Los Angeles, is using TV as the sole medium to promote its County Fair Sale which Rexall stores throughout the country will stage Sept. 9-18. This is the first time that television has had the exclusive responsibility for a Rexall promotion and results will be carefully studied. The campaign will include TV spots in 200 markets, with the number of spots per market varying from five to 50 or more in accordance with a national market analysis plan. Daytime programs on the three TV networks will also be used: *Father Knows Best* on ABC-TV, *Real McCoys* on CBS-TV and *Concentration* on NBC-TV.

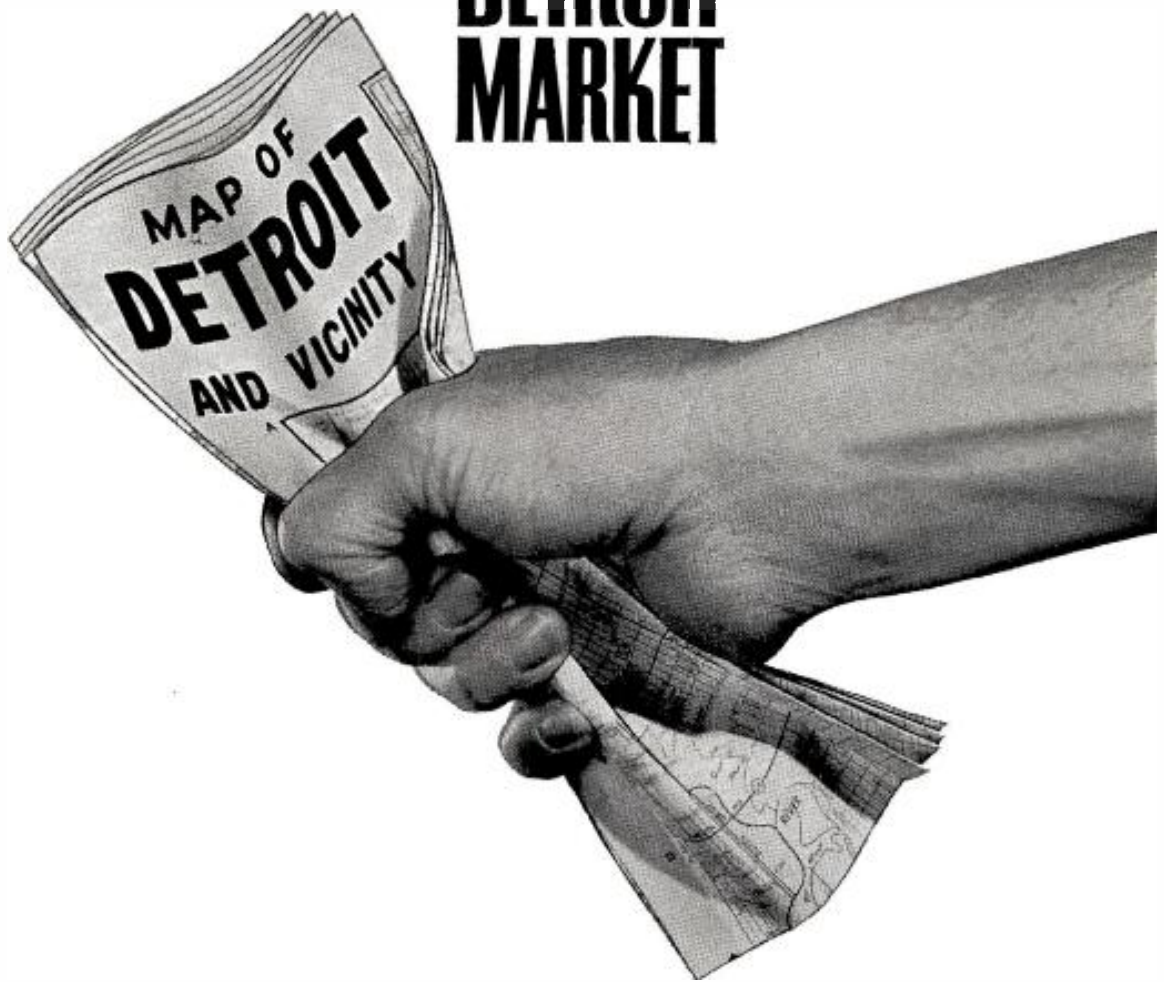
Later in the fall, virtually the same TV-spot and network schedule will be used for Rexall's annual one cent sale, to be held this year Oct. 14-23. For this event, the TV promotion will be augmented by a radio schedule on ABC, CBS, MBS and NBC, and on two transcription networks, Keystone and Nationwide. Space in Sunday supplements will also be used for the one cent sale.

New guides issued for arthritis commercials

The National Association of Broadcasters Code Authority has adopted a set of stronger guidelines to be followed in preparing radio and TV commercials for products used in treating arthritis and rheumatism. The original guidelines, issued in 1963, applied only to TV. The guidelines note six areas that should be avoided, including use of such terms as "agonizing" and "torture," and four areas that should be sought after.

The new guidelines rule out claims

HOW TO SQUEEZE THE MOST OUT OF THE DETROIT MARKET



Detroit families spend over \$5 billion a year on goods of every description. Result: Among America's 5 major markets, Detroit ranks first in automotive sales per family (\$1.3 billion). First in drug store sales per family (\$225 million). And second in food sales per family (\$1.7 billion).

The WWJ Stations enjoy the confidence of families in this high-income, high-volume market. Because of this confidence, WWJ-Radio and WWJ-TV provide advertisers with a more receptive atmosphere for sales messages. To squeeze the most out of the Detroit Market, use the WWJ Stations.

WWJ and WWJ-TV

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

THE NEWS STATIONS

BROADCASTING, July 19, 1965

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SECTION A Television	SECTION B AM/FM Radio	SECTION C Equipment/Rules	SECTION D Codes/Programs	SECTION E Agencies/Reps/Lists
Applications — 104 Call letters — 48 Channels — 66 Community TV — 113 Experimental — 73 Group licenses — 56 Station profiles — 3 Studio sales — 80	AM frequencies — 185 Call letters — 181 Channels — 177 FM frequencies — 212 Mainstream stations — 219 Station directories — 3	FCC rules — 38 License application — 36 Manuals — 12 Product codes — 3	Awards & citations — 37 Foreign language — 31 Negro programs — 35 News services — 29 Radio codes — 8 Travel agents — 78 Termination code — 3	Agency directory — 11 Associations — 31 Attorneys — 38 Engineers — 62 FCC — 27 Representatives — 3

4,537½ Square Feet of Broadcast Information!

You can't measure the true worth of authoritative facts about the TV and radio business by how much space it takes to present them or how many pounds they weigh.

If this were so, we could tell you that the 600 pages of broadcast information in the 1966 BROADCASTING YEARBOOK — scheduled for mid-December publication — will have a total area of 4,537½ square feet and tip the scales at almost 2½ pounds.

Quantity, however, is not the same thing as quality. All this bulk merely proves that television and radio today add up to a complicated business. It takes a lot of knowledge, a lot of digging, a lot of editing — and a lot of pages—to record the basic information which people who work in broadcasting must have daily at their finger tips.

BROADCASTING YEARBOOK is a one-book library of facts, conveniently tab-indexed for instant use. So wide is its range that this famous TV-radio encyclopedia — now going into its 35th annual edition — actually combines 51 separate and distinct directories within a single volume.

THE FACILITIES OF TELEVISION

Director of Channel	4-13	Multiple CATV Services	4-13
Executive in Charge	4-11	News/Program/General	4-13
Assistant TV Director	4-10	Subscription TV Interest	4-10
Chief Channel TV Director	4-10	TV Applications/Policy	4-10
Chief Channel TV Director	4-10	TV Call Letters	4-10
Chief Channel TV Director	4-11	TV Stations by Channel	4-10
Chief Channel TV Director	4-10	TV Station Directory	4-10
Chief Channel TV Director	4-10	TV Station Directory	4-10

THE FACILITIES OF RADIO

48/49/50 Radio Service	4-13	Call Letters	4-13
48/49/50 Radio Service	4-13	Call Letters	4-13
48/49/50 Radio Service	4-13	Call Letters	4-13
48/49/50 Radio Service	4-13	Call Letters	4-13
48/49/50 Radio Service	4-13	Call Letters	4-13

DIRECTORY OF TV STATIONS IN THE U.S.

... (Detailed listing of TV stations across various states including Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming, Alaska, Hawaii, Puerto Rico, Virgin Islands, etc.)

THE RADIO AND TELEVISION ADVERTISERS

... (Detailed listing of advertising agencies and their services, including national, regional, and local advertising.)

INDEX OF RADIO AND TELEVISION EMPLOYMENT

Year	Radio	Television	Total
1965	1,234,567	876,543	2,111,110
1964	1,123,456	765,432	1,888,888
1963	1,012,345	654,321	1,666,666
1962	901,234	543,210	1,444,444
1961	790,123	432,109	1,222,232
1960	679,012	321,098	1,000,110
1959	568,901	210,987	779,888
1958	457,890	109,876	567,766
1957	346,789	9,765	356,554
1956	235,678	0,654	236,332
1955	124,567	0,543	125,110
1954	13,456	0,432	13,888
1953	2,345	0,321	2,666
1952	1,234	0,210	1,444
1951	112,345	0,109	112,454
1950	1,012,345	0,098	1,012,443

THE HEAVILY RATED AND TV ADVERTISERS

... (Detailed listing of heavily rated TV advertising spots and agencies.)

INDEX OF TV STATIONS

... (Detailed listing of TV stations and their advertising rates.)

Top 50 national spot radio markets

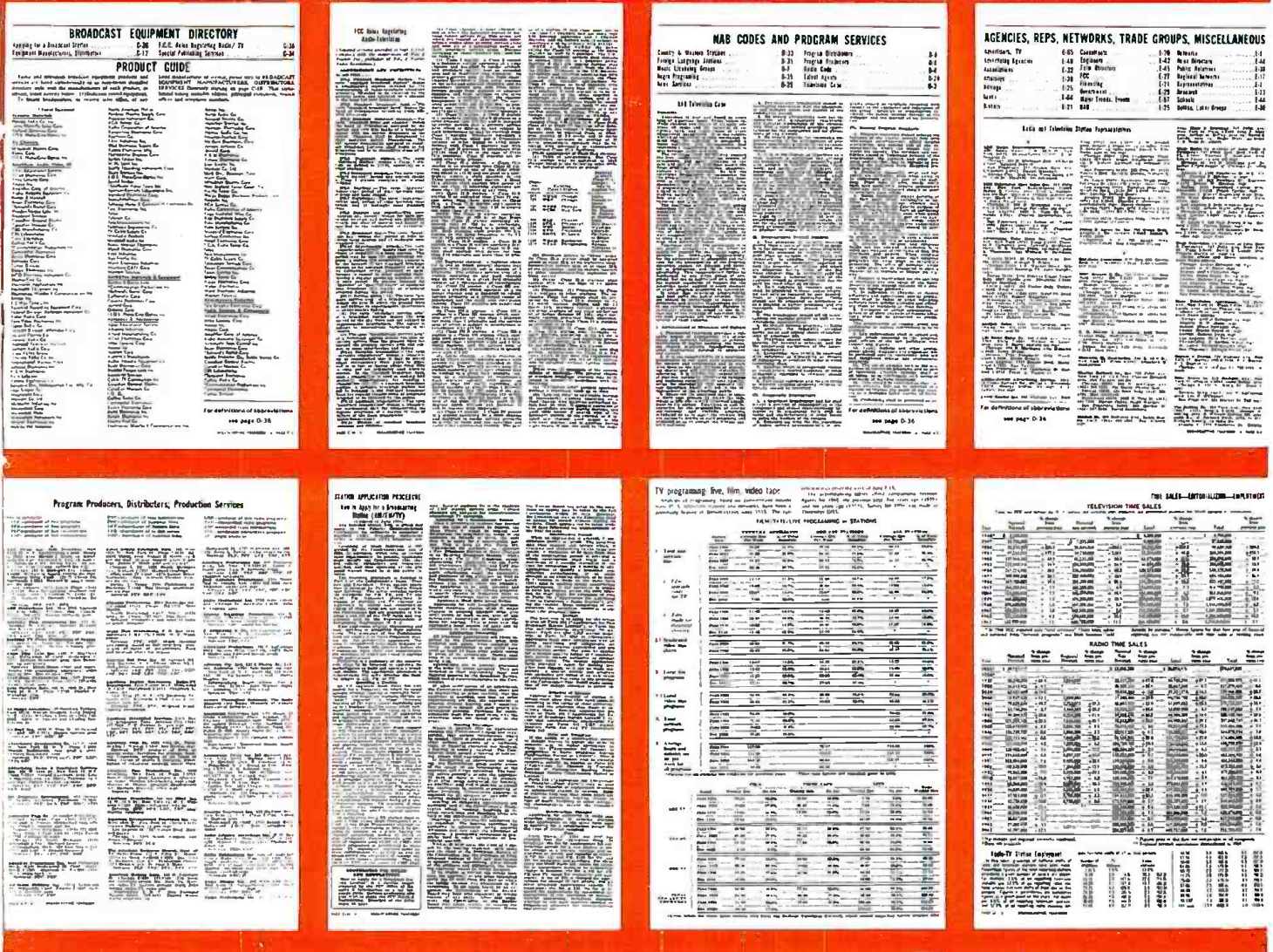
Market	Spots	Revenue
1. New York	1,234,567	\$123,456,789
2. Chicago	987,654	\$98,765,432
3. Los Angeles	765,432	\$76,543,210
4. Philadelphia	543,210	\$54,321,098
5. St. Louis	432,109	\$43,210,987
6. Dallas	321,098	\$32,109,876
7. San Francisco	210,987	\$21,098,765
8. Washington, D.C.	109,876	\$10,987,654
9. Boston	98,765	\$9,876,543
10. Denver	87,654	\$8,765,432
11. Portland, Ore.	76,543	\$7,654,321
12. San Antonio	65,432	\$6,543,210
13. Kansas City	54,321	\$5,432,109
14. Memphis	43,210	\$4,321,098
15. Cincinnati	32,109	\$3,210,987
16. Houston	21,098	\$2,109,876
17. San Diego	10,987	\$1,098,765
18. Little Rock	9,876	\$987,654
19. Salt Lake City	8,765	\$876,543
20. Omaha	7,654	\$765,432
21. Milwaukee	6,543	\$654,321
22. St. Paul	5,432	\$543,210
23. Cincinnati	4,321	\$432,109
24. St. Louis	3,210	\$321,098
25. Kansas City	2,109	\$210,987
26. Denver	1,098	\$109,876
27. Portland, Ore.	987	\$98,765
28. San Antonio	876	\$87,654
29. Kansas City	765	\$76,543
30. Memphis	654	\$65,432
31. Cincinnati	543	\$54,321
32. Houston	432	\$43,210
33. San Diego	321	\$32,109
34. Little Rock	210	\$21,098
35. Salt Lake City	109	\$10,987
36. Omaha	98	\$9,876
37. Milwaukee	87	\$8,765
38. St. Paul	76	\$7,654
39. Cincinnati	65	\$6,543
40. St. Louis	54	\$5,432
41. Kansas City	43	\$4,321
42. Denver	32	\$3,210
43. Portland, Ore.	21	\$2,109
44. San Antonio	10	\$1,098
45. Kansas City	9	\$987
46. Memphis	8	\$876
47. Cincinnati	7	\$765
48. Houston	6	\$654
49. San Diego	5	\$543
50. Little Rock	4	\$432

BROADCASTING YEARBOOK is universally recognized as the most complete, authentic and useful source of broadcast business facts available anywhere. It is studied, thumbed through, quoted as authority by advertisers, agencies and station management from the day it arrives until the day when the next year's edition is received.

It stays on the desks of people who are important to you, ready for frequent reference, throughout a full 12 months.

There is certainly information about yourself that you want these people to know. Strategically placed in the pages of the 1966 BROADCASTING YEARBOOK, your advertisement keeps making multiple impressions upon them **all year long**. Best of all, it tells your story at the exact time these makers of buying decisions are receptively interested.

ONE advertisement in 20,000 copies of BROADCASTING YEARBOOK delivers the repetitive impact of a full year's campaign — yet at ordinary rates. The closing deadline is October 1. But the time to reserve the best position in the directory section of your choice is **now**. It's as easy as calling the nearest BROADCASTING office (and reverse the charges) or mailing your space order today.



BROADCASTING YEARBOOK gives primary coverage of every significant fact about the broadcast business. Arranged by five major index-tabbed sections, here are some of the contents you'll find in this "one-book library of television and radio":

Section A—TELEVISION

- TV station directory
- TV group owners
- TV station sales
- CATV directory
- TV call letters
- TV applications
- Canadian TV
- Experimental TV

Section B—AM/FM RADIO

- AM/FM station directory
- Radio call letters
- AM frequencies
- FM frequencies
- Canadian radio
- Mexican-Caribbean radio

Section C—EQUIPMENT/RULES

- FCC rules
- License applications
- Equipment manufacturers
- Product guide

Section D—CODES/PROGRAMS

- Program services
- Television code
- Radio code
- News services
- Negro programming
- Foreign language programming
- Talent agents
- Awards & citations

Section E—AGENCIES/ REPRESENTATIVES/NETWORKS

- Agency directory
- Representatives
- Network directories
- FCC directory
- Associations
- Attorneys
- Engineers

RESERVE YOUR SPACE TODAY FOR BEST POSITION IN THE 1966 BROADCASTING YEARBOOK



Broadcasting Yearbook

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W., Washington, D.C. 20036

New York • Chicago • Hollywood

Hosiery spending on TV up 66% in '64

Hosiery manufacturers invested a record-breaking \$5,058,400 in television in 1964, the Television Bureau of Advertising announced last week.

Television's share was 66% of the

overall media total of \$7,624,200 spent by the 15 companies last year, according to Albin B. Nelson, TVB hosiery account executive. The leading hosiery advertiser on TV in 1964

was the Kendall Co., which invested \$1,325,200 in network and spot TV on behalf of its Fling brand.

The breakdown of the TV and its comparison to other media:

Company	1964 leading hosiery TV advertisers					Magazines	Newspapers	Total Media	% TV Share
	1964 Spot TV	1964 Network	1964 Total TV	1963 Total TV	% Chg.				
Kendall Co.	\$ 840,100	\$485,100	\$1,325,200	\$ 724,100	+83%	\$ 135,700	\$ —	\$1,460,900	91%
Kayser-Roth	1,106,900	147,900	1,254,800	1,494,000	-16	995,800	115,500	2,366,100	53
Hanes Hosiery	1,183,600	—	1,183,600	1,409,100	-16	402,200	—	1,585,800	75
Burlington Hosiery	411,200	—	411,200	—	+Inf.	503,000	208,900	1,123,100	37
E. I. duPont	—	—	—	—	—	—	—	—	—
de Nemours	—	282,000	282,000	—	+Inf.	—	—	282,000	100
Berkshire International	240,800	—	240,800	—	+Inf.	47,700	—	288,500	83
National Plastic Prods.	195,700	—	195,700	—	+Inf.	—	—	195,700	100
Monsanto Chemical	63,700	—	63,700	56,500	+13	—	—	63,700	100
Magnet Mills	58,200	—	58,200	—	+Inf.	—	—	58,200	100
Cannon Mills	43,200	—	43,200	—	*	157,000	—	200,200	22
Totals	\$4,143,400	\$915,000	\$5,058,400	\$3,683,700	+37%	\$2,241,400	\$324,400	\$7,624,200	66%

*Under \$20,000

Sources: Spot TV: (Gross Time) TVB/N. C. Rorabaugh; Network TV: (Net Time & Program Costs) TVB/LNA-BAR; Magazines: P.I.B.; Newspapers: Bureau of Advertising.

that a product will restore complete use to crippled joints or will reduce swelling and inflammation.

Dr. William S. Clark, president of the Arthritis Foundation, said the new guidelines are "a strong step in the right direction" of halting "misleading advertising [that] has long been a source of worry and ultimate despair to arthritis sufferers." The foundation had endorsed the original guidelines.

In announcing the new guidelines, Howard Bell, code director, noted that "advertising which refers to these ailments must do so with extreme care and caution. . . . We hope to have the cooperation of advertisers and agencies in submitting copy for review under the guidelines in advance of on-the-air schedules."

The preamble to the guidelines states that treatment of arthritis and rheumatism depends on "medical advice and supervision" for diagnosis and treatment, and the guidelines support this approach.

TV test sells Bonanza on color spot campaign

Bonanza Air Lines, through Corporate Communications Co., Los Angeles, last week started a \$50,000, 13-week spot television campaign using 30-second color spots in five western markets.

"This is Bonanza's first major effort in TV, a medium we expect to continue to use consistently," John D. Lindsay, Bonanza vice president in charge of advertising and publicity, said. The cam-

aign will encompass over 300 prime-time commercials on KHJ-TV and KNXT (TV) Los Angeles; KORK-TV and KSHO-TV Las Vegas; KSL-TV and KUTV (TV) Salt Lake City; KCRL (TV) Reno; KOOL-TV Phoenix. "TV's mass audience exposure is to match exactly the new services and fares the airline will put into action this month," Mr. Lindsay said.

The four-state campaign follows a 10-week test of TV, using 10-second ID's in Los Angeles and Las Vegas, with the results prompting the greater expenditure. Bonanza also plans to devote a significant part of its advertising expenditures to TV when the Douglas DC-9 fan jet is introduced early in 1966. The schedule for that campaign will be announced this fall, CCC said.

Agency appointments . . .

▪ Lewis Howe Co., St. Louis, switches national advertising for Tums from McCann-Erickson to Leo Burnett Co. there effective Oct. 12.

▪ Miles Laboratories, Elkhart, Ind., moves Bactine skin cream, now in test markets, from Wade Advertising, Chicago, to Jack Tinker & Partners, New York. Switch was made because of conflict with Deep Magic skin products for Toni Co. at Wade which, however, continues to handle growing number of other established and new Miles products. Tinker now has Aika-Seltzer account, also formerly at Wade.

▪ WBBM Chicago has appointed Young & Rubicam there as its advertising agen-

cy, effective Aug. 1, switching from Kennedy & Heyne Inc. The acceptance marks a new drive by a major agency for what is considered local business of relatively small billing. WBBM said it will consult with Y&R on a broad range of marketing functions over and above advertising for the station.

▪ WABC New York last week appointed Robinson, Donino & West, New York, to handle its promotion and advertising. The agency announced it would produce a new campaign aimed at consumers and the trade to be launched in the fall.

▪ Combe Chemical Corp., White Plains, N. Y., has appointed Kastor, Hilton, Chesley, Clifford & Atherton, New York, to handle advertising for Grecian Formula 16 and Johnson's Foot Soap.

▪ Southwest Gas Corp., Las Vegas, names Al Paul Lefton Co., Hollywood. Radio and TV are included in media plans.

▪ American Rent-a-Scooter, Deham, Mass., names Arnold & Co., Boston, replacing J. G. Kasten & Co., Boston. Richard F. Gleason will be account supervisor.

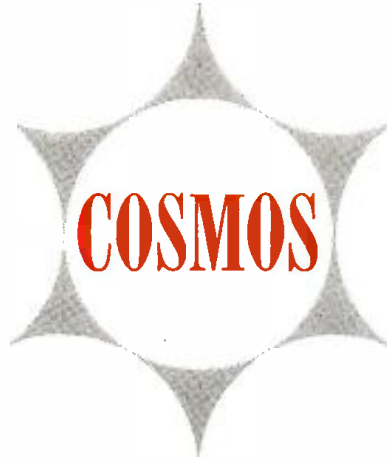
Rep. appointments . . .

▪ WPEN-AM Philadelphia: H-R Representatives, New York, effective Aug. 2.

▪ KABQ Albuquerque, N. M.: Savilli/Gates Inc., New York.

▪ Woko Albany, N. Y.: Mort Bassett & Co., New York.

Behind this new broadcasting name



stands an experienced, dynamic organization

Although company names may change (we were formerly The Broadcasting Company of the South), the sound, respected stations listed below have not. You get the same high quality — the same aggressiveness in programming and public service — the same results you've learned to depend on. Each Cosmos station is effective and influential in its respective community — well-manned with experienced, ambitious personnel.

So whenever you see the name "Cosmos" associated with a broadcasting service — you see a service you know you can trust.

WIS, Columbia, S.C., NBC/P-G-W
WIS-TV, Columbia, S.C., NBC/P-G-W
WSFA-TV, Montgomery, Ala., NBC/P-G-W
WTOL-TV, Toledo, Ohio, CBS-NBC/H-R
Cosmos Cablevision Corp.

COSMOS
BROADCASTING CORPORATION

G. RICHARD SHAFTO, PRESIDENT
1111 BULL STREET COLUMBIA, SOUTH CAROLINA

Qualities of an effective ad

Workshop told it must interrupt, disquiet, challenge, surprise and unsettle or it will be ignored

Far too much broadcast and other advertising today has lost its punch because it is too familiar and too easy to be ignored, Chester L. Posey, senior vice president of McCann-Erickson, New York, said last week at an advertising workshop in Chicago.

His thesis: "To be effective, advertising must be interruptive, disquieting, challenging, surprising and unsettling."

Mr. Posey did not mean advertising must lack good taste, of course. Only that it be distinctive or startling enough to break through consumer inertia.

"Most advertising fails to do this," he said, "because most advertising is expected. From the opening scenes in the commercial you know exactly what will follow." He spoke before more than 600 agency and advertising representatives at the eighth annual *Advertising Age* summer workshop on creativity held Tuesday through Friday (July 13-16).

Arthur J. Bellaire, vice president and creative director of BBDO, San Fran-

cisco, highlighted the accelerating weight of communication and selling responsibility placed upon the TV commercial itself as a result of the trend to participation spots rather than program sponsorships. He cited the growing threshold of viewer immunity to the individual message now that the average person views almost 1,000 commercials each month.

More TV for Zenith ■ J. B. (Kip) Anger, color TV merchandising manager for Zenith Sales Corp., Chicago, in a review of his company's advertising and marketing policies through the years, said Zenith has substantially increased its use of TV this fall. It will be spending the larger share of its national media dollar for co-sponsorships in six prime evening color shows, two on each of the three networks, he said. Zenith's agency is Foote, Cone & Belding, Chicago.

Cleo W. Hovel, vice president and executive creative director, Leo Burnett

Co., Chicago, and a pioneer in the production of TV commercials, said that in too many instances advertising ideas "stay in the word phase" with the visual interpretation for TV or print "a rather limping second."

Words and Music ■ The use and misuse of words and music in advertising were explored by Stephen O. Frankfurt and Dermott F. McCarthy, senior vice presidents and creative directors, Young & Rubicam, New York. They too cited the need to be different but "different with a meaning" in order to escape the fate of today's "invisible" advertising—that which is ignored.

Alan Alch, head of his own Hollywood radio-TV commercial production firm, demonstrated typical radio commercials like his series of spots for Salada tea to show how humor can sell effectively. He disclosed another secret weapon for the radio spot: silence, like white space in print.

William Gibbs, vice president of MGM Teleshows, New York, demonstrated the latest commercial production advances in video tape.

The increasing commercial success of country and western music in radio and TV was exhibited at the workshop by Warner Brothers Records' Leroy Van Dyke and his group for the Country Music Association.

Networks top \$500 million in five months

Network television billings are speeding through 1965 at a record pace, surpassing \$500 million in the first five months of the year. It's the first time the networks have passed the half billion dollar mark before a mid-year report has been issued, according to the Television Bureau of Advertising.

The TVB figures compiled by Leading National Advertisers-Broadcast Advertisers Reports showed net time and program billings for May increased 7.5% over the same month

last year, reaching \$95 million.

For the full five-month period (January-May) time and program revenues were up 2.8%. The increase was caused by a daytime surge of 13.5%. Nighttime revenues in the five-month period were down 0.8%.

Analysis of the LNA-BAR data indicates network daytime billings in May continued to surge ahead of May 1964, far outdistancing nighttime gains both in terms of percentage and dollar volume.

Network television net time and program billings by day parts
(Source: TVB/LNA-BAR) (add 000)

	MAY			JANUARY-MAY		
	1964	1965	% Chg.	1964	1965	% Chg.
Daytime	\$22,662.0	\$28,253.9	+24.7%	\$127,111.0	\$144,221.9	+13.5%
Mon.-Fri.	17,159.6	20,959.3	+22.1	94,907.0	107,349.1	+13.1
Sat.-Sun.	5,502.4	7,294.6	+32.6	32,204.0	36,872.8	+14.5
Nighttime	65,756.3	66,784.8	+ 1.6	367,116.6	364,085.1	- 0.8
Total	\$88,418.3	\$95,038.7	+ 7.5%	\$494,227.6	\$508,307.0	+ 2.8%

	1965	1964	% Chg. '65/'64
January	\$105,260.6*	\$103,667.0	+1.5
February	98,154.3*	98,804.9	-0.7
March	107,219.4*	105,230.4	+1.9
April	102,634.0*	98,107.0	+4.6
May	95,038.7	88,418.3	+7.5

*January, February, March, and April figures adjusted as of July 7, 1965.

Also in advertising . . .

CORPRA ■ A special service unit, CORPRA, has been formed by Tatham-Laird & Kudner Inc., New York and Detroit. The initials stand for Coordinated Promotions for Advertisers. William McKinley Spierer, vice president and general manager, will head the unit which will service T-L&K clients and other advertisers. CORPRA will specialize in preparation of merchandising, sales promotion and training, presentations, packaging, contests, point of sale, direct mail, brochures and other related services.

Merger ■ Palmer, Willson & Worden, New York, and Norman Rose & Associates, Los Angeles, have merged into Palmer, Willson, Worden & Rose. Norman Rose becomes vice president of the new agency, in charge of its West Coast office, which will add some \$700,000 to the PW&W annual billings of about \$12 million.

Sponsor identification ■ Lamar A. Newcomb, licensee of WFAZ Falls Church, Va., was notified by the FCC last week that he has incurred an apparent liability of \$1,000 for failure to identify sponsorship of the *Dale Crowley* program as required by the Communications Act and commission rules. The station has 30 days to contest or pay the forfeiture.

Hooked

We admit that Eastern Iowa lacks certain niceties of contemporary culture. We have no commuter trains. No subways for cops to ride guard. No \$4.50-a-day car parking. Membership in Alcoholics Anonymous, we understand, is limited and opium consumption is minimal.

Yet Eastern Iowa is hooked. On WMT-TV.

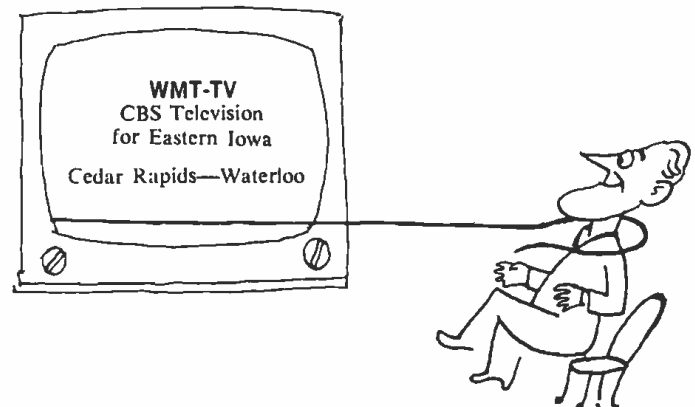
At least, one viewer is. Name: Donald A. Nelson. Occupation: Graduate student in business education at State University of Iowa, teacher-candidate for Ph.D.

He recently wrote, "In trying to determine my reasons for enjoying your news coverage, I found that the following items predominated: Your large, efficient, and personable news staff; excellent film coverage of local events; use of tape relay of national news; editorials—even though I occasionally disagree; fine coverage of the weather.

"The 10:00 news program is a must for me—followed closely by the 6:00 program. No other program—national or local—has me so thoroughly hooked."

Mr. Nelson's analysis prompted us to interview him. Can this be the typical viewer newspapers are forever looking down on? No. But we regard him as a typical WMT-TV viewer—articulate, perceptive, intelligent, and appreciative of the finer things in life, like WMT-TV. Next year he expects to start his full-time career teaching in a high school in Cedar Falls, Iowa—fortunately, well within range of our articulate, perceptive, intelligent signal.

Mr. Nelson, may his tribe increase, is one of many: Of all three-station markets in the country with equal facilities, WMT-TV is first in share of total homes reached (March ARB reports).



Sophisticated child audience

Advertisers told not to patronize them or pat them on head in ads

Television as well as all advertising must be more aware of the child as an individual who is far more sophisticated than his counterpart of even one generation ago, according to participants in a children's advertising conference held in Chicago last week by Curtis Publishing Co.

Jack Jones, advertising manager of Mattel Inc., citing Attorney General Nicholas deB. Katzenbach's recent remark that he has "a daughter who is 11 going on 17," noted that children today are growing up much faster than their parents did. "They are a lot better informed, much more sophisticated and their judgment is much more adult than adults generally give them credit for," he said.

TV itself has contributed to this educational acceleration, Mr. Jones pointed out, along with the other mass media such as books, magazines and movies. In Mattel's 10-year multimillion dollar use of TV "we have learned the power of the medium," he said, and Mattel's commercials have been effective "because we have found some success in reaching out and communicating."

Mr. Jones explained that at Mattel "we try not to patronize our audience. Nobody likes to be patted on the head." A sign at Mattel's agency in Los Angeles, Carson/Roberts Inc., he recalled, helps keep copywriters on their toes with the warning of "Remember: Little kids are hippies."

Parental Concern ■ During a panel discussion headed by former FCC Chairman Newton N. Minow and a question about advertising's social responsibilities, Mr. Jones held that teaching a child social responsibility is primarily the concern of parents. But he pointed out that commercials today can teach good taste and good manners and cited one example set by three Oreo spots showing a little boy putting an empty wrapper in the trash basket.

Parents don't seem to be as concerned about children's advertising as they should be, according to Cleo Hovel, vice president and executive creative director of Leo Burnett Co. "Bad commercials rile me as a father and an advertising man," he said, indicating he

is particularly displeased with those that "put pressure on parents" or take unfair advantage and "get across the idea that some people are less accepted socially than others." His examples of better advertising today included Kellogg and Nestle.

Commercials can't be justly accused of lacking social responsibility, Arthur Wilk of Arthur Wilk Advertising contended, "because children are quite capable of differentiating between fantasy, horror and the real thing." Parents should know what their children are watching, he said.

Lester Rosskam Jr., president of Quaker City Chocolate and Confectionery Co., reported the results of a survey he made of the attitudes of 82 children under age 12. Of the 82, he said, 65 think advertising is "good" or "necessary" while the other 17 think it is bad.

He urged that commercials be tested carefully with both children and adults before they are aired and cited how spots for Good & Plenty were improved after such analysis.

Cornelia Goldsmith, executive director, National Association for the Education of Young Children, said children are becoming more selective and discriminating in their exposure to advertising. She noted a child often watches TV commercials specifically "and his favorites are the ones that use action and variety."

Videorecord purchases U.S. Teleservice system

U. S. Teleservice Corp., New York, national monitoring service, has been acquired by Videorecord Inc., New York, a subsidiary of Bonded Services, for an undisclosed price.

Videorecord will offer off-air kinescopes of all New York City commercial channels, kinescopes of test-market commercials throughout the country and air checks of scheduled commercials in 100 markets.

Advertising agencies, on an annual contract basis may order monthly films of all new commercials in specific product categories telecast over the networks.

Business briefly . . .

Hans Holterbosch Inc., through Leber Katz Paccione, both New York, is using radio for the first time to advertise its Lowenbrau imported beer in a saturation spot radio campaign in Omaha, Kansas City, Mo., Des Moines, Iowa, Boston, and Fort Lauderdale and Orlando, both Florida. The campaign, consisting of five-second spots, will run until

Sponsors advertise show

A long list of sponsors appeared on the *Sandy Becker Show* on WNEW-TV New York last week—but the "commercials" they gave plugged Sandy Becker! It was part of a week-long testimonial to the children's program host, who was completing 10 years of continuous service on the *Sandy Becker Show* (Mon.-Fri., 8-8:15 a.m. and 4:30-6 p.m. and Saturday, 5-6 p.m.).

Among the advertisers who delivered "commercials" to Mr. Becker either in person on his program or through statements read on the air were officials of the Burry Biscuit Division of Quaker Oats; Seven-Up Corp.; Drake Bakeries Division of the Borden Corp.; M & M's Candies; Frito-Lay; Post Foods; Best Foods (Bosco); Bonomo Candy; Colgate-Palmolive (Soaky); Good Humor Corp.; Kroll Toys; Multiple Products Inc.; Ideal Toys; Remco Toys; Gilbert Toys; Hassenfeld Toys; Estelle Toys, and Pressman Toys.

the end of the year.

Rheingold Breweries, New York, for Rheingold beer, now in 10 northeastern states, is moving into Maryland and is expected to have its radio-TV advertising plans decided within the next few weeks. The beer now is marketed in New York, New Jersey, Pennsylvania, Delaware and the six New England states. Doyle Dane Bernbach, New York, is the agency.

Arnold Bakers Inc., Greenwich, Conn., through West, Weir & Bartel, New York, last week began advertising its new fortified bread on TV in New York with 60 and 10 second color cut-ins. The color spot campaign is also planned for a September start in Arnold's Boston-to-Washington marketing area.

The Regina Corp., Rahway, N. J., through Hicks & Greist, New York, will enter television for the first time this September in a pre-Christmas campaign advertising its Brush 'N' Beat vacuum cleaner. One-minute participations have been purchased on seven daytime programs on all three networks, with additional participations to be purchased as availabilities develop.

E. I. du Pont de Nemours & Co., Wilmington, Del., through N. W. Ayer & Son, Philadelphia, will participate in CBS Radio's *Arthur Godfrey Time* with two commercials a week for 26 weeks, beginning Oct. 5.

What
will make your
number one
TV buy
in Providence

...even more
number 1 ?
*

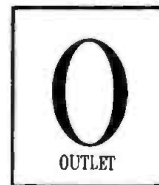


COLOR

Beginning Sunday, September 12 . . . at no extra cost . . . you can get that extra impact of color in the Providence Market. WJAR-TV will offer you complete color tape, color film and color slide facilities. Availabilities in prime-time movies, peak-rated syndicated properties . . . adjacencies to NBC full color. Hear the big Providence story from your Petry representative. Providence is . . . southeastern Massachusetts, eastern Connecticut and all Rhode Island. People in television say Providence is **WJAR-TV**

*ARB — March, 1965 — Audience measurement data of all media are estimates only, subject to the defects and limitations of source material and methods.

WJAR TV 10



© OUTLET 1965

Syndication for 'Gypsy'

Seven Arts TV gets rights
to talk program
of famed stripper

In an acceleration of its activities, the newly formed Seven Arts Television last week announced the acquisition of its first major TV property, *The Gypsy Rose Lee Show*, and continued a build-up in its staff.

The half-hour, five-day-a-week talk program, spotlighting Miss Lee, has been telecast locally on KGO-TV San Francisco and KABC-TV Los Angeles. It now will be syndicated on a worldwide basis by Seven Arts Television.

The program was obtained by the syndicator from KGO-TV, its producer. An unusual aspect of the project is that KGO-TV is an ABC-owned TV station and customarily, such programs would be syndicated by ABC Films.

W. Robert Rich, executive vice president and general manager of Seven Arts TV, reported that the first sale of *Gypsy* by his organization has been

made to WBKB(TV) Chicago (another ABC-owned station), starting today (July 19).

Seven Arts Television was organized several weeks ago as a subsidiary of Seven Arts Productions Ltd. to produce and distribute nonfeature film product for networks and stations. Seven Arts Associated, which previously held responsibility over all TV activities, now concentrates on the acquisition and distribution of feature films exclusively.

Scheduled to join Seven Arts Television are Stanley Jaffe, who will function as director, New York programs; Robert B. Jones, who will be named director of national sales, and Charles D. Reeves, who will assume responsibilities as director of network sales. Mr. Jaffe has been executive assistant to Eliot Hyman, president of Seven Arts Productions for the past three years; Mr. Jones has been a sales executive with *Look* magazine for 13 years, and Mr. Reeves has been a TV sales and production executive for more than 15 years, at CBS-TV, ABC-TV and the QXR Network.

A new Canadian office is being established for Seven Arts TV at 11 Adelaide Street West, Toronto, to be headed by Sam Kunitzky, director of Canadian sales. He has been with United Artists in Canada for 24 years.

Seven Arts Television's international activities will be headed by Roger Car-

lin, who will be named director of European sales, and Vicente Ramos, director of Latin American sales. Mr. Carlin previously had been with MCA's television department and has packaged and produced numerous network TV programs. Mr. Ramos has been with the Latin American broadcasting operation of Goar Mestre for the past 15 years as New York representative.

Tele-View forms tape management service

Tele-View Recording Services, Hollywood, pioneer in the video-tape transfer field, has added a TV tape management service to provide technical and financial assistance to the producer-distributor of TV programs recorded on video tape.

The new service's first customer is Seven Arts Productions, New York, which has just taken over the syndication of the five-a-week *Gypsy Rose Lee* daytime half-hour show, currently broadcast by the ABC-owned TV stations in Los Angeles, San Francisco and Chicago (see story this page).

Called the Video Tape Service Center, Tele-View's service will handle all the processing, including the making of dupe negatives, prints and tape transfers to film, that may be needed to put

Color restirs stations' demand for Britannica library

The growing importance of color programming is expanding interest of TV stations in the 900-title Encyclopaedia Britannica Films Library, more than half of which is in color, Richard Carlton, vice president and general sales manager of Trans-Lux Television Corp. reported last week.

Trans-Lux TV, which has been distributing the EB films for more than nine years, sent a promotional folder on the color values of the library to 400 TV stations. More than 40 stations replied to Trans-Lux, requesting additional details on the service, according to Mr. Carlton.

"The proportion of color prints shipped grows with each passing week," Mr. Carlton commented. "And the value of color is recognized by the producer of Encyclopaedia Britannica Films, which produces three out of four of its current shows in color."

Fifty stations currently subscribe to the EB library. They may program as much or as little of the EB output as is necessary to meet station needs, Mr. Carlton pointed out. Programs range in length from 10 minutes to a half hour and are used by stations to develop their own weekly series or are integrated into existing travel, discussion, public affairs, news or children's programs. The cost to stations varies from \$1,500 to \$10,000 a year, depending on the market.

Approximately 50 programs are added to the library each year and a similar number are withdrawn to maintain fresh appeal, according to Mr. Carlton. He noted that Trans-Lux ships an average of 500 film prints each week to EB film clients and retains a fulltime staffer, Miss Roslyn Karan (in photo with Mr. Carlton), to assist stations in selecting the appropriate films.



the program recorded on the master tape into proper form for distribution to the stations which are to broadcast it. The center will handle the shipping of the tapes to stations, following up where necessary to see that they are returned on schedule for inspection, cleaning and repair after each use.

Additionally, the VTSC will lease tapes to the producer on a pay-as-you-use basis, freeing him from the necessity of paying the full amount of his tape purchase in advance. According to Bradley Kemp, president of Tele-View, the initial cash requirement under the service center plan would be only about 10% of that required when the tape is purchased outright.

Hisses, kisses for ratings

'CBS Reports' lets public
hear both sides, and
earns good rating itself

Ratings, which FCC Chairman E. William Henry called a bigger influence on broadcasters than the FCC, were criticized, defended, questioned, explained, challenged, and analyzed in a one-hour *CBS Reports* program on the CBS-TV network last Monday, 10-11 p.m. EDT.

The consensus of radio-TV broadcasters and ratings users afterward appeared to be that they had gained little new information from the program but that it probably gave lay viewers their first intimate look at the complexities of a subject that is familiar to them but not widely understood.

First reports indicated the number of those viewers was somewhat larger than some *CBS Reports* shows attract, but CBS News authorities considered the audience about average. The American Research Bureau said its national Arbitron survey gave the show, "The Rating Game," a 7.5 rating as compared to scores ranging between 5.5 and 7.0 for *CBS Reports* and other CBS News specials in this time period in January, March and April-May.

ARB said the 7.5 rating represented about 4,011,000 homes. By comparison, "The Rating Game's" competition, repeats of *Ben Casey* on ABC-TV and of *The Alfred Hitchcock Hour* on NBC-TV, were rated at 13.0 and 12.5 in the national Arbitrons.

In the New York area alone, the program was reported number one

by one measurement and tied for number two in another. Authoritative sources said the A. C. Nielsen Co.'s overnight report for New York showed the CBS program with a 20.8 rating to 15.8 for *Hitchcock* and 11.3 for *Casey*, and that the New York Arbitron showed "The Rating Game" and *Casey* tied at 11.7, behind 17.1 for *Hitchcock*.

Reliance on Ratings ■ In "The Rating Game," a taped show in production for some 18 months, FCC Chairman Henry said that not only the commission but even the public has less influence on broadcasters than ratings do. And Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, who led the ratings investigation in 1963-64, was seen in his 1964 warning that unless the ratings problem was solved voluntarily legislation would be undertaken.

Representative John Moss (D-Calif.), a member of the Harris committee, said he knew of "no parallel for a really gigantic business to be founded on something as inaccurate as ratings," where "it's all on faith."

Dr. Herbert Arkin of City College of New York, who was a consultant to the Harris committee, contended it would be better not to use ratings at all than to use them "in their entirety."

A. C. Nielsen, founder of the Nielsen company, explained and defended his firm's measurement system at length—including the use of fractional points. George W. Dick, president of American Research Bureau, said the rating itself "doesn't mean a whole lot" but that supporting information on audiences make-up is valuable.

Two TV network presidents, John A. Schneider of CBS-TV and Thomas W. Moore of ABC-TV, defended ratings as valid indicators, and a former NBC president, Sylvester L. (Pat) Weaver Jr., now president of Subscription Television Inc., called them inaccurate and misleading, "but necessary." (CBS News sources said they had invited NBC's current president, Robert E. Kintner, to appear on the program but had been told that NBC policy would not permit him to do so.)

Leonard H. Goldenson, president of ABC Inc., was shown telling the National Association of Broadcasters convention last spring that broadcasters are "in a rut," too prone to copy each other's successes.

Donald H. McGannon, president of Westinghouse Broadcasting and chairman of the Broadcast Rating Council, said broadcasters may sometimes be "too responsive to the ratings," but that—although work toward further improvement is in progress—the rating services that the council has audited "are now doing what they say they are doing, and should be relied upon in

NAB program idea guide

A newsletter of radio programming ideas will be started this fall by the National Association of Broadcasters (CLOSED CIRCUIT, July 12). The publication, which will be put out quarterly at first may become a monthly report if the flow of information from member stations warrants it.

Sherril Taylor, NAB vice president for radio, said the service would be broadened to include an actual exchange of program tapes among stations, if it proves "informative and generally helpful." The publication, which will be handled by Peter K. Friend, assistant to Mr. Taylor, is partly an outgrowth of the NAB radio program clinics. Mr. Taylor said many inquiries about such a publication were brought up at the clinics.

The NAB feels the service will fill a void that has existed since Broadcast Music Inc. stopped publication of its monthly exchange newsletter this spring.

that context."

Newton N. Minow, former FCC chairman, criticized the use of ratings as a substitute for "judgment or feeling" about what programs should be presented—a criticism in which he was joined by Chairman Henry.

What in Alternative? ■ Douglas L. Smith, former chairman of the Association of National Advertisers, now senior vice president of Lennen & Newell, contended that a substitute would have to be found if ratings were eliminated. Robert Stuart, president of Quaker Oats, was "very confident that ratings are a valid indication of program performance."

Joyce C. Hall, of Hallmark Cards, said sponsors ought to be more "courageous in supporting good television.

Robert E. Richardson, associate counsel of the Harris committee during its ratings investigation, said ratings information "completely controls the broadcasting industry."

CBS News correspondent Robert Trout, who narrated the program, said that of 43 shows dropped at the end of the past season, only one had a Nielsen average above 20, but that at least a score of shows with Nielsen ratings below 20 would be back next season.

Gerald M. Loeb, a stock market analyst with E. F. Hutton & Co., said there was "a direct connection" between

ratings and TV stock prices.

Other Pros and Cons - Writer-producer Rod Serling, president of the National Academy of Television Arts & Sciences, doubted whether ratings "legitimately reflect" public taste; entertainer Steve Allen contended that too many advertisers, agencies and broadcasters don't care how good a program is so long as its rating is high, and producer Mark Goodson, of Goodson-Todman, argued that people with low ratings criticize them while those with high ratings brag about them.

Although the ARB national rating for the "Rating Game" was a little above those for recent *CBS Reports* shows, CBS News authorities considered it "about average" for the series as a whole.

Interest to be factor in NBC-TV grid plan

NBC-TV will put new flexibility into its regional telecasts of the 1965 National Collegiate Athletic Association football schedule.

The network's past practice has been to present single national games on nine playing dates and regional games in four areas on five other dates.

The same general pattern will be followed this year but in the case of games of unusual interest regional telecasts may extend beyond their normal areas.

For instance, the California-Notre Dame game (Sept. 18) will be shown in the Northeast as well as on the West Coast. The Army-Air Force Academy contest to be played in Chicago will be seen both in the East and West.

Cardinal to syndicate three color-TV shows

Cardinal Programs Inc., has been formed to distribute color TV programs, with an initial offering of three series: *Adventure Calls*, 26 half-hour action programs ranging from sky diving to deep sea fishing, produced by Bob Stabler and Jim Patterson, with Dick Simmons as host; *Faces and Places*, 26 half-hour travelogues featuring Don and Bettina Shaw, husband-wife lecturer-photographer team, and *Quest for Adventure*, 20 half-hours filmed from a yacht on a world cruise, produced by Howard Murphy.

Edward Simmel is head of Cardinal's western offices at 1028 North La Brea, Los Angeles. Phone is 463-0834. Herb Pearson is the New York representative, located at 440 East 57th Street. Phone: 755-8266.

Another radio program from King Features

King Features Syndicate, which announced its first program for radio distribution a month ago (*BROADCASTING*, June 21), said today (July 19) it will begin selling a second radio entry next week.

The newspaper-TV syndication firm announced *Here's Heloise!* in June, a program based on a syndicated newspaper column. The new radio entry this month also is based on a newspaper column, *Speaking of Your Health*, featuring Dr. Lester Coleman. The column

is published by 389 newspapers. The *Health* series will be in five-minute segments which can be broadcast five times in a week. Stations signed for *Heloise* have 10 days to exercise first-refusal rights to the new program. Both series will be ready for an Oct. 4 broadcast start.

At the same time, King Features signed the William Morris Agency as its exclusive national TV sales representative. Al Brodax, director of TV at King Features, said the syndication company, which has confined itself to animated shows (mostly based on King-syndicated comic strips), would expand into other program development for the 1966-67 season.



11,312 rolls of wallpaper from now...

You'll never recognize New York's Warwick Hotel!

Ellen Lehman McCluskey, world famous designer, is giving it a brand new look. She's doing everything! Not just wallpaper, but drapes and dinner napkins, paint and pillows, furniture, forks, beds, blankets, carpet and closets. Everything brand new! It's all happening right now (so quietly and efficiently our guests don't even realize it) at the Wonderful New Warwick, 54th Street on the Avenue of the Americas, New York, Circle 7-2700

A LOEW'S HOTEL • Preston Robert Tisch, President

FCC action sought on CATV copyright

The FCC was urged last week to make clear that its proposals to require community antenna television systems to carry the programs of local TV stations would not derogate any third party's copyright interests in those programs.

The request was in the form of a comment on the commission's proposal to assert jurisdiction over CATV's that do not use commission-authorized microwaves as well as those that do. It was made in behalf of 15 program production companies by the law firm of Phillips, Nizer, Benjamin, Krim and Ballon, which has been closely identified with efforts to require CATV's to obtain clearance of copyright owners before transmitting copyrighted material.

The comment said it's evident that the commission has neither the purpose nor authority to extend to the cable systems the right to receive and distribute television programs copyrighted by a third party.

But, it added, the commission should make this clear by spelling out that a requirement that TV broadcasts be carried by a CATV "is not in derogation of any copyright or other proprietary

interest in . . . the program . . . and is without prejudice to any right of the owner . . . to forbid the carriage thereof by any CATV system, without the license of such owner."

Firms Represented ■ The production firms represented in the comment are Allied Artists Television Corp., Danny Thomas Enterprises Inc., Desilu Productions Inc., Embassy Pictures Corp., Independent TV Corp., Metro-Goldwyn-Mayer Inc., Wolper Productions Inc., Screen Gems Inc., Seven Arts Productions Inc., 20th Century-Fox TV Inc., United Artists TV Inc., Universal Pictures Inc., Walt Disney Productions Inc. and Warner Bros. Pictures Inc.

In another filing last week, Springfield Television Broadcasting Co., concerned about the measured pace of the commission in implementing its proposal for regulating CATV's, urged the commission to freeze all CATV activity.

The commission, in adopting rules in April to regulate microwave CATV's through the common carriers over which it has jurisdiction, said it would not implement those rules for existing systems until it has completed an overall study of CATV matters and is ready to act on rules for off-air CATV's. The commission left "open to conjecture" the date on which those nonmicrowaved CATV's would be regulated, Springfield said.

Springfield, which has long urged the commission to assert jurisdiction over

A week in LBJ's life

Wolper Productions has selected "Seven Days in the Life of the President," a one-hour documentary on the day-to-day activities of President Lyndon B. Johnson, to start its new *March of Time* series in October. The eight specials are being syndicated by Wolper Television Sales (BROADCASTING, June 28). Alan Landsburg, executive producer of the series, will personally produce and direct the presidential special, for which Wolper Productions has reportedly been given permission to film events taking place in the White House.

CATV's in order to afford protection to local television stations, said that if the commission wants to wait until all answers are in it should, in the meantime, impose a freeze on all CATV activity.

Springfield said that a prolonged delay in implementing the new rules will undercut if not negate the effectiveness of the commission's rules when they are finally adopted. The new rules will require each CATV to protect stations putting a grade B or better signal over its community—that is, refrain from transmitting programs for 15 days before and after they are carried by the station and carry the station's signal on the cable.

FCC dismisses Democrats' fairness complaints

Unless it starts answering its mail more faithfully, the Democratic National Committee doesn't stand much chance of getting far with the fairness doctrine complaints it files with the FCC against stations.

The commission made this clear last week in disposing of a complaint that the committee filed against WGSB Red Lion, Pa., as a result of programs the station aired last fall critical of the Democratic party or positions it supports.

The commission, in a letter to the committee, noted that one matter had been disposed of when Dr. Carl McIntire made a half-hour on his *Twentieth Century Reformation Hour*, carried by WGSB, available to a committee official to respond to attacks on the committee. Another matter was disposed of when Carl Rowan, director of the U. S. Information Agency, turned down an offer to appear on the same program.

As for the other programs about which the Democratic committee complained, the commission said, the sta-

tion had offered to make time for reply available on a paid basis.

"The licensee makes clear that the Democratic National Committee failed to respond to the licensee's letters sent to you over the several months prior to the filing of the committee's complaint," the commission said.

"In the circumstances, the commission is not disposed to treat further the committee's complaint."

The committee had complained about 10 stations in February (BROADCASTING, Feb. 8). All complaints are being dismissed either because the committee failed to respond to offers to sell time or because the station involved had in fact carried conflicting views. Two weeks ago the commission released a letter to the Democrats disposing of a complaint against WBMS Columbus, Ohio (BROADCASTING, July 12).

The other stations are KTTR Rolla, Mo.; WQIZ St. George, S. C.; KWFS Eugene, Ore.; KONI Spanish Fork, Utah; WKTC Charlotte, N. C.; WCNL Newport, N. H.; KGMS Sacramento, Calif.; and KXEL Waterloo, Iowa.

NAB asks revisions in backing boxing bill

The National Association of Broadcasters last week supported legislation to combat fixed fights through the establishment of a federal boxing commission, but suggested several changes to make the bill more palatable to broadcasters.

In a statement filed for the record, Vincent Wasilewski, NAB president, urged deletion of provisions that would grant the proposed commission authority to prohibit "interstate transmission of a communication" on a determination that the fight might be fixed and the information transmitted "fraudulent." He said such a "prior restraint" would be in violation of the First Amendment's guarantee of free speech and therefore unconstitutional.

He pointed out the difficulty of determining in advance that a fight will be fixed and suggested that "it would

In your heart you know we're ripe.



We're ripe and ready with the audiences you need and with the market research, the **the** production know-how and equipment you want (including all-new color film and slide **Meredith** projection equipment). Pick the Meredith bunch, top bananas all. **bunch**



MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV; PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV
BROADCASTING, July 19, 1965

be far better to rely upon criminal penalties that have withstood the test of time than to seek to impose restrictions upon speech."

The House Commerce Committee held hearings on the bill (HR 8635), introduced by its chairman, Representative Oren Harris (D-Ark.), for three days beginning July 6 (BROADCASTING, July 12). It has not been reported out of the committee for floor action yet.

Group studies disaster warnings

A survey team organized to investigate advisories to the public during natural disasters has returned to Washington from a tour of emergency centers across the country. Authorized under the auspices of the Commerce Department, the group represents the Weather Bureau, FCC, Office of Civil Defense, Office of Emergency Planning, Corps of Engineers, Center for Radiation Propagation Laboratory and Coast and Geodetic Survey. Paul Kutschenreuter, deputy director of service programs for the Weather Bureau, is project chairman.

Under study are the technique and capability of the system currently used to collect and disseminate natural dis-

aster warnings. With the recent experience of the Palm Sunday tornadoes and with the impending hurricane season, official concern for efficient public warning has been heightened. The tour which ended last Monday (July 12) led the study group through the Hurricane Warning Center in Miami; the civil defense headquarters in Denton, Tex.; the Severe Storm Warning Center in Kansas City, Mo., and the Corps of Engineers' headquarters in Omaha.

A comprehensive report, including a study of the input of warning information to the communications media, is expected at the end of August.

Film sales . . .

The Bishop Sheen Program (Marcus Associates): WALA-TV Mobile and WAAY-TV Huntsville, both Alabama; WLWC(TV) Columbus, Ohio, and WPHL-TV Philadelphia.

The Sum & Substance (Marcus Associates): WGR-TV Buffalo, N. Y.

It's a Small World (George Bagnall & Associates): WKRG-TV Mobile, Ala.; WMTW-TV Portland, Me.; WCCO-TV Minneapolis; WNDU-TV South Bend, Ind.; WMAL-TV Washington; WROC-TV Rochester, N. Y.; KRNT-TV Des Moines, Iowa;

WDBJ-TV Roanoke, Va., and KYTV(TV) Springfield, Mo.

Dobie Gillis (20th Century-Fox TV): KRLD-TV Dallas; WFIE-TV Evansville, Ind.; KOMO-TV Seattle; KTHV(TV) Little Rock, Ark.; WSJS-TV Winston-Salem, N. C.; WFMJ-TV Youngstown, Ohio, and WROC-TV Rochester, N. Y.

Hong Kong (20th Century-Fox TV): WIBF-TV Philadelphia and WPTV(TV) West Palm Beach, Fla.

Five Fingers (20th Century-Fox TV): WIBF-TV Philadelphia.

Bus Stop (20th Century-Fox TV): WSJS-TV Winston-Salem, N. C.

Follow the Sun (20th Century-Fox TV): WLKY-TV Louisville, Ky., and WSJS-TV Winston-Salem, N. C.

Adventures in Paradise (20th Century-Fox TV): WABI-TV Bangor, Me., and WLKY-TV Louisville, Ky.

Radio series sales . . .

Doctor's House Call (Signal Productions): WSGW Saginaw, Mich.; WLBK DeKalb, Ill.; WJCW Johnson City, Tenn.; KGNB New Braunfels, Tex., and KOIN Portland, Ore.

Point of Law (Signal Productions): KFEQ St. Joseph, Mo.; KFPW Fort Smith,



Ark., and WLBK DeKalb, Ill.

More For Your Money (Signal Productions): WMMN Fairmont, W. Va.

The World of Money (Signal Productions): KIDD Monterey, Calif.

Program notes . . .

From Russia ■ ABC Radio's *The Tom Harmon Sports Show* (Monday through Friday, 6:40-6:50 p.m. and weekends, 6:40-6:55 p.m. EDT) will originate in Russia from July 26 through Aug. 1 in conjunction with the U. S.-Russian track meet that will take place in Kiev July 31-Aug. 1. The sportscaster will do his show in Moscow until July 29 when he shifts to Kiev during the track competition.

What's news? ■ WNEW New York has issued a 16-page news style book, intended primarily for its own staff, but is being made available free to other radio stations and schools of journalism. It covers news writing, the handling and editing of tapes, and a list of "do's and don'ts." Copies can be obtained by writing WNEW, 565 Fifth Avenue, New York 10017.

Stereo for WLS-FM ■ WLS-FM Chicago started its new stereo sports format last Friday (July 16) with play-by-play

finals of National Clay Court Tennis Championship matches from River Forest, Ill. Other major sports events are planned plus extensive business news, news and Sinatra-type music.

Advice on wedlock ■ *Dimension on Marriage*, a five-minute series on case studies of troubled marriages, will begin Aug. 2 (11:30 a.m., EDT) weekdays on CBS Radio. By adding *Marriage*, CBS moves *Kirby's Corner*, another *Dimension* feature starring Durwood Kirby, to a new Monday-Friday slot (2:30 p.m., EDT).

Computer clients ■ Compass Record Data, the computer-based system of predicting which new records will become hits (BROADCASTING, June 28), has signed four new station subscribers in addition to the first four: KRIZ Phoenix; WTAC Flint, Mich.; CKLG Vancouver, B. C.; and 5AD Adelaide, Australia. Compass also has seven record company subscribers: Colpix, Hanna-Barbera, Valient, World Artists, Eram Amy-Mala and Chattahoochee.

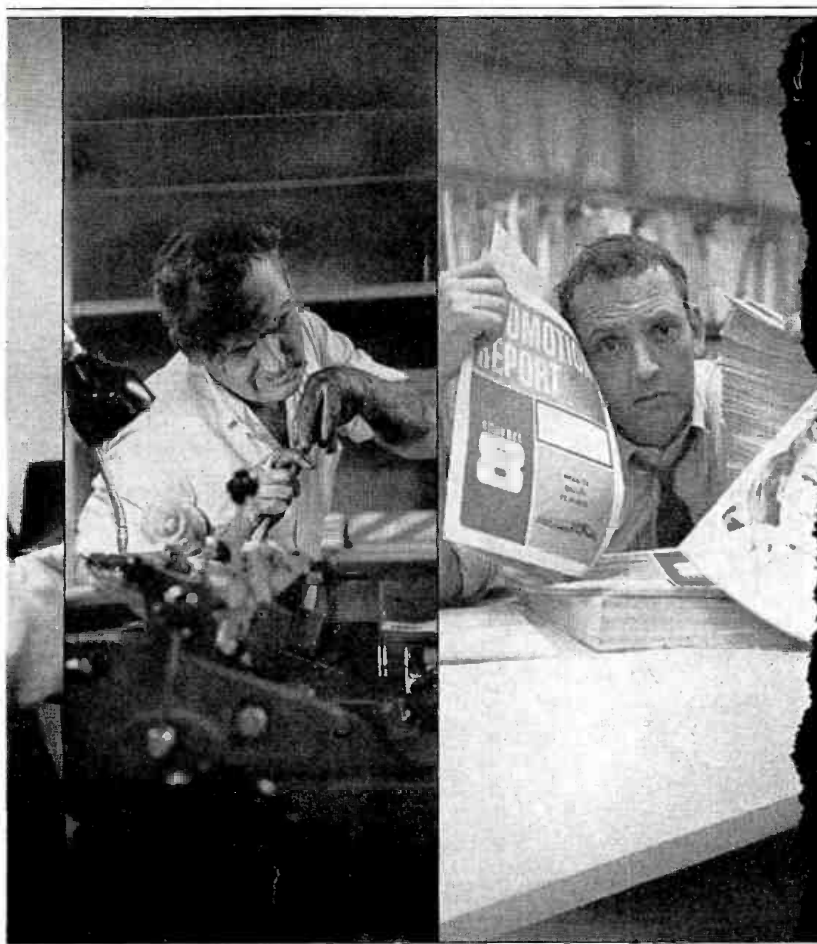
New Hollywood show ■ Garrison Systems Ltd. is distributing a new weekly TV news feature about motion picture personalities, *Hollywood Report*, produced by Dick Strout, who is also featured as commentator. The five-minute

Report includes excerpts from syndicated open-end TV promotional interviews produced by Mr. Strout and distributed by Garrison for various broadcasting, motion picture production and publishing companies.

Expelled ■ The Los Angeles local of the American Federation of Television and Radio Artists has formally expelled six announcers who have continued to work at KPOL Los Angeles during the AFTRA strike against the station, now in its 16th week. The six: Gary Brandt, Ednonde Haddad, Alan Harvey, Tony Kent, Ray Owen and Fred Vanderhurst, were also fined a record total of \$60,000 after they had been found guilty of strikebreaking by the local's board of directors.

New daytime series ■ Universal TV has acquired rights to the title *Inside Hollywood* from Leo Guild, who has used it for many years on radio and in newspapers, for use as a new daytime television series to be broadcast on NBC-TV. First segment was produced last week at Universal City studios, with Hal Cooper directing for producer Bill Kayden. Bertram Berman is executive producer.

Women's special ■ Bill Burrud Productions, producer of color travel-adventure



*If you had the
Quality touch*

You'd consider promotion as the art of involvement . . . that highly essential stimulus from which the average blossoms into the exciting . . . the unusual . . . the dynamic! You'd find that every area of promotion is vital to overall success, whether in exploitation of programming or merchandising for an advertiser . . . a sincere empathy for both viewer and client and their basic, but divergent, desires. Promotion molds the station image. At WFAA-TV, the award-winning promotion department typifies the Quality Touch.

WFAA-TV
The Quality Station serving the Dallas-Fort Worth Market
ABC, Channel 8, Communications Center /
Broadcast Services of The Dallas Morning
News/Represented by Edward Petry & Co., Inc.

Open door for CATV

Inauguration of the live coverage of a city council meeting by a local CATV system proved so successful—it even enabled one councilman to vote from his hospital bed—that the cable company now plans to televise all regular and special sessions.

The coverage was initiated by Gulf Coast Television, which operates the CATV system in Naples, Fla. The council proceedings of July 7 were brought to viewers in their entirety over one of the CATV channels as a public service. The Naples CATV, which has originated several local shows for its subscribers during the five years of its operation, serves over 3,500 subscribers. It is owned by Central Broadcasting Co. (WHO-AM-FM-TV Des Moines and WOC-AM-FM-TV Davenport, both Iowa), and brings to its Naples customers all four of the Miami TV stations and one from Fort Myers, Fla. It charges \$30 installation fee and \$5.50 monthly.

series for TV, is working on a color TV special for *Women of the World*. Bill Burrud, executive producer, says his camera crews are filming the footage of native women in various parts of the world and the special will be shown on KCOB-TV Los Angeles. It will go into syndication immediately afterwards.

Hollywood for housewives ■ Pilot for a new half-hour five-a-week daytime TV program, *Inside Hollywood*, is being taped at Universal TV for NBC-TV. Bill Kayden is producing, with Bertram Berman as executive producer. Name guest stars will be featured on the programs, which will also include panel discussions of topics believed to be of most interest to the daytime housewife audience.

TV tour of the fair ■ The General Motors Corp. is offering to TV stations and civic and educational groups a 30-minute color film, *Fair Today, Futurama Tomorrow*, described as a musical tour of the New York World's Fair. The free film may be obtained from General Motors at 1775 Broadway, New York 10019.

New series ■ Two projected half-hour TV comedy series, *Pistols and Petticoats*, and *The First Years*, are being developed by Universal TV Productions, Hollywood, in association with CBS-TV. The projects will be produced by Joe Connelly and Bob Mosher of

Universal's Kayro-Vue Productions. Also being planned at Universal TV in association with CBS-TV is a series starring movie actress Jean Arthur. Titled *Mother's Word Is Law*, it will be produced by Peter Kortner. Stephen Gethers will write the script.

Futurama signed ■ Screen Gems has signed Alan V. Iselin's Futurama Productions, Hollywood, to develop a science fiction TV series entitled *Project: Frank Saunders*. It will be the initial TV venture for Mr. Iselin, who was previously a motion picture producer for 20th Century Fox and Columbia Pictures.

WWI airborne ■ Author Ernest K. Gann and 20th Century-Fox TV plan a one-hour color series on World War I pilots for CBS-TV's 1966-67 schedule. Mr. Gann will act as executive story supervisors for the series to be filmed this fall.

Spanish popular ■ WNJU-TV Linden-Newark, N. J., has increased its Spanish-language telecasting time to 23½ hours a week by adding four half-hour, syndicated off-network series (dubbed in Spanish): ABC Films' *The Three Musketeers* and *High Road to Adventure*, and Independent Television Corp.'s *Whiplash* and *The Count of Monte Cristo*.

'Folk' special ■ Two one-hour folk music programs under the title *A Roomful of Music*, and featuring Pete Seeger, Joan Baez and other folk singers will be telecast on National Educational Television's 92 affiliated stations July 26 and on Aug. 2.

Capsuled in-depth ■ A new series of special public affairs programs, *WMCA Reports*, was begun last week by that New York station. The five-minute reports present background to a topic current in the news and advocate a point of view at conclusion of broadcast. The reports are aired following 6 p.m. newscasts. The first report was on the water crisis in New York.

NBC Films gets 'Rangers'

The acquisition by NBC Films of 104 half-hours in color of *The Forest Rangers* series was announced last week by Jacques Liebguth, manager, sales, NBC Domestic Enterprises. The series is being offered for sale to TV stations immediately.

The program was produced by ASP Productions Ltd., Toronto, and was carried on the CBC-TV. Described as an action-adventure series with an all-family appeal, *The Forest Rangers* will be first-run in the U. S., according to NBC Films.

OEO's 'Baby' draws 10,000 letters

As of last Wednesday (July 14) the controversial CBS-TV rock 'n' roll show *It's What's Happening, Baby!* had drawn 10,000 letters from interested youths, according to Sargent Shriver, director of the Office of Economic Opportunity. And that, said Mr. Shriver and disk jockey Murray (the K) Kaufman, is exactly what it was supposed to do.

The program, aired on June 28, was produced by CBS-TV, run by host Murray Kaufman, and "sponsored" by the OEO, which was looking for a way to reach the nation's underprivileged teen-agers. It aroused some prominent Republican senators, who called it "depraved, degrading, immoral," (BROADCASTING, July 5, 12).

Mr. Kaufman said the program "really reached the target."

Commenting on the letters, which he described as 96% favorable, Mr. Shriver said: "They have poured out their hearts to us. You can't read them without realizing that the CBS show with Murray the K got through to these young men and women who are often cynical and resistant to help from outside."

He called the show one of a number of continuing OEO experiments in reaching the poor, and said OEO would welcome other suggestions along these lines, either conventional or unconventional.



Murray the K (l) and Sargent Shriver sample the 10,000 letters received after the CBS-TV special.

What did these television newsmen get out of giving up a Saturday?



FIRST RTNDA REGIONAL NEWSFILM CONFERENCE AT WABC-TV, N.Y.

More effective Mondays, Tuesdays, Wednesdays, Thursdays and Fridays.

This spring, 600 television newsmen gave up a Saturday to attend regional newfilm conferences sponsored by the Radio Television News Directors Association and Time-Life Broadcast. Subject was "The Content of Television News."

261 stations were represented in the five conference cities. Working newsmen lectured and showed their work in such areas as investigative reporting, coverage of crime and the courts, documentaries, editorials and features. Participants learned ways to be even more effective in their daily handling of the news.

The television industry owes much to the devotion of these newsmen and to our gracious hosts who voluntarily contributed the costs and manpower to make these extra-duty sessions possible:

WABC-TV New York (American Broadcasting Companies, Inc.), **John O. Gilbert**, Vice-President & General Manager • WGN-TV Chicago (WGN, Inc.) **Ward L. Quaal**, President • KPIX San Francisco (Westinghouse Broadcasting Corp.), **Louis S. Simon**, General Manager • WFAA-TV Dallas (Dallas Morning News), **Mike Shapiro**, General Manager TV-Radio • WSB-TV Atlanta (Cox Broadcasting Corporation), **Don Elliot Heald**, General Manager

Time-Life Broadcast will publish a summary of the spring conferences in conjunction with this fall's annual RTNDA Conference. This summary, a companion piece to Television Newfilm Standards Manual, will be available through RTNDA.



It's NCTA's biggest pow-wow

About 2,000 expected in Denver to discuss problems of government regulation, pole-line contracts, copyright law

The 14th annual convention of the National Community Television Association, which is taking place in Denver this week, is expected to be the biggest in the association's history—in attendance, in the number of exhibitors, and in problems, both national and local.

The meeting is expected to draw almost 2,000, including CATV operators, equipment salesmen, broadcasters, brokers, representatives of financial institutions, engineers and government observers.

CATV's relationship to government—local, state, but principally federal—is the number one national problem on the agenda of the convention.

The subject will be discussed formally during the week by Representative Oren Harris (D-Ark.), chairman of the House Interstate & Foreign Commerce Committee, which has jurisdiction over broadcast legislation, and who has taken a personal interest in the CATV question; by NCTA President Frederick W. Ford, former FCC com-

missioner and one-time FCC chairman who became the industry's paid president at the end of 1964 and who is speaking for the first time to his assembled members, and by outgoing NCTA Chairman Bruce Merrill, Phoenix manufacturer, CATV systems operator and microwave relay owner, who only last week announced a \$12.1 million expansion program (see page 71).

both Bell and independent telephone companies into the furnishing of facilities for CATV and the concomitant inference that the communications utilities may refuse to permit pole-line attachments for CATV operators (BROADCASTING, July 12).

FCC Moves ■ The commission already moved to assert its authority over microwave relay systems feeding CATV systems, and, inferentially via rulemaking, over all CATV. Both actions were taken last April (BROADCASTING, April 26).

Regulation by the FCC in some form is acknowledged by CATV spokesmen. It's the extent and specifics of the regulation that bothers them. CATV'ers are opposing several elements of the existing and proposed regulation by the FCC; principally the requirement that they protect local TV stations by agreeing not to duplicate programs for 15 days before or 15 days after the local station carries or plans to carry them.

Also opposed by CATV's are other

Congress in reviewing position over FCC actions. Segments of the broadcasting industry, principally the National Association of Broadcasters and the Association of Maximum Service Telecasters just as strongly supported the FCC's moves, although a group of AMST members dissented from that organization's position.

The congressional hearing ended with Congressman Harris urging strongly that both the CATV industry and the broadcasting industry meet together and compromise their differences. Otherwise, he said, Congress will have to impose conditions. So far, no move has been made to bring the NAB and the NCTA together to continue discussions that started a year ago, but which fell through because of major differences between the two groups.

Paying Twice ■ The other national problem facing CATV is contained in the proposed legislation revising the national Copyright Act. The recommended revision, which is under consideration by Congress, specifically fails to exempt CATV from copyright fees. The industry, naturally, objects strongly. It maintains that the copyright fee is paid when the television station or network obtains rights to the property. Forcing CATV operators to pay a copyright fee would be a double bite, as NCTA President Ford put it in his testimony before a House Judiciary subcommittee, and would be an intolerable burden on cable operators.

The copyright issue is also the basis for two civil suits against CATV operators. The first and oldest was filed several years ago against the CATV operator in Clarksburg, W. Va., by United Artists. The second, filed in 1964, was by CBS against Teleprompter.

Earlier efforts by broadcasters to protect what they called their property rights in their signals failed to get court sanctions.

From a purely local, grass-roots viewpoint, the main issue at the convention is acknowledged to be the telephone companies-pole-line subject.

Over the last number of months more and more telephone companies—both

Continued on page 58



Mr. Briscoe



Mr. Merrill



Mr. Conroy



Mr. Thompson



Mr. L'Heureux

missioner and one-time FCC chairman who became the industry's paid president at the end of 1964 and who is speaking for the first time to his assembled members, and by outgoing NCTA Chairman Bruce Merrill, Phoenix manufacturer, CATV systems operator and microwave relay owner, who only last week announced a \$12.1 million expansion program (see page 71).

It will be discussed informally in scheduled and unscheduled meetings, and in what is commonly called corridor conversation.

At stake is regulation of the CATV industry by the FCC.

Not on the official agenda as such, but simmering just below the surface, is CATV's "gut" issue, the move of

controversial areas suggested for discussion in the FCC rulemaking: limitations on the distances from which cable companies may bring TV signals; a ban on "leapfrogging", the practice of bringing in a distant TV station and overlooking a nearer TV station; the prohibition on cross-ownership of a CATV system and a TV station in the same community; a ban on program origination by CATV systems.

In a hearing before a House Commerce subcommittee the CATV industry, through its president and chairman, and through members, testified strongly against the FCC's position. The hearing was on Representative Harris's HR-7715 which would spell out the FCC's jurisdiction over CATV but would put

WHAT MAKES THIS CATV CABLE DIFFERENT?

There's a lot more to CATV cable than is revealed by nominal attenuation figures. Factors that these figures don't show can cause subscriber complaints, added expense for extra repeaters, other problems. Read why.

Nominal attenuation is not a guarantee.

Because electrically uniform CATV cable is more difficult to make than many people know, the cable you buy may cause *actual* losses a good deal higher than the "nominal" the manufacturer was shooting for. Unless it's Rome *Unifoam** cable. Only Rome can assure you of typical figures like these (actual losses in db per 100 feet in tests of 100 standard lengths of 1/2" 75 Ω cable in a recent production lot):

	at 100 mc	at 220 mc
average attenuation, all cables	0.81	1.25
maximum attenuation	0.85	1.30
attenuation in 97% of cables	below 0.84	below 1.28
attenuation in 84% of cables	below 0.83	below 1.27

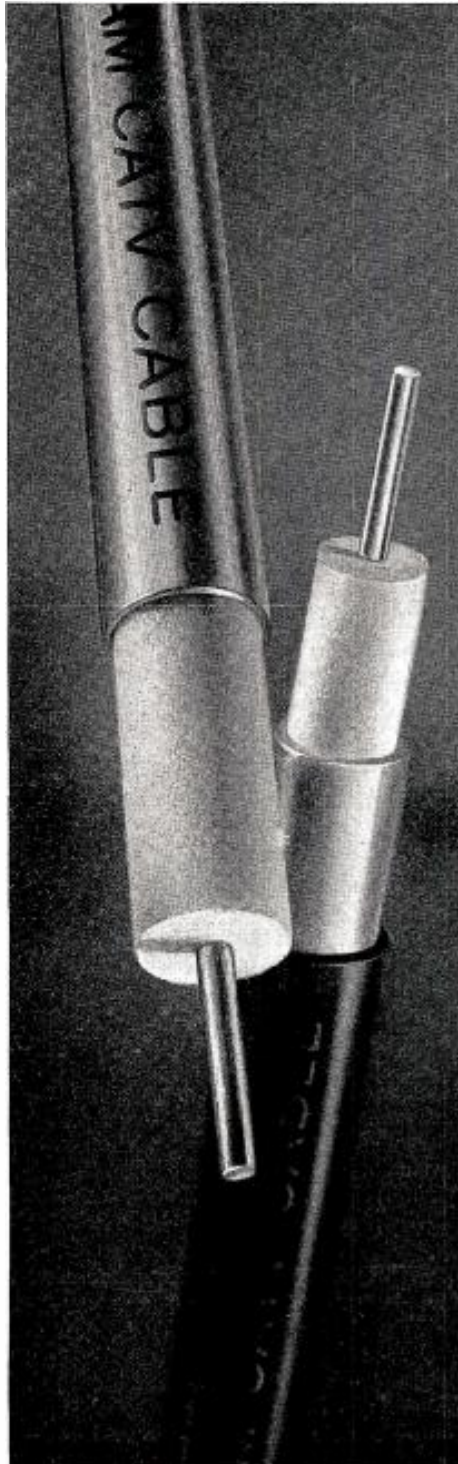
Bearing in mind the cost of repeaters, it's obvious that performance like this makes a real difference in installation cost.

The uniformity these figures show makes a big difference, too. You don't have to test your cables and pick the best lengths for the difficult runs: *every* length of Rome *Unifoam* cable will give you the transmission efficiency you expect.

HOLES IN THE SPECTRUM Attenuation at 100 and 220 mc isn't the whole story. What goes on over the whole spectrum? Plenty.

You call them "holes in the frequency spectrum." We call them *attenuation peaks*: discrete frequencies at which the cable, for various reasons, causes much greater loss than at other frequencies. Result: bad picture. Or ghosts. Or poor sound. Or no sound at all.

Every length of Rome *Unifoam* is given a sweep test from 20 to 220 mc. Most lengths show return loss, over this range, of at least 30 db down. And no length leaves the plant unless it shows at least 25 db down. That's a pretty small "hole." In fact, we doubt if you could measure it on a sweep attenuation



trace. You can be certain every frequency will come through just as you want it to.

FORGET ABOUT MISMATCH: the uniformity of the capacitance and characteristic impedance of Rome *Unifoam* cables, length after length and lot after lot, eliminates any loss of signal strength due to mismatch between lengths. And the uniformity of physical dimensions makes it possible to get consistently reliable and efficient splices, taps and terminations.

UNCLE SAM may have had something to do with the remarkable quality of Rome *Unifoam*. We've been making ultra-precise high-frequency cables used for missile tracking sites since the beginning. We've learned more than a little about what it takes in manufacturing equipment and procedures to make cable that's more uniform than engineers dreamed was possible only a few years ago.

Rome mixes its own foamable polyethylene on an as-needed basis, eliminating the problems of contamination or moisture pickup encountered in shipping and storage. The quality and uniformity of the foam insulation determines in great part the electrical uniformity of CATV cable.

Elaborate, electronically-monitored equipment continuously patrols every phase of the insulating operation. Critical parameters—including capacitance, insulation diameter, process temperature and others—are controlled and chart-recorded automatically. A complete record of every foot of Rome *Unifoam* produced is always available.

WHAT'S IN IT FOR YOU: the best CATV cable possible... in a full range of sizes. Rome *Unifoam* CATV Cable transmits every frequency you want with minimum loss. And the price is right. Competitive.

GET THE WORD: for a copy of our folder on Rome *Unifoam* CATV Cable, call your nearest Rome/Alcoa representative or write Rome Cable Division of Alcoa, Dept. 49-75, Rome, N. Y. 13440.

*Rome Unifoam—Trademark of Rome Cable Division of Alcoa

Rome Cable
DIVISION OF ALCOA

ON TAP AT THE NCTA CONVENTION

Official agenda for National Community Television Association at Denver Hilton hotel (see page 54). Committee meetings and meetings of board of directors were held July 16-18. Exhibits were opened Sunday (July 18) (see page 66).

MONDAY—July 19 ("WYOMING DAY")

Chuck Wagon Breakfast—All members. Breakfast meeting honoring those attending their first NCTA convention. Hosts: Wyoming CATV operators. Presiding: Donald E. Tannehill, president of kWyo Sheridan and of Clouds Peak Radio & Television Corp. (CATV), Sheridan; past president, Wyoming CATV Association, and Wyoming Association of Broadcasters. Grand Ballroom, 8:15 a.m.

Welcome to Denver—Honorable Thomas G. Currigan, mayor of Denver; **Introduction of National Chairman, and Chairman's Annual Report**—Bruce Merrill, Phoenix, Arizona; Presiding: Jesse Allen, member Arizona House of Representatives and owner-operator, community television system, Nogales, Ariz. Junior Ballroom, 10 a.m.

CATV and Ratings—Presiding: Wally Briscoe, NCTA administrative assistant. George E. Blechta, vice president, Media Research Division, A. C. Nielsen Co., New York. George W. Dick, president, American Research Bureau, Beltsville, Md. Junior Ballroom, 10:30-11:30 a.m.

Broadcaster's Luncheon (open to all)—Honoring broadcasters active in the CATV industry—Presiding: John M. Spottswood, member of Florida State Senate, president and general manager, WKWF Key West, Fla.; president-general manager, Cable-Vision Inc., Key West, Fla. **Introduction of honored broadcasters; "Welcome to Colorado,"** His Excellency John A. Love, governor of Colorado; **A Special Address,** Representative Oren Harris (D-Ala.), chairman, Committee on Interstate and Foreign Commerce. Grand Ballroom, 12:15 p.m.

SALES, SALES, SALES!!!—Presiding: Frank Thompson, Rochester, Minn., NCTA vice president; **"Why You Should Use Direct Sales,"** J. Fred Weber, vice president in charge of sales, American Cablevision Corp., Beverly Hills, Calif.; **"You've Gotta Believe,"** John F. Gault, New York, N. Y., vice president (operations), Television Communications Corp.; **"You'd Better Sell It Today,"** Robert H. Berger, vice president and sales director, National Trans-Video, Inc., Dallas, Texas; **"How 'TV Guide' Helps CATV Systems Grow,"** Marvin A. Caplan, Philadelphia, Pa., assistant manager, Retail Sales Division, *TV Guide*; **"Get Me More Subscribers—or The Professional Approach to Marketing CATV Systems,"** James L. Stoltzfus, Santa Monica, Calif.; general manager, National Consumer Services, a division of The Reuben H. Donnelley Corp. Junior Ballroom, 2:15-4:20 p.m.

"A Journalist Views The News as a CATV Service,"

Jerry O'Brien, Salt Lake City, Utah, assistant to the president, *Salt Lake Tribune* (KUTV[TV]), Salt Lake City, and in Community Television Inc., Bozeman, Mont., (group CATV owner). Junior Ballroom, 4:20-4:45 p.m.

Jerrold's Gala Ranch Party—Jerrold Electronics Corp., Philadelphia, Pa. cocktail party, Gold Room, 7 p.m.; dinner, entertainment, dancing, Grand Ballroom.

TUESDAY—July 20 ("ARIZONA DAY")

Annual Old-Timers Breakfast—All members. Honoring old-timers. Presiding: Arlo Woolery, Bisbee, Ariz.; general manager, KSUN Bisbee; KHPH Sierra Vista; KSUN Cable TV; past president, Arizona Broadcasters Association and Arizona Community Television Association; Program: **"Arizona Outdoors."** Grand Ballroom, 8:15 a.m.

Finance, Taxes and CATV—Presiding: Alfred Stern, Television Communications Corp., New York, N. Y.; **"Recent Tax Rulings Affecting CATV,"** Ralph Fratkin, Philadelphia, Pa., senior partner, Adler, Faunce & Leonard, certified public accountants; **"The Finance Company and CATV,"** James F. Ackerman, Indianapolis, Ind., senior vice president, Economy Finance Corp.; **"Small Business Investment Company and CATV,"** Alvin H. Hartman, Providence, R. I., vice president, Narragansett Capital Corp.; chairman, CATV, Inc.; **"The Bank and CATV,"** William R. Putnam, New York, N. Y., vice president, General Banking Division, Morgan Guaranty Trust Co. Junior Ballroom, 10 a.m.-Noon.

Frederick W. Ford Luncheon, Presiding: Martin F. Malarkey Jr., Washington, D. C., president, Malarkey & Associates, CATV consultants; **Introduction of the Press; Special Address,** Frederick W. Ford, Washington, president, National Community Television Association; Honored Guest, Honorable Robert E. Lee, Washington, member, FCC. Grand Ballroom, 12:30 p.m.

CATV—"Its Problems—The Solutions," a two-hour question and answer period—Presiding moderator, Sol Tais-hoff, Washington, D. C., editor and publisher, *BROADCASTING* magazine and *TELEVISION* magazine. Panel members, E. Stratford Smith, special counsel, NCTA, Washington; Bruce Merrill, chairman of NCTA, president of Ameco Inc., and of American Cable TV Inc.; George B. Storer Jr., president, Storer Broadcasting Co.; Marcus Bartlett, Atlanta, Ga., vice president in charge of CATV, Cox Broadcasting Corp.; Max D. Paglin, Washington, partner in law firm of Grove, Paglin, Jaskiewicz, Sells, Gilliam and Putbrese. Junior Ballroom, 2:30-4:30 p.m.

Reception, in honor of Frederick W. Ford and Bruce Merrill, Grand Ballroom, 5:15-6:45 p.m.

Hawaiian Luau, "Festival of The Sea," Two top floors of

Petroleum Club Building—Host, Ameco Inc., Phoenix, Ariz.; 7 p.m.-Midnight.

WEDNESDAY—July 21 ("NEW MEXICO DAY")

Standards Committee Breakfast—Spruce Room, 8 a.m.

Legal and Legislation Session—Moderator, George Barco, Meadville, Pa.; **Litigation of Interest to CATV Operators**, E. Stratford Smith, special counsel for NCTA; **First Report and Order of the FCC and Part I of Docket No. 15971 of the FCC**, Jack Cole, Smith and Pepper, Washington; **Part II of Docket No. 15971 of the FCC**, John D. Matthews, Dow, Lohnes & Albertson, Washington **FCC Docket No. 15586 (CARS)**, William H. Borghesani Jr., Keller & Heckman, Washington; **Federal and State Legislation**, Robert D. L'Heureux, general counsel for NCTA, Washington; **Fairness Doctrine of the Communications Act**, Morton L. Berfield, Cohen and Berfield, Washington, D. C., question and answer period (40 minutes). Junior Ballroom, 9:30 a.m.-Noon.

Luncheon—Presiding, Glenn H. Flinn, president, Television Cable Service Inc., Tyler, Tex.; **Special Address**, David M. Snow, president, National Education Sciences Corp., Los Angeles, Calif. Grand Ballroom, 12:15 p.m.

Annual Business Meeting (members only)—Presiding: Charles E. Clements, Waterville, Wash., secretary, NCTA. Committee reports, treasurer's report, election of officers and directors, other business. Junior Ballroom, 2:20 p.m.

Cocktails—Hosts: New Mexico Association and Time Wire and Cable. Grand Ballroom, 5:30-7 p.m.

EVENING: Exhibitors' hospitality suites.

THURSDAY—July 22

Technicians' Breakfast—Host, Spencer-Kennedy Laboratories Inc. Grand Ballroom, 8 a.m.

Auxiliary Insurance Session—All members invited. Introductions to new insurance program offered to members by NCTA. Silver Room, 10-10:30 a.m.

By-Laws Committee—Frank Valentine, chairman. Century Room, 10:30 a.m.

Confidential information on legal and legislative aspects of the CATV industry (Closed session. Members only). Panel, Frederick W. Ford, Robert L'Heureux, E. Stratford Smith. Silver Room, 2-4 p.m.

"TECHNICIANS' DAY"

Presiding, Archer Taylor, Washington.

Morning

Measurement of Noise and Cross-Modulation, a demonstration co-ordinated by Hubert Schlafly for NCTA ad

hoc committee on technical standards; **Amplifier Specification and System Performance**, Dr. Jacob Shekel, chief engineer, Spencer-Kennedy Laboratories Inc.; **Envelope Delay in CATV**, Gaylord Rogness, chief design engineer, Ameco Inc.; **AGC in CATV**, Irving Kuzminsky, director, advanced product engineering, Entron Inc.; **System Reliability**, Robert Cowart, vice president, construction, Viking. Empire Room, 9:30 a.m.-Noon.

Luncheon: Open to Everyone—Host, Entron, Inc.; Presiding: Ben Conroy Jr. Entertainment. Grand Ballroom, Noon.

Afternoon

SECTION I: Transmission Lines

Sweep Testing of Coaxial Cable, Ken Simons, vice president, research & development, Jerrold Electronics Co.; **Coaxial Cable Performance for CATV**, David E. Karrmann, staff engineer, Time Wire & Cable Co.; **Breakthrough With Microwave By Wire (G-Line)**, Dr. Theodore Hafner, president, Surface Conduction, Inc.; **Just Twelve Inches Away! (Pressurized Cables)**, Rudy Riley, president, Systems Construction Engineering Co. (sponsored by Phelps-Dodge Electronics Products Corp.); **Underground Techniques for CATV Cable Installation**, E. Mark Wolf, staff engineer, Rome Cable Division of Alcoa. Empire Room, 2:30-4:30 p.m.

SECTION II: Systems and Antennas

Color TV—From Studio to Your Customer, W. P. Kruse, engineer, Microwave Development Division, Collins Radio; **Some Problems in Using Line-Powered CATV Systems**, Preston Spradlin, plant manager, CAS Manufacturing Co.; **Effects of Coaxial Jumpers**, Walter Roberts, engineer, Superior Cable Corp.; **VHF Parabolic Antenna for CATV**, Morton Flom, consulting engineer, Montreal, Quebec; **A New Antenna for CATV**, Thomas D. Smith, engineer, Scientific Atlanta Inc. (sponsored by National Theater Supply Co.). Empire Lounge, 2:30-4:30 p.m.

Evening

New Chairman's Reception. Gold Room, 6 p.m.

NCTA 14th Annual Banquet, Albert J. Ricci, master of ceremonies. Grand Ballroom, 7 p.m.

FRIDAY—July 23

Board Meeting. Century Room, 9 a.m.

Outing—(Sponsored by Telesystems Corp.) Elitch's Gardens, Noon-Midnight.

Continued from page 54

Bell systems and independent companies—have announced their entry into the CATV communications business; the offering of facilities to provide CATV signals for a cable antenna franchise holder.

As the telephone companies have offered these facilities for lease, more and more CATV operators have found them less and less willing to negotiate new pole-line attachment rights, or to renew such contracts by existing CATV systems.

Since the economic base of existing CATV is the ownership of facilities as well as the purveying of TV signals, this move has alarmed the industry. The lease of telephone facilities, owners say, would be prohibitive, and would put all the power of control in the hands of the telephone company, leaving the CATV owner with nothing but a service to perform.

Although no CATV operator as yet has been denied pole-line rights, it has become a struggle to secure agreement with the telephone companies. And even when such contracts are successfully negotiated, it is claimed, the charges (which earlier had run about \$1.50 per pole) have been boosted beyond reason (two and three times the original rate).

Irate CATV'ers talk angrily of mo-

nopoly and injustice; there is serious talk of antitrust litigation.

Other issues that will be weighed at the Denver meeting include (1) relations with broadcasters, (2) financial sources for newcomers and for existing systems in need of new capital for expansion and modernization, (3) taxes, (4) equipment (see page 66) and engineering.

Renewals granted in TV-CATV cases

The FCC last week broke open a log jam behind which renewal applications were beginning to accumulate by conditionally granting the applications of 21 TV stations whose owners have interests in community antenna television systems in the same market.

The renewal applications of such stations have been deferred automatically since October, when the commission began indicating increased concern about the cross-ownership matter. The commission decided to resume renewing the applications last week, however, after the total deferred reached 21, with the addition of six from Texas.

One of the Texas stations is KTBC-TV Austin, owned by the family of President Johnson. The station's licensee

corporation has an option to acquire 50% of the CATV system in Austin.

The renewal applications are granted without prejudice to whatever action the commission takes as a result of outstanding inquiries into cross ownership and other CATV-related matters, as well as a proposed rulemaking still in the drafting stage.

A staff recommendation on a cross-ownership rulemaking was under discussion at the commission meeting last week. But officials said no conclusions were reached. The staff proposal would limit cross ownership largely to situations in which a station needed a system for economic support or where a CATV system would be the only party likely to be interested in establishing a television station.

The TV stations involved in last week's action are WIMA-TV Lima and WHIO Dayton, both Ohio; WICS-TV Springfield, WICD-TV Danville, WCHU-TV Champaign, WREX-TV Rockford, WSIL-TV Harrisburg, all Illinois; KTVO Kirksville, Mo.; KBLL-TV Helena, Mont.; KCMT Alexandria, KNMT Walker, both Minnesota; KDLO-TV Florence, KPLO-TV Reliance, KELO-TV Sioux Falls, all South Dakota; KCBQ-TV and KLBK-TV both Lubbock, KTBC-TV Austin and KTRE-TV Lufkin, all Texas, and KTAL-TV Texarkana, Tex.-Shreveport, La.

Two CATV decisions affect FCC policy

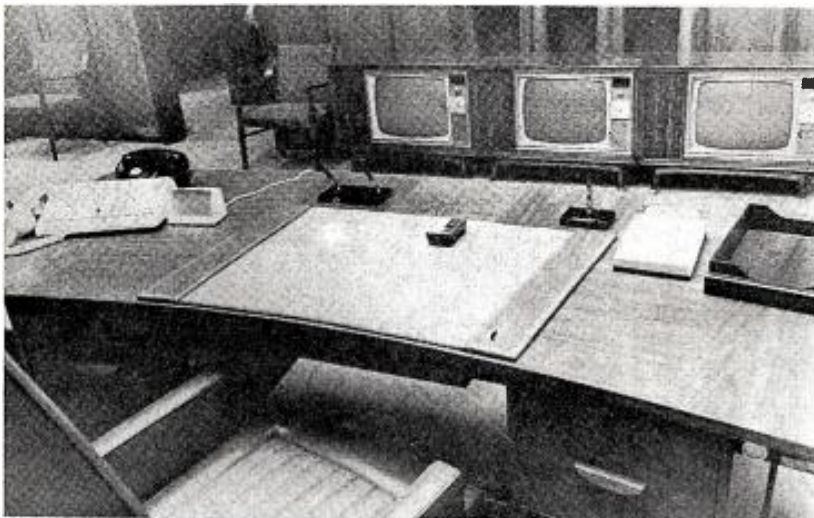
The FCC last week made two decisions with potentially significant implications for its community antenna television policy.

In one it ordered a hearing to look into the question of whether a CATV system should be permitted to drop the signals of a TV station it had been carrying beyond the station's grade B contour.

In the other, it granted applications of a common carrier to relay the signals of a station some 150 miles to a CATV, already providing seven channels of service in a community that has no local TV station.

The hearing was ordered—by a 6 to 0 vote of the commission—on the applications of Alabama Microwave Inc., for microwave facilities to relay the programs of WLAC-TV and WSIX-TV both Nashville, Tenn., to the Muscle Shoals TV Cable Co. for CATV service in Florence, Ala.

The applications have been opposed by WHNT-TV (ch. 19) Huntsville, Ala. The station is now carried by the CATV, which receives the signals off the air, but will be dropped to make room on the cable for WLAC-TV which, like WHNT-

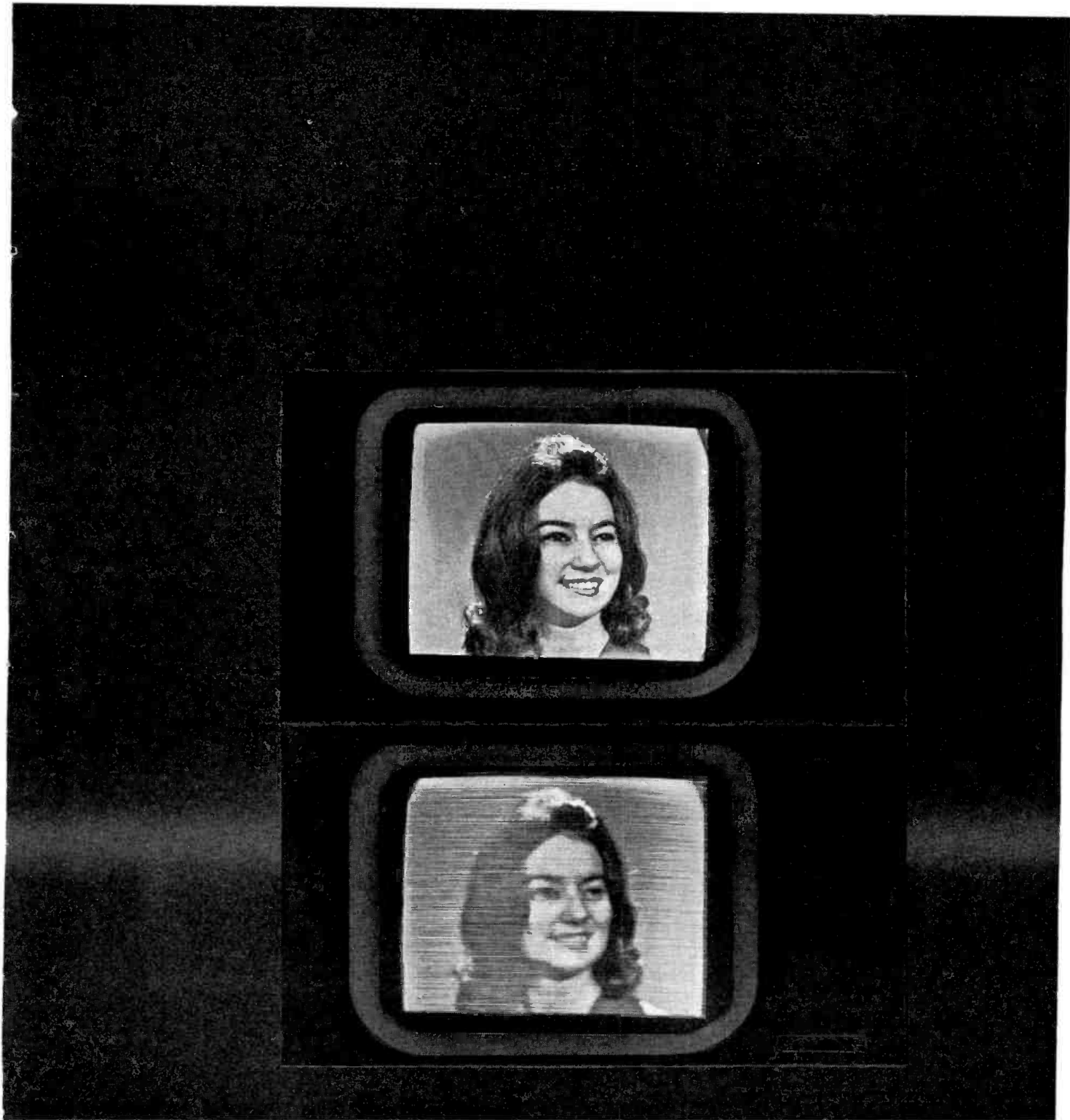


How a President keeps up with the news

This is the view President Johnson will have from his desk in Austin, Tex. The three television sets in front of the President's desk can be operated from a remote control device built into the desk. An adjoining sitting room has a console TV-radio-record player, also with remote control. The suite occupies half of the ninth floor of the new building.

Austin has two TV stations on the air (KTBC-TV, ch. 7, owned by the President's wife and daughters, now in trust, which is affiliated with all three TV networks, and KFHI-TV, ch. 42). A third station, KVET-TV, ch. 24, is now being built.

Also operating in Austin is Capital Cable Co., a CATV which is partially owned by KTBC-TV.



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tv, is a CBS affiliate.

Florence is 55 miles from Huntsville and beyond the station's grade B contour. But WHNT-TV says it relies on the viewers the cable provides it in Florence for 15% of its total audience (BROADCASTING, Nov. 16, 1964).

One of the issues is whether the Huntsville station would be adversely affected by removal from the cable.

"Leapfrogging" is also an issue. The commission will consider the implications of the cable dropping an in-state station in favor of one from out of state.

Another issue is whether an agreement was reached between WOLW-TV Florence and the CATV to drop WHNT-TV from the cable, as the Huntsville station alleges.

The microwave applications granted by the commission were those of Northco Microwave Inc., which plans to transmit the signals of WPIX(TV) New York, to a CATV in Bennington, Vt.

Springfield Television Broadcasting Corp., licensee of WRLP(TV) (ch. 32) Greenfield, Mass., has opposed the grant. But the commission concluded that the station does not put a serviceable signal over Bennington, which is 36 miles north, and therefore had no grounds for complaint.

The vote for the grant was 4 to 2, with Commissioners Kenneth A. Cox and Robert E. Lee dissenting. Commissioner Cox, in a statement, expressed concern about the impact on the development of local television of CATV's carrying large numbers of television services.

WPIX will be the eighth TV station carried by the Bennington CATV, and Commissioner Cox feels this would freeze out local television service. Bennington has a UHF assignment but no station, a community of 8,000.

Commissioner Cox also expressed the view that a CATV should carry the closer of two stations broadcasting the same network programs. WRLP which broadcasts NBC programs, is slightly closer to Bennington than is WRGB(TV), the NBC affiliate in Schenectady, N. Y., which the CATV carries. The commissioner also said that WRLP needs additional audience more than the Schenectady station does.

The CATV says it won't carry WRLP's signals because it can't pick them up off the air—even though it is able to receive the signals of more distant stations. The hilly terrain surrounding WRLP is cited as the reason for the difficulty in receiving the station.

ABC Radio adds six stations

Six new affiliates were announced last week by ABC Radio. They are: KXLR North Little Rock, Ark. on 1150

kc at 5 kw day and 1 kw night; WRIS Roanoke, Va., on 1410 kc at 5 kw day; KDEF Albuquerque, N. M., on 1150 kc at 1 kw day and 500 w night; KAOK Lake Charles, La., on 1400 kc at 1 kw day and 250 w night; WLKN Lincoln, Me., on 1450 kc at 1 kw day and 250 w night, and effective Sept. 12, KRAM Las Vegas on 920 kc with 1 kw day and 500 w night.

Land forms new service company

The establishment of Herman W. Land Associates Inc., New York, was formally announced last week by its president, Herman W. Land, who has resigned as director of corporate projects for Westinghouse Broadcasting Co. (BROADCASTING, July 12).



Mr. Land

The new company will provide image-building and research services for broadcasters and related enterprises in the broadcast-advertising fields. In a first assignment, Land Associates will conduct research studies for Westinghouse Broadcasting.

According to Mr. Land, his company will undertake a unified approach that coordinates advertising and promotion, public relations and research for group owners, stations and others in the communications area. Mr. Land was with WBC for four years and before that had been director of public relations and special projects for Corinthian Broadcasting. His new company is at 15 West 44th Street, New York, 10036. Phone: 867-5344.

AT&T replies to rate complaint of SNI

Neither the convenience of Sports Network Inc. nor its unique requirements are appropriate grounds for revising AT&T's tariffs.

That was the view expressed by AT&T last week in urging the FCC to dismiss SNI's complaint, which asked the commission to find that the rates AT&T has charged SNI are unjust and discriminatory. SNI also asked damages (BROADCASTING, June 14).

SNI's complaint was directed at tariff provisions providing for regular transmission service for networks that is based on an eight-hour day, for a monthly rate, and for occasional service

based on one hour of use.

SNI said these minimums exceed its requirements. It urged the commission to direct AT&T to file tariffs providing for rates based on three nonconsecutive hours daily—or \$14.82 per airline mile, which is three-eighths of the present charge of \$39.50.

AT&T, however, said there is no allegation that its rates are unjust or unreasonable, only that the minimum periods of service are longer than SNI desires. And this is no ground for requiring a tariff revision, AT&T said.

The carrier added that there is no assurance that a reduction in the minimum service would result in a proportional reduction in costs to the telephone company. AT&T said that the cost of providing three nonconsecutive hours of service daily might be higher than that of providing eight consecutive hours of service.

SNI and AT&T are now engaged in a court suit in New York over the carrier's claim that SNI owes it \$45,000, with interest, for services rendered in May 1964.

Hearing voted in control question

The FCC picked its way through seven minor-league concentration of control questions last week, making grants in four and ordering a consolidated hearing in three others.

An FM frequency is the prize sought in each case. And in each, the applicant has interests in the community's only AM station and newspaper. The communities involved range in population from 3,600 to 20,000.

The commission unanimously favored grants in two communities where another FM channel is available for assignment. Dissents were voiced in two others, where the applicants would have interests in the town's only AM, FM and newspaper.

The three applicants ordered into a hearing directly or indirectly control five AM's, one FM and five newspapers in Pennsylvania. The hearing issue is to determine whether grants would result in a concentration of control.

The grants approved unanimously were made to WDMJ Marquette, Mich.; and WTCH Shawano, Wis.

Chairman E. William Henry and Commissioner Kenneth A. Cox dissented to the grant to KTIB Thibodaux, La. But Commissioners Robert T. Bartley, Lee Loevinger, Rosel H. Hyde and Robert E. Lee felt the stockholder with interests in both the newspaper and the

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KWTV-9, OKLAHOMA CITY



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station does not control the editorial policy of either.

Chairman Henry was the lone dissenter in the grant to WMFC Monroeville, Ala. The five other commissioners participating felt that, because of the community's small population (3,600), the FM frequency would lie fallow if the owner of the AM station and newspaper didn't use it.

The hearing designated by the commission involves Huntingdon Broadcasters Inc. (WHUN), Huntingdon; WDAD Inc. Indiana; and Clearfield Broadcasters Inc. (WCPA) Clearfield, all Pennsylvania. The other stations in which they have interests are WMAJ-AM-FM State College and WBFD Bedford. The newspapers are in Huntingdon, Bedford (2), Danville and Clearfield.

Commissioners Lee and Hyde voted to approve the FM grants without a hearing in each of the three cases. They argued that the population served—½ of 1% of the state's population—is too small to warrant concern.

Media notes . . .

Opening ■ KGW-AM-TV Portland, Ore., formally dedicated its new broadcast center July 12 with Chet Huntley, NBC News correspondent, and an alumnus of the 1936-37 KGW announcing staff, as the principal speaker. Mr. Huntley's address was broadcast by KGW-AM-TV and the other Crown stations, KING-TV Seattle and KREM-TV Spokane, Wash.

Hearing for KABE ■ The FCC last week designated for hearing the application of Abraham Rosenstock for a license to cover a construction permit of KABE Westwego, La. The hearing will consider questions as to whether the permittee of the 1540 kc, 5 kw daytimer exercised adequate supervision with respect to financing the construction and the operation of the station, whether an unauthorized change in station control occurred, and whether there was misrepresentation in other filings.

A 'death blow' for free TV

That's the effect Zenith-Teco proposal for nationwide pay-TV system would have, theatermen committee says

Pay television, if established on a permanent basis, will deal a "death blow" to free television from which it cannot recover. Free TV stations will convert at least part of their operations to pay TV to survive. In the process, many programs now seen free will be shown only for pay.

These were the principal arguments advanced last week by the Joint Committee Against Toll TV in a filing with the FCC opposing the request of Zenith Radio Corp. and Teco Inc. for a further rulemaking to establish a nationwide system of pay TV (BROADCASTING, March 15).

The committee argued also that the test conducted by Zenith and Teco with RKO General Inc. over RKO's WHCT (TV) Hartford has been too "limited" to provide the information needed to answer the basic policy question—whether a need exists for the establishment of pay television as a permanent medium. The committee noted that the test was limited to 5,000 homes in an area of 420,000 homes served by four television stations.

The committee said that if the commission doesn't terminate the rulemaking proceeding without action, it should conduct a hearing on the results of the Hartford test to determine if a need exists for pay TV.

The commission should not, the committee said, issue the rulemaking proposed by Zenith and Teco. That proposal, the committee said, is drafted "as if the only question left for discussion or determination is the manner in which the system should operate."

The committee listed a number of problems on which information is needed—the impact of nationwide pay

TV on free TV; the effect of network pay-TV operations on all conventional networks; the desirability or necessity of rate regulation; the effect of a pay system in cities with less than four stations; whether a need exists for a permanent pay-TV system.

Only Opposition ■ The committee's petition was the only one of a handful filed in connection with the Zenith-Teco request which was in opposition to it. Two others were filed by pay-TV systems—International Telemeter Corp. (BROADCASTING, May 31) and Teleglobe Pay-TV System Inc. (BROADCASTING, July 12).

The committee, which represents theater-owner and civic groups that have been fighting subscription television since the commission initiated its first pay-TV rulemaking in 1955, challenged the view that the commission has the jurisdiction to establish a nationwide subscription system.

It said this question has never been reviewed by a court and that the commission's conclusion that it has authority is based on a "strained interpretation" of the Communications Act, a statute drafted (in the early 1930's) before anyone had "conceived of" pay TV.

The committee said that if it is held that the commission has jurisdiction it shouldn't act without guidance from Congress. Subscription television, the committee said, "raises fundamental policy questions" such as whether rates should be regulated, and would cause such "dislocation, disruption and confusion in the industry" that the basic decisions should be made by Congress.

What's Specialized Programming? ■ The committee cited the lack of what it considered "unique and specialized" programming on the WHCT pay system as one reason for its contention that the need for pay television has not yet been demonstrated. The promise of such programming is held out by those favoring pay television.

The committee said that most of the pay programming on WHCT consisted of movies, the majority of which (68.7%) were over six months old when shown.

The committee also cited a "lack of public demand" as evidence of a lack of need for pay TV. It noted that only one pay-TV test was conducted since the commission authorized such trials in 1959, and that the only statewide referendum on pay television—in California—resulted in a decisively negative vote.

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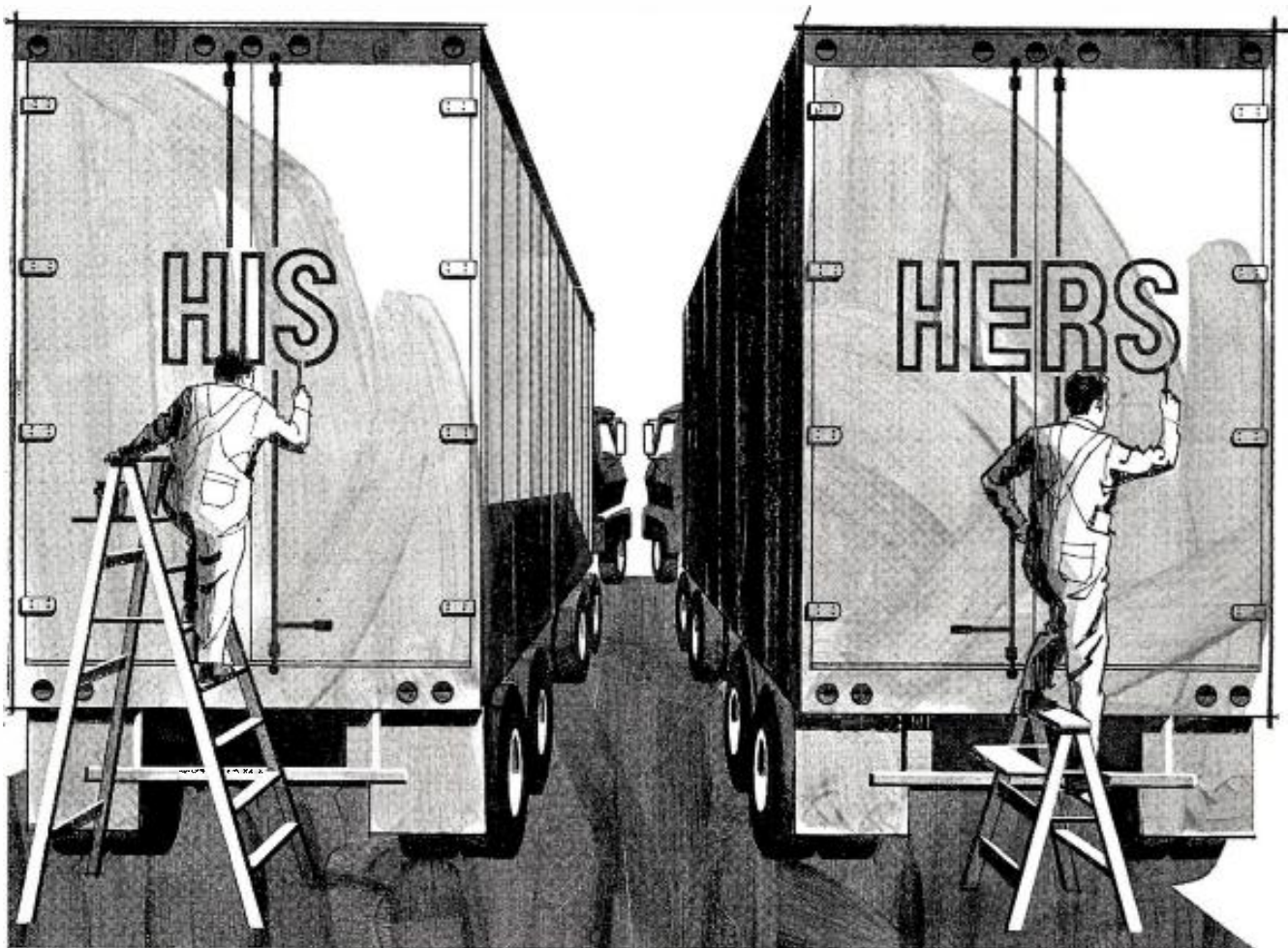
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Ford throws another life raft to ETV

The Ford Foundation last week declared community-supported educational television stations to be in "precarious financial condition" and pledged up to \$10 million to help such stations help themselves.

The \$10 million would be available over the next four years on a matching-grant basis. It is restricted to some 30 community ETV outlets operated in 28 cities by non-profit organizations which derive their support from the general public.

Stations licensed to state agencies, public and private colleges and school systems would not be eligible.

Ford Foundation President Henry T. Heald said many community-supported stations are doing "excellent work on a shoestring," but many cannot afford to broadcast on weekends when their largest audiences should be available.

Cities where the foundation hopes to further donations to ETV by individuals, corporations, or other groups through its matching-grant program are:

Austin, Tex., Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Duluth, Minn., Fargo, N. D.,

Hartford, Conn., Hershey, Pa., Jacksonville, Fla., Los Angeles, Memphis, Minneapolis, New Orleans, New York, Philadelphia, Pittsburgh, Richmond, Va., Sacramento, Calif., St. Louis, San Francisco, Schenectady, N. Y., Tampa, Fla., Toledo, Ohio, and Washington.

The foundation will make grants to qualifying stations ranging between \$50,000 and \$500,000 on a sliding formula based on contributions from other sources.

The program will begin later this year with first donations to be made to eligible stations equal to donations they received during 1964. Over the next three years Ford funds would be donated in the amounts of three-fourths, one-half and one-fourth of donations from other sources.

The Ford Foundation and other organizations established by it have given ETV projects \$96.8 million since 1951.

ABC deal to buy CATV called off

Negotiations for the purchase of the Tele-Systems Inc. CATV group by ABC, at a reported \$12 million (CLOSED CIRCUIT, July 12), fell through last week

and the deal is "definitely off," according to Fred Lieberman, president of Tele-Systems. ABC had no comment.

Mr. Lieberman said some problems had come up that could not be resolved. He refused to elaborate. It is speculated that the problems involved valuations on some Tele-Systems properties, tax questions or both.

The transaction, had it gone through, would not have included CATV systems in Texas, Mr. Lieberman acknowledged. He also said that Tele-Systems Inc., which is based at Glenside, Pa., and offers management, engineering and contracting services, would have been continued. Associated with Mr. Lieberman is Jack Crosby, Del Rio, Tex.

Tele-Systems owns 30 CATV's with 40,000-odd subscribers in Georgia, Indiana, Massachusetts, Michigan, New York, Vermont as well as in Texas.

Changing hands

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

■ KGBA Santa Clara, Calif.: Sold by George B. Bairey to Norman MacDonnel, Martin Hill, Steve Dunne, Roy Rowan, John Jacobs and David Boyer, for \$320,000. Mr. MacDonnel is producer of TV series *The Virginian*, Mr. Hill is producer of *Art Linkletter's House Party*, Mr. Dunne is an actor, Mr. Rowan is an announcer on *The Lucille Ball Show*, Mr. Jacobs is an announcer and director and Mr. Boyer is a Las Vegas businessman. The purchasing group also owns KWG Stockton, Calif. KGBA is 1 kw fulltimer on 1430 kc.

■ WDBF Delray Beach, Fla.: Sold by estate of Dr. Roscoe R. Miller to Frederick M. Ayres, John C. Appel and Victor M. Knight, for \$250,000. Broker: Hamilton-Landis and Associates.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 85).*

■ WCMC-AM-FM-TV Wildwood, N. J.: Sold by Francis J. Matrangola to William C. Wotring Jr., Carlton S. Owen, Frank W. Strohm and Mr. Matrangola, for \$115,324 for TV construction permit and \$474,676 for AM and FM facilities. Messrs. Wotring, Owen and Strohm have been connected with operations of WCMC-AM-FM for past five years. WCMC-TV (ch. 40) is not on the air while WCMC broadcasts fulltime on 1230 kc with 250 w. WCMC-FM operates on 100.7 mc with 3.5 kw.

■ KBYR Anchorage and KFRB Fair-

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banks, Alaska: Sold by J. Chester and Josephine M. Gordon and associates to A. G. Hiebert, K. Olin Rude, Doris L. Ervin and associates, for \$393,225. Purchasing group owns KTVA(TV) and KNK-FM Anchorage, and KTVF(TV) Fairbanks, Alaska. KBYR is 1 kw full-time on 1270 kc while KFRB broadcasts fulltime with 10 kw on 900 kc.

New TV stations

As of July 15 there were 124 television construction permits outstanding for stations not yet on the air. Of these 20 were commercial VHF's, 73 were commercial UHF's, 7 were educational VHF's and 24 were educational UHF's.

WLCY-TV Largo-Tampa, Fla., WLCY-TV Inc., permittee, last week announced that FCC on July 7 granted station final authority to begin regular programming. The channel 10 facility was to begin a regularly scheduled interim service on July 18 according to Sam G. Rohall, president. The interim service will continue until Sept. 1 at which time WLCY-TV will become an ABC affiliate. Test patterns went on the air July 2.

Bangor, Me., (ch. 12) Downeast Television Inc., permittee, plans to begin telecasting on Sept. 12. The channel 12 facility will broadcast with 63 kw visual and 31.5 kw aural using a GE transmitter and antenna to be located on Black Cap Mountain, south of Bangor. Downeast Television's offices will be located, temporarily, at the WGUY studios at 7 Main Street, Bangor. The permittee has requested the FCC assign WEMT(TV) as its call letters. The station will be an ABC affiliate with a basic one-time hourly rate of \$425 and one-time prime one-minute rate will be \$85. Bill Creed Associates of Boston has been designated regional representative. Melvin L. Stone is president and general manager, William H. Hart is station manager and Philip J. Gildart Jr. is general sales manager.

Long CATV battle ended by FCC grant

A once bitter battle between community antenna and broadcasting interests in Santa Barbara county, California, has become a memory, with the FCC granting approval of Lompoc Valley Cable TV's applications for microwaves to serve three CATV's that it owns.

The applications of Lompoc Valley, a subsidiary of H&B American Corp., were designated for hearing in March 1964 after KCOY-TV (ch. 12) Santa Maria protested that the CATV competition would put it out of business. The microwaves were to relay the signals of seven

Los Angeles stations. Lompoc had agreed to afford KCOY-TV carriage and nonduplication protection. But the station said this would not be sufficient.

The designation order was the first handed down by the commission in the case of a CATV that had agreed to provide a local TV station the standard protection of carrying its signal and refraining from transmitting programs for 15 days before and after the station carries them.

The case had been regarded as a potentially precedent-setting one in development of the commission's CATV-TV policy. But it ended in January, when KCOY-TV withdrew its protest under the terms of an agreement it reached with H&B.

The agreement provided for the creation of a CATV system in which KCOY-TV would be given \$15,000 worth of stock and for H&B loans totaling \$100,000 to KCOY-TV. It also provided for protection of KCOY-TV by Lompoc's CATV's. The CATV later was granted a franchise by Santa Maria.

Commission View — In granting Lompoc's petition for a grant of its applications without a hearing, the commission held that the cable company had attempted "to settle its differences with KCOY-TV in a manner consistent with our policies."

The commission thus overrode a rec-

ommendation of its Broadcast Bureau that the petition be denied on the ground that the agreement amounted to "a payoff" and should be "condemned" (BROADCASTING, April 5).

The bureau asserted that the protection to be afforded the station is less than that it could have had under the standard conditions, a statement challenged by the station. The agreement provides that the CATV's will carry the station in its service area and protect it against simultaneous duplication from stations outside KCOY-TV's grade B area. The local station's signal and adjacencies are substituted for the signal of the station duplicating KCOY-TV's programs.

The commission vote was 6 to 1, with Commissioner James J. Wadsworth the dissenter. However, Commissioner Robert T. Bartley concurred only on condition that the agreement be rescinded.

And Chairman E. William Henry, in a concurring statement, indicated he was troubled by the agreement also. He said there is "a substantial question" as to whether KCOY-TV misused commission processes for its own advantage.

However, he said he concurred in the grant because commission policy may not have been clear in the past. "Having given this clear notice, however, I am not prepared to approve another agreement of this kind" without evidentiary hearing, he said.

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In Denver: latest CATV gear

Innovations in solid state equipment among highlights of exhibits which are being shown this week to NCTA convention delegates

The manufacturers of community antenna equipment—more than 50 of them are showing their wares at the Denver convention of the National Community Television Association—are prepared to put new CATV operators, or old ones who are thinking of reconstituting their systems, in business with equipment that is as up-to-date as last week's TV picture of the planet, Mars.

The principal feature of the exhibits is solid-state equipment. Almost every CATV manufacturer is showing either a complete line of transistorized devices, or principal units in solid-state construction.

Amplifiers, line extenders, AGC units, bridging equipment by almost all manufacturers this season will be trans-

sistorized for longer life, higher efficiency, lower power drain.

Along with the solid-state revolution is a breakthrough in the cascading of main trunk amplifiers. This permits the output of the first amplifier to be used to feed a second amplifier which feeds a third, etc. Two exhibitors will demonstrate this ability: Jerrold Electronics Corp. and Kaiser Aerospace & Electronics Corp.

Also to be highlighted at the exhibit will be a number of microwave relay transmitters which contain special features for better relaying of TV signals.

Some Features — Here is what a sample of CATV manufacturers who are exhibiting at the convention are featuring (in alphabetical order):

Blonder-Tongue Systems Inc., New-

ark, N. J., has a new solid state U-V sweep generator which can be switched from VHF to UHF and to selected ranges with no moving parts. Price \$595. Also to be shown is a new VHF-UHF field strength meter which is convertible from one band to the other by a flip switch, at \$395, and a delay line unit for impedance testing, at \$150.

Collins Radio Co., Dallas, is showing its l-w microwave relay equipment, available for 6,000, 11,000 or 12,000 mc bands. The unit uses a remodulating method of repeating. It can be arranged for simplex or duplex, single or multiple-channel operation using a single antenna system. It is fully transistorized.

Entron Inc., Silver Spring, Md., is featuring a solid state "up and down" converter which will permit a single microwave system to multiplex two FM signals on a single TV channel.

Entron is also showing a complete line of solid-state equipment, including a slope control and automatic gain control unit, plus a new "In-A-Line" series of accessory units for telephone line

Who's exhibiting and where they are

Aberdeen Co., 3833 Wilshire Boulevard, Los Angeles, Booth 1.

Alpha Wire Corp., 711 Lidgerwood Avenue, Elizabeth, N. J., Booth 74.

Ameco Inc., 2949 West Osborn Road, Phoenix, Booths 49, 50, 51, 52, 53, 75, 76.

Amphenol Cable Div., Amphenol Borg Electronics, 6235 S. Harlem Ave, Chicago, Booth 24.

Anaconda Wire & Cable Co., 605 Third Avenue, New York, Booths 39 & 40.

Andrews Tower Inc., 1420 Layton Avenue, Fort Worth, Tex., Booth 72.

Armadillo Manufacturing Co., 847 East Colfax, Room 210, Denver, Booth 80.

Benco Television Associates, Ltd., 27 Taber Road, Rexdale, Ont., Booth 22A.

Blonder Tongue Systems Inc., 9 Alling Street, Newark 2, N. J., Booth 26.

Burnup & Sims Inc., 1020 11th Street, West Palm Beach, Fla., Booth

41.

Canada Wire & Cable Co. Ltd., 147 Laird Drive, Leaside, Ont., Booth 22.

Cas Manufacturing Co., P. O. Box 47066, Dallas, Booths 59 & 60.

Entron Inc., 2141 Industrial Parkway, Silver Spring, Md., Booths 54, 55, 56, 57.

Fort Worth Tower, P. O. Box 8666, Ft. Worth, Tex., Booths 81 & 82.

Hunt-Pierce Corp., 230 Old Gate Lane, Milford, Conn., Booth 61A.

Jack Pruzan Co., 1963 First Avenue, South, Seattle, Booth 4.

Jerrold Electronics Corp., 15th and Lehigh, Philadelphia, Booths 8, 9, 10, 11, 12, 13, 14.

Kaiser Aerospace & Electronics Corp., P. O. Box 9098, Phoenix, Booth 5.

Lenkurt Electric Co. Inc., 1105 County Road, San Carlos, Booth 31.

Microwave Associates Inc., Burlington, Mass., Booth 46.

National Theatre Supply Co., 50 Prospect Avenue, Tarrytown, N. Y.,

Booths 43 & 44.

Pete Collins Co., 285 Milwaukee, Denver, Booth 35.

Phelps Dodge Electronic Products Corp., 60 Dodge Avenue, North Haven, Conn., Booth 58.

The Plastoid Corp., 42-61 24th Street, Long Island City, N. Y., Booth 25.

The Reuben H. Donnelley Corp., National Consumer Services Division, 1454 Cloverfield Boulevard, Santa Monica, Calif., Booth 23.

Rohn Systems Inc., P. O. Box 2000, Peoria, Ill., Booth 36.

Rome Cable Div. of Alcoa, 421 Ridge Street, Rome, N. Y., Booths 68, 69, 70.

Sony Corp. of America, 580 Fifth Avenue, New York, Booth 71.

Spencer-Kennedy Labs. Inc., 1320 Soldiers Field Road, Boston, Booths 61 & 62.

State Labs Inc., 215 Park Avenue, South, New York, Booth 37.

Superior Cable Corp., P. O. Box 489, Hickory, N. C., Booths 47 & 48.

installation. Also a crystal-controlled head-end converter for translating UHF signals to VHF. The converter unit is transistorized, remotely powered, antenna mounted and has a low noise level characteristic.

Jerrold's New Line ■ Jerrold Electronics Corp., Philadelphia, is featuring its "Starline" group of solid state main trunk amplifiers which can be cascaded in series of up to 50 units on 12-channel systems.

Also to be shown for the first time is Jerrold's line of 4-inch high housing units containing needed equipment in a single package. The units are made with up to three devices already installed—main line amplifier, AGC unit or bridging amplifier.

The Philadelphia-based firm is also featuring solid state microwave relay equipment and two new field strength meters.

Kaiser Aerospace & Electronics Corp., Phoenix, is showing a line of all-band trunk line amplifiers containing AGC or manual level controls as well as bridging amplifiers, line extenders and cable powering units. All use silicon transistors. To be demonstrated are 30 trunk amplifiers cascaded in series. This is the equivalent of a 14-mile system. All are capable of being used in 12-channel systems.

Also being shown is a line of cable fittings (connectors, splicers and termi-

nators), using all-aluminum, metal-to-metal seals which are said to be completely waterproof.

Lenkurt Electric Co., San Carlos, Calif., is featuring a long-haul, heavy duty microwave transmitter which operates on the heterodyne repeater principle and can be used for color TV, delivering high output power with low distortion. Completely solid state, it also uses a traveling wave tube, and sells for a basic price of \$5,000.

Spencer-Kennedy Laboratories, Boston, will show a completely solid state line of distribution equipment, including trunk amplifiers and line extenders, as well as a high-level distribution amplifier.

Spencer-Kennedy also will show a weather information channel unit with a fixed camera using an optical diplexer to read temperature, wind, barometer and other meteorological meters. With the camera, the device sells for \$455.

Superior Cable Co., Hickory, N. C., is showing a fiberglass housing for amplifiers designed for buried plant construction. Each housing for various amplifiers and other units is color-coded. Cable for underground use, also to be shown, is solid dielectric.

Viking Cable Co., Hoboken, N. J., is featuring its new solid state high level, "in-line" modular units, including a main line amplifier with or without AGC, bridging amplifiers and line extenders. It will also show for the first time its solid, seamless aluminum cable in ½-mile reels.

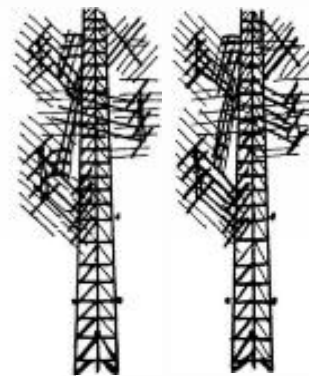
CBS patent used in color TV tubes

A patent on an invention that "made possible the first commercially successful color [TV] tube" has been reported—nearly 11 years after it was issued—by CBS Laboratories. CBS made public its association with the early development of color set making in an announcement of a new licensing agreement with Japanese manufacturers.

The patent, described as a "curved shadow mask color picture tube patent," was first licensed to RCA on Nov. 30, 1954, according to the announcement. CBS Laboratories spokesmen said RCA acquired the license on a "paid-up" basis for the life of the patent.

RCA authorities told BROADCASTING, after the CBS announcement, that they could not assess the extent to which the invention is now in use in RCA color-tube production.

The announcement by Dr. Peter C. Goldmark, president and director of research for CBS Laboratories, a division of CBS Inc., said patent-license agreements permitting three leading Japanese



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Denver Hilton Booths 54 thru 57

Tape-Athon Corp., 523 South Hindry, Inglewood, Calif., Booth 34.

T.C.A. Tower Co. Inc., 4325 Bankhead Highway, Mableton, Ga., Booth 32.

Telemation Inc., 2275 South West Temple Street, Salt Lake City, Booths 2 & 3.

Telesystems Corp., 113 South Easton Road, Glenside, Pa., Booths 6 & 7.

Times Wire & Cable Co., 358 Hall Avenue, Wallingford, Conn., Booths 77, 78, 79.

Utility Tower Co., Box 12027, Oklahoma City, Booths 63 & 64.

Video Towers Inc., P. O. Box 4086, Ft. Worth, Tex., Booth 42.

Viking Cable Co., 830 Monroe Street, Hoboken, N. J., Booths 17, 18, 19, 20, 21.

Weather-Scan, R. H. Tyler Company, 1410 Dallas Street, Wellington, Tex., Booth 28.

Westbury CATV Corp., 212 So. Fulton, Mount Vernon, N. Y., Booth 27.

TV manufacturers to produce "the CBS tube" have been approved by the Foreign Investment Council of the Japanese government. The companies are Hitachi Ltd., Tokyo Shibaura Electric Ltd. and Nippon Electric Ltd.

CBS Laboratories said color tubes made in the U. S. use the patented principle, and spokesmen for the company described the invention as essentially an improvement on the color-TV tube design in use at that time and as hastening commercial manufacture of the tubes. They said the curved-shadow mask face provides more uniform color and a larger relative picture size for the viewer while making tubes easier and more economical to manufacture.

RCA set sales gain of 34% predicted

Home instruments sales for RCA in 1965, with color television leading the way, are now expected to beat last year's sales by 34%.

RCA's estimate for home entertainment products was revised upward from a previous projection of 15% improvement over 1964 mainly on the strength of color-set volume.

Raymond W. Saxon, vice chairman

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Laser beam used in WTIC broadcast

If it works at 10 miles—as it did last week—will it work at 10 times that distance? The "it" is a laser beam. Last week it was used to relay part of a regularly scheduled radio program broadcast by WTIC Hartford, Conn. In 1966, it will be used in an attempt to establish communications between the two astronauts in Gemini 7 and earth.

Last week's use involved a program originating at the Springfield, Mass., Museum of Science involving a discussion of the implications of the Mariner IV Mars fly-by (see page 9). The program was picked up at the museum and flashed 10 miles to Mt. Provin on a laser beam. The program was received, demodulated and sent on to WTIC over regular telephone company lines for regular broadcast.

The 90-minute laser segment was a success, although in its early stages there was some noise on the

circuit and the speech quality suffered. This was due, engineers said, to air turbulence which abated after a short period.

Meanwhile, when astronauts Frank Borman and James Lovell are orbiting in the 1966 Gemini flight, one of them will aim a laser device at the White Sands Missile Range in New Mexico. When White Sands picks up the transmission, a return laser beam will flash, indicating to the astronauts that contact has been established. Speech will be attempted from the spacecraft to White Sands by the astronaut.

The six-pound, Gemini laser transmitter was developed by RCA and is 3 x 6 x 8½-inches. Three are being manufactured by RCA for the National Aeronautics & Space Administration under a \$88,657 contract. Two have already been delivered. The third will be completed and delivered in September.

of RCA Sales Corp., last week said factory shipments of color sets have kept pace with black and white receiver sales since May when the company introduced its 1966 TV lines.

Three more buy gear for color television

More local color activity was reported last week from CBS-TV affiliates in three states.

WSPA-TV Spartanburg - Greenville, S. C., became the first station in that state to televise local color programs when it initiated color film programing on the July 4th weekend. During July 3-5, the station's colorcasting totaled 17 hours and included seven feature films, and local and syndicated film programs. WSPA-TV and its eight translators have been carrying color programs from CBS-TV.

WTIC-TV Hartford, Conn., announced it will complete its conversion to color operation in September. Paul W. Morency, president of the station, said within the past year WTIC-TV had ordered or installed \$402,000 worth of color gear, including: two General Electric studio cameras \$120,000; two GE 4-V film chains, \$85,000; two RCA TR-22 videotape recorders, \$160,000; one Hills Colormatic film processor and other processing equipment, \$20,000; test and quality control equipment, \$10,000, and studio lighting facilities, \$3,000.

Mr. Morency said the studio cameras, film processing equipment and several

pieces of control and test gear will be delivered by mid-September. The other equipment is already installed.

WTVT(TV) Tampa-St. Petersburg, Fla., announced it will convert to 100% local-live color after a \$400,000 order of five RCA color cameras and related equipment is delivered in the fall. The station expects a \$150,000, 4,400-square foot addition to its studios to be completed in September. The addition will house the news department and weather service and provide a clients' viewing room on the second floor.

Is computer ruling the FCC's roost?

An applicant for a UHF channel, confronted with an unwanted change in the assignment it is seeking, has questioned the manner in which the FCC used its computer in drafting the new UHF table of allocations (BROADCASTING, June 14).

Trinity Broadcasting Co. suggests that the commission may have abdicated its discretion to the Univac III.

Trinity had applied for channel 20 in Fort Worth. But among the changes made in the allocations table by the computer, after it digested the information and instructions fed it by commission staffers, was the replacement of channel 20 with channel 40.

Trinity considers the higher channel less desirable, and has asked the commission to reconsider the order adopting the table and to declare it to be a



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Consumer Division, International Telephone and Telegraph Corporation, New York, N. Y.

notice of rulemaking instead.

Trinity noted that one of the key instructions given the computer was to select channels on a "least impact" basis exclusively. Then it said it "does not know whether the commission abdicated its discretion to the computer."

Another Objection - Trinity also objected to a provision in the order requiring those seeking channel assignments to submit an engineering study showing the channel selected would have "the least impact on other available assignments, in the same manner

as channels were selected by the computer for the overall plan. . . ."

Trinity said this would require petitioners to use a computer programed identically with the commission's. Trinity said it assumed the commission's computer "is not available for private use, nor is the detailed programing available to consulting engineers.

"As a practical matter, then, it appears that petitions for rulemaking to change channel assignments have been precluded." Trinity said this is unlawful.

Commission officials have not shown much sympathy for complaints like Trinity's. They say there is no technical difference between the high and low-numbered UHF channels and that the psychological differences existing mainly in the minds of Madison Avenue agencies will soon disappear.

The National Association of Educational Broadcasters said the order adopting the table offends procedural due process in that interested parties had no notice of the terms or substance of the rules to be adopted. And

FINANCIAL REPORTS

A big week for Storer

Reports first-half earnings up 12%, purchase of Northeast

Storer Broadcasting Co., Miami Beach, Fla., last week announced record breaking earnings for the first quarter and first half of 1965 and the purchase of 82% interest in Northeast Airlines.

Net operating earnings during the second quarter rose 13% and were up 12% for the half year compared to the same periods last year.

Net earnings through June 30 for the group station owner were \$5,523,770 including a nonrecurring gain of \$1,524,885 as a result of the sale of stock held in Standard Tube Co. of Detroit Feb. 25.

The exact purchase price of North-

east Airlines was not revealed but it was understood to be close to \$16 million, not counting assumption of obligations that were expected to push Storer's total investment close to \$25 million.

Storer will buy 973,226 common shares of Northeast from the Hughes Tool Co. at \$6.30 each for a total of \$6.1 million.

It will also acquire from Hughes convertible debentures in Northeast with a face value of \$9.5 million. These would be convertible into 2,620,689 common shares at \$3.625 per share. Storer will also acquire other obligations of the airline.

The common stock to be acquired by Storer and debentures, if converted, would give the broadcaster an 82% voting interest in Northeast. Storer took the option to acquire the airline early last month (BROADCASTING, June 7). A 30-day period which Storer was originally given to decide if it would complete the purchase was extended another month to July 30. It was agreed last week that July 30 would be the closing date.

Northeast's most recent quarterly statement showed earnings of \$463,000

compared to a \$275,000 loss in the first quarter of 1964.

It is understood that purchase of the airline would not be subject to CAB approval because Storer Broadcasting is not now a common carrier.

Storer's decision to take the airline put an end to reports of competing bids for Northeast by RKO General and the investment banking house of Carl M. Loeb, Rhoades & Co. RKO General, another group station owner, acquired 54.9% interest in Frontier Airlines last November.

Storer Broadcasting operates WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo, Ohio; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KGBS Los Angeles; WHN New York; WIBG-AM-FM Philadelphia, and WITI-TV Milwaukee.

Storer statement for the six months ended June 30:

	1965	1964
Earnings per share (operations)	\$1.95	\$1.78
Net earnings per share	2.70	1.78
Net operating earnings	3,998,885	3,585,213
Nonrecurring gain	1,524,885	
Net earnings	5,523,770	3,585,213
Shares outstanding	2,042,582	2,013,128

Ampex sets record for 1965 fiscal year

Ampex Corp. set new records for sales, revenues and earnings in fiscal 1965, ended May 1. Sales and operating revenues were up 9% and earnings were up 10% over 1964. In the broadcast field, Ampex began deliveries of its new VR-2000 Videotape recorder, capable of handling color as well as black and white and Cue-Matic mat recorder for radio station announcements. The company also put its first line of Videotape for use with its tape recorders on the market during the past year.

Fiscal year ended May 1:

	1965	1964
Earnings per share	\$0.83	\$0.76
Net sales and operating expenses	152,736,000	140,049,000
Net earnings	7,671,000	6,951,000
Average shares outstanding	9,259,977	9,180,261



George Storer Sr. (I.) and George Storer Jr.

the "unsaturated" table adopted, NAEB said, "offends sound allocations policy."

NAEB had proposed a table containing 2,567 assignments, 909 of them educational. The commission's table contains only 1,080, about evenly divided between commercial and educational channels.

The commission has defended the unsaturated table, which makes no commercial assignments in cities below 25,000, on the ground that it permits additional assignments where needed.

NAEB said the commission would

have nothing to lose in adopting a saturated plan. If projected assignments prove inaccurate, shifts are always possible, the association said.

Digital display gets patent

The U. S. Patent Office has issued a patent for CBS's digital display unit. Its developer, John W. Christensen, CBS Laboratories vice president and associate director of research, obtained the patent. The unit, used for several years on CBS-TV network and affli-

ated station telecasts of election returns, is of particular value for TV pickups of display boards at election return studios.

The digital system permits returns to be displayed on a flat surface and the numerals, written in standard form, to be spaced normally. The operator also can change the numbers at a given moment. CBS Laboratories manufactures the units, which are also used for large display of spaceflight information at the Jet Propulsion Laboratory, Pasadena, Calif.

Taft stock split approved

Stockholders of Taft Broadcasting Co., Cincinnati, last week approved a two-for-one stock split and increased the number of board members from nine to eleven by electing Robert Taft Jr. and Robert E. Slaughter (see page 8).

Taft also announced a boost in quarterly dividend payments from 15 cents a share per quarter to 10 cents a share per quarter on stock held after the approved split. The number of authorized shares was increased from 2.5 million to 5 million.

For the first quarter ended June 30:

	1965	1964
Earnings per share	\$0.96	\$0.71
Net revenues	7,052,208	6,390,950
Net income		
before taxes	3,115,083	2,369,683
Net income	1,580,079	1,163,607
Shares outstanding	1,645,260	1,636,257

A stock scheme to finance a dream

A 25-year-old Baltimore man, who is now an airman at the Minot Air Force Base, N. D., has formed the Silver Falcon Broadcast Group. He plans to issue "25,000 to 30,000" shares of stock at \$5 each, and hopes either by purchase or application to acquire all-Negro radio stations in five to seven markets. William B. Lewis, who lists himself as president, general manager and 50% owner of Silver Falcon, filed a registration statement that is under study by the Securities and Exchange Commission.

Mr. Lewis, who describes his radio experience as limited to helping announce a teen-age show on a Maryland station while he was in high school, said in his SEC filing that radio stations, with a "power output of 1 kw to 20 kw" are planned for Youngstown and Akron, Ohio; Philadelphia;

Dallas; Washington; Newark, N. J., and Indianapolis. He said that by 1967-68 he hopes to create a Negro television network that would cover Detroit, San Francisco-Oakland, St. Louis and Philadelphia.

The Baltimorean told BROADCASTING last week that he estimated the cost of building or acquiring his radio properties at \$200,000 for the lot and the television stations at a total of \$1,259,000.

Engineers noted that an available frequency or channel in any of the proposed markets is virtually impossible to find. It was also noted that in the two most recent radio station sales in Washington, WOL-AM (1 kw day, 250 w night)-FM (20 kw) brought \$1.4 million, and WWDC-AM (5 kw fulltime)-FM (20 kw) was sold for \$4 million.

Mr. Lewis said he hopes to have

"full financial backing" for the first station which he anticipates putting in Akron, Youngstown or Dayton, Ohio, at a "cost of around \$24,000."

He said he became interested in broadcasting last year when he "saw the need for more Negro programming in certain areas of the country and for areas that did not have any." He said he had sent "sample" letters to "a few" businessmen, informing them of his plan, "just to test the market." Under the original plan, in his SEC filing, he planned to offer 1,000 shares of common stock at \$20 a share. However, he said no stock has been sold yet and the initial price has been lowered to \$5 "so the small investors can invest."

The only other stockholder and officer of the group is Medieth S. Lewis, his mother, who is an 8% owner and vice president.

Merrill getting \$12.1 million for expansion

Bruce Merrill, president of Ameco Inc., Phoenix, Ariz., manufacturer of community antenna equipment, and associated companies in the community antenna and microwave relay field, as well as a broadcaster (KIVA-TV Yuma, Ariz.) announced last week a \$12.1 million long-term financing arrangement with five major banks and investment companies. The money will be used in expansion plans by Ameco and affiliated companies.

At the same time, Mr. Merrill reported that Ameco's revenues for the fiscal year ended June 30 jumped 300%, and net profits after taxes, 450%.

Unaudited figures, according to Mr. Merrill: revenues, \$9.5 million; net profits after taxes, \$900,000. This compares to the 1964 fiscal year revenues of \$3.3 million and net profits after taxes of \$189,000. The

figures do not include revenues or profits from associated companies.

The financing is in two parts:

▪ \$6.5 million is being supplied by the First National Bank of Arizona, Phoenix, with Girard Trust Bank, Philadelphia, to Ameco (which is getting \$3 million), American TV Relay Inc. (microwave relay) and KIVA-TV Yuma, Ariz.

▪ \$5.6 million is being supplied by Morgan Guaranty Trust Co., New York, with General Equities Corp., New York, to American Cable TV Co., which owns and operates 30 CATV systems in Arizona, Alabama, California, Florida, Kentucky, Maine and New York. American Cable TV also is acquiring or holds franchises for cable systems in 10 other communities.

Investment advisor to Ameco and its affiliated companies was the New York investment firm of Hornblower & Weeks-Hemphill, Noyes.

Filmways earnings up 54% in nine months

Filmways, Inc., New York, television and motion picture production company, showed a 54% increase in net earnings for the nine-month period ending May 31, 1965, over the corresponding period last year.

For the nine months ended May 31:

	1965	1964
Earnings per share	\$0.57	\$0.39
Revenues	21,964,891	10,977,945
Expenses	21,236,142	10,461,256
Income before federal taxes	728,749	516,689
Provision for federal taxes	356,500	274,200
Net income	372,249	242,489
Shares outstanding*	655,916	619,268

*Shares outstanding on May 31, 1965, and May 31, 1964, do not reflect the 2% stock dividend paid June 25, 1965, to shareholders of record on June 4, 1965.

Scripps-Howard has increase

Scripps-Howard Broadcasting Co., Cincinnati, last week announced an increase in net income for both the second quarter and first half of fiscal 1965. Net operating revenue during the quarter ended June 19 increased \$546,638

over the same period last year. Net operating revenue for the first half which also ended on the same date showed a rise of \$1,190,039 over the first half of fiscal 1964.

For the three periods ended June 19:

	1965	1964
Net income per share	\$0.44	\$0.33
Net operating earnings	4,137,333	3,590,695
Net income	1,133,263	857,827

For the six periods ended June 19:

	1965	1964
Net income per share	\$0.82	\$0.61
Net operating revenues	8,041,207	6,851,168
Net income	2,126,239	1,578,928

Financial notes . . .

▪ Gross Telecasting Inc., Lansing, Mich., last week announced that revenue during the first half of 1965 rose to \$1,426,490 up from \$1,375,680 for the first half of last year. Earnings also increased from \$382,789 during the first half of 1964 to \$411,572 during the initial six months of this year. Earnings per share also showed a gain with last year's 96 cents reaching \$1.03 during the first half. Directors also declared a regular quarterly dividend of 40 cents a share on class A common and 7.5 cents a share on class B common.

▪ Outlet Co., Providence, R. I., stock-

holders will meet at its offices in Providence on July 20 to vote on a proposal to split its common stock two-for-one. Stockholders will also vote on a proposal to increase the number of authorized shares from 1.5 million to 3 million. Also proposed is an increase in quarterly dividends from 25 cents per share on current common stock to 27.75 cents per share on the new stock.

Desilu profits drop, production costs up

Desilu Productions had lower revenue and income in the year ended May 1 than in the preceding fiscal year, Lucille Ball, president, reported last week. She ascribed the declines to the reduction in the production of Desilu-owned series and to increased costs of productions. Rental of the company's facilities to other producers, however, was at a higher and more profitable level than in the year before.

For fiscal years:

	1965	1964
Earnings per share	\$0.39	\$0.66
Gross income	18,977,163	23,885,253
Net income	455,710	794,261

INTERNATIONAL

FCC changes course on Comsat

Rescinds order allowing TV networks to deal directly for Early Bird service

The FCC last week reversed itself and told all the international communications carriers that they can provide satellite television service to the TV networks who want to use the Communications Satellite Corp.'s Early Bird. Broadcasters were not too happy at the move.

In an order issued last Thursday (July

15), the commission rescinded a previous order telling Comsat to deal directly with the networks pending determination of which carrier should be authorized to provide transoceanic TV.

The order was on the FCC's own motion, although it was spurred by a joint petition for reconsideration of the earlier order filed by AT&T, RCA Com-

munications, ITT Worldwide Communications and Western Union International.

The carriers claimed that the FCC's proposal violated the tenet that Comsat was a "carrier's carrier." Customers, they said, should deal with the carriers, not Comsat directly. Western Union International made the proposal for a joint venture which the commission adopted in essence. Both ABC and CBS opposed the reconsideration and upheld their right to deal directly with Comsat.

The FCC told the carriers that they should provide TV service via Comsat on a temporary basis. Each carrier will take turns in rotation at supplying TV service. All funds remaining after payment of Comsat charges were ordered to be placed in a "deferred account" to be held until the FCC decides the principal question: Which carrier shall be authorized to offer TV service, or should all carriers have this right? Also involved is a corollary question: Should the TV networks be considered "authorized entities." The law establishing Comsat speaks of carriers and other "authorized entities" as being the only customers eligible to deal directly with Comsat.

The commission's order also tells the carriers to offer a joint tariff for TV service. A meeting among carriers,

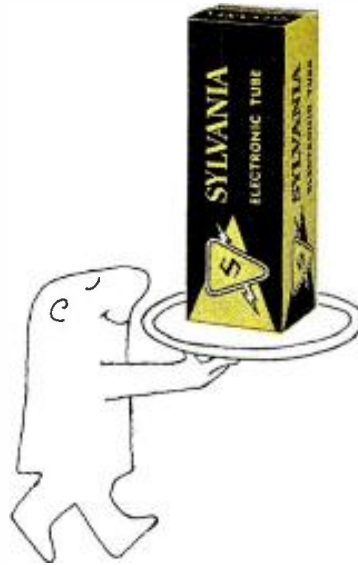


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He's geared to supply any industrial and commercial tube in any quantity, large or small. He's a specialist in fast service, too. He likes the big orders (who doesn't!), but the small ones get the same prompt attention. Same-day delivery, wherever possible.

Next time you need tubes, call your Authorized Sylvania Distributor. You'll find him knowledgeable, helpful, and ready to serve you.

Electronic Tube Division, Sylvania Electronic Components Group.

SYLVANIA
SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS **GTE**

NEW CAPABILITIES IN: ELECTRONIC TUBES • SEMICONDUCTORS • MICROWAVE DEVICES • SPECIAL COMPONENTS • DISPLAY DEVICES

Comsat and FCC officials was scheduled to take place in Washington on Friday (July 16). This will be in addition to the tariff already filed by Comsat which calls for payment by users—now by the carriers. This tariff, it's expected, will be higher than Comsat's rates.

After the commission's latest action was announced, RCA, parent company of NBC, announced that it intended to offer international TV service via Early Bird through RCA Communications immediately.

CBS International gets a pink slip

CBS Inc., in a consolidation move, is eliminating one of its smaller divisions, CBS International. Its functions and personnel are being transferred to CBS Records, CBS Television Stations Division and CBS Laboratories.

Elimination of CBS International reduces the company's divisions to six.

The New York Yankees Inc. is a subsidiary of CBS Inc. but is not regarded as a division. Divisions, in addition to stations, records and laboratories, are the CBS Television Network, CBS News and CBS Radio Network.

CBS International, which has been the product export arm of CBS, in the main marketed Columbia Records and CBS Laboratories products abroad.

CBS spokesmen said last week the move was intended to minimize overlapping of functions and should strengthen the existing divisions.

FANFARE

Press photographers choose top stations

KMTV(TV) Omaha has been named Newsfilm Station of the Year in the 22d annual newsfilm competition conducted by the National Press Photographers Association in cooperation with Field Enterprises' World Book encyclopedia and the University of Oklahoma School of Journalism.

NPPA said there was no choice of a Newsfilm Cameraman of the Year or special sound-on-film award this

year because among candidates who qualified under the rules there was no individual work considered superior enough for this distinction. Other TV awards however were made in six general categories. There were 300 entries in the competition from 47 stations, two networks (CBS and NBC) and a wire service (UPI).

The TV awards:

Spot news—first prize, WFBM-TV Indianapolis, *Fountaintown Nursing Home Fire*; second, WLAC-TV Nashville, *Petros Prison Riot*, and third, WIWI(TV) Indianapolis, *Capture*. News documentary—first, NBC-TV, *It's a Mad War*; second, NBC-TV, *Small Town U. S. A.*; third, NBC-TV, *The Defense of India*, and honorable mention, NBC-TV, *The Louvre*. General news—first, NBC-TV, *India Famine*; second, NBC-TV, *The Mouth of the Tiger*, and third, WGN-TV Chicago, *Beatlemania*.

News special—first, WFGA-TV Jacksonville, Fla., *Diary of a Still*, and second, WKY-TV Oklahoma City, *A Campaign Day*. Feature (including sports)—first, NBC-TV, *Edward Hopper Art*; second, WFBM-TV Indianapolis, *Day in*

May, and tie for third, WKY-TV Oklahoma City, *Open Air Ballet*, and NBC-TV, *It's a Small World*. Team filming—first, WGN-TV Chicago, *72-hour Alarm*; second, WFGA-TV Jacksonville, Fla., *Hurricane*; third, WGN-TV Chicago, *Leaper*, and honorable mention, WFGA-TV Jacksonville, Fla., *Old City at Night*.

Also named by the National Press Photographers Association was Hugh B. Terry, president and general manager of KLZ-AM-FM-TV Denver, as the winner of the 1965 Joseph A. Sprague Memorial award. The award, presented at the association's 20th annual business and educational seminar in Houston on June 26, was given to him for his contributions to visual reporting.

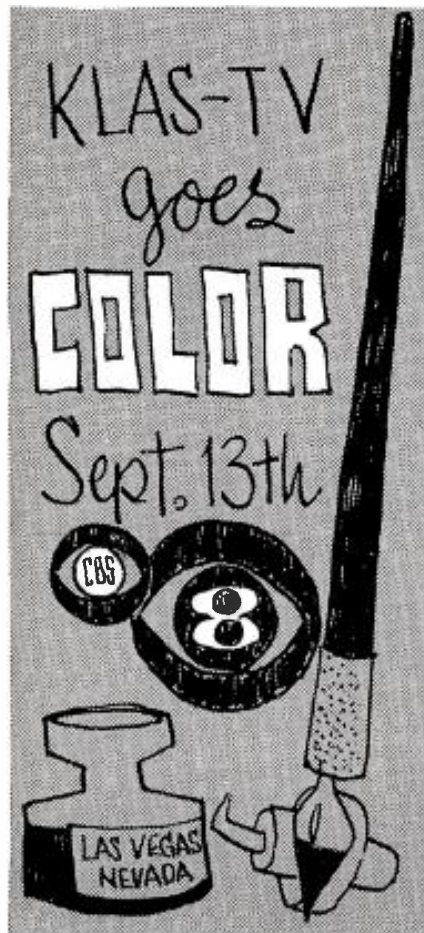
Outstanding toys to get Triangle merit awards

The Triangle Stations announced last week that the group has established the "Merit Seal" toy awards to be presented to advertisers in that category whose products have "superior characteristics."

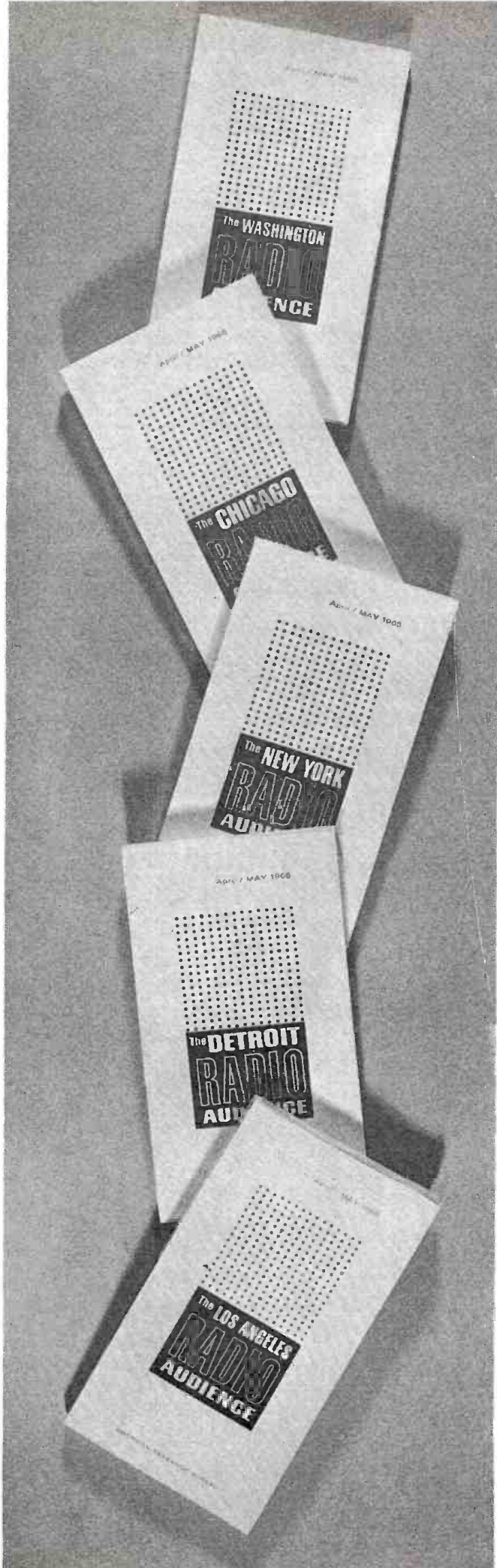
Edward H. Sheaffer, director of continuity acceptance for the station group, will serve as coordinator for the awards project, with an executive committee at each of the six TV stations meeting regularly to examine all new toys being advertised on the outlets. To qualify for a merit seal a toy must be safe for children of any age; must be sturdy and well-constructed; must be "realistically priced" must have educational, entertainment and constructive play value and must be presented on TV fairly, properly and in good taste.

Toy manufacturers who receive the merit award will be offered at cost such merchandising tools as attachable seals, counter cards, window streamers and newspaper ad mats, according to Mr. Sheaffer. Triangle will support the awards with an advertising campaign.

There will be no fixed number of awards, time of announcement, Mr. Sheaffer said.



Owen Saddler (1), executive vice president and general manager of the May Broadcasting Corp., licensee of KMTV (TV) Omaha, and Mark Gautier, KMTV news director, hold National Press Photographer's plaque.



Take Five!

Now . . . the total impact of radio in five major U.S. Markets . . . the first of ARB'S new syndicated radio service.

Discover the unique advantage of individual, persons-based radio research, the flexibility for reporting *cumulative listening estimates*, the extra measures of away-from-home listening and total survey area audiences. Here are reports that provide radio's full dimensions, and they're available now from your American Research Bureau representative. Ask him, too, about ARB's radio audience measurement service available soon in 30 major markets.



**AMERICAN
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FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Eversman



Mr. Patrick



Mr. Hunt

George H. Eversman and **Donald L. Patrick**, account supervisors, and **Finley G. Hunt Jr.**, creative group head, named VP's at J. Walter Thompson Co., New York.

Stuart Brown, senior media buyer, named media supervisor at Cunningham & Walsh, New York. **Barbara M. Steward**, assistant account executive, promoted to publicist and account executive in public relations department of C&W.

Samuel K. Hagerty, sales service representative for KCMO-TV Kansas City, Mo., named account executive at KMBC-TV, that city.

Douglas G. Balogh, account executive at WJBK-TV Detroit, named to similar post at WSPD-TV Toledo, Ohio. Both are Storer stations.

Wayne L. Stallsmith, formerly with Campbell-Ewald, joins McCann-Erickson, Detroit, as account executive.

Charlotte Tucker, media director for E. H. Russell McCloskey & Co., Chicago, named media buyer with Clinton E. Frank, there.



Mr. Wainwright

Thomas Seymour Wainwright, industrial and consumer consultant, and formerly VP and creative director of Kastor, Hilton, Chesley, Clifford & Atherton, New York, joins Fred A. Niles Communications Centers, Chicago, as assistant to president.

William G. Branch, account executive with WFLA-TV Tampa, Fla., joins TV sales staff of The Katz Agency, New York.

Edward S. Keough, formerly account representative at J. Walter Thompson, New York, named account executive at C. J. LaRoche & Co., that city.

David L. O'Shea, in station relations

with Adam Young, New York, named regional manager of Boston office replacing **William Queen**, resigned to form own business. **Fred L. Cohen**, with ABC-TV Spot Sales, and **Richard C. Meeker**, with Young's Los Angeles office, join staff of TV division in New York. **Herbert F. Scharff**, with Honig-Cooper & Harrington, San Francisco, joins TV staff of Young's Chicago office.

Frederick J. Dixon, account executive, named VP of J. M. Mathes, New York.

Margaret McNamara, assistant merchandising supervisor with Foote, Cone & Belding, Chicago, joins Sudler & Hennessey, New York, as assistant to executive VP.

Richard King, TV consultant and producer for comedienne Phyllis Diller, named radio-TV producer at Cunningham & Walsh, New York.

William F. Suessbrick Jr., account supervisor for Quaker Oats cereal and specialty products, elected VP of Papert, Koenig, Lois Inc., New York.



Mr. Seclow



Mr. Foran

Richard Seclow and **Joseph Foran**, management supervisors, and **Robert Stull**, director of marketing and research, named VP's at Carl Ally Inc., New York.



Mr. Stull

Julie Herrell, director of media for Smock, Debnam & Waddell, Los Angeles, named VP. **Warren Deasey**, TV-radio writer-producer at agency, named TV-radio director.

Stewart Garner, TV commercial producer for Foote, Cone & Belding, joins WCD Inc., Los Angeles, as manager of West Coast operation.

Thomas T. Dyson, with WEMP Milwaukee, joins WTCN-TV Minneapolis-St. Paul sales staff.

Jack Carrigan, formerly on Chicago staff, joins New York sales staff of Television Advertising Representatives. **Lawrence E. Feeney**, account executive, WBZ-TV Boston, succeeds Mr. Carrigan in Chicago.

Frank Fitzgerald, head of sports and special programs for H-R Representatives, New York, named senior group

manager, TV-radio department, McCann-Erickson, New York.

Syd Cornell, formerly in radio-TV department at Stockton-West-Burkhardt, Cincinnati, named director of creative services for Vester-Hale Inc., that city.

Spencer Bruno, an associate research director, Compton Advertising, New York, also named copy research manager.



Mr. Rohrbach

John Rohrbach Jr., assistant sales manager, WJZ-TV Baltimore, appointed sales manager, WBZ-TV Boston. He succeeds **David Henderson** recently named sales manager of KYW-TV Philadelphia.

Bob Allen, with CBS Radio Spot Sales, New York, named account executive at WEEI Boston, CBS-owned station.

Louis H. Enkelmann, VP and account executive, Storm Advertising, Rochester, N. Y., named to company's board of directors.

Michael H. Blake Jr., chief technical editor and copy writer, Compton Jones Associates, Washington, named copy chief.

Rosemary LaPlanche, former Miss America, signed by Cuticura Co. as TV and print spokesman for Cuticura soap and ointment products.

James D. Roosa Jr., sales account executive, appointed general sales manager of WFAS-AM-FM White Plains, N. Y.



Mr. Holt

Dennis Holt, account executive with RKO General's KHJ-TV Los Angeles, named sales executive for RKO General Broadcasting National Sales, New York.

James F. Hoffman, account executive at KHJ Los Angeles, assumes similar position with KHJ-TV, succeeding **Dennis Holt**, who joins New York national sales staff of RKO General Broadcasting, licensee of KHJ stations.

Thomas S. Little, formerly VP of Smith-Kirkpatrick Advertising, Birmingham, Ala., joins Burton-Campbell Inc., Atlanta, as copy chief.

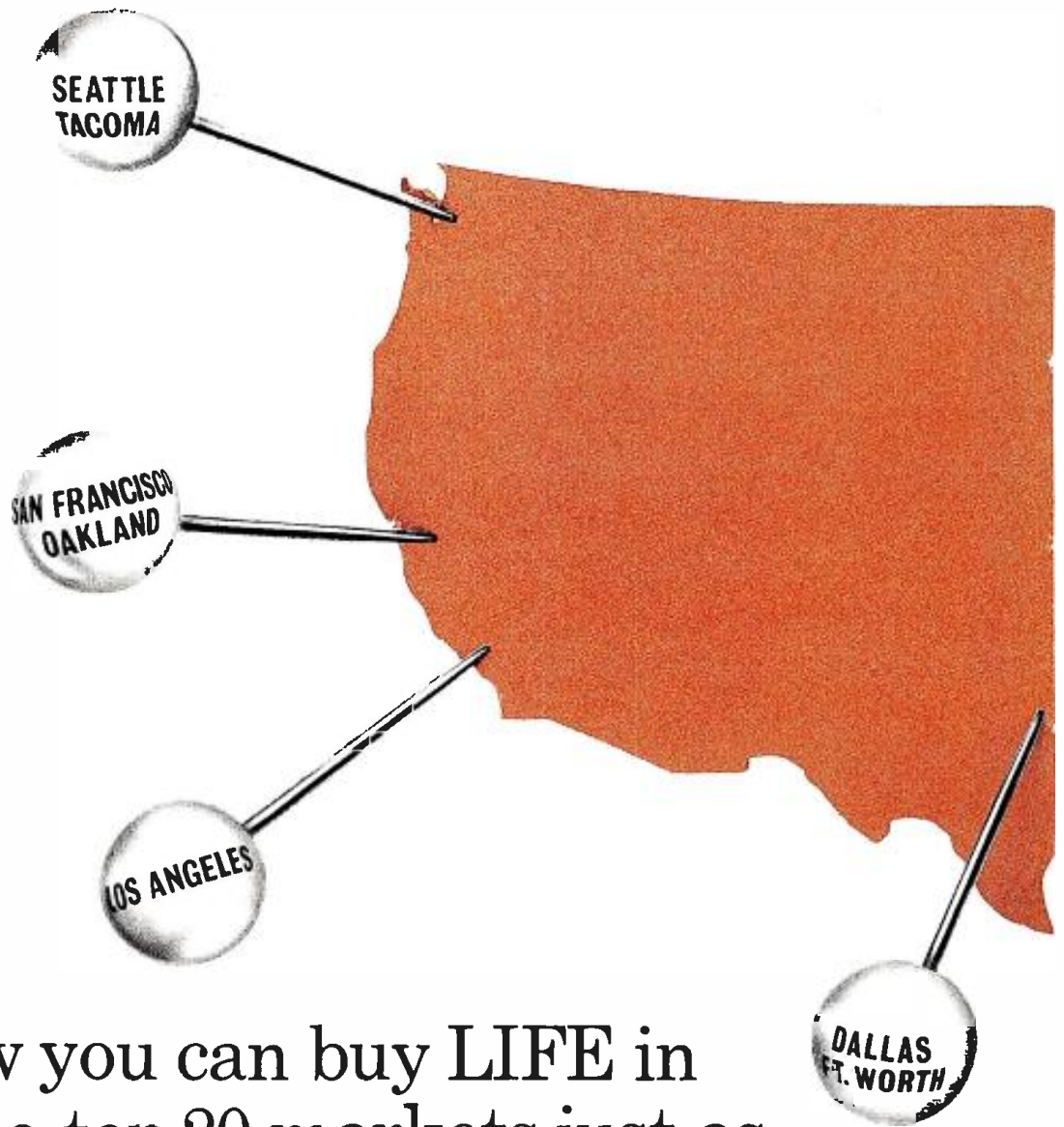
James David Boaz, national sales manager for KGGM Albuquerque, N. M., takes on additional duties as national sales manager for KGGM-TV.

Anita R. Shaw, formerly with Fuller

Announcing



a unique new marketing tool that
can add selling pressure in
your choice of 20 top TV markets.



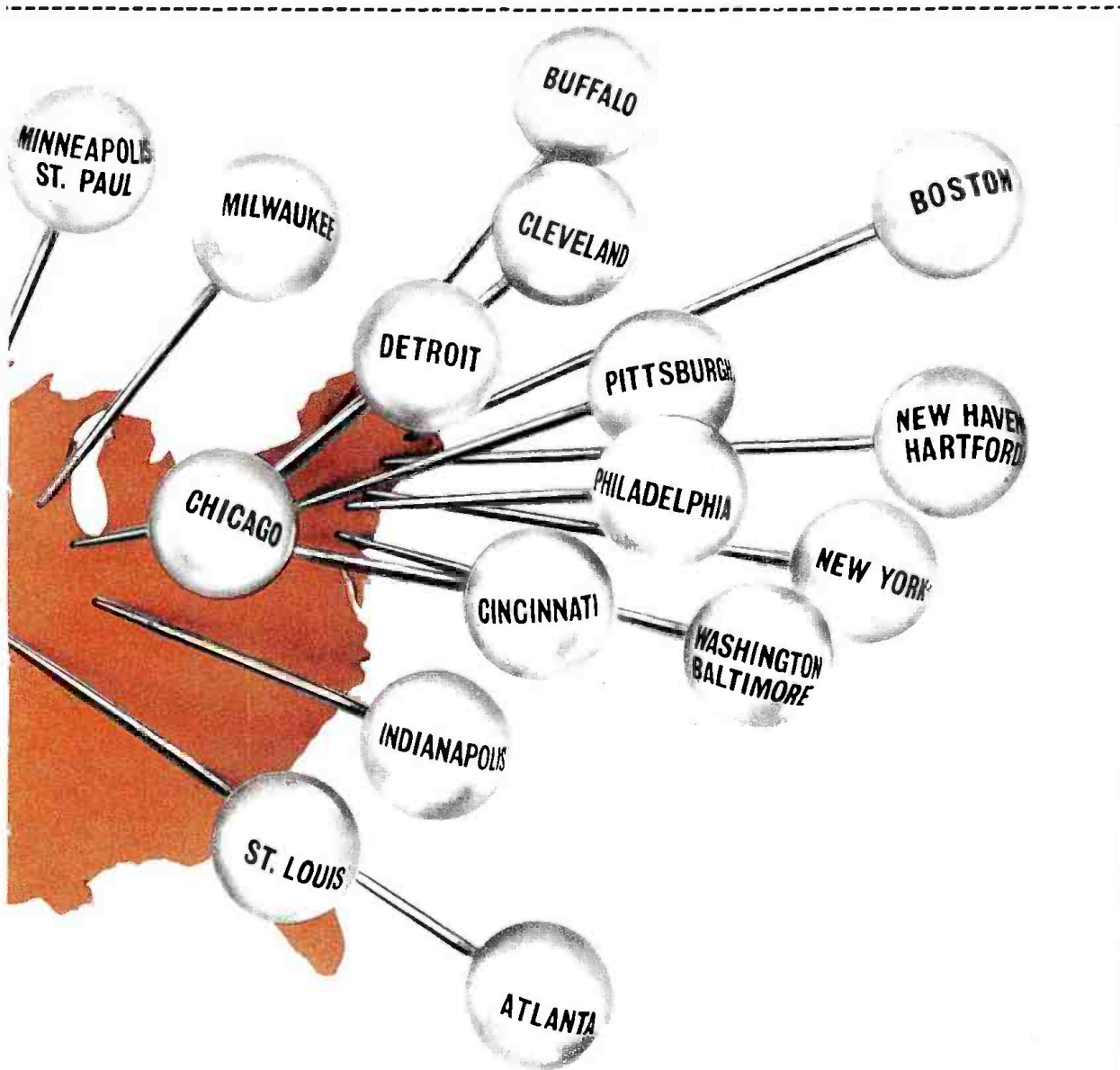
Now you can buy LIFE in these top 20 markets just as you buy spot TV.

Now LIFE is available in your choice of these top television markets. You will reach more people than you can with an evening network TV show—and at a more efficient cost per thousand. Pick one or any combination so long as the insertion totals 750,000 circulation or more.

Nobody has ever offered magazine flexibility like this before. It's called SPOT LIFE—a guaranteed availability that can't be pre-empted. It's based on credited TV coverage in each market.

Use SPOT LIFE with TV. When you add spot TV on top of your network TV, you're putting most of your weight against the people you already have. When you add SPOT LIFE, you get better numbers than with a prime-time spot, heavying up among light television viewers.

Use SPOT LIFE alone. Minimum reach in these markets is 34% of all homes. In 6 of the top markets, a single insertion reaches 44% of homes—the equivalent of the 4-week reach of a



prime-time evening show. LIFE delivers better homes, too: 45% of LIFE adults have incomes over \$8,000. And with SPOT LIFE, there are no availability problems—no questions of prime or fringe time. LIFE is *all* prime time.

Use SPOT LIFE for your new product.

Now you can launch your product, city by city, using the same magazine you'll be using when you go national. SPOT LIFE lets you put extra weight in your key sales areas.

Use SPOT LIFE like a newspaper. Now you can change copy, city by city. National advertisers can use specific stories in specific markets. And SPOT LIFE is a natural for your co-op advertising, too.

You can calculate market combinations of SPOT LIFE in color at a cost per thousand homes lower than nighttime television in many instances.

SPOT

LIFE

These are the SPOT LIFE
markets and circulation rate bases:

New York	900,000
Los Angeles	450,000
Chicago	300,000
Philadelphia	325,000
Boston	220,000
Detroit	200,000
Cleveland	165,000
Pittsburgh	125,000
San Francisco-Oakland	220,000
Washington-Baltimore	255,000
St. Louis	90,000
Hartford-New Haven	155,000
Dallas-Fort Worth	85,000
Minneapolis-St. Paul	95,000
Buffalo	70,000
Cincinnati	60,000
Indianapolis	90,000
Seattle-Tacoma	90,000
Atlanta	55,000
Milwaukee	65,000

4,015,000



SPOT LIFE will be available starting with the issue of September 3rd. There's a seven-week closing for both four-color and black and white.

For detailed information about the ways SPOT LIFE can work for you, call your LIFE salesman.

& Smith & Ross and Monahan Johnson Benson Advertising, both Los Angeles, named media and traffic supervisor at Ross & Seideman Advertising, that city.



Mr. Epting



Mr. Killough

Lawrence Epting and James Killough III, account supervisors on Procter & Gamble products at Compton Advertising, New York, named VP's.

Winford C. Peterson, assistant advertising manager, American Oil Co., Chicago, promoted to advertising manager replacing **Richard H. Danielson**, named company's regional manager at Salt Lake City.

Penny Schmitt at Geer, DuBois & Co., New York, named assistant media director and media buyer. **Ira Scherr**, with Doyle Dane Bernbach, New York, joins copy staff of Geer DuBois & Co., there.



Mr. Ephron

Michael Ephron, assistant media director of Benton & Bowles, New York, named VP and media director of Ted Bates & Co., that city.

Sterling Beeson, formerly VP and general manager of WRVM Rochester, N. H., and VP and general manager of Headly-Reed, New York, joins WWIL-AM-FM Fort Lauderdale, Fla., as sales manager.

Margot Freedman Horwitz, formerly with Aitkin-Kynett Co. and S. E. Zubrow Co., both Philadelphia, appointed an account executive with Al Paul Lef-ton Co., Philadelphia.

Alfred S. (Steve) Kronquest, of WHEC-TV Rochester, N. Y., sales staff, named local sales manager.

Craig E. Deitschmann, assistant manager of WKYX-AM-FM Paducah, Ky., named media director of Handley & Miller Inc., Indianapolis.

Al Nelowet, WAVY-AM Portsmouth, Va., sales, named account executive for WGH-FM Norfolk, Va.

Bill Moss, announcer at WPVA Petersburg, Va., and **Wayne Feelemyer**, program director and account executive with WETT Ocean City, Md., appointed account executives of WEET Richmond, Va.

Blanke back to WB

Veteran motion picture producer **Henry Blanke**, who left Warner Brothers studio in 1959, returns to Warner to produce television programs under William T. Orr, Warner vice president and TV production head. Mr. Blanke is to begin work immediately on several TV projects. Among feature films Mr. Blanke produced for Warner Bros. were "The Nun's Story," "The Treasure of Sierra Madre," "The Maltese Falcon," "Of Human Bondage," and "The Petrified Forest."

MEDIA

John V. Saeman, cable television sales consultant, joins Daniels Management Co., Denver, as VP to work on systems management and development, consultation and brokerage activities. **William L. Ross**, chief engineer for Desert Cable TV Inc. and Coachella Valley Television, Palm Desert, Calif., joins Daniels as VP in charge of engineering.

Robert W. Sarnoff, board chairman, NBC, appointed to board of directors of The Roper Public Opinion Research Center at Williams College, Williams-town, Mass.

Robert Taft Jr., partner in Cincinnati law firm, Taft Stettinius & Hollister, and **Robert Slaughter**, executive VP of McGraw Hill, elected to board of directors of Taft Broadcasting Co. Mr. Taft had served on board and was secretary from 1959 until his election as congressman-at-large from Ohio in 1962.

Helmut Dieter, general manager of Decatur Cable TV, Decatur, Ala., named president of American Television Relay Inc., Phoenix, operator of common carrier microwave systems in West and Southwest. **Randall Fraley**, assistant manager and chief engineer of Decatur Cable, replaces Mr. Dieter.

Robert Walker, senior VP and management supervisor at Lennen & Newell, New York, named VP of Florida Air Power Inc. and station manager of its WWIL-AM-FM Fort Lauderdale, Fla.

Ned S. Arbury, president of A. S. Arbury & Sons, Midland, Mich., insurance brokers, elected chairman of board of Mid-States Broadcasting Corp. **Edwin O. George**, senior VP, Detroit Edison Co., and **Berrien C. Eaton Jr.**, partner in Detroit law firm of Miller, Canfield, Paddock & Stone, elected to board of directors. Mid-States stations are:

KFEQ-AM-TV St. Joseph and KLIK Jefferson City, both Missouri; WAMM and WGMZ(FM), both Flint, WMAX(FM) Grand Rapids, WABX(FM) Detroit, WSWM(FM) East Lansing and WQDC (FM) Midland, all Michigan.

Alfred G. Grosby, manager of WAKR-AM-FM Akron, Ohio, named VP of stations and WONE-AM-FM Dayton, Ohio.

Mack Linn, station manager of KGLD-TV Garden City, Kan., named regional coordinator for that station. **William G. (Jerry) Smith** appointed new station manager.

Don Uker, program director of KDSN Denison, Iowa, appointed general manager.



Mr. Wigutow

Charles Wigutow, special assistant to the president of Ameco Inc., Phoenix, appointed VP in charge of operations for American Cable Television Inc., that city.

Thomas F. Shannon, WIP-AM-FM Philadelphia, account executive, Aug. 3 becomes general sales manager of WKBS (TV), that city (Kaiser Broadcasting station that is to begin telecasting Sept. 1).

Homer F. G. Schroder promoted to director of broadcast standards and practices at WBKB(TV) Chicago, succeeding **Marcella Braun**, resigned.

Bill Hudson, program and promotion manager for WKJG-AM-FM Fort Wayne, Ind., named assistant manager of WDBN (FM) Medina, Ohio.

PROGRAMMING

Murray Oken, director of syndicated sales for Trans-Lux Television Corp. for past seven years, named director of eastern sales for television division of Walter Reade-Sterling, New York.



Mr. Oliver



Mr. Stout

Othur V. Oliver and William M. Stout named midwestern and western sales directors, respectively, of Seven Arts Television. Appointments follow recent announcement of Peter M. Affe and Harvey R. Reinstein being named eastern and southern sales directors, respectively, of Seven Arts Television (BROADCASTING, July 12). Mr. Oliver had been

Marks succeeds Rowan as USIA director



Mr. Marks

Leonard Harold Marks, partner in the Washington communications law firm of Cohn & Marks, was selected last week by President Johnson to become director of the U. S. Information Agency following the resignation of **Carl T. Rowan**.

The director presides over a staff of 12,089 operating in 104 countries on an annual budget of about \$150 million. He is considered an official of near-cabinet rank and attends ses-

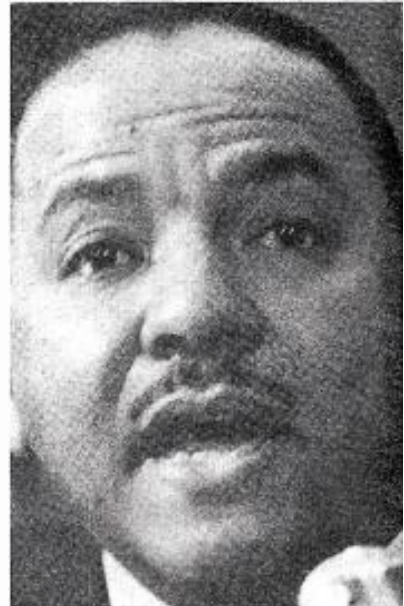
sions of the National Security Council.

Mr. Marks enjoys a close relationship with the President. He served as LBJ's personal representative in planning the 1964 inauguration; represents family-owned KTBC-AM-FM-TV in Austin, Tex., Mrs. Marks (formerly Dorothy Holloway), whom he married in 1948, assisted the Johnsons in their move from private quarters to the White House.

Work as U. S. representative at overseas telecommunications conferences and interest in educational television were listed by White House Press Secretary Bill Moyers as among "many reasons" for the selection of Mr. Marks.

According to Mr. Moyers, the President thinks ETV is "a coming thing" in countries where USIA operates. Mr. Marks is a trustee of the Greater Washington Educational Television Association and on the board of directors of the National Association of Educational Broadcasters. His firm numbers among its clients ETV commissions in seven states.

He was an incorporator and is presently a board member of the Communications Satellite Corp.; is chairman of the International Committee, World Peace Through Law Conference and the International Communications Committee of the American Bar Association, and served



Mr. Rowan

as president of the Federal Communications Bar Association 1959-60. He belongs to the Broadcasters Club of Washington, the National Press Club and Sigma Delta Chi.

Although Comsat experts see no legal bar to a USIA chief on the firm's board of directors, agency sources feel he will probably resign the position, since USIA could become one of Comsat's best customers.

Mr. Marks was born March 5,

midwest division account executive of Seven Arts Associated, Seven Arts' feature film distribution company, and Mr. Stout had been midwest manager for Storer Programs Inc.

Bob Fouts, veteran sportscaster, named sports director of Kaiser Broadcasting Corp.'s KHJK(TV) San Francisco, scheduled to go on air next year. He will continue his sports announcing, including football games of San Francisco 49'ers, in addition to assisting in sports programming for other Kaiser stations.

Lloyd W. Krause, eastern division manager of Seven Arts Associated, **Robert Hoffman**, midwest division manager, **David Hunt**, southern division manager and **George Mitchell**, west coast division manager, named VP's for sales of respective areas.

Ralph Vogel, formerly associate farm director of who Des Moines, and farm director of KXFL Waterloo, both Iowa, named farm director of Iowa Radio Network. Iowa Radio became wired

network June 1 and includes following Iowa stations: KCBC Des Moines, KROS Clinton; KSIB Creston, WDBQ Dubuque, KVFD Fort Dodge, KOKX Keokuk, KXIC Iowa City, KLEM Le Mars, KFJB Marshalltown, KSMN Mason City, KWPC Muscatine and KBOE Oskaloosa.



Mr. Bieble

Leslie F. Biebl, public affairs director and more recently traffic manager of KYW-TV Cleveland, appointed program manager of WKYC-FM, KYW-FM's successor in Cleveland.

David Graham, with Robinson & Associates talent agency, named program executive in developing new pilots at 20th Century-Fox Television.

Frank Leahy, football great, signed to narrate *Football—The Great Years*, a one-hour TV special produced by Liebermann Productions, Hollywood, in as-

sociation with Four Star Television for network release this fall.

Stu Nahan, for nine years sports director of KCRA-AM-TV Sacramento, Calif., joins WMAQ-TV Chicago as sportscaster.

Vincent Fennelly named producer of *A Man Called Shenandoah*, new half-hour western series being produced by MGM-TV for ABC-TV, Mon., 9-9:30 p.m., starting Sept. 13. He succeeds **Fred Freiberger**, who leaves the post to develop new properties for MGM-TV.

Carolyn Raposo, assistant to the manager, promoted to manager of radio program division, Charles Michelson Inc., New York.

Bruce Parsons, disk jockey formerly with Voice of Germany in Cologne, West Germany, joins staff of WMTR Morristown, N. J.

Nick Buonconti, linebacker of the Boston Patriots football team, joins

1916, in Pittsburgh, and educated at the University of Pittsburgh, where he received a BA in 1935 and an LL. B. in 1938. He taught law for several years at Pittsburgh and the National University Law School in Washington, then began working with the FCC, eventually becoming assistant to the general counsel. He left the FCC in 1946 to found a law firm with his former commission associate, Marcus Cohn.

Mrs. Marks owns a 25% interest in the North American Newspaper Alliance, acquired earlier this year.

Mr. Rowan leaves the agency to consider "several attractive offers" to syndicate a column, write for magazines or broadcast. A former newspaperman, Mr. Rowan was named to the USIA post by President Johnson in 1964, following the resignation of the late Edward R. Murrow.

The agency still has two high level vacancies: First is an opening created by the resignation of Don Wilson, deputy director, who leaves Aug. 1 to return to Time-Life International as general manager. Second, director of the Voice of America, USIA's radio arm, which became vacant with the resignation last March of Henry Loomis, who charged the Voice was losing its credibility because of its tendency to overemphasize on administration policy.

sports staff of WCOP-AM-FM Boston. **John (Snooks) Kelley**, Boston College hockey coach, signed by stations to do sports shows.

Jean Hight, announcer-producer-director with CBS Radio, New York, retires July 29 after 34 years with company. He joined CBS Radio in 1931 as announcer and later went into production and direction of shows.

Richard Ortner, formerly production manager at WBBM-TV Chicago, named head of new midwest regional office of Directors Guild of America with offices at Knickerbocker Hotel, Chicago.

Courtney Anderson named to write screenplay *The Wonder Engine* which Hanna-Barbera is producing for American Heart Association. **Carl Urbano** and **Arthur Pierson** will co-produce animated film.

John Day, with WPOP Hartford, Conn., joins KRAK Sacramento, Calif., as announcer and program assistant.

NEWS

Henry Wefing, manager of administration for radio news, appointed manager of news administration with responsibility for TV and radio, CBS News, New York. **Robert Flaherty**, assistant to the manager of administration of TV news, named assistant to Mr. Wefing.



Mr. Kubeyinje

Michael J. Kubeyinje, research assistant for Checci & Co., Washington economic consultants, and before that an assistant in producing television projects for African distribution at USIA, joins CBS Europe. He will open new office in Lagos, Nigeria, and be responsible for administration of CBS Europe's business in Liberia, Sierra Leone, Ghana, Uganda, Kenya, Sudan and Ethiopia in addition to his native Nigeria.



Mr. Browne

Malcom W. Browne, chief of Associated Press bureau in Vietnam, joins ABC News as Saigon correspondent. Mr. Browne, AP newsman in Indo-China since November 1961, has won number of awards for coverage of Vietnam including: World Press photo award at The Hague for exclusive picture of Buddhist monk committing suicide by burning; Sigma Delta Chi award for foreign correspondence; Pulitzer prize in journalism for distinguished reporting of international affairs, and George Polk Memorial award for foreign reporting.

Kenneth Bernstein, London correspondent, named NBC News bureau chief in Moscow effective July 23, succeeding **Frank Bourholtzer**, who joins Paris bureau. **Ron Nessen**, Washington correspondent, joins London bureau in September. **Alvin Rosenfeld**, correspondent wounded while covering Cyprus in August 1964, returns to NBC News. Mr. Rosenfeld has opened first bureau in Madrid.

Ron Mires, news director of WBZ-AM-FM Boston, named director of news at KYW Philadelphia, both Westinghouse stations. Kyw expects to begin all-news broadcasting shortly.

Bob Kimmel, writer and reporter for WABC New York, promoted to news editor.

Bill Jay, news director of KNUZ Houston; **Dick Levitan** and **Paul Smith**, news director and assistant news direc-

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Famed decorators have just done us over in their best high styling and our new Chef has redone our menus. You'll find the varieties of food more attractive and appetizing than ever. Won't you come for luncheon or dinner today?

cocktails and supper also
piano moods at dinner

**BARBERRY RESTAURANT
BERKSHIRE HOTEL**

52nd Street and Madison Ave.
Reservations: 753-5800

Stevenson's holdings

UN Ambassador **Adlai E. Stevenson**, 65, who died July 14 in London of a heart attack, owned 15.3% interest in Daily Pantagraph Corp., publisher of *Bloomington* (Ill.) *Pantagraph*, which owns 50% of Bloomington Broadcasting Corp., licensee of WJBC-AM-FM Bloomington and WROK-AM-FM Rockford, Ill.

Sons **Adlai 3rd** and **Borden** own 5% and 4.4% of publishing company respectively.

At time of Mr. Stevenson's first unsuccessful campaign as Democratic candidate for President of U.S., he had 2.5% interest in Sangamon Valley Television Corp., applicant for channel 2 in Springfield, Ill. (BROADCASTING, Aug. 4, 1952). He reportedly disposed of his interest in Sangamon at that time because he felt it improper for presidential candidate to be associated with application before FCC.

tor, respectively, at WMEX Boston; **Fred Hornby**, news writer at WNBC New York; **Bruce MacDonell**, writer for NBC-TV, and **Jerry Nadel**, news writer with WJLK Asbury Park, N. J., all join staff of WINS New York.

Gordon W. Peterson, staff announcer, promoted to news director of WNEB Worcester, Mass.


Daniel P. O'Connor, NBC News producer, named manager, news programs. Mr. O'Connor, who joined NBC in 1951, has been a coordinator for NBC News on all satellite transmissions.

Gene Ackerley, commercial manager

WSTV / TV 9
WHEELING-STEUBENVILLE

want
good looks?
WSTV-TV
has
thousands
of 'em!

Represented by
Peters, Griffin & Woodward, Inc.



A RUST CRAFT STATION

of KTAN Tucson, Ariz., elected chairman of Arizona Associated Press Radio-TV Association.

Martin Ross, news director at WNYSTV Syracuse, N. Y., joins news department of WJW-TV Cleveland.

FANFARE

Roy Meachum, promotion manager of WTOP-AM-FM Washington, appointed general executive (information) for Post-Newsweek stations WTOP-AM-FM-TV and WJXT(TV) Jacksonville, Fla. **Charles A. La Mason**, from WRCV Philadelphia, named promotion manager of WTOP-AM-FM.

Tom Cox, member of KRLD-AM-FM-TV Dallas publicity and promotion staff, promoted to director of radio publicity and promotion. **Ray McFarland**, director of continuity-traffic for KRLD-TV, named director of television publicity and promotion. **Dennis Pace**, with KERA-TV Dallas, replaces Mr. McFarland.

Camilla Synder, account executive with Rogers & Cowan, Los Angeles, joins Public Relations Programs Inc., that city, in same capacity. **Carol Jones**, account executive at PRP Los Angeles, transferred to firm's New York office as project coordinator. PRP is wholly-owned subsidiary of MacManus, John & Adams.

Robert Mayfield, news director of KPCC-FM Pasadena, Calif., also named promotion manager.

Paul Swenson, formerly with KMMT-TV Austin, Minn., joins WTCN-TV Minneapolis-St. Paul as promotion manager replacing **Neil Aslin**, resigned.

EQUIPMENT & ENGINEERING

Major General James Dreyfus, retired, executive assistant in the Government Communications Division, Operations Department of AT&T, elected to board of directors of Prodelin Inc., Hightstown, N. J., manufacturers of antenna systems and transmission lines.

A. B. (Burt) Covey, with Bell Telephone System for 42 years, named assistant to **Bruce Merrill**, president of Ameco Inc., Phoenix. His most recent position was with AT&T as special transmission facilities engineer in charge of group having to do with network television transmission, telephoto transmission, and educational television and channels for community antenna TV systems. At Ameco he will work on development, engineering and sale of Ameco solid-state CATV products.

James L. MacNair, manager of advertising and sales promotion at Gen-

eral Electric Visual Communications Products' headquarters in Syracuse, N. Y., named district sales manager in Michigan and Indiana.

Edgar Messing, VP and general manager of General Instrument Corp.'s F. W. Sickles Division, named group VP of Entertainment Electronics Products Group, in charge of Sickles division, Automatic division, and General Instrument of Canada Ltd. **Frederick Shuh**, assistant general manager of Sickles division promoted to VP and general manager of division. **Ernest A. Thomas**, acting general manager of General Instrument of Canada, promoted to VP and general manager.



Mr. Haverty



Mr. Smith

Duane Haverty, sales engineer, and **Gary Smith**, with T. H. Ellis Sales Co., Kansas City, appointed marketing managers of broadcast and audio, respectively, at McMartin Industries Inc.

Ralph Blann joins KOK Lompoc, Calif., as engineer and announcer.

INTERNATIONAL

Dennis Reader, managing director of General Electric Ltd., London, appointed board chairman of Erwin Wasey Ltd., British affiliate of Erwin Wasey Inc., New York. He succeeds **David B. Williams** who continues as director. **Marvin Corwin**, president of New York firm, named to London board and **V. K. Watson**, vice chairman for past two years, retires after 40 years of service with Erwin Wasey Ltd.

Marvin Goodman, administrator of sales planning for NBC International, named to newly created post of manager of international sales for United Artists Television Inc.

Alfred Parr assistant director of broadcasting of CBC for prairie provinces, with headquarters at Winnipeg, Man., appointed manager of CBK Regina, Sask., succeeding **Herb Roberts** who retired.

Simone Brightstein, formerly of CKGM Montreal, Que., radio-TV director of Mayer, Kert Advertising Agency, Ottawa, named manager of new Toronto office of Kert.

Bruce Sabsay, who had own commercial TV production company in Toronto, joins sales staff of CTV Television Network Ltd., Toronto.

DEATHS

John Courtney McGroarty Jr., 28, account executive, WCBS New York, died July 11 in automobile accident in Gibbon, Neb., returning to New York from California trip.

Charles L. Bagley, 92, vice president of American Federation of Musicians for 32 years, early president and longtime legal counsel of the AFM

Los Angeles Local 47, died July 9 in Los Angeles. His wife, Nina, survives.

John E. Pearson, former president of John E. Pearson Co., which later became Key Broadcast Management, New York station representation firm, died July 14 in Carmel, Calif. Among survivors are his wife, Agnes, daughter and two sons.

Ray Collins, 75, radio-TV and film actor who portrayed police Lieutenant

Tragg on CBS-TV *Perry Mason* series for eight years until 1963, died of emphysema July 11 at St. John's hospital, Santa Monica, Calif. He came to Hollywood in 1939 as member of Orson Welles' Mercury Theater Group. He is survived by his wife, Joan.

Bob Elias, 50, free-lance sports announcer with KBAK-TV, KBIS and KPMC, all Bakersfield, Calif., died July 9 of apparent heart attack. He is survived by his wife, Mary.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 8 through July 14 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 BY FCC

New Orleans—Channel 26 Inc. Granted CP for new TV on UHF channel 26 (542-548 mc); ERP 468 kw vis., 93.3 kw aur. Ant. height above average terrain 494.5 feet, above ground 498 feet. P.O. address 614 North Rampart Street, New Orleans. Estimated construction cost \$227,000; first year operating cost \$132,000; revenue \$185,000. Studio and trans. locations both New Orleans. Geographic coordinates 29° 50' 55" north latitude, 90° 03' 47" west longitude. Type trans. Townsend TA-25A, type ant. Co-EL CO-22-SUL. Legal counsel McKenna & Wilkinson, Washington; consulting engineer L. J. N. du Treil & Associates Inc., New Orleans. Principals: David W. Wagenvoord (45%), Mrs. Myrtle R. Westenberger (25%) and George D. Venturatos (30%). Action July 6.

Charlottesville, Va.—Charlottesville Broadcasting Corp. Granted CP for new TV on UHF channel 25 (536-542 mc); ERP 14.9 kw vis., 8.05 kw aur. Ant. height above average terrain 1,240 feet; above ground 348 feet. P.O. address c/o Donald G. Heyne, Box 1230, Charlottesville. Estimated construction cost \$129,500; first year operating cost \$160,000; revenue \$150,000. Geographic coordinates 37° 59' 00" north latitude, 78° 28' 54" west longitude. Studio location Charlottesville; trans. location Carter Mountain, Albemarle county, Va. Type trans. RCA TTU-1B; type ant. RCA TFU-21DL. Legal counsel Cohn and Marks, Washington; consulting engineer Lohnes and Culver, Washington. Charlottesville Broadcasting Corp. is licensee of WINA-AM-FM Charlottesville. Action July 13.

Roanoke, Va.—Roanoke Telecasting Corp. Granted CP for new TV on UHF channel 27 (548-554 mc); ERP 21.4 kw vis., 2.14 kw aur. Ant. height above average terrain 404 feet, above ground 110 feet. P.O. address c/o Frank Tirice, 2502 Inglewood Road, S.W., Roanoke. Estimated construction cost \$138,910; first year operating cost \$87,420; revenue \$78,500. Studio and trans. location both 2 miles northwest of Salem, Va. Geographic coordinates 37° 18' 12" north latitude, 80° 05' 43" west longitude. Type trans. RCA

TTU-1B, type ant. RCA TFU-25G. Legal counsel Roger Wollenburg; consulting engineer Creutz & Snowberger, both Washington. Principals: Frank Tirice (25%), Roy R. Pollard Jr. (10%), Malcolm M. Rosenberg (6.25%), Cabell Brand (10%), Alexander N. Apostolou (10%), James A. Haslam II (7.5%), and others. Mr. Tirice was vice president of Bahakel stations group and was publisher for Roanoke Star Publishing Co., Roanoke. Mr. Haslam has interest in land development in Knoxville, Tenn. Other principals have business interests in and around Roanoke. Action July 2.

APPLICATIONS

Phoenix—American Telecasters Inc. UHF channel 33 (584-590 mc); ERP 214 kw vis., 45.5 kw aur. Ant. height above average terrain 1,597 feet, above ground 177 feet. P.O. address 1111 19th Street North, Arlington, Va. Estimated construction cost \$450,000; first year operating cost \$300,000; revenue \$330,000. Studio location Phoenix, trans. location seven miles south of Phoenix. Geographic coordinates 33° 19' 59.7" north latitude, 112° 03' 55" west longitude. Type trans. GE TT-56A, type ant. GE TY-23D. Legal counsel Welch & Morgan; consulting engineer Russell P. May, both Washington. Principals: John G. Hitchcock, Louis J. Pomponio and T. Eugene Smith (each 33 1/3%). American Telecasters is also applicant for UHF channel 29 in Richmond, Va. Ann. July 1.

Joliet, Ill.—Joliet Television Co. UHF channel 48 (674-680 mc); ERP 43.4 kw vis., 8.68 kw aur. Ant. height above average terrain 117 feet, above ground 227 feet. P.O. address 4344 West Madison Street, Chicago. Estimated construction cost \$240,078; first year operating cost \$200,000; revenue \$225,000. Studio and trans. locations both Joliet. Geographic coordinates 41° 31' 34" north latitude, 88° 04' 51" west longitude. Type trans. RCA TTU-2A, type ant. RCA TFU-24DM. Legal counsel Robert L. Heald; consulting engineer Willis C. Beecher, both Washington. Principals: Joseph Sadacca and Aaron Rosenson (each 50%). Messrs. Sadacca and Rosenson have interest in sales firm, financing firm and furniture store. Ann. July 1.

Existing TV stations

CALL LETTERS ASSIGNED

■ WWNY-TV Carthage-Watertown, N. Y.—Brookway Co. Changed from WCNY-TV.
■ WJET-TV Erie, Pa.—Jet Broadcasting Inc.

ACTION BY FCC

■ By memorandum opinion and order in proceeding on applications by Minneapolis, WTCN-TV (WTCN Television Inc.), WCCO-TV (Midwest Radio-Television Inc.) and KMSP-TV (United Television Inc.), to move trans. to new ant. farm and increase height, commission (1) granted in part June 3 petition by Association of Maximum Service Telecasters Inc. for reconsideration on merits of March 17 petition seeking partial reconsideration of hearing designation order; (2) set aside May 13 order which dismissed petition on procedural grounds; and (3) further ordered hearing to proceed on basis of issues specified in Feb. 15 designation order as clarified in instant memorandum opinion and order. Commissioner Loevinger dissented and issued statement. Action July 14.

New AM stations

ACTION BY FCC

Daingerfield, Tex.—Beamon Advertising Inc. Granted CP for new AM on 1560 kc, 1 kw, D. P.O. address Box 715, Daingerfield. Estimated construction cost \$36,864; first year operating cost \$28,000; revenue \$36,000. Principals: Charles W. Monk and Chesley Beaver (each 50%). Mr. Monk is employed at KIMP Mt. Pleasant, Tex. Mr. Beaver is grocer. Action July 1.

APPLICATIONS

Wellington, Kan.—Sumner Broadcasting Co. 1130 kc, 250 w, D. P.O. address 1512 North 11th Street, Nebraska City, Neb. Estimated construction cost \$30,000; first year operating cost \$48,000; revenue \$52,000. Principals: Edwin D. and Zera B. Hundley. Mr. Hundley has 50% interest in KNCY Nebraska City. Ann. July 12.

		<h2 style="margin: 0;">EDWIN TORNBERG</h2> <h3 style="margin: 0;">& COMPANY, INC.</h3>
<p style="margin: 0;">Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p>		
<p style="margin: 0;">New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p>		

Mt. Carmel, Pa.—Mt. Carmel Broadcasting Co. 1590 kc, 500 w, D. P.O. address RD #2, Schuylkill Haven, Pa. Estimated construction cost \$27,244; first year operating cost \$42,510; revenue \$48,000. Principal: Edward A. Romansky (100%). Mr. Romansky is program and sports director at WPPA Pottsville, Pa. Ann. June 30.

Existing AM stations

CALL LETTERS ASSIGNED

- KOAG Arroyo Grande, Calif.—Larson-Irwin Enterprises. Changed from KCJH.
- WUFF Eastman, Ga.—Farnell O'Quinn. Changed from WPF.
- KYET Payette, Idaho—Payette Radio Inc.
- WCLR Crystal Lake, Ill.—Lake-Valley Broadcasters Inc.
- WSTI St. Ignace, Mich.—Mighty-Mac Broadcasting Co.
- WKZA Kane, Pa.—WKZA Broadcasting Co. Changed from WADP.

ACTION BY FCC

KJDY John Day, Ore.—Granted change in operation from unli. time to SH. (Is licensed on 1400 kc, 250 w, unli., and has CP to increase daytime power to 1 kw.) Action July 14.

New FM stations

ACTIONS BY FCC

Petoskey, Mich.—Midwestern Broadcasting Co. Granted CP for new FM on 96.7 mc, channel 244A. 3 kw. Ant. height above average terrain 246 feet. P.O. address Paul Bunyan Building, Traverse City, Mich. Estimated construction cost \$10,000; first year operating cost \$1,500; revenue \$5,000. Principals: Les Biederman (52.5%), William H. Kiker (16.25%), Drew McClay (15%) and Fred Zierle (16.25%). Midwestern is licensee of WTCM and WPBN-TV Traverse City; WATT Cadillac; WATZ Alpena; WMBN Petoskey; WATC Gaylord, and WTOM-TV Cheboygan, all Michigan, Action June 30.

Brownsville, Tenn.—Brownsville Broadcasting Co. Granted CP for new FM on 95.3 mc, channel 237A. 3 kw. Ant. height above average terrain 159 feet. P.O. address Box 198, Brownsville. Estimated construction cost \$11,372; first year operating cost \$5,000; revenue \$6,000. Principal: Roy Davis (100%). Mr. Davis is licensee of WBHT Brownsville. Action July 7.

Spokane, Wash.—Denbrook Enterprises. Granted CP for new FM on 105.7 mc, channel 289, 41 kw. Ant. height above average terrain 36 feet. Estimated construction cost \$8,000; first year operating cost \$10,000; revenue \$12,000. Principals: Loren F. and Terry W. Denbrook. T. W. Denbrook is chief engineer at KLAY-FM Tacoma, Wash. Action July 9.

APPLICATIONS

Hollywood, Fla.—John R. Meyers. 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 255.9 feet. P.O. address 4350 SW 60th Place, Miami. Estimated construction cost \$17,090; first year operating cost \$26,000; revenue \$35,000. Mr. Meyers is employed at WINZ Miami. Ann. July 8.

Mackinaw City, Mich.—Vacationland Radio. 94.3 mc, channel 232A. 2.9 kw. Ant. height above average terrain 125 feet. P.O.

address Box 401 Mackinaw City. Estimated construction cost \$10,550; first year operating cost \$9,000; revenue \$12,000. Principals: Robert E. LeCount and Wilson D. Britton (each 50%). Mr. LeCount is salesman and announcer for WCBY Cheboygan, Mich. Mr. Britton owns summer resort in Cedarville, Mich. Ann. June 30.

Lafayette, Tenn.—Lafayette Broadcasting Inc. 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 199 feet. P.O. address Radio Station WEEN, Lafayette. Estimated construction cost \$7,450; first year operating cost \$18,600; revenue \$20,000. Principals: Billie G. Speck, and others. Lafayette Broadcasting owns WEEN Lafayette. Ann. June 30.

Existing FM stations

CALL LETTERS ASSIGNED

- WHBB-FM Selma, Ala.—Taiton Broadcasting Co.
- KTMS-FM Santa Barbara, Calif.—News-Press Publishing Co. Changed from KRCW.
- KLAJ-FM Lakewood, Colo.—Lakewood Broadcasting Service Inc.
- WAVO-FM Atlanta—Bob Jones University. Changed from WAVQ.
- WLBA-FM Gainesville, Ga. — Hall County Broadcasting Co.
- WSEL-FM Pontotoc, Miss. — Pontotoc Broadcasting Co.
- KBVR Corvallis, Ore.—State of Oregon acting by and through Oregon State Board of Higher Education.
- KLVI-FM Beaumont, Tex.—Radio Beaumont Inc.
- KFRN-FM Brownwood, Tex. — KEAN Radio Corp.
- KNUS Dallas—McLendon Corp. Changed from KLIJ-FM.
- KCVS Richland, Wash.—Three Rivers Broadcasting Inc.

ACTION BY FCC

WORA-FM Mayaguez, P. R. — Granted change on channel 243 (97.5 mc) from ERP 890 w to 5.8 kw, and ant. height from 1,930 feet, to minus 81 feet; without prejudice to whatever action commission deems warranted in light of revocation proceedings in Doc. 15139 et al. Commissioner Cox abstained from voting. Action July 7.

Ownership changes

ACTIONS BY FCC

KFRB Fairbanks, Alaska, and KBYR Anchorage — Granted assignment of license from J. Chester and Josephine M. Gordon (each 47.6%) and others, to Northern Television Inc., owned by A. G. Hiebert (47.15%), K. Olin Rude (4.23%), Doris L. Ervin (5.64%) and others. Consideration \$80,000 for KFRB plus \$10,000 covenant not to compete, consideration for KBYR is \$145,225 with \$14,000 covenant not to compete. Mr. Gordon also has entered into limited covenant not to compete for \$144,000. Northern Television owns KTVA(TV) and KNIK Anchorage, and KTVF(TV) Fairbanks, Alaska. Action July 14.

KSLY San Luis Obispo, Calif.—Granted assignment of license from Berry Broadcasters Inc., owned by Reginald D. Streeter, John W. Borba and Sylvain Lassalette (each 33 1/3%), to Ben Wickham. Consideration \$112,500. Mr. Wickham is manager of

station services for Television Information Office, New York. Action June 30.

KCOY-TV Santa Maria, Calif.—Granted assignment of license from Mill Acquistapace (29.03%), James H. Ranger (29.03%), Burns Rick (29.03%) and Marion A. Smith (12.9%) d/b as Central Coast Television, to Mill Acquistapace (19.22% after), Adolf C. Pedotti (20% after), Helen L. Pedotti (25% after), James H. Ranger (19.25% after), Burns Rick (6.53% after) and Marion A. Smith (10% after). Consideration \$28,000 for 45% interest. Action July 2.

KIUP Durango, Colo.—Granted acquisition of positive control of licensee corporation, Radio San Juan Inc., by W. Douglas Morrison (33 1/3% before, 64.5% after), through purchase of stock from Richard E. Wheeler (33 1/3% before, 2.08% after). Consideration \$8,000. Action July 6.

WFSO Pinellas Park, Fla.—Granted assignment of CP from William D. Mangold tr/as Pinellas Radio Co., to Pinellas Radio Corp., owned by Mr. Mangold (51%), Dan L. Johnson (24%) and Elwyn Johnson (25%). Stock transaction. Action July 8.

WLOD Pompano Beach, Fla.—Granted assignment of license from WLOD Inc., owned by William F. Johns, Alvin J. Koenig and others, to Sunrise Broadcasting Corp., owned by George T. Shupert, Bernard Goodwin and Helene J. Schmidt (each 33 1/3%). Consideration \$450,000. Mr. Shupert is past vice president in charge of sales for 20th Century-Fox Television. Mr. Goodwin is past director of Reeves Broadcasting Corp. and John Sutherland Productions Inc. Mr. Goodwin also has interest in WTSA Brattleboro, Vt.; WLOB Portland, Me., and WNVY Pensacola, Fla. Mr. Schmidt owns Regens Lighter Corp. Action July 9.

WPXE Stark, Fla.—Granted assignment of license from George Gothberg Radio Inc., owned by George A. Gothberg (51%) and Ozelle G. Gothberg (49%), to Sanders Enterprises Inc., owned by Lee Jenkins Sanders (50 1/2%) and John Sanders (49 1/2%). Consideration \$55,000. Messrs. Sanders are officers in Lee-San Corp., licensee of WBGC Chipley, Fla. Action July 9.

WOL-AM-FM Washington — Granted assignment of license from Washington Broadcasting Co., owned by Henry Rau (85.5%), Lloyd S. Smith (3.12%) and others, to WOL Inc., owned by WOPA Inc., which is owned by Richard Goodman (55%), Mason A. Loundy (20%) and Egmont Sonderling (25%). Mr. Sonderling has interest in WOPA-AM-FM Oak Park, Ill.; WDLA Memphis; KDIA Oakland, Calif.; KFOK-AM-FM Long Beach, Calif., and WWRJ New York. Messrs. Goodman and Loundy also have interest in same stations. Consideration \$1.25 million. Action July 7.

KTOE Mankato, Minn.—Granted transfer of control of licensee corporation, Minnesota Valley Broadcasting Co., from Lakeland Broadcasting Co. (55.2% before, none after), to Donald O. Linder, H. Willard Linder (each 38.76%) and H. W. Linder (22.47%). Before transfer Messrs. Linder had remaining interest in Minnesota Valley Broadcasting. Lakeland Broadcasting is owned by H. W. Linder (63.33%), H. Willard Linder (8.33%) and others. Consideration \$24,150. Action June 30.

WCMC-AM-FM-TV Wildwood, N. J. — Granted assignment of license from Francis J. Matrangola, to Jersey Cape Broadcasting Corp., owned by William C. Wotring Jr., Carlton S. Owen, Frank W. Strohm (each 33 1/3%) and Frank J. Matrangola (0.1%). Consideration \$590,000. Messrs. Wotring, Owen and Strohm have been connected with operation of WCMC-AM-FM for past five years. Action July 14.

KSYX Santa Rosa, N. M.—Granted assignment of license from Mary M. Driggers, executrix of estate of W. L. Driggers, deceased, tr/as K-6 Broadcasting Co., to Herman S. Boles. Consideration \$21,000. Mr. Boles is clergyman, and has had past broadcasting experience in station management and announcing. Action July 13.

KTAT Frederick, Okla.—Granted assignment of license from W. C. Moss Jr., David W. Radliff, Homer R. Holcomb and James R. Brewer d/b as Tillman Broadcasting Co., to James R. Brewer and Homer R. Holcomb d/b as Tillman Broadcasting Co. Consideration \$2,000 and assumption of \$17,200 liabilities. Mr. Brewer has interest in KWCO Chickasha, Okla. Action July 12.

WJWR(FM) Palmyra, Pa.—Granted assignment of license from Radio Music Inc., owned by C. E. Miller, R. L. Fenstermacher and H. T. Ross with others, to Harrisburg Broadcasting Corp., owned by Edward R. Newman and Thomas A. Bolan (each 50%). Consideration \$28,600. Mr. Newman has

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INTERNATIONAL

40% interest in WRNJ Atlantic City. Mr. Bolan is attorney. Action July 12.

WJMJ-AM-FM Philadelphia — Granted transfer of control of licensee corporation, WJMJ Broadcasting Corp., from Patrick Stanton (80%) and James T. Duffy Jr. (40%), to Rust Craft Broadcasting of Pennsylvania Inc., owned by Rust Craft Broadcasting Co., which is owned by Rust Craft Greeting Cards Inc. owned by Louis Berkman (4.98%), Jack N. Berkman (4.08%), John J. Laux (2.7%), Parkersburg Steel Co. (10.73%), Louis Berkman Co. (22.02%), Allen H. Berkman (2.01%) and others. Consideration \$500,000. Rust Craft owns WSTV-AM-FM-TV Steubenville, Ohio; WRCB-TV Chattanooga; WJKS-TV Jacksonville, Fla.; WRDW-TV Augusta, Ga.; WSOL Tampa, Fla.; WWOL-AM-FM Buffalo, N. Y.; WPIT-AM-FM Pittsburgh; WROC-AM-FM-TV Rochester, N. Y., and 40% of WVUE-TV New Orleans. Stockholders in Rust Craft have interest in WHTO-TV Atlantic City. Action July 12.

KTXO Sherman, Tex.—Granted transfer of control of licensee corporation, O'Connor Broadcasting Corp., from J. P. Fisher (26% before, none after) and Eloise Fisher, executrix of estate of K. M. Fisher (26% before, none after), to Thomas E. Spellman and William A. Jaco (each 24% before, 50% after). Consideration \$40,000. Action July 8.

WCFV Clifton Forge, Va.—Granted assignment of license from James R. Reese Jr., tr/as Radio Station WCFV, to Image Radio Inc., owned by Buford Epperson, Charles Barry Jr. (each 26%), T. Marshall Thompson (24%), Reuel R. Winkelmann and William A. Creech (each 12%). Consideration \$73,000. Messrs. Barry, Epperson, Thompson and Creech own WBZB Selma, N. C. Action July 7.

WENZ Highland Springs, Va.—Granted assignment of license from Henrice Radio Corp., owned by Kenneth L. Wood (100%), to Robert H. Pratt, receiver. No financial consideration. Action July 2.

WKVT Brattleboro, Vt.—Granted assignment of license from WKVT Corp., owned by WKNE Corp. (98%), Edward A. John and Gwendolyn B. Baldwin (each 1%), to Radio Brattleboro Inc., owned by David E. Parnigoni (97%), Ego Frank Parnigoni (2%) and Richard Frank Parnigoni (1%). WKNE Corp. is owned by Joseph K. Close (69.5%), Lyman Spitzer (6.8%) and others. Consideration \$56,000. D. Parnigoni is commercial manager of WWCO Waterbury, Conn. E. F. Parnigoni is granite broker while R. F. Parnigoni is optometrist. Action June 30.

APPLICATIONS

WNEG Toccoa, Ga.—Seeks relinquishment of negative control of licensee corporation, Stephens County Broadcasting Co., by Charles H. Gaines and Roy E. Gaines (each 50% before, 49.7% after) through sale of stock to W. C. Clary Jr. (none before, 0.6% after). Consideration \$1,250. Ann. July 1.

WERI-AM-FM Westerly, R. I. — Seeks transfer of control of licensee corporation, Westerly Broadcasting Co., from William E. Mathews (60% before, 37.25% after), to Natale L. Urse (51% after). Consideration—corporation will issue 204 shares in exchange for \$30,000 investment by Natale Urse and will issue 96 shares to Mr. Mathews to cancel \$89,324.69 liabilities. Ann. June 30.

KTES(TV) Nacogdoches, Tex.—Seeks assignment of license from G. P. Scoggins, to Fredonia Broadcasting Corp., owned by Jessie B. Cudlipp (40.32%), Albert E. Cudlipp (32.25%), Pitzer Garrison (10.75%) and others. Consideration \$4,500. A. E. Cudlipp owns PR firm in Lufkin, Tex. Others have business interests in and around Lufkin. Ann. July 12.

WSVA-AM-FM-TV Harrisonburg, Va. — Seeks assignment of license from Shenandoah Valley Broadcasting Inc., owned by Evening Star Broadcasting Inc. which is owned by S. H. Kaufman (1.5%), Crosby N. Boyd (3.5%), Newbold Noyes Jr. (1.5%), Godfrey W. Kaufmann (2.83%), Wilmott Lewis Jr. (3.86%), Rudolph Kaufman II (2.33%) and others to James S. Gilmore Jr. (100%). Consideration \$1,694,308. Mr. Gilmore owns KODE-AM-TV Joplin, Mo.; KGUN-TV Tucson, Ariz., and WEHT Evansville, Ind. Ann. July 1.

KPOR Quincy, Wash.—Seeks assignment of license from Donald R. and Patricia Ann Nelson d/b as Quincy Valley Broadcasters, to Quincy Valley Broadcasters Inc., owned by John R. DiMee (56.3%), Don L. Downing (33.3%) and Donald R. Nelson (10%). Consideration \$45,000. Mr. DiMee is general manager of KAYO Seattle and has 80% interest in KENE Toppenish, Wash.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 14

	Lic.	ON AIR	CP's	NOT ON AIR	CP's	TOTAL APPLICATIONS
						for new stations
AM	4,039		37		70	452
FM	1,330		16		239	296
TV	551 ¹		42		116	208

Compiled by BROADCASTING, July 14

	VHF	UHF	TV
Commercial	509 ²	165	674
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, May 31, 1965

	AM	FM	TV
Licensed (all on air)	3,998	1,292	559
CP's on air (new stations)	19	41	30
CP's not on air (new stations)	77	207	88
Total authorized stations	4,094	1,540	677
Applications for new stations (not in hearing)	220	189	78
Applications for new stations (in hearing)	78	59	60
Total applications for new stations	298	248	138
Applications for major changes (not in hearing)	201	48	22
Applications for major changes (in hearing)	35	3	10
Total applications for major changes	236	51	32
Licenses deleted	1	0	0
CP's deleted	2	0	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

Mr. Downing owns remaining 20% interest in KENE. Messrs. DiMee and Nelson are applicants for new AM in Monroe, Wash. Ann. July 12.

Hearing cases

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission (1) designated for hearing application of Golden East Broadcasting Inc. for new AM on 1490 kc in Barbourville, Ky., in consolidated proceeding with applications of Brown Radio & Television Co., for renewal of license of WBVL on 950 kc in Barbourville and Barbourville-Community Broadcasting Co. for new AM on latter frequency in that city and, on own motion, added qualification issues concerning Brown and Golden East; (2) denied joint request by Brown and Barbourville-Community for approval of agreement for acquisition by latter of WBVL, and (3) granted application by Broadcast Bureau for review of May 19 action of review board which denied petition by Barbourville-Community to enlarge issues concerning Brown. The consolidated hearing will be held in Barbourville. Action July 14.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied request by Denver Area Broadcasters (KDAB) for review of March 29 denial by review board of KDAB Arvada, Colo., application to move trans. and increase power on 1550 kc both day and night or daytime only but, on its own motion because of flood damage to KDAB, accepted for filing amendment to KDAB application for CP and returned it to processing line. Commissioner Cox not participating. Action July 14.

■ By memorandum opinion and order commission designated for consolidated hearing following AM applications—four to change facilities and three for new stations—Capital Broadcasting Co. of Nevada (KPTL), Carson City, Nev., from 1300 kc, 500 w-N, 5 kw-LS, DA-N, to 780 kc 10 kw, DA-1, Unl.; Southwestern Broadcasting Co. (KORK), Las Vegas, from 1340 kc, 250 w, Unl., to 780 kc., 50 kw, DA-N, Unl.; Benay Corp. (KTEE), Idaho Falls, Idaho, from 1260 kc, 5 kw, D, to 720 kc, 10 kw-N, 50 kw-LS-DA-2; Meyer (Mike) Gold (KLUC), Las Vegas, from 1050 kc, 500 w, D, to 720 kc, 10 kw, DA-N, Unl.; Circle L Inc., Reno, 780 kc, 50 kw, DA-N, Unl.; 780 Inc., Las

Vegas, 780 kc, 50 kw, DA-N, Unl.; and Radio Nevada, Las Vegas, 720 kc, 10 kw, DA-N, Unl.; made WBEM and WGN both Chicago, which filed oppositions, and KMPC Los Angeles, parties to proceeding. Action July 14.

■ By memorandum opinion and order, commission granted in part, and denied in all other respects, application by Great State Broadcasters Inc. for review of March 16 decision of review board which granted application of D and E Broadcasting Co. for new daytime AM on 1540 kc, 1 kw, in San Antonio, Tex., with condition and which denied application of Great State for new AM on same frequency with 10 kw, DA, in San Antonio, for limited purpose of modifying review board's decision. Commissioner Cox not participating. Action July 14.

■ Commission scheduled for oral argument on October 14 proceeding on applications of Tidewater Broadcasting Inc. and Edwin R. Fischer for new AM's in Smithfield and Newport News, Va., respectively. Commissioner Cox not participating. Action July 14.

■ By report and order, commission amended TV broadcast rules to permit translators up to 100 w power to operate on unoccupied VHF and UHF channels assigned to communities in TV table of assignments, effective August 16. Adopted rules are substantially same as those proposed Feb. 17. They are intended to bring TV to isolated places still without local TV service or which receive inadequate signals from outside. These translators will have opportunity to later convert to regular TV stations. Commercial applicants for translators cannot request channels reserved for noncommercial educational use, but educational interests can ask to operate them on any unoccupied channel in table. Translator will be licensed to TV even if it would serve beyond station's grade B contour. Questions of nonduplication and other aspects of impact on existing TV's will be considered in connection with inquiry and proposed rulemaking in matter of CATV systems. Chairman Henry absent; Commissioner Bartley abstained from voting. Action July 7.

■ In memorandum opinion and order in Ultravision Broadcasting Co. et al., released July 2, commission adopted new standard for determining financial qualifications of applicants for commercial broadcast facilities. Commission stated: "... we shall hereafter require all applicants for

commercial broadcast facilities, whether AM, FM, VHF-TV or UHF-TV, to demonstrate their financial ability to operate for a period of one year after construction of the station. In those instances where operation during the first year is dependent upon estimated advertising revenues, the applicants will be required to establish the validity of the estimate. Commission believes that clarification of applicability of new standard to pending applications will be helpful. New standard will be applied to all applications, whether now pending or hereafter filed, for new UHF-TV facilities in markets where three or more VHF's are presently in operation. With respect to other applications for commercial broadcast facilities, whether AM, FM, UHF-TV or VHF-TV, prior financial qualifications standard will be applied to those applications which were designated for hearing on or before July 2 release date of commission's memorandum opinion and order in Ultravision, and new standard will be applied to all other broadcast applications. Action July 7.

■ By memorandum opinion and order, commission granted applications by Lompoc Valley Cable TV Inc. for microwave facilities in business radio service to relay signals of seven Los Angeles TV's for CATV service to Lompoc, Vandenberg Village and Mission Hills, Calif., with conditions. This was done on petition for reconsideration of commission action which designated applications for hearing. Grants are subject to conditions set forth in proposed sec. 11.556(a) in rule making in Doc. 14895, except that with respect to KCOY-TV Santa Maria, Calif., it is conditioned to agreement entered into Dec. 29, 1964, between that station and applicant and, further, to any determination made in proceedings in Doc. 15415 and 15971. Chairman Henry concurred in result and issued statement; Commissioner Bartley concurred in grant on condition that agreement be rescinded; Commissioner Wadsworth dissented.

Routine roundup

ACTIONS BY REVIEW BOARD

■ In proceeding on AM applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WEXM Broadcasting Inc., Springfield, Va., in Doc. 15861-2, granted petition by WEXM to extend time to July 16 to file replies to joint opposition by O. K. Broadcasting Corp. and WGAY Inc. to joint petition for approval of agreement. Action July 13.

■ By memorandum opinion and order in proceeding on applications of Edina Corp. and Tedesco Inc. for new AM's in Edina and Bloomington, Minn., respectively, in Doc. 14739-40, granted request by Broadcast Bureau for official notice of change of facilities of CKSA Lloydminster, Alberta, Canada; granted motion by Edina for leave to file reply to oppositions; denied motion by Tedesco to strike reply to oppositions, and held in abeyance Edina's petition for leave to amend. Member Berkemeyer abstained from voting; Member Kessler concurred in result. Action July 12.

■ Granted petition by Broadcast Bureau to extend time to July 16 to file responsive pleadings to petition by Eastern Long Island Broadcasters Inc. to enlarge issues in proceeding on application and that of Reunion Broadcasting Corp. for new FM's in Sag Harbor and East Hampton, N. Y., respectively, in Doc. 16033-4. Action July 12.

■ Granted request by Midwest Television

Inc. to extend time to July 12 to file replies to responses to motion to modify issues in proceeding on application for new TV on channel 26 in Springfield, Ill., in Doc. 15450. Action July 12.

■ By memorandum opinion and order denied motion by Seashore Broadcasting Corp. to enlarge issues as to application of Beach Broadcasting Corp. in proceeding on applications and that of Ocean County Radio Broadcasting Co. for new FM's in Toms River, N. J., in Doc. 15944-6. Action July 12.

■ Granted petition by Fort Campbell Broadcasting Co. to extend time to July

ETV fund grants

Following grants for educational television have been announced by Department of Health, Education and Welfare:

■ Little Rock, Ark.—Arkansas Educational Television Commission, \$325,-928 to purchase equipment for operation of channel 2 in Little Rock; total project cost \$651,857.

■ Auburn, Ala.—Auburn University, \$96,351 to improve studio facilities of production center of Alabama State Educational Television Network in Auburn; total project cost \$128,469.

26 to file responsive pleadings to motion by Campbell and Sheftall to enlarge issues in proceeding on applications for new FM's in Fort Campbell, Ky., and Clarksville, Tenn., respectively. Action July 8.

■ Granted motion by WCRB Inc. and Central Broadcasting Corp. to extend time to July 20 to file responsive pleadings to Broadcast Bureau's comment on petition for reconsideration in proceeding on applications for new FM's in Springfield and Ware, Mass., respectively. Action July 8.

■ Granted motion by Storz Broadcasting Co. (WTIX), New Orleans, to extend time to July 29 to file responsive pleadings to motion by Voice of Dixie Inc. to enlarge issues in proceeding on WTIX AM application. Action July 8.

■ Members Berkemeyer, Slone and Pincock, adopted decision granting application of Beamon Advertising Inc. for a new daytime AM on 1560 kc, 1 kw, DA, in Daingerfield, Tex.; conditioned that first license issued shall be limited to period of one year and that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Member Berkemeyer issued statement; Member Pincock dissented and issued statement. Sept. 6, 1963, initial decision looked toward grant, and June 10, 1964, supplemental initial decision looked toward denial. Action July 1.

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

■ Granted petition by Clarke Broadcasting Corp. to extend time to July 9 to file oppositions to petition by WHOO Radio Inc. (WHOO), Orlando, Fla., for leave to amend AM application. Action July 6.

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreements reached at July 9 conference in proceeding on applications of Campbell and Sheftall and Fort Camp-

bell Broadcasting Co. for new FM's in Clarksville, Tenn., and Fort Campbell, Ky., respectively, in Doc. 16037-8, scheduled certain procedural dates and continued Sept. 9 hearing to Sept. 30. Action July 12.

■ On own motion, scheduled conference for July 13 in proceeding on applications of Television San Francisco and Jall Broadcasting Inc. for new TV on channel 26 in San Francisco. Action July 9.

■ Scheduled formal engineering conference for July 12, and continued July 12 hearing to Sept. 2 in proceeding on AM application of Naugatuck Valley Service Inc. (WOWW), Naugatuck, Conn. Action July 8.

■ In proceeding on applications of Television San Francisco and Jall Broadcasting Inc. for new TV on channel 26 in San Francisco, denied motion by Jall Broadcasting for continuance of July 20 hearing to Sept. 20. Action July 7.

■ On own motion, scheduled conference for July 8 in proceeding on AM application of Naugatuck Valley Service Inc. (WOWW), Naugatuck, Conn. Action July 6.

By Hearing Examiner Charles J. Frederick

■ Granted joint petition by Morgan Broadcasting Co. and Dick Broadcasting Inc. of Tennessee to continue July 7 prehearing conference to July 30 in proceeding on applications for new FM's in Knoxville, Tenn. Action July 7.

By Hearing Examiner Millard F. French

■ Granted petition by Broadcast Bureau to extend time from July 12 to July 26 to file proposed findings and from July 19 to Aug. 6 for replies in proceeding on application of James B. Childress for new AM in Burnsville, N. C. Action July 9.

■ Denied motion by Cove Broadcasting Inc. for extension of hearing date in proceeding on AM applications of Dennis A. and Willard D. Sleighter (WVDS), Everett, and Beacon Broadcasting Concern, Martinsburg, Pa. Action July 8.

By Hearing Examiner Arthur A. Gladstone

■ Formalized rulings made at July 12 further prehearing conference in proceeding on applications of Associated Television Corp. and Dell O. Gustafson, tr/as Capitol City Television Co. for new TV on channel 23 in St. Paul; and, to enable parties to effect various amendments, held in abeyance further proceedings pending further prehearing conference to be held Sept. 13 to assess status of matter, fix such further procedures and dates as may be necessary, and establish date for hearing. Action July 12.

By Hearing Examiner Walther W. Guenther

■ In proceeding on AM applications of Copper Country Broadcasting Co. (WMPL), Hancock, and Upper Michigan Broadcasting Co. (WHDF), Houghton, Mich., in Doc. 15346-7, granted petition by Copper Country to extent of dismissing, but with prejudice, application. Action July 7.

■ In proceeding on AM applications of Emerald Broadcasting Corp. (KPJR), Eugene, and Pendleton Broadcasting Co. (KUMA), Pendleton, Ore., and Hi-Desert Broadcasting Corp. (KDHI), Twenty-Nine Palms, Calif., granted motion by Emerald Broadcasting for leave to make engineering amendment to application. Action July 7.

By Hearing Examiner Isadore A. Honig

■ In proceeding on FM applications of Sam H. Beard and Southeastern Broadcasting Inc. (WKLF-FM), Clanton, Ala., in Doc. 15947-8, granted petition of Southeastern to further postpone several procedural dates and to continue July 28 hearing to Sept. 28. Action July 9.

■ In proceeding on applications of Dixie Broadcasting Inc. and Tupelo Broadcasting Inc. for new FM's in Tupelo, Miss., in Doc. 15973-4, granted motion by Tupelo Broadcasting for indefinite postponement of certain procedural dates pending action on joint request by applicants for approval of agreement between them looking toward dismissal of Tupelo's application and grant of Dixie application, with Sept. 8 hearing date to remain in force. Action July 8.

■ Formalized by order certain agreements reached at July 8 prehearing conference in proceeding on AM application of Storz Broadcasting Co. (WTIX), New Orleans, scheduled certain procedural dates and continued July 29 hearing to Sept. 2. Action July 8.

■ Upon oral request of parties in proceeding on application of Continental Broadcasting Inc. for renewal of license of WNJR Newark, N. J., continued July 13 prehearing conference to July 28. Action July 8.

Broadcasting

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By Hearing Examiner H. Gifford Irion

■ Advanced July 23 further hearing to July 13 in proceeding on AM applications of Flathead Valley Broadcasters (KOFI), Kalispell, and Garden City Broadcasting Inc. (KYSS), Missoula, Mont. Action July 9.

■ Scheduled hearing conference for July 13 in Henderson-Boulder City, Nev., TV channel 4 proceeding. Action July 8.

By Hearing Examiner David I. Kraushaar

■ In Syracuse, N. Y., TV channel 9 proceeding, scheduled hearings for Oct. 4 on issues 2 and 3, for Nov. 15 on issue 1, and specified certain procedural dates. Action July 9.

By Hearing Examiner Forest L. McClenning

■ In 1110 kc, Pasadena, Calif., area proceeding in Doc. 15752-15766, granted petition by Pasadena Broadcasting Co. for leave to amend its application to specify site now utilized by KRLA interim operation. Action July 8.

By Hearing Examiner Herbert Sharfman

■ For reasons appearing in July 7 transcript of oral argument in Boston TV channel 5 proceeding, denied Broadcast Bureau's motion to dismiss Charles River Civic Television Inc. notice to take depositions. Action July 12.

■ On oral request of Capital Broadcasting Corp., rescheduled July 13 prehearing conference for July 16 in proceeding on application and that of Capital News Inc. for new FM's in Frankfort, Ky. Action July 8.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of American Homes Stations Inc. and Orlando Radio & Television Broadcasting Corp. for new FM's in Orlando, Fla., granted request by Orlando Radio to re-schedule hearing for July 12. Action June 25.

■ In proceeding on applications of Smiles of Virginia Inc. and Petersburg Broadcasting Inc. for new FM's in Petersburg, Va., in Doc. 15877-8, granted motion by Smiles of Virginia to continue July 14 prehearing conference to Sept. 17. Action July 7.

■ In proceeding on applications of Eastern Long Island Broadcasters Inc. and Reunion Broadcasting Corp. for new FM's in

Sag Harbor and East Hampton, N. Y., respectively, in Doc. 16033-4, granted request by Broadcast Bureau to extend time to July 9 to file responsive pleadings to petition by Eastern Long Island for Evansville Issue. Action July 7.

By office of opinions and review

■ Granted petition by Mid-Carolina Broadcasting Co. to extend time to July 16 to file application for review of review board's decision in proceeding on AM application of Central Broadcasting Co. (WCGC), Belmont, N. C. Action July 12.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of July 13

WYON(FM) Grand Rapids, Mich.—Granted CP to delete remote control operation; change ant.-trans. and studio location to Moseley, Mich.; increase ERP to 50 kw and ant. height to 420 feet, and install new trans.

KCLV Clovis, N. M.—Granted CP to change ant.-trans. location, and make changes in ant. system.

KLIZ-FM Brainerd, Minn.—Granted CP to change ant.-trans. and main studio location; install new ant.; increase ERP to 30 kw and ant. height to 360 feet; conditions.

Actions of July 12

■ Granted renewal of licenses of following main and co-pending auxiliaries: KAPE San Antonio, Tex.; KBAN Bowie, Tex.; KJET Beaumont, Tex.; KOLE Port Arthur, Tex.; WRR Dallas, Tex.; KAML Kennedy-Karnes City, Tex.; KBEC Waxahachie, Tex.; KBSN Crane, Tex.; KCAD Abilene, Tex.; KCLW Hamilton, Tex.; KECK Odessa, Tex.; KFLD Floydada, Tex.; KATQ Texarkana, Tex.; KELP El Paso, Tex.; KLVJ Beaumont, Tex.; KTON Belton, Tex.; KFMP(FM) and SCA Port Arthur, Tex.; KBAT San Antonio, Tex.; KBEN Carrizo Springs, Tex.; KBUY Amarillo, Tex.; KCCT Corpus Christi, Tex.; KCLR Ralls, Tex.; KEEB Nacogdoches, Tex., and KFTV Paris, Tex.

■ Granted renewal of licenses of following: KEYR Terrytown, Neb.; KNOP-TV North Platte, Neb.; WAAP Peoria, Ill.; KSAL Salina, Kan.; KTNC Falls City, Neb.; KS2XGA, KS2XGD, Midwest Program on Airborne Television Instruction Inc., Lafayette, Ind.

*WSUP(FM) Platteville, Wis.—Granted CP to change frequency from channel 208 (89.5 mc) to channel 213 (90.5 mc), continued operation with ERP 275 w, and ant. height 115 feet.

KALB-FM Alexandria, La.—Granted mod. of CP to change ant.-trans. location to Forest Hill, and increase ant. height to 850 feet.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KGAF-AM-FM and SCA Gainesville, Tex.; KGNS Laredo, Tex.; KIKK Pasadena, Tex.; KLVJ, Levelland, Tex.; KONO San Antonio, Tex.; KOSA Odessa, Tex.; KRBC Abilene, Tex.; KRIO McAllen, Tex.; KTEM Temple, Tex.; KTUE Tulia, Tex.; KUBO San Antonio, Tex.; KVOF Plainview, Tex.; KWHJ Brenham, Tex.; KZEY Tyler, Tex.; WTAW-AM-FM and SCA College Station, Tex.; KPLA(FM) Plainview, Tex.; KGAS Carthage, Tex.; KIBL Beeville, Tex.; KLEN-AM-FM Killeen, Tex.; KNAL Victoria, Tex.; KORA Bryan, Tex.; KPRC Houston, Tex.; KRGV Weslaco, Tex.; KR0D-AM-TV El Paso, Tex.; KTRH Houston, Tex.; KTXO Sherman, Tex.; KVLG La Grange, Tex.; KWBA Baytown, Tex.; KNOX Sweetwater, Tex.; WBAP Ft. Worth, Tex.; KEFC(FM) Waco, Tex.; KPAC-FM Port Arthur, Tex.; KTAL-FM and SCA, Texarkana, Tex.-Shreveport, La., and KCEN-TV Temple, Tex.

WIRL Peoria, Ill.—Granted license covering use of old main trans. as auxiliary trans.

WZIP Cincinnati—Granted license to re-establish operation for previously licensed auxiliary trans.

KPAT Berkeley, Calif.—Granted licenses covering changes in ant. system.

WARE Ware, Mass.—Granted license covering use of old main trans. as auxiliary trans.

WSTP Salisbury, N. C.—Granted license covering use of old main trans. as auxiliary trans.; specify type trans.

WCOL Columbus, Ohio—Granted license covering use of old main trans. as alternate-main trans.

WFPG Atlantic City—Granted license covering installation of auxiliary trans.; specify type trans.

*WICB(FM) Ithaca, N. Y.—Granted license covering change in ant.-trans. and main studio location.

WLEN(FM) Adrian, Mich.—Granted license for FM.

KSJO-FM San Jose, Calif.—Granted license covering increase in ERP, decrease in ant. height, installation of new trans. and new ant., changes in ant.-trans. and studio location and in ant. system.

KWEX-TV San Antonio, Tex.—Granted CP to change ERP to 129 kw vis. and 25.7 aur.; change type trans. and make other equipment changes.

KUID(FM) Moscow, Idaho—Granted CP to change trans. system; ERP 1.20 kw; ant. height minus 47 feet.

■ Granted licenses for following AM's: WFIV Kissimmee, Fla.; WTIQ Manistique, Mich., and specify type trans.

■ Granted licenses covering increase in daytime power, installation of new trans. and specify type trans. for following: WSTP Salisbury, N. C.; KJDY John Day, Ore., and specify main studio location and remote control point.

■ Following were granted extensions of completion dates as shown: KVOS-TV Bellingham, Wash., to Jan. 19, 1966; WNEM-TV Bay City, Mich., to Oct. 1; KLOC-TV Modesto, Calif., to Jan. 12, 1966; KVER(TV) Laredo, Tex., to Jan. 18, 1966.

Actions of July 9

KF2XJC Batavia, N. Y.—Granted CP to change station location to Bedford, Mass., for developmental station.

KRBC-TV Abilene, Tex.—Granted renewal of license of TV without prejudice to whatever action may be taken as a result of proceedings in Doc. 15415 and 15971.

KAOG Arroyo Grande, Calif.—Granted CP to change operation on 1280 kc, from 500 w, D to 1 kw, Unl.; change ant.-trans. location; install DA-2 and new trans.; conditions.

WAAY-TV Huntsville, Ala.—Granted CP to change ERP to 155 kw vis. and 31 kw aur.; change type ant.; make changes in ant. system, and redescribe trans. and studio locations.

Trinity County Superintendent of Schools, Hayfork, Calif.—Granted CP for new VHF-TV translator, on channel 5, to rebroadcast programs of KIXE-TV (ch. 9) Redding.

KPEN(FM) San Francisco—Granted request to cancel license for auxiliary trans.

WKAQ-FM San Juan, P. R.—Granted request to cancel CP to make changes in ant. system and increase ant. height.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KLIZ Brainerd, Minn.; WNAV-FM Annapolis, Md.

Actions of July 8

■ Granted CP for new UHF-TV translator to Corinthian Television Corp., on channel 81, Ponca City, Okla., to rebroadcast programs of KOTV(TV) (ch. 6) Tulsa.

WHNB-TV New Britain, Conn.—Granted mod. of CP to change ERP to 646 kw vis., 64.6 kw aur., change type trans. and ant., increase ant. height to 930 feet, and make other equipment changes; condition.

KSTP-FM St. Paul, Minn.—Granted mod. of CP to change type trans., decrease ant. height to 550 feet; make engineering changes; condition.

WAAT Trenton, N. J.—Granted change of remote control authority.

WJON St. Cloud, Minn.—Granted license covering use of former main trans. as auxiliary trans.

KXIV Phoenix—Granted CP to install auxiliary trans. at main trans. site with remote control.

KVCL Winnfield, La.—Granted CP to change ant., trans. and main studio location.

KGAF Gainesville, Tex.—Granted CP to move ant.-trans. and studio location and make changes in ant. system; conditions.

KGVO-TV Missoula, Mont.—Granted CP to install new trans. and reduce aur. ERP to 22.9 kw.

WFPG-FM Atlantic City—Granted mod. of CP to change type ant.

Actions of July 7

■ Granted CP for new UHF-TV translator to University of Utah, on channel 75,

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■ Granted renewal of licenses of following main and co-pending auxiliaries: KAYD(FM) Beaumont, Tex.; KBFM(FM) and SCA Lubbock, Tex.; KBNO(FM) Houston, Tex.; KFJZ-FM Fort Worth, Tex.; KGNC-FM Amarillo, Tex.; KHCB-FM Houston, KHEI-FM Austin, Tex.; KHUL(FM) and SCA Houston, Tex.; KIMP-FM and SCA Mt. Pleasant, Tex.; KITTY(FM) San Antonio, Tex.; KIXL-FM Dallas, Tex.; KLEF(FM) Houston, Tex.; KMAP(FM) and SCA, Dallas, Tex.; KMFM(FM) San Antonio, Tex.; KQRO(FM) and SCA Dallas, Tex.; KQUE(FM) and SCA Houston, Tex.; KSEL-FM Lubbock, Tex.; KSET-FM and SCA El Paso, Tex.; KTOD-FM Sinton, Tex.; KTRH-FM Houston, Tex.; KTSM-FM El Paso, Tex.; KVIL-FM Dallas, Tex.; KXOL-FM Fort Worth, Tex.; KXYZ-FM Houston, Tex.; KZFM(FM) and SCA Corpus Christi, Tex.; WBAP-FM and SCA Fort Worth, Tex.; WFAA-FM and SCA Dallas, Tex., and WRR-FM Dallas, Tex.

KORL Honolulu—Granted CP to change ant.-trans. location and make changes in ant. system. Conditions.

WCVL Crawfordsville, Ind.—Granted license for AM.

KTW-FM Seattle—Granted license for FM. WMMN Fairmont, W. Va.—Granted license covering use of old main trans. as auxiliary trans. at present main trans. location, DA-N.

WPTH(FM) Fort Wayne, Ind.—Granted license covering change in transmission line.

KRAI Honolulu—Granted CP to change ant.-trans. location, and make changes in ant. system; conditions.

*WHCU Ithaca, N. Y.—Granted CP to increase daytime power on 870 kc from 1 kw to 5 kw, and install new trans.; conditions.

WRCH New Britain, Conn.—Granted CP to install auxiliary trans. at main trans. site, DA-2.

■ Granted extensions of completion dates as shown: WLMC(FM) Okeechobee, Fla., to Aug. 14; KNXR(FM) Rochester, Minn., to Nov. 30; KGBI-FM Omaha, to Nov. 26; and KNIX(FM) Phoenix, to Dec. 22.

Action of June 30

WJRC Joliet, Ill.—Granted license for AM and specify main studio location, remote control point and type trans.

Actions of June 25

WBOK New Orleans, La.—Remote control permitted (main and alternate main and auxiliary trans.).

Action of June 24

Central California Communications Corp., Solvang, Calif.—Granted CP for new VHF TV translator station on ch. 10, to rebroadcast programs of KSBY-TV (ch. 6) San Luis Obispo, Calif.

Action of June 22

KQMS Redding, Calif.—Granted change in remote control authority.

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 directional ant. system and ground system; condition.

■ Granted licenses for the following UHF TV translator stations: K80BW KIRO Inc., Bremerton, Wash.; K80BL, North Tillamook T. V. Translators, Inc., Rockaway and vicinity, Ore.; K78BR, Lone Pine Television Inc., Lone Pine, Calif.; K74CO, K76BZ, Ottumwa Area Translator System Inc., Ottumwa Iowa; K70DI, K74CP, Minnetonka Valley TV Improvement Corp., Granite Falls, Minn.

■ Granted licenses covering changes for following UHF TV translator stations: K70DG KIRO Inc., Port Angeles, Wash.; W70AB, Conewango Valley Television Inc., North Warren, Pa.; W79AC, WBRE-TV Inc., Clarks Summit, Waverly and Dalton and part of Scranton, Pa.; W73AB, Littleton Community Television Assn., Littleton, N. H.; K73AP, K77AO, K83AJ, Quincy Valley T-V Inc., Quincy, Wash.

Following were granted extensions of completion dates as shown: WOR-TV New York, to Dec. 30; KOTA-TV Rapid City, S. D., to Sept. 1; WIOK Normal, Ill., to Jan. 18, 1966; WCMR Elkhart, Ind., to Nov. 16; KLMO Longmont, Colo., to Oct. 30; WLLI Brookneal, Va., to Jan. 12, 1966; WTIO(FM) Charleston, W. Va., to Sept. 18; WHJB-FM Greensburg, Pa., to Aug. 31; WWOG(FM) Boca Raton, Fla., to Sept. 30; WFMS(FM) Indianapolis, Ind., to Aug. 15; KOCI-FM Denver, to Dec. 31; KFSM(FM) Tucson, Ariz., to Oct. 1; KCUE-FM Red Wing, Minn., to Aug. 26; WVFM(FM) Lakeland, Fla., to Oct. 19.

■ Following FM's have notified commission that they are conducting FM stereophonic operation: KBTM-FM Jonesboro, Ark.; KCVR-FM Lodi, Calif.; KJAZ Alameda, Calif.; KMAG-FM Fort Smith, Ark.; KOOL-FM Phoenix; KRHM Los Angeles; KTSM-FM El Paso, Tex.; WARU-FM Peru, Ind.; WDAY-FM Fargo, N. D.; WFLA-FM Tampa, Fla.; WLAC-FM Nashville; WLBB-FM Carrollton, Ga.; WROM-FM Rome, Ga.; WSWG Greenwood, Miss., and WSWN-FM Belle Glade, Fla. KABL-FM San Francisco notified commission that it has discontinued stereophonic operations. Action July 12.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ WKRM Columbia, Tenn.—Middle Tennessee Broadcasting Co. Requests amendment of rules to assign FM channel 265A to Columbia. Received July 1.

■ WTPR Paris, Tenn.—Paris Broadcasting Co. Requests amendment of rules to assign FM channel 288A to Paris. Received June 23.

■ Defiance, Ohio—DBNW Inc. Requests amendment of TV table of assignments to assign UHF channel 52 to Defiance. Received June 28.

■ Herndon, Va.—Robert J. Parcelas. Requests amendment of rules to make following changes in TV table of allocations: Herndon: add channel 63 and Frederick, Va.: delete channel 62 and add channel 76. Received June 30.

New call letters requested

■ KALA(TV) Wailuku, Hawaii — Radio Honolulu Ltd. Requests KAIH-TV.

■ WDJK Smyrna, Ga. — Jupiter Broadcasting of Georgia Inc. Requests WKXI.

■ Omaha—Nebraska Educational TV Commission. Requests KMNE-TV.

■ East Prairie, Mo.—Raymond Lewis. Requests KGCL.

■ Beaver Falls, Pa.—Geneva College. Requests WGEV.

■ Concord, Calif.—Jerry Bassett Inc. Requests KCFT-TV.

■ Sneedville, Tenn. — Tennessee State Board of Education. Requests WSJK-TV.

■ Alvin E. O'Konski Rhinelander, Wis. Requests WAEO-TV.

■ Upper Wabash Broadcasting Corp. Wabash, Ind. Requests WKUZ.

■ KBBM Hayward, Calif. Requests KTUX.

■ WFRL-FM Freeport, Ill. Requests WELL-FM.

■ Eastern Michigan University, Ypsilanti, Mich. Requests WEMU.

■ J. W. Dunavent, St. Mathews, Ky., Requests WSTM.

■ KGRS Pasco, Wash. Requests KSMK.

Fines

■ Commission notified Norman Building Corp. that it has incurred apparent liability of \$500 for willful and repeated violation of sec. 73.93 of rules by not having properly licensed operator on duty at trans. of KOPY Alice, Tex. Licensee has 30 days to contest or pay forfeiture. Chairman Henry absent; Commissioner Hyde dissented. Action July 7.

Processing line.

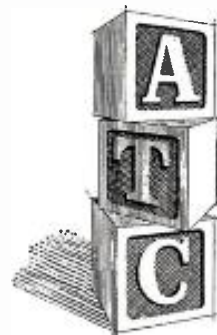
■ Notice is hereby given, pursuant to sec. 1.571(c) of commission rules, that on August 18, standard broadcast applications listed will be considered as ready and available for processing. Pursuant to sec. 1.227(b) (1) and sec. 1.591(b) of commission's rules, application, in order to be considered with any application appearing on list or with any other application on file by close of business on August 17, which involves conflict necessitating hearing with application on list, must be substantially complete and tendered for filing at offices of commission in Washington, by whichever date is earlier: (a) close of business on August 17, or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to sec. 1.580(i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Action July 7.

■ Applications from the top of the processing line: Selingsgrove, Pa.— B & K

Broadcasting Co. req: 1240 kc, 250 w, Unl.; WWRL New York—WWRL Inc. has: 1800 kc, 5 kw, DA-1, Unl. req: 1600 kc, 5 kw, DA-2, Unl.; Wilkesboro, N. C.—Wilkes County Radio, req: 1240 kc, 100 w, Unl.; Bryson City, N. C.—Swain County Broadcasting, req: 1590 kc, 500 w, D; WNCX Greenville, N. C.—Roy H. Park Radio Inc. has: 1590 kc, 1 kw, 5 kw-LS, DA-N, Unl. req: 1070 kc, 10 kw, DA-2, Unl.; Black Mountain, N. C.—Swannanoa Valley Broadcasting Co. req: 1350 kc, 500 w, D; Piedmont, Mo.—Wayne County Broadcasting Co. req: 1140 kc, 250 w, D; WKDE Altavista, Va.—Altavista Broadcasting Corp. has: 1280 kc, 500 w, D, req: 1000 kc, 1 kw, D; WGOO Georgetown, S. C.—Coast Broadcasting Co. has: 1470 kc, 500 w, D, req: 1470 kc, 1 kw, D; KRIB Mason City, Iowa—Mason City Broadcasting Corp. has: 1490 kc, 250 w, Unl. req: 1490 kc, 250 w, 1 kw-LS, Unl.; KTLO Mountain Home, Ark.—Mountain Home Broadcasting Corp. has: 1490 kc, 250 w, Unl. req: 1240 kc, 250 w, 1 kw-LS, Unl.; Kingstree, S. C.—Williamsburg County Broadcasting Co. req: 1090 kc, 1 kw, D; Dumas, Ark.—Alan W. Eastham, Mrs. T. W. Eastham & Thomas O. Graves, req: 1560 kc, 500 w, D; WVOZ Carolina, P. R.—International Broadcasting Corp. has: 1400 kc, 250 w, Unl.; req: 1400 kc, 250 w, 500 w-LS, Unl.; Friona, Tex.—Parmer County Broadcasting Co. req: 1070 kc, 250 w, D; KSEY Seymour, Tex.—William C. Moss, has: 1230 kc, 250 w, SH; req: 1230 kc, 250 w, 1 kw-LS, SH; WKMK Blountstown, Fla.—Apalachicola Valley Broadcasting Co. has: 1370 kc, 500 w, D, req: 1000 kc, 1 kw, D; New Castle, Pa.—Lawrence County Broadcasting Corp. req: 1140 kc, 5 kw, DA, D; Kettering, Ohio—Kittyhawk Broadcasting Corp. req: 1140 kc, 1 kw, DA, D; Ayden, N. C.—John C. Hall, req: 1070 kc, 1 kw, D; WBCA Bay Minette, Ala.—Faulkner Radio Inc. has: 1150 kc, 1 kw, D, req: 1110 kc, 10 kw, DA(CH), D; WLBA Gainesville, Ga.—Hall County Broadcasting Co. has: 1580 kc, 5 kw, 1 kw(CR), D, req: 1130 kc, 10 kw, 1 kw(CR), D; KUDU Ventura, Calif.—Tri-Counties Public Service Inc. has: 1590 kc, 1 kw, DA-1, Unl. req: 1590 kc, 1 kw, 5 kw-LS, DA-2, Unl.; Huntsville, Ala.—Tennessee Valley Broadcasting Inc. req: 1000 kc,

Continued on page 98

Building Block Concept on automatic broadcasting from



Send for FREE 35-pg. booklet "Planning for Automated Broadcasting." Or call collect today 309-829-1228.

AUTOMATIC  TAPE CONTROL
1107 E. Croxton Ave. Bloomington, Ill.

CLASSIFIED ADVERTISEMENTS

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

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only). 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Big ten journalism faculty needs young broadcast newsman to teach in growing department. Must be skilled writer and photographer. Box G-161, BROADCASTING.

Partner-Manager willing to invest \$20,000 in small middle Atlantic station with a future. Box G-167, BROADCASTING.

HSAWVW . . . Hungry Salesman-announcer with Volkswagon to sell in Three-county coverage area of clear channel station. Right man will be station manager within one year. WJOE, Port St. Joe, Florida.

Sales

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.

Major market in mid-west—this is one of the nations best markets, need a real pro—we are multi station operators looking for sales talent—the opportunity is here if you can sell—references will be thoroughly checked. Box G-179, BROADCASTING.

Career opportunity for young creative type salesman on way up. Midwest group adding station seeks man to promote within year to sales manager with stock interest available. Box G-218, BROADCASTING.

Immediate opening—commercial manager. Right man should make over \$10,000 annually. Personal interview required. Prefer southerner. Send complete resume and photo to WAJF, P. O. Box 2118, Decatur, Alabama.

If you are a good salesman in a smaller market . . . and you want to move to a larger market, for the simple reason that you can make more sales there and therefore more money, contact WGOE Radio, Richmond, Virginia. Every Applicant will be thoroughly checked.

Wanted: Salesman with first phone ticket. Strong on sales, no maintenance. Some announcing required, must be able to gather local news. Excellent opportunity for hard worker. Write or phone Arnold Terry, WODY, Bassett, Virginia—703-629-2509.

Salesman, 2 station market, NBC affiliate, top 40. Excellent earning potential for right man. Located in heart of "Big Sky" country. Call Dewey Wilmot, Area Code 406 792-9111.

Experienced salesman wanted for new radio station within fifty miles of Chicago. Write Jerry Dee, 520 N. Michigan Ave., Chicago, Illinois 60611.

Announcers

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.

Announcers—(Cont'd)

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.

Fine opportunity for top imaginative talent with new Ohio large market fulltime radio station. Box G-142, BROADCASTING.

Morning man. Middle road format in major northwest market. Strong personality with mature sound and ability to produce bright, tight show. Strong on production. Give full details, references, and tape in first response. First phone desirable, but not necessary. Box G-154, BROADCASTING.

Immediate opening for experienced announcer. Good Ohio market. Complete employe benefits. Salary open. Box G-155, BROADCASTING.

Top 50 market—Power station—wants someone who likes all night trick—mid-road pop—\$125.00 weekly. Box G-157, BROADCASTING.

Down state Illinois kilowatter, in modern, prosperous city, has desirable opening for a showmanship announcer. Must be familiar with modern and adult music, be able to keep things moving with tight production, sell on the air for advertisers, help create lively, friendly sound for progressive, established fulltime station. Excellent pay, fine fringe benefits for a top notch man. Write Box G-164, BROADCASTING, with details of experience, reference, tape.

Announcer, first phone, no maintenance, for 5 kw AM, 50 kw FM, Michigan, fulltime. Box G-183, BROADCASTING.

Wanted: Top-notch spiritual and Gospel dj. good on community contacts. East coast top rated station. Salary open. This is not an immediate opening, we can take our time to find right man. Experienced only. Tell all first letter. Resume, photo, references, Tape (non-returnable). Box G-184, BROADCASTING.

Top 50 market radio station needs professional, experienced dj for C&W station, not necessarily a C&W jockey. Send audition tape, resume, salary requirements and recent photo immediately to Box G-195, BROADCASTING.

Have immediate opening for announcer with first class ticket, able to maintain equipment. Must handle lite board shift. Please send resume and tape to KELK in Elko, Nevada.

Announcer with first ticket. \$460 monthly. Send qualifications. KSEN, Shelby, Montana.

Columbus, Indiana—WCSI has opening for DJ-announcer capable of producing bright sounding show. Make immediate contact with Jerry Castor, Program Director. Area code 812—372-4448.

Announcer—light board, no chatter for new Town & Country format. Excellent opportunity. New 5 kw station 60 mile N.Y.—WFIF, 3504 Time & Life Bldg., N.Y.C.

Something new! See "100%", Miscellaneous classifieds, this magazine.

Wanted by 1 September: Above average announcer who can do good play-by-play basketball and football. Send tape, full background including references to WFVA-AM-FM Fredericksburg, Virginia.

We want an experienced announcer with a bright, mature delivery, a man who is inventive in his approach to a record show and at home with a Pop-Standard format. Send aircheck, photo and complete information 1st letter to: Program Director, WHO Radio, Des Moines, Iowa.

Announcers—(Cont'd)

Fulltime NBC station needs a good, experienced professional for early morning—afternoon shows. Must be able to fill shoes of man who had No. 1 rated show for 14 years. Must program for mature and intelligent audience. Start \$125 weekly. This is seat of University of Virginia and Monticello, home of Thomas Jefferson. Population 35,000 in foothills of Blue Ridge Mountains. Send Resume, air check, snapshot, character and credit references to Operations Manager, WINA, Charlottesville, Virginia.

Wanted yesterday. Bright sounding experienced top 40 announcer-salesman. Air mail photo, tape, resume and present salary—James Austin, Manager, WKAZ, Charleston, West Virginia. No collect calls.

Wanted: Announcer-salesman. Excellent opportunity, new fulltime station, new market. Experience in sales helpful. Give full information first letter to Graham L. Jones, Manager, WODI Radio, P. O. Box 518, Brookneal, Virginia.

Announcer, 3rd class ticket. Immediate opening in growing market. Excellent opportunity in southern resort area. WPTX, Lexington Park, Maryland.

Opening for a bright, experienced, stable top flight announcer for top Wisconsin station. Should have good production, know music, news and sports. Should be able to do wake up morning shift. Conscious of University market needs. Fine opportunity for a man who can follow tight production and format with adult and modern music. Third class ticket broadcast endorsement a must. Station established in 1949, now operating in new facilities. Station, home office of group. Send air check, resume, picture and credit references. Contact James Schuh, WSPT, Stevens Point, Wisconsin.

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.

Staffing new radio station within fifty miles of Chicago. Send tape . . . resume . . . references to Jerry Dee, 520 N. Michigan Avenue, Chicago, Illinois 60611.

Disc jockey! Taped, home instruction. Fisher, 678 Medford, Patchogue, New York. 11772.

Technical

Chief engineer all new equipment. 5 kw da. dir. on L.I. Sound 60 miles N. Y., WFIF, 3504 Time & Life Bldg., N.Y.C.

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.

Successful midwest expanding FM station with stereo & SCA services desires engineering supervisor with a ear for quality. Strong on maintenance preferred. Contact Gene Gildow, C. E., WPTH, Ft. Wayne, Indiana. 219-483-0584.

Technical—(Cont'd)

Chief engineer for full time directional am-fm operation in central Indiana. Good wages plus benefits. Must be experienced. Immediate opening. Contact by phone 317-529-2600.

Immediate opening for combo-man with first phone and announcing experience. Single station market, featuring good music and adult type programing. No top 40. In Milwaukee-Chicago area. Call 414-248-6656.

News

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.

News director. Competent, experienced, news hound with good voice to take charge of two man department. Short wave, auto phone recorder at well equipped, friendly, regional format operation. Two hours from N. Y. C. Box G-159, BROADCASTING.

Qualified news director for staff expansion. Strong local news emphasis in 150,000 Florida resort market. Immediate opening. Box G-192, BROADCASTING.

Florida AM-FM needs news director to run completely equipped three-man department. If you're qualified for the job, you'll know the kind of man we're looking for. Tell all first letter. State requirements and send tape. Position open now! Box G-215, 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.

Production—Programing, Others

Immediate opening . . . Midwest 5-kw top farm station seeking experienced farm editor to join three-man department. Farm and journalism background preferred. Send resume, tape and salary requirements to WMT Farm Dept., Cedar Rapids, Iowa.

RADIO

Situations Wanted—Management

Major market "pro" wants station management. Michigan—Ohio—Illinois preferred. Exciting, new sell with sound formula. Box G-70, BROADCASTING.

General manager—1st ticket. 10 years experience in 3 major phases of radio—age mid 30's—complete resume available—now working in top 10 market. Prefer Ohio—all considered. State money and company policy for working manager. Box G-160, BROADCASTING.

Final move to solid opportunity. 20 years sales and management. Clean cut, family man. Box G-171, BROADCASTING.

Manager-sales manager; thorough knowledge station operation. Fifteen years experience selling direct, local; regional as sales manager and manager. Seeks manager's job for small-medium market station. Highest industry references. Box G-177, BROADCASTING.

Supernonfragelistic veteran broadcaster seeks outlet for 25 years experience as management's "right arm" all phases radio/agency. Made two men millionaires. Relocate before schooltime. Overtures prayerfully considered. Box G-185, BROADCASTING.

Very successful small market general manager interested in same position in medium market. Box G-193, BROADCASTING.

Successful station manager that gets things done available southeast medium or small market. Strong sales, promotional ideas. First class license. 19 years experience all phases. Box G-217, BROADCASTING.

Management—(Cont'd)

Management, sales, programing. "Morning Man" etc. Experienced. Phone 815-672-2473. Prefer South.

A-Pro! 15 years as broadcaster-management, and programing background. Including sales manager. All markets call WA 3-4756—or write 250 Lovett St., San Antonio, Now!!

Sales

Sales manager sold on adult, good music radio. Box G-91, BROADCASTING.

Sales-manager job wanted. Opportunity to buy interest more important than big money. Radio, newspaper, yellow pages sales experience. Journalism degree. Mid thirties. Box G-158, BROADCASTING.

Strong, effective, creative sales manager seeks position in Rocky Mountain area with honest employer. Present employer reduced minimum commission schedule when faced with my substantial sales increase without consultation. Box G-165, BROADCASTING.

Announcers

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.

Southeast . . . 7 years experience all phases of air work—College degree. Married. Presently employed. Box G-75, 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.

Have talent, will travel Can do top 40, jazz, pop and sports. Tape and resume available. Box G-141, BROADCASTING.

Need number? High Hoopers and "powerful Pulses" my specialty! Nine years in business, always #1. DJ.? PD.? MD.? G-150, BROADCASTING.

Professional broadcaster—6 years experience—radio and TV—college degree in broadcasting—married. Currently staff announcer/program director looking for similar position with more opportunity, in adult programed station. Fully dependable, day in day out, can take responsibility and work well with people. Excellent references. Want to settle down with good station, \$150/week minimum. Write Box G-162, BROADCASTING.

Top 40 with first phone. Experienced, dependable, married. East preferred. Box G-163, BROADCASTING.

1st phone, 3½ years experience in middle of the road and top 40. Available immediately. Box G-168, BROADCASTING.

Middle of the road announcer with nine years experience in a market of 250,000 looking for greener pastures. 3rd class license. \$150 minimum. Tape, resume, picture upon request. Box G-169, BROADCASTING.

Look—C & W Man, 8 years experience, married, college, excellent references, excellent news, station builder. Box G-170, BROADCASTING.

Experienced, for adult programed station. 33, single, 3rd ticket. Box 589, Winter Haven, Fla. or Box G-172, BROADCASTING.

DJ, 1st phone, now employed, seeks opportunity including sales. Florida only. Box G-174, BROADCASTING.

Five years fulltime commercial experience. Recent college graduate, 26, family, desires permanent position large metro market. Now morning dj. large listenership, strong on commercials. Play-by-play 200 games. Reference from employer. Box G-191, BROADCASTING.

Announcers—(Cont'd)

Authorative Negro newscaster-dj. Tight board. Married. Wants to settle. Box G-194, BROADCASTING.

Married, 21 years old, with moderate experience. Will stay with good station. Box G-198, BROADCASTING.

Package deal! Polish-American radio team—desire to establish or build up a Polish-American program—relocating no problem—experience includes announcing—directing and sales. Box G-199, BROADCASTING.

Young Negro announcer—dj, capable of handling all markets, willing to relocate. Box G-200, BROADCASTING.

Polished professional with rare entertainment ability seeks permanent position with a-go-go major market station. Six years experience, married, university degree, strong references. Now in television in a top 5 market. \$175 minimum. Box G-201, BROADCASTING.

Announcer—dj. Experienced, third phone, dependable—212-229-6725 or Box G-202, BROADCASTING.

Announcer disc jockey, air personality. Happy sound, authoritative newscaster. Not a prima donna. Box G-203, BROADCASTING.

Authoritative newscaster, bright happy dj-announcer. Experienced, married, tight board. Want to settle, not a prima donna or floater. Box G-204, BROADCASTING.

Negro dj/newscaster, experienced. Broadcast school. 3rd phone, married. Will relocate in northeast or West Indies. Box G-205, BROADCASTING.

Negro announcer/newscaster, experience 3rd ticket. Family man. Will relocate. Box G-206, BROADCASTING.

Announcer, first phone, top forty format. Enthusiastic personality. Will relocate. Box G-207, BROADCASTING.

Beginner, trained by top professionals in Area, board experience. Want small station experience. Box G-212, BROADCASTING.

Morning personality, bright, creative original. Married, college, looking for opportunity to advance. Dependable and hard working. 6 years experience. Box G-213, BROADCASTING.

Two experienced top 40 annr's looking for employment in a midwestern market. One with first phone, one with third phone with broadcast endorsement. We are personality and want no answers from T and T stations. Box G-214, BROADCASTING.

Young announcer with three years radio experience wants radio or TV job with a future. Family—top salary required. Write Box G-216, BROADCASTING.

Announcer, news correspondent, writer desires Japan-Korea assignment. Modest salary requirements. Frank Adair, Lakeland, Ga.

Good c&w, also other formats. Married, reliable, experienced, good news, voice, Dennis Diamond, 417 South Lincoln, Apt. B, Spokane, Washington.

First phone combo. Top forty. Year and a half experience. 25. Married. Tim Burns, Route Two, Sidney, Ohio.

C&W station only . . . 27 years old, married, 8 yrs, radio—\$125 wk. 3rd endorsement. Available now. Tony Croft, 127 E. 12th St., Sheridan, Wyoming.

San Antonio's—"King Arthur" available—major market personality—call—WA 3-4756—write or wire 250 Lovett St. San Antonio Now!!

Technical

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 operator, inexperienced but willing to learn. Northeast preferred. Box G-143, BROADCASTING.

First phone engineer—am directional and maintenance experience, wants to advance to am-fm and/or TV. Box G-148, BROADCASTING.

Family man, experienced, Presently chief-engineer-announcer. Salary open. Box G-156, BROADCASTING.

Young, experienced first phone engineer, married, desires to talk to a chief about job located in Boston to Providence area. Box G-187, BROADCASTING.

Experienced chief engineer—deejay available. \$100 minimum. Phone: 215-BA2-8915 mornings only. 9:30-11 E.D.T.

News

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.

Mature family man, college graduate, 5 years radio experience with excellent references seeks position as newsman-analyst. Adult radio only. Box G-180, BROADCASTING.

Experienced college graduate newsman, hard working and very ambitious. Available in early fall. Wishes to establish preliminary contact now with stations in Texas, New Mexico, Arizona and California. Thorough, intelligent, and informative news coverage. Personal interview possible. More details upon inquiry. Box G-208, 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.

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.

Masters degree from eastern university—Bright, mature, three years experience, presently working in eastern medium market. Wants program production/director or news. Background in radio-television, speech, journalism; Would like to locate in East; proficient in announcing, combo, TV directing, newfilm, on-camera news, studio operation, FM stereo operation. Excellent references. Replies to Box G-190, BROADCASTING.

Copywriter-Announcer available now. 3rd endorsed. Best training, experience, references. No TV, wire: Box 883, Sierra Vista, Arizona.

Do-it!!—Call me at WA 3-4756—or write 250 Lovett St. San Antonio. I am major market program director seeking a secure company—in any market. 15 year pro.

Production—Programing, Continued

Have voice—write and promote, too. Bright and low, on the go-go for you. Salary at least \$100. Sorry, only 3rd. Show-biz personality. Write don't wait. Jonathon Cue, Box 1431, Pulaski, Va.

TELEVISION

Help Wanted

Management

South Florida—CATV manager for new high potential system in small, growing community. Outstanding opportunity for individual able to direct management, sales, technical operations. Outline full background to P. O. Box 53-182, Miami, Florida.

Sales

Hard-working go-getter needed to set up complete sales department for new independent TV station opening this fall in top 10 market. Opportunity and challenge with high commission for man with ideas and experience. Send photo, references, and complete background information to Box G-210, BROADCASTING.

Announcers

Announcer wanted. Preferably from southeast. Send video tape, picture and resume to Channel 5, WKRG, Mobile, Alabama.

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.

Permanent position in Boston TV station for technician with strong studio equipment maintenance background. Box G-84, BROADCASTING.

Staff radio-television engineer for university broadcast stations equipment operation and maintenance. 1st Class license required plus radio-television station experience. Opportunity to work in new facilities with first quality equipment. Call or write: Robert F. Kissinger, chief engineer, WBGU-TV, Bowling Green State University, Bowling Green, Ohio. BGSU is an Equal Opportunity Employer and as such will give consideration for employment without regard to race, color, creed, religion or national origin. Box G-146, BROADCASTING.

Chief engineer for New England states VHF. Multiple station ownership, right person would have excellent future. Send details, experience and background. Box G-178, BROADCASTING.

Enthusiastic, experienced man needed for brand new station in top 10 market. Must be thoroughly experienced in everything from purchasing and installing of studio equipment to setting up live programs in studio and on remotes. Outstanding opportunity for someone who knows his field and wants to get in on ground floor of company that plans to expand. Send picture and complete background information to Box G-209, BROADCASTING.

TV studio technician. Only experienced need apply. Send full resume to Mr. Bibeau, KOB-TV, P. O. Box 1351, Albuquerque, New Mexico.

Technical—(Cont'd)

Experienced TV transmitter engineer needed to fill permanent position at maximum power VHF station. Responsibilities commensurate with abilities. Excellent working conditions. Contact Chief Engineer, WJBF TV, Augusta, Ga.

News

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.

Entire staff—Sales, production, programing, 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.

Operations-production manager to supervise all production staff and activities in expanding ETV station in new television building. Annual salary \$8500. One month vacation. Experience in station operations required. M. A. education preferred. Call or write: Dr. Duane E. Tucker, WGBU-TV, Bowling Green State University Bowling Green, Ohio. BGSU is an Equal Opportunity Employer and as such will give consideration for employment without regard to race, color, creed, religion or national origin. Box G-144, BROADCASTING.

Producer-director-instructor to direct ETV and telecourse productions, supervise student productions, and teach radio and/or television production course. M. A. required plus professional production experience. Instructor rank. Annual salary depends on qualifications. Twelve months' position. One month vacation. Call or write: Dr. Duane E. Tucker, WBGU-TV, Bowling Green State University, Bowling Green, Ohio. BGSU is an Equal Opportunity Employer and as such will give consideration for employment without regard to race, color, creed, religion or national origin. Box G-145, BROADCASTING.

TELEVISION—Situations Wanted

Management

Mature 37-year old journalist, 20 years radio-TV news reporting, production and management. Some public relations and promotion. Presently station News Director in well-known group ownership. Excellent references. \$13,000 minimum. Will negotiate contract. Box G-166, BROADCASTING.

Sales

Teacher desires sales, production or promotion. 5 years TV production, young, married. Box G-173, BROADCASTING.

Announcers

Announcer-newsman, experienced! Wishes to return to TV from radio. First phone V.T.R. References! Box G-95, BROADCASTING.

Network calibre announcer-personality. Commercials: weather; interviews; audience. Major groups. Comes on very strong. Video tape available. Box F-176, BROADCASTING.

Announcers—(cont'd)

Can I be your gal? Eight years radio and television . . . announcing, continuity, sales. Will re-locate midwest. Prefer women's programming. Or what have you? Box G-211, BROADCASTING.

Technical

Engineer experienced UHF TV AM FM western states only. Available now. Box G-62, BROADCASTING or (415) 588-9044.

Responsible individual with B. S. in Engineering Physics, first phone, 10 years experience in medium VHF market including experience in heavy maintenance of studio equipment, VTR, MCW, remote, etc. desires position as assistant chief engineer or engineering supervisor in top se or western market. 30 years old, married. Box G-149, BROADCASTING.

Desire permanent position, 12 years television, 5 years radio experience. Box G-176, BROADCASTING.

First phone engineer with three years in television and twenty years in radio desires position. Transmitter operator's job preferred. Eastern U.S.A. Box G-182, BROADCASTING.

News

Experienced TV-radio programmer wants news, public affairs. Background: TV-radio news, radio program director, TV continuity-traffic supervisor top 20 market. BS, MA candidate. Draft Free . . . Married. Available September 1. Box G-147, BROADCASTING.

News Director—Currently shooting, writing, covering and airing six and ten P.M. news in two-station southern market. Eight years radio, TV, College journalism. Box G-151, BROADCASTING.

Production—Programming, 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.

Executive producer-director available. 12 years total experience in TV production. Major market experience. Family man seeking challenging opportunity. References. Box G-152, BROADCASTING.

Ambitious 30 year old sees no future with present employer. Would like to use management ability as Operations or Program Director with station that pays in or close to five figures. Seven years experience announcing, weather, interviews, promotion, journalism and art. Resume referenced, VTR available now, interview during vacation. Box G-175, BROADCASTING.

Network experience, recent television major, married, promotion, production, sports, Northeast. Top references. Box G-181, BROADCASTING.

Promises, promises, promises. What I need is a job. RCA graduate, draft free. Eager to learn. Box G-188, BROADCASTING.

WANTED TO BUY—Equipment

Presto R-11 Tape recorder. Amalgated records—Box 341—Cooper Station—NYC, 10003.

250 watt transmitter for use as standby. Must be in operating condition or will swap Gates remote control unit complete. State make, model, condition and price. WFTW, P.O. Box 10, Ft. Walton Beach, Florida.

Monaural CONAX and HLF-3C or equivalent. Sound Studios, Inc., 230 North Michigan Avenue, Chicago 1, Illinois.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Ind. 440 Columbus Ave. N.Y.C.

FOR SALE

Equipment—(Cont'd)

Co-axial cable, Heliac, Styroflex, Spirolite, 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.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-594-5172.

Absolutely immaculate . . . 1 KW G. E. FM Transmitter . . . BT-2B . . . G. E. FM Monitor BM-1-A . . . 20 Spare tubes for final brand new . . . \$2000 worth of spare tubes and parts . . . Total price firm \$4000.00 WFMG, P. O. Box 598, Gallatin, Tenn. Also G. E. 6 Bay FM antenna will tune any frequency. Phone 452-2257 ask for Jones.

Tape decks, dual very heavy duty units by Dicatphone, 3 $\frac{3}{4}$ IPS with adapters for 1 $\frac{1}{2}$ IPS. Ideal for automatic logging, background music, telephone recording. With manual, test unit, voice operated relay and 79" rack. \$700. Also turntable, remote pickup transmitter. Delivered 500 miles. Phone 918-273-2662.

G.E. FM 10 kw transmitter—usable as 250, 3,000 or 10,000. KTFC, Sioux City, Iowa Phone 712-252-4621.

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.

Tower, 185 ft., excellent condition, self-supporting, \$1,500 standing; \$2,000. F.O.B., WEAW, Evanston, Illinois.

Federal 192-A 3kw fm transmitter. Working when removed from service 60 days ago. Best offer, f.o.b. Anna, Illinois. Also have Rust RF amplifiers for fm and am, \$100 each, and several items Rust remote motors, sampling units for sale Don Michel, manager, WRAJ, Anna, Illinois.

RCA BTF 10B 10 kw FM transmitter and RCA BFA6A sidemounting antenna available immediately attractive price. Gene Rider, WIOD, Miami, Florida.

Excellent buy—10 kw FM, W. E. transmitter—\$2500 cash. WSKT, Knoxville, Tennessee. Phone 577-4439.

FM station equipment. ITA 1 Mod Xmtr \$2400, HewPack 335B Freq & Mod monitor \$1100, Andrews 1304-1 4 bay and Heliac \$1100 or all for \$4300. Perfect. Williams 405-235-4567.

Automation unit—used, complete with all cables, ready to connect to audio line. Built in late 1961 by Audomation Laboratories, the system has two fourteen-inch tape players, self-reversing, an automatic interspersing unit to select between the two for program material, a fourteen-inch announcement machine, and a control unit to play announcements at preset times. All five units installed in a custom rack, stained dark walnut, for use as a display in reception or executive office. The system fully programmed our FM station for twelve hours a day, seven days a week, for three years. In excellent condition throughout, but some head wear showing. Uses 3 $\frac{3}{4}$ ips tapes, monaural, with 25 cps cut tone, can be converted to silent-sensing by changing plug-in units available from manufacturer. Announce tape made on any 10 $\frac{1}{2}$ inch reel capacity tape machine. Cost over \$3800. Our used price: \$2300. WOHI, P. O. Box 760, East Liverpool, Ohio 43920. Call 216-385-1490.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Gags galore for deejays! Catalogue free. Ed Orbin, 8034 Gentry, N. Hollywood, Calif.

MISCELLANEOUS

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 40 comedy lines, bits, breaks, adlibs, thoughts, . . . \$5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N. Y. 11229.

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.

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.

For special TV sound or silent coverage in the nation's capital, contact Washington Reporters, 1397 National Press Bldg., Washington. Phone 628-8579. Staffed 24 hours.

If your newscasts sound like your competition . . . you need "Twenty-Original-News-Sound Effects" . . . Recorded . . . exclusive per market . . . \$10.00 . . . Command Productions . . . 1315 S. E. 97th . . . Vancouver, Washington.

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, 2603 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, 2603 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.

INSTRUCTIONS—(Cont'd)

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

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.

Seven famous broadcasters teach you the secrets of their success! John Cameron Swayze, Fran Allison, Earl Gillespie, Westbrook Van Voorhis, Ulmer Turner, Howard Miller & Robert St. John have combined to teach you—in-depth—the techniques that led to their success. Free full color 32-page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write for your copy today! CAREER ACADEMY. School of Famous Broadcasters, 825 North Jefferson Street, Milwaukee, Wisconsin 53202. Schools located in major cities throughout United States.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

RADIO

Help Wanted—Management

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

General Manager:

Salary five figures—Plus bonus—Market regional in midwest—Established 1964—Original ownership—Power 5,000-AM, 50,000-FM—All equipment completely new—Conditions excellent, Required qualifications: Minimum twelve years experience in all phases of industry—Complete executive knowledge and organization ability—Must be married—Furnish complete history of experience and references with recent photograph—Interviews arranged—Applications strictly confidential—Excellent opportunity for qualifying man.

Box G-186, 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

Wanted:

For Massachusetts station . . . Sales person who can move up to manager's spot . . .

Write . . .

Box G-196, BROADCASTING

Washington, D. C. Market

SALES MANAGER

for

WEAM/1390 kc/5000 w

One of the country's GREAT Pop Music Stations

WEAM/Box 589/Arlington, Va.

or call

Harry Averill 703-534-8300

Announcers

\$25,000 Yr. for a

TELEPHONE TALKER

4-hr. east major mkt. estab. controv. show. Tape, resume. Don't waste our time unless you have had min. 3 yrs. talk show exp.

Box G-128, BROADCASTING

News

One of the nation's most exciting new sounds, in one of the nation's great markets, needs Honest-to-God, contemporary newsmen and record personalities. Send tape, resume, picture immediately. Absolutely no beginners. All replies confidential.

Box G-98, BROADCASTING

RADIO

Situations Wanted—Management

I OFFER

MATURE MANAGEMENT SENSE

and a record of successful sales development. My broadcast experience includes three years local sales and nine years at the national level, selling hard-to-sell radio and TV properties. Have knowledge CATV. Currently employed as national sales manager with TV rep. Solid references. Interested in equity proposition on an exchange or option basis with station, group, CATV or rep.

BOX G-153, BROADCASTING

Announcers

ATTENTION STATION MANAGERS . . .

Available immediately: Djs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio
3911 Pacific Highway
San Diego 10, Calif.

Available Sept. 1

Versatile, young announcer 1st phone, 4 yrs. experience, draft free. Tight board, excellent production, smooth, friendly personality, and a hard worker. Ready for larger metro-market. Will relocate for right job in radio or TV. Send details first letter. Will answer all replies. Resume and tape available.

Box G-197, BROADCASTING

TOP MORNING MAN AVAILABLE

Twelve years experience, 5 years morning show with NBC affiliated good music station in Miami, Fla. Creative humor, many voices, warm friendly style. Major markets only. For tapes, resume & references write or call Buddy Holiday, 1870 E. 6th Ave., Hialeah, Fla. Ph: 888-0359.

TELEVISION—Help Wanted—Technical

TV SYSTEMS ENGINEERS

The continuing growth of RCA's Broadcast & Communications Products Division has created several excellent openings for experienced TV Systems Engineers.

Your work will include systems planning for TV studios, closed circuit systems, ETV, radio broadcast systems, mobile unit planning, as well as actual supervision of installation and construction of necessary components to complete the system. Some customer contact is involved.

Qualifications include a BSEE degree, or equivalent, and two or more years experience in planning, installation and maintenance of TV facilities (both audio and video).

Salary is commensurate with your education and experience. Relocation assistance is provided.

Send your resume to: Mr. C. F. Zangardi, Empl. Mgr., RCA Broadcast & Communications Products Division, Bldg. 3-2, Camden 2, New Jersey.

An Equal Opportunity Employer.



The Most Trusted Name
in Electronics

Technical

**CHIEF ENGINEER
FOR TELEVISION GROUP**

Outstanding opportunity for overall chief engineer with new multi-station UHF group. He must have complete command, and excellent experience in advanced television developments—particularly UHF. In addition, he must have comprehensive knowledge of AM and FM techniques. He must be an experienced administrator and management-oriented. He must be able to supervise new construction from ground up. He'll be New York headquartered, with considerable travel involved. Send resume and salary requirements to:

Box G-133, BROADCASTING

FOR SALE

Equipment

Custom Stereo Console

600 OHMS balances A, B, both 8 switchable mikes to lines. Complete monitor & cue facilities. Talk back. Best offer. 212-LA 4-9677.

MISCELLANEOUS

**RELIGIOUS BROADCAST
WANTED**

A large outlet for religious programing now has availabilities for daily or weekly broadcasts. This station reaches 45 counties in 3 states. For information call 606-474-5144 or write
Box G-85, BROADCASTING

WARNING

Applicants for employment, or persons seeking favors and representing themselves as relatives of Bill Elkins or other Elkins staff members, or claiming to have been associated with Elkins School System as an instructor or in any other capacity should immediately be reported to

**Elkins Institute of Radio
Electronics, Inc.
2603 Inwood Road
Dallas, Texas**

**\$300,000.00
Loss Carry Over**

TV-Radio Production Corp. For Sale
Contact:
Miss Meehan, N. Y. C. 212 MU 8-3065

INSTRUCTIONS

F.C.C. 1st PHONE LICENSE IN EIGHT WEEKS (OR LESS)*

NEXT CLASS STARTING SEPT. 1st

(Tuition \$400.00)

DON MARTIN SCHOOL OF RADIO & TV

1653 No. Cherokee • Hollywood 28, Cal. • HO. 2-3281

ESTABLISHED 1937

MAKE YOUR RESERVATION NOW — CLASS IS LIMITED

FINEST LIVING ACCOMMODATIONS AVAILABLE NEARBY
AT SPECIAL STUDENT RATES

*depending on Educational background

EMPLOYMENT SERVICE

CONFIDENTIAL NEGOTIATIONS

Placement within 30 days if you are qualified. Nationwide Radio & TV. Need Announcers, Salesmen, 1st Ticket combo and engineer, PD's, etc. Write for application.

**CONFIDENTIAL BROADCAST
EMPLOYMENT AGENCY**

1610 Potomac Ave., Pittsburgh, Pa. 15216
Phone 412-563-3330 day or evenings

**ANNOUNCERS - 1st
NEWSMEN—ENGINEERS
DJ's - SALESMEN**

If you need a job, we need you!

C.B.I. PLACEMENTS

707 Colorado Bldg., Denver, Colo. 80202
Phone (303) 292-3730

EMPLOYMENT SERVICE



LARGE MARKET OPENINGS

Applications are now being accepted from all broadcast personnel presently working in a top 100 market. Immediate openings Nationwide for top flight air personalities, newsmen, engineers, copy writers and salesmen. Remember—you must presently be working in a top 100 market to qualify for these high paying positions. Send tape and resume today.

NATIONWIDE BROADCAST SERVICE

925 Federal Blvd. Denver 4, Colorado
Phone area code 303-292-0996
Station Inquiries For Personnel Invited.

FOR SALE

Stations

**MIDWEST MAJOR
MARKET**

\$500,000 CASH

Or 29% down & terms

Box G-103, BROADCASTING

FOR SALE—Stations

Continued

**SAN FRANCISCO BAY AREA
FM (Class B) FOR SALE**

\$200,000 Total Price 29% down
10 years payout

HOGAN FELDMANN, INC.

4404 Riverside Drive

Burbank, Calif.

AC 213 VI 9-3201

FOR SALE

Midwest UHF TV in smaller market—on air several years, with highly improved prospects. Other unusual benefits—priced about like a radio station. Low payment, terms. Excellent for Owner-Operator.

Box G-189, BROADCASTING

Tra Rue Media Brokers Inc.

654 MADISON AVENUE
NEW YORK, N. Y.

HA 1-0818

TE 2-9362

To buy or sell Radio and/or TV properties contact:

**PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756**

Ala.	single	daytime	\$ 65M	terms
M. W.	single	daytime	70M	terms
Gulf	medium	race	125M	29%
East	monopoly	fulltime	600M	29%
S. E.	TOP 50	FM	60M	terms

✓ CHAPMAN COMPANY INC

2045 PEACHTREE RD., ATLANTA, GA. 30309

STATIONS FOR SALE

1. SOUTHWEST. Major market. Gross \$10,000 a month. Open to offer.
2. EAST. AM-FM Combination. \$180,000 Terms.

**JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California**

Continued from page 91

10 kw, DA, D; WKTE King, N. C.—Stokes County Broadcasting Co. has: 1090 kc, 500 w, D, req: 1090 kc, 5 kw, DA, D; WBBY Wood River, Ill.—Madison County Broadcasting Inc. has: 590 kc, 1 kw, 500 w-LS, DA-2, Unl. req: 590 kc, 1 kw, 5 kw-LS, DA-2, Unl.; Lakeport Calif.—Lake County Broadcasting Co. req: 1270 kc, 500 w, D; Newberry, Mich.—Newberry Broadcasting Co. req: 1450 kc, 250 w, 500 w-LS, Unl.; KXRX San Jose, Calif.—San Jose Broadcasting Co. has: 1500 kc, 1 kw, 5 kw-LS, DA-2, Unl. req: 1500 kc, 5 kw, 10 kw-LS, DA-2, Unl.; KCLR Ralls, Tex.—KCRL Inc. has: 1530 kc, 1 kw, D, req: 1530 kc, 5 kw, 1 kw(CH), D; Monroe, Wash.—KJRD Inc. req: 1510 kc, 250 w, D; Pickens, S. C.—Pick Radio Co. req: 1540 kc, 1 kw, D; Hartsville, Tenn.—Hartsville Broadcasting Corp. req: 1090 kc, 250 w, D; WQIZ St. George, S. C.—WQIZ Inc. has: 1300 kc, 500 w, D, req: 810 kc, 5 kw, D; WYCL York, S. C.—York-Clover Broadcasting Inc. has: 1580 kc, 250 w, D, req:

980 kc, 1 kw, DA, D; KCOG Centerville, Iowa—Hope Company Inc. has: 1400 kc, 100 w, 500 w-LS, Unl. req: 1400 kc, 250 w, 500 w-LS, Unl.; Rochelle, Ill.—Tilton Publications Inc.—req: 1060 kc, 250 w, DA, D; KGKO Benton, Ark.—Bridges Broadcasting Service. has: 1600 kc, 1 kw, D, req: 850 kc, 1 kw, D; Garner, N. C.—Edward G. Atsinger III. req: 1000 kc, 250 w, D; Trenton, Tenn.—Gibco Broadcasting Corp. req: 1530 kc, 250 w, D; WBZB Selma, N. C.—WBZB Broadcasting Service Inc. has: 1510 kc, 500 w, D, req: 1090 kc, 1 kw, D; Preston, Minn.—Obed S. Borgen. req: 1060 kc, 500 w, D; Central Point, Ore.—James L. Hutchens. req: 1400 kc, 250 w, Unl.; KEZY Anaheim, Calif.—KEZY Radio Inc. has: 1190 kc, 1 kw, DA-1, Unl. req: 1190 kc, 5 kw, DA-N, Unl.; Exeter, N. H.—Coastal Broadcasting Inc. req: 1540 kc, 1 kw, D; WXIV Windermere, Fla.—American Homes Stations Inc. has: 1480 kc, 1 kw, D, req: 1480 kc, 5 kw, DA, D; WQIK Jacksonville, Fla.—Rowland Broadcasting Inc. has: 1280 kc, 5 kw, D, req: 1090 kc, 50 kw, 10 kw(CH), DA-2, D; WBIB Centerville,

Ala.—Voice of the Mid-South Broadcasting Co. has: 1590 kc, 1 kw, D, req: 1110 kc, 1 kw, D; Mayville, N. D.—Francis J. Phelan. req: 1520 kc, 250 w, D; KCCR Pierre, S. D.—Capitol Broadcasting Inc. has: 1240 kc, 250 w, Unl. req: 1240 kc, 250 w, 1 kw-LS Unl.; KLCB Libby Mont.—Lincoln County Broadcasters Inc. has: 1230 kc, 250 w, Unl. req: 1230 kc, 250 w, 1 kw-LS, Unl.; KOZY Grand Rapids, Minn.—Itasca Broadcasting Co. has: 1490 kc, 250 w, Unl. req: 1490 kc, 250 w, 1 kw-LS, Unl.; Kingsport, Tenn.—J. T. Parker Jr. req: 1090 kc, 1 kw, D; WRLD Lanett, Alabama & West Point, Ga.—Valley Broadcasting Inc. has: 1490 kc, 250 w, Unl. req: 1490 kc, 250 w, 1 kw-LS, Unl.; WLCO Eustis, Fla.—Carroll Barringer. has: 1240 kc, 250 w, Unl. req: 1240 kc, 250 w, 1 kw-LS, Unl.; Anthony, Kan.—Harper County Broadcasting Co. req: 1130 kc, 1 kw, DA, D; Waupun, Wis.—Radio Waupun. req: 1170 kc, 250 w, D; WWBID Bamberg-Denmark S. C.—William V. Whetstone Jr. has: 790 kc, 1 kw, D, req: Change ant.-trans. location and make changes in ant. system.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through July 14. 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.

■ Pleasant Grove, Ala.—Alabama TV Cable Inc. (headed by S. P. McDonald Jr., Roanoke, Ala.) has been granted a franchise. For \$5 monthly (no installation charge) the subscriber will receive six TV signals. Free service will be provided to schools and municipal buildings and the town will receive 5% of the annual gross receipts. Alabama TV Cable also holds franchises in Fairfield, Midfield, Hueytown and Tarrant, all Alabama.

Aibany, Calif.—Musgrove Electronics Co., Castro Valley, Calif., has applied for a 20-year exclusive franchise. Musgrove would pay the city 3% of the annual gross receipts.

Hanford, Calif.—Applications have been received from Central California Communications Corp., Salinas (John C. Cohan stations), and Cable TV Service Inc. (Allen T. Gilland, KNTV[TV] San Jose, Calif., president).

Pismo Beach, Calif.—Central California Communications Corp., a group station owner (John C. Cohan stations) and a multiple CATV owner, has applied for a 20-year franchise. The city would receive 2% of the annual gross receipts. The estimated cost of the system is \$180,000.

■ Georgetown, Del.—Diamond State CATV Corp. has been granted a franchise. For a maximum of \$35 for installation and \$3.75 monthly subscribers will receive five TV signals.

Belvidere, Ill.—Community Cablevision Inc., a local corporation, represented by Larry Kleber, Belvidere, has applied for a franchise.

Rockford, Ill.—H&B American Corp. (a multiple CATV owner) Beverly Hills, Calif., has become the fifth applicant for a franchise. Previous applicants are Central Illinois Electric & Gas Co.; National Trans-Video Inc., Dallas; WREX-TV Inc. (WREX-TV Rockford), and Rockford & Loves Park CATV Inc., Rockford.

■ Keokuk, Iowa—Quincy Cablevision Inc., Quincy, Ill., has been granted a 25-year franchise. The company must pay a minimum of \$1,750 yearly to the city for the first seven years and 3% of the annual gross receipts thereafter. The company cannot carry AM signals except those of local stations and cannot carry background music. The principals in Quincy Cablevision are Quincy Newspapers Inc. (publishers of the Quincy Herald-Whig, Quincy) and the Quincy Broadcasting Co. (WGEM-AM-FM-TV Quincy). Quincy Broadcasting also owns Continental Cablevision Inc. with systems in Tiffin and Fostoria, both Ohio (BROADCASTING, June 28).

Coffeyville, Kan.—Cable TV Construction Co., Iola, Kan. (Larry D. Hudson, president) has applied for a franchise. The following TV stations would be carried: WDAF-TV, KCMO-TV and KMBC-TV, all Kansas City, Mo.; WIBW-TV Topeka, Kan.; KGLD(TV) Garden City, Kan.; KOTV(TV),

KTUL-TV and KVOO-TV, all Tulsa, Okla.; KOAM-TV Pittsburg, Kan., and KOED-TV Tulsa, Okla. (noncommercial). The city would receive 3% of the annual gross receipts. Subscriber costs would be \$10-15 for installation and \$4.95 monthly.

Ellinwood, Kan.—The Telesis Corp. (Tom and Melville Gleason, York, Neb.) has applied for a franchise. The company would bring in 12 TV signals including educational television and a weather signal. FM background music would also be provided. Free service would be provided to all schools.

■ Phillipsburg, Kan.—Phillipsburg TV Cable Co. (headed by Elton Singer, Phillipsburg) has been granted a 20-year non-exclusive franchise. The company agreed to provide at least five TV signals for a maximum of \$6 monthly.

Pittsburg, Kan.—Gilmore Broadcasting Corp. (KODE-TV Joplin, Mo.) has filed suit in Pittsburg district court asking for a temporary injunction against KSEK Broadcasting Inc. (KSEK Pittsburg). KSEK was awarded a franchise in April. Gilmore contends that state law does not permit the granting of an exclusive franchise.

■ Russell, Kan.—Telesis Corp. (Tom and Melville Gleason, York, Neb.) has been granted a franchise. For \$4.50 to \$4.75 monthly 12 channels will be provided. Included will be an educational channel, FM music and a 24-hour weather service. Free service will be provided to all schools and the city will receive 2% of the annual gross receipts.

Lewiston, Me.—The application of Spectrum Cable Inc. (president Bertrand L. Lacombe, Lewiston) has been turned down.

Hibbing, Minn.—The request of Ralph Demgen, Willmar, Minn., for a temporary injunction against Range Television Cable Co. (headed by Frank P. Befera, president and general manager, WMFG Hibbing) has been denied. District Judge N. S. Chanak found no basis for ruling that Mr. Demgen's franchise was exclusive.

Bay Head, N. J.—Crosswicks Industries, Toms River, N. J., has applied for a franchise. Under the proposal the borough would receive 5% of the annual gross receipts.

Trenton, Hamilton, Ewing and Lawrence, N. J.—Crosswicks Industries, Toms River, N. J. (Frank Allen, president), has applied for a franchise. The company proposes to bring in 12 TV signals and 15 FM stations. Subscribers' cost would be \$10 for installation and a maximum of \$5 monthly.

■ Akron, Ohio—Akron Telerama Inc., organized by Akron investors and Telerama Inc., Cleveland, has been awarded a 20-year franchise. Telerama, with home offices at 917 Euclid Ave., Cleveland, is held in part by Scripps-Howard Broadcasting Co. (WEWS [TV] Cleveland). Subscriber costs for the 12 channel system will be \$15 for installation plus \$4.75 monthly. Firms denied the franchise: Tri-County Television Viewing Corp., Akron (held in part by Summit Radio Corp. WAKR-AM-FM-TV Akron); Akron Cable Co., and Multi-Channel Cable Co., Portsmouth, Ohio. Telerama has franchise applications pending in several Ohio communities.

Hillsboro, Ohio—Highland Broadcasting Co. (WSRW-AM-FM Hillsboro), represented by Tom Archibald, has applied for a franchise.

Jackson, Ohio—Jackson County Cable TV Co., represented by Garland Noel, Jackson, and Tower Antenna Inc., represented by

Thomas Leach, Coshocton, Ohio, have applied for franchises. Both firms request a 20-year agreement. Tower was granted a franchise in 1963 but was subsequently informed that legal defects in the council legislation rendered the ordinance invalid. Tower is resubmitting its original application.

Albany, Ore.—Peter J. Ryan, general manager of KRKT Albany, has applied for a franchise.

■ Hermiston, Ore.—Columbia Television Inc., Kennewick, Wash. has been granted a 15-year franchise for the second time on condition that the system be in operation within one year. Subscriber costs will be \$15 for installation and \$4.95-\$5.45 monthly.

Clearfield, Pa.—Clearfield TV Cable Co., a subsidiary of Television Communications Corp., is negotiating a new 10-year franchise agreement with a promise of expanded service. Clearfield TV Cable holds the current franchise. An increase in subscriber costs under the new agreement would be effective only if the service offers eight or more channels; fees would then be increased from \$3.75 to \$4.50 monthly. The firm (William Taylor, mgr.) would remit to the city 1% of annual gross revenue or \$1,000, whichever is greater.

Hatfield, Pa.—North Penn Cable Vision Inc., Hatfield, has applied for a franchise. The firm, represented by Philip H. Swartley was organized by interests from Swartley Brothers Engineering and Schlosser Steel Co., both Hatfield. Previous applicants are Triangle Publications Inc., Philadelphia, and Community Antenna TV Inc. (Howard Moffat, general manager).

Lansdale, Pa.—North Penn Cable Vision Inc., Hatfield, Pa., represented by Philip H. Swartley; Triangle Publications, Philadelphia, and International Equity Co. have applied for franchises. Triangle and International Equity are seeking 25-year agreements; North Penn Cable requests a 20-year franchise.

Media, Pa.—Philadelphia Community Antenna Television Co., Philadelphia, has applied for a franchise. The firm, represented by Harvey Ingham, proposes an installation fee of \$7.50 plus \$4.95 monthly for the service which would carry Philadelphia stations and nonnetwork stations from New York. Five per cent of annual gross revenue would be remitted to the city with a yearly minimum of \$1,000.

Beaufort, S. C.—United Transmission Co., a subsidiary of United Telephone Co., has applied for a franchise. The city would receive 3% of the annual gross receipts. A previous applicant is Reeves Broadcasting Corp., Charleston, S. C., a group station owner and multiple CATV owner.

■ Winlock, Wash.—Winlock Cable Co. has been awarded a franchise.

Yakima, Wash.—A licensing ordinance which would have allowed the city to grant CATV franchises has been turned down in a special election. The election was called after the city received over 1,000 signatures protesting the grant of a license to Cable TV of Yakima Valley Inc. (KIMA-TV and KNDOTV), both Yakima, and Telecab Inc., Seattle).

Beloit, Wis.—Beloit Community Television Service Inc. has applied for a franchise. Subscriber costs would be \$25 for installation and \$5 monthly. The annual return to the city would range from \$1,000 to \$5,000 depending on the number of subscribers.

"I'm a problem solver," says George Dick.

Discuss management philosophy for awhile with this president of American Research Bureau and that four-word description takes on added meaning. Mr. Dick is one of the new breed of corporate executives. He lives on problems—anybody's problems. "There is a basic set of management principles that apply to any business," he says, and by training and experience, he is well schooled in all of them. A colleague calls him "a professional manager in every sense, the kind whose administrative strength would translate into any industry."

Were it not for his easy manner, it would not be hard to imagine a crated Mr. Dick being wheeled into the offices of a troubled corporation. Unpacked, plugged in, whirring and clicking, he would then proceed to clear up the difficulty, whether the factory made bubble gum or bombs.

Mr. Dick cut his teeth on computers with IBM; continued the association through posts with RCA and C-E-I-R, yet still advises bluntly: "Don't become 'hardware oriented'."

Computer is Only a Part ■ Computers to George Dick are just one of the many tools available to an alert manager. It is still the manager who must make the decisions, and that is where Mr. Dick, ARB and the computers come in—providing comprehensive information on which to base those decisions.

"Executive insurance," Mr. Dick calls it. "Most managers," he says, "still manage by the seat of their pants. The time has long passed when a manager could afford to do this."

What he lacks in broadcasting industry experience, he makes up in a familiarity with the advertisers. He has learned the problems of the salesman and advertising manager with IBM, and the problems of a vice president for marketing with the American Mutual Liability and Allied American Mutual insurance companies.

He is very market oriented. "It was becoming obvious by the mid-50's," he recalls, "that the communications explosion and the computer age would open up vast new challenges in marketing consumer products and services. Getting any selling message across to a pinpointed and targeted group—the best prospects—within the mass market was becoming more difficult than ever before. In this day of more books, magazines, TV and radio programs and other sources of multiple selling impressions, effective mass marketing demanded all the experience of a maturing advertising industry coupled with a science that had not yet been harnessed."

Broad Base ■ Mr. Dick's preference for seeing marketing problems as a whole, rather than picking blindly at the

A human in the computer complex

separate parts, heralds a broadening of the ARB base. As he puts it: "By providing television and radio audience measurements, ARB is already deeply engaged in the business of providing essential tools and information to management for its marketing function. We feel therefore that our firm need not confine its future either to specific media or for that matter to media re-

WEEK'S PROFILE



George William Dick—President, American Research Bureau, Beltsville, Md.; b. March 29, 1916, Ravenna, Ohio; B.A. economics and marketing, Antioch College, 1939; salesman, IBM, 1939-42; U.S. Navy pilot, 1942-46; branch manager, IBM Greenville, S. C., 1947-54; manager, IBM Institutional Data Processing Sales, 1954-55; advertising manager, IBM, 1955-56; vice president-marketing, American Mutual Liability Insurance Co., 1956, Allied American Mutual Insurance Co., 1957-60; vice president-general manager, RCA Electronic Data Processing Division, 1960-62; executive vice president, C-E-I-R Inc., 1962-64; president, ARB, 1964; m. Helen Hettler, 1946; children—Debbie, 18, Jeff, 17, and Mike, 16; member—American Management Association, International Radio and Television Society, National Broadcasters Club, Advertising Club of New York; home—Potomac, Md.; hobbies—skiing, hunting, swimming, tennis, sketching, painting, welded sculpture.

search only."

In other words, since the producer, advertiser, agency and broadcaster all must cooperate to achieve their individual and common ends, they have a common interest in obtaining comprehensive information about the market.

Since taking the ARB helm last fall, Mr. Dick has realigned the company's management structure to reflect responsibilities along related service lines, giving the manager of each service a "clearer and more coordinated objective in order to meet the needs of the clients of that service." He has also started two advisory groups. The first is the Broadcasters' Advisory Panel, composed of representatives from the broadcasting and advertising industries; it acts as a sounding board to ARB's existing and contemplated services.

The second group, the Advisory Counsel on Methodology, made up of a group of leading statisticians, was created to advise ARB on research methods.

In the near future, he will preside over an expansion of the firm's physical facilities at Beltsville, Md.

Mr. Dick thinks the rating firms are conscientiously doing "the best job possible within financial limits," and in the case of ARB, at least, "there are enough dollars now." He would hate to see government interference with the industry because "there is no incentive for quality improvement" where government regulations prescribe all conditions for operation.

CATV is Biggest Problem ■ Properly assessing the effect of community antenna television is, he feels, "the biggest single problem today" in audience measurement. He would like to see some sort of central registry established to provide accurate county-by-county CATV-connection figures.

When George Dick leaves the office he returns to a "livable contemporary" home he and his wife designed, located in the little town of Potomac, Md. The work stays in the office.

He is a world traveler, with numerous trips to Europe and a 1960 African safari in his past.

For relaxation, he keeps trim in his indoor pool and dabbles in art, including welded modern sculpture. The hobby, he says, resulted from his frustrations with artists as an advertising manager. He decided to learn to "speak their language" and enrolled in a Washington art school.

Prime among the advantages of welded sculpture, he admits with a wry grin, is the freedom from critics. "Nobody can tell whether it's good or bad."

Does having two "first names" cause trouble for Mr. George, er, Dick? Yes, continually. It's one "problem" he has never managed to solve.

It could be worse

IN its guidelines for users of ratings (BROADCASTING, July 12), the Federal Trade Commission has done essentially what it said two years ago it intended to do. Basically, it has banned trumped-up claims that the ratings don't support and trumped-up ratings that normal programing and promotion don't support.

The FTC's guidelines are vague. "Hypoing" in particular defies exact definition although (or perhaps because) it is an all-too-common practice. Broadcasters, film companies and other ratings users trying to avoid FTC action will find little encouragement for carelessness in the thought that the uncertainties will be removed, and clearer definitions of "hypoing" established, on a case-by-case basis—almost certainly to somebody's grief.

The guidelines of course present no challenge to audience promotion or audience claims when the stated standards are met. And they are heartening in their omission of the suggestion, contained in the FTC's announcement two years ago, that users of ratings might be held responsible for the accuracy of the ratings themselves. Apparently the creation of the Broadcast Rating Council and its system of audits and accreditation has satisfied the FTC about the reliability of the ratings services and the numbers they produce. This is an important step forward.

Commercial controls

NOW that the FCC has served notice that it will impose sanctions when commercials are too numerous or noisy, the interesting questions that are left are these: How many are too many? How loud is too loud?

Apparently the numerical limits are to be set by broadcasters themselves. The commission will act when a station exceeds in practice the number of commercials it has proposed. The burden here will be on the stations to be realistic in their promises, to propose commercial limits that will be ample to produce needed revenue. This will be an individual determination based on individual needs. The promise-vs.-performance method of regulation must not be allowed to develop arbitrary standards applicable to all kinds of stations in all kinds of circumstances.

The control of loudness is also an individual concern, although industrywide attempts to prevent excesses ought to be encouraged.

On both questions, the number of commercials and the loudness of commercials, the individual broadcaster must be the final judge. If all broadcasters will make their judgments with responsible consideration for their own audiences, the FCC will have neither the reason nor the means to substitute its judgment for the broadcaster's.

New image builders

IN naming Leonard H. Marks director of the United States Information Agency, President Johnson has demonstrated for the second time in a fortnight that he isn't bound by tradition. Neither Mr. Marks nor Bill Moyers, who became White House news secretary, is a professional journalist. They have been assigned the top information positions in our government.

Both are able men who have the confidence of their chief. Both have been close to Mr. Johnson for years—long before he ascended to the nation's highest office. The President has had rough going in the press, here and abroad. With these new assignments he may hope to remedy these conditions.

Mr. Marks takes on enormous responsibilities. He may

lack formal journalism experience, but he has other attributes. His entire legal career has been in communications, including representation of many newspaper-owned stations. He was an FCC lawyer, and he has attended many international broadcasting conferences. He has an intense interest in educational and foreign broadcasting.

There remain two top positions in USIA to be filled—those of deputy director and chief of the Voice of America. It falls Mr. Marks's lot to make these selections. He needs professionals in news and in broadcast operations in the No. 2 and 3 positions.

Since World War II, when its predecessor was created, USIA has been one of government's most controversial agencies. Dealing in the shadowy area of international propoganda, it has been a favorite whipping boy of Congress.

Mr. Marks must prove that it doesn't necessarily take a professional propogandist to deal effectively in the area of information and education on the global cold-war firing line.

NCTA's challenge

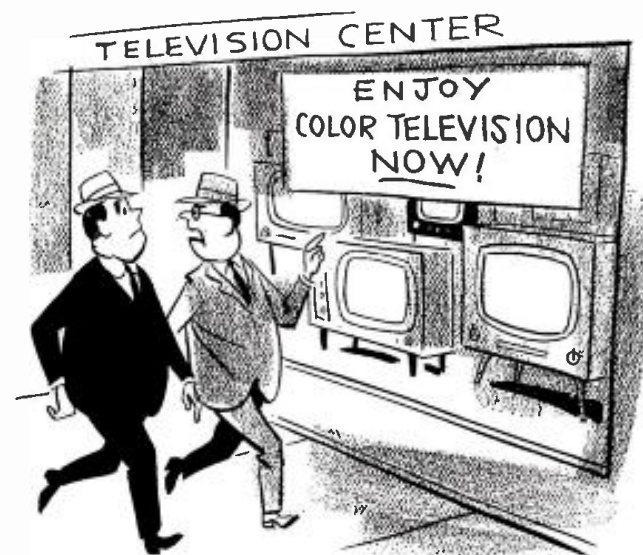
A young, aggressive organization of community antenna owners and operators meets this week in annual convention in Denver. Because of their successes they have attracted an unconscionable number of problems.

Fred Ford, who makes his first appearance before the National Community Television Association as its president, cites the year ahead as "a crucial one for CATV," one that "will shape the future of our industry."

Community antenna services have flourished because of public need. CATV now is an essential and logical projection of TV service.

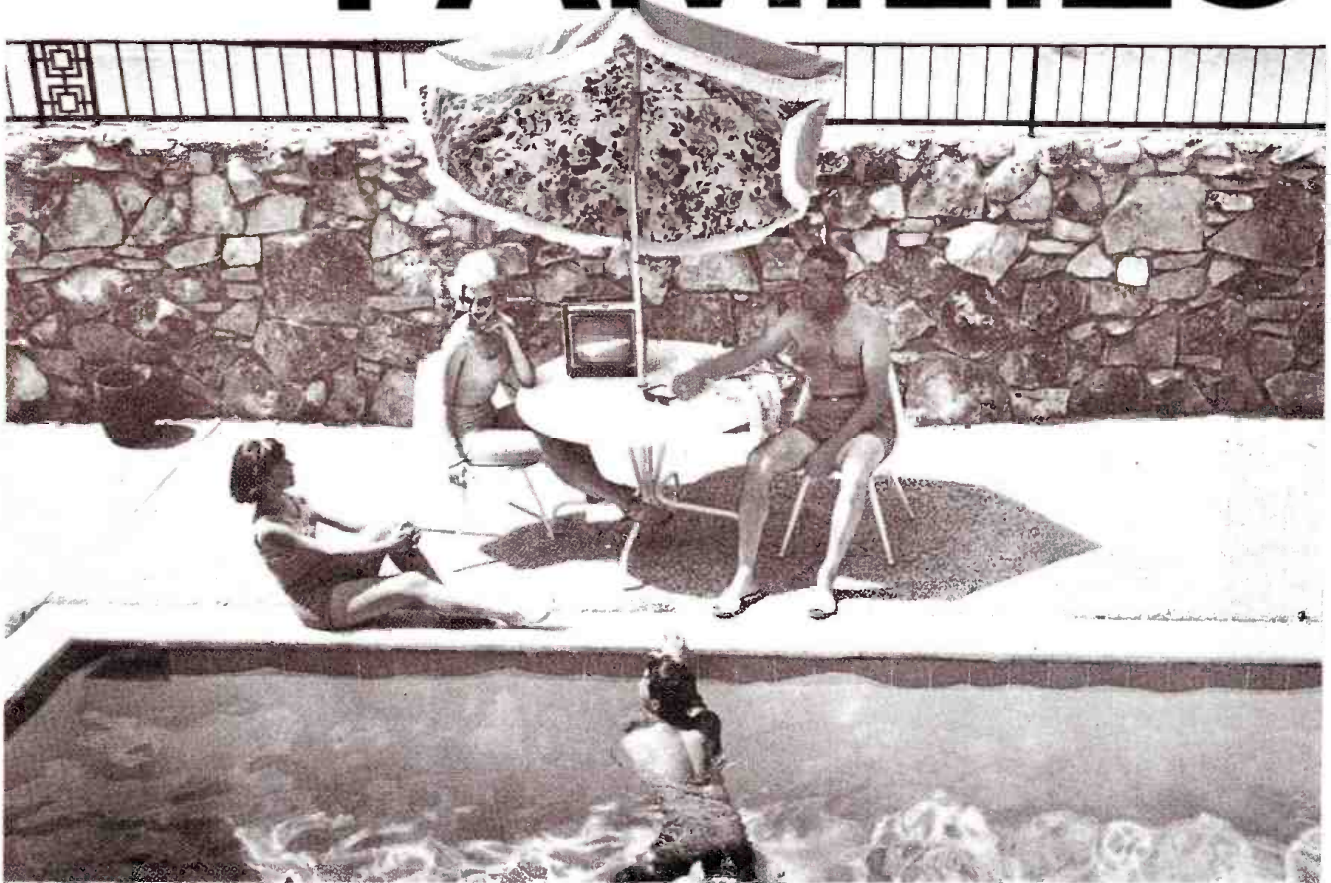
Wisdom and restraint are necessary at this critical juncture. CATV operators can be seriously inhibited if they overreach. Their future depends largely upon an accommodation with the broadcasters who supply their basic reason for being—programs.

There is the opportunity for statesmanship in Denver. NCTA's informed and intelligent leadership can meet the challenge.



Drawn for BROADCASTING by Sid Hix
 "Color TV is too damned expensive . . . every product my wife sees in color, she wants to buy!"

more **TEXAS** **FAMILIES**



... are in the swim with WBAP-TV this year in the Fort Worth-Dallas market. In prime time, WBAP-TV is up 34,400 homes average (40%)* over the same period in 1964, leading all other stations in gains ... the result of a new tower, NBC network and **accent on COLOR**. Unlike the family pictured above, not all WBAP-TV viewers have swimming pools. But more and more have color TV sets to enjoy the station's over 60 hours weekly of local (since 1954) and NBC network color. Your color commercial will be far more effective on this pioneer color outlet... complete tape, film, slide and live camera color facilities — all yours **at no additional charge**. Ask any PGW representative.

*6:30-10 P.M., Monday thru Sunday, March ARB, 1965

TELEVISION
5
WBAP
DALLAS/FORT WORTH



PETERS, GRIFFIN, WOODWARD, INC., National Representatives

WSPA • AM • FM • TV □ □ □

FIRST

- ✓ Radio Station in South Carolina
- ✓ FM Station in South Carolina and FIRST with Stereo in Southeast

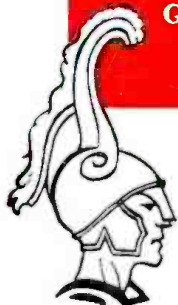
NOW, FIRST in local

COLOR

in South Carolina and **GREENVILLE • SPARTANBURG • ASHEVILLE** Market

Recognizing there is more sell in color, WSPA-TV pioneers with colorcasting in South Carolina and the Greenville-Spartanburg-Asheville area. Television Magazine reports 30,810 homes with color sets in this vast market. A MUCH LARGER PENETRATION of color sets than in such markets as Winston-Salem-Greensboro-High Point, Atlanta, Jacksonville, Houston, New Orleans, Charlotte, Birmingham and many others.

Now, WSPA-TV, with newly installed color film and slide equipment, is selling in color the Channel 7 market via the powerful WSPA-TV transmitter on Hogback Mt. and through 8 translators strategically located in N. C. and Georgia. Ask your Hollingbery man about **COLOR** selling on Big 7!



WSPA-TV

CBS in the Greenville-Spartanburg-Asheville Market

AM - FM - TV

channel

7

SPARTANBURG, SOUTH CAROLINA

Owned and Operated by The Spartan Radiocasting Co.—Walter J. Brown, Pres.

GEORGE P. HOLLINGBERY—National Representatives