



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO



The pressure is on for a showdown on equal-time. p27
Five-year study documents network radio's rise. p34
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NEWSPAPER

MAIL ROOM
AIR UNIV LIB
0600 1405
MAXWELL AFB AL 36112
JUN 20 1966



what is an *influencible* ?

One of the lively ones. Intense, interested, keenly attuned. This vital market of young adults has tremendous buying power, and Storz radio reaches them. The *influencibles* are mostly Young Marrieds with children, so chances are they're in the market for your product or service. Concentrate on this lively, responsible audience and get sales action fast. Influence the *influencibles*.[®]

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STORZ

WDGY Minneapolis-St. Paul
(Blair)

KXOK St. Louis
(AM Sales)

WHB Kansas City
(Blair)

WTIX New Orleans
(Eastman)

KOMA Oklahoma City
(Blair)

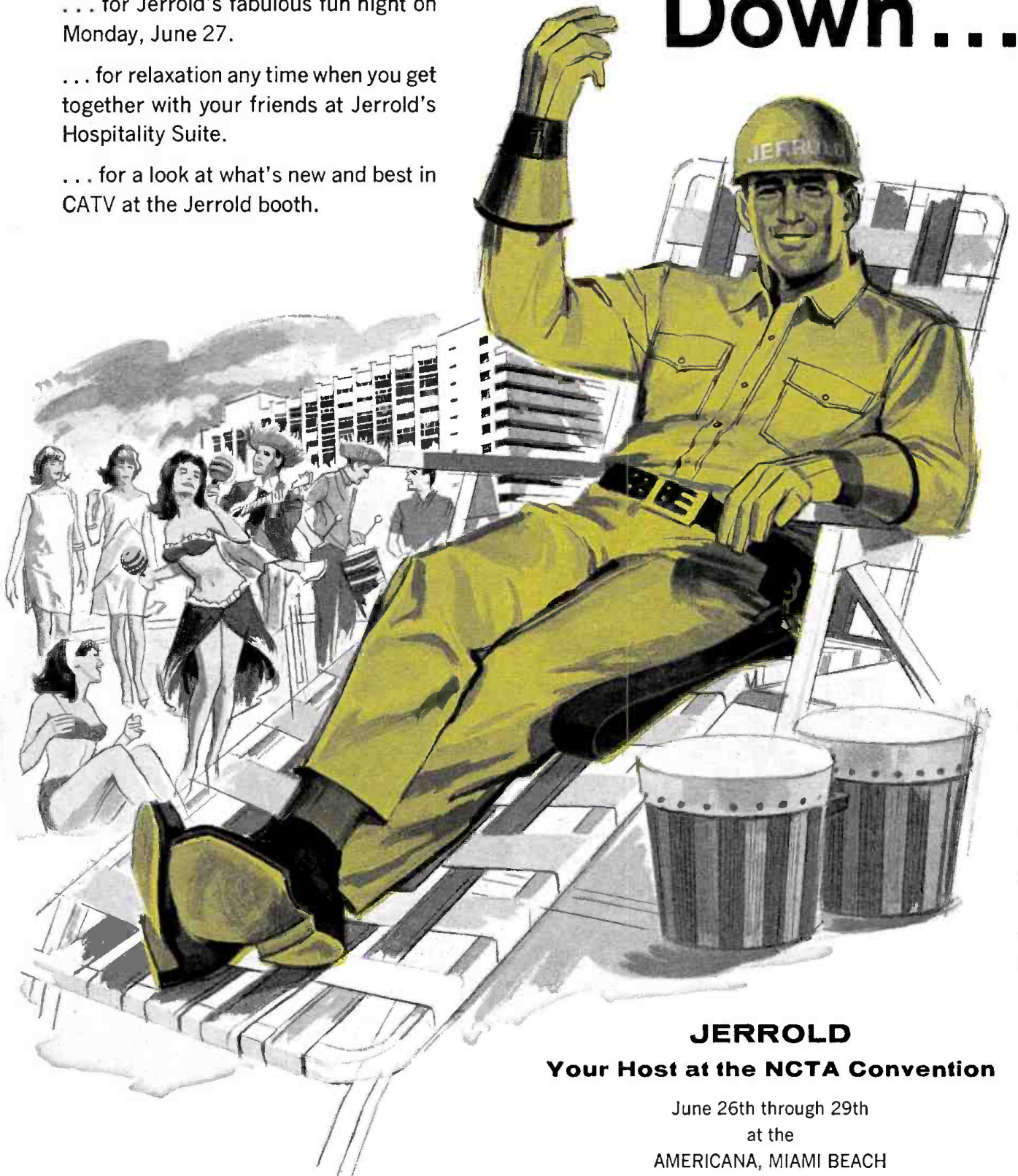
WQAM Miami
(Blair)

Come on Down...

... for Jerrold's fabulous fun night on Monday, June 27.

... for relaxation any time when you get together with your friends at Jerrold's Hospitality Suite.

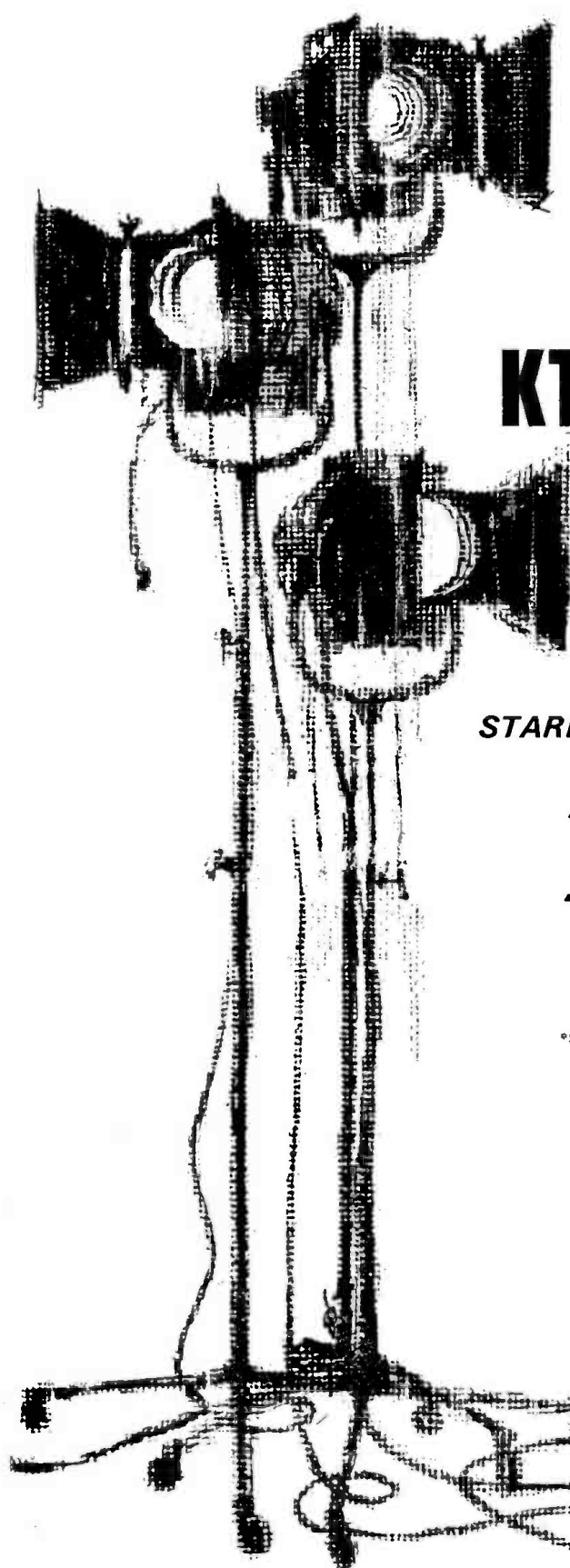
... for a look at what's new and best in CATV at the Jerrold booth.



JERROLD

Your Host at the NCTA Convention

June 26th through 29th
at the
AMERICANA, MIAMI BEACH



**NOW SHOWING
TO AUDIENCE SHARES
AS HIGH AS 50%
EVERY WEEKEND IN THE
ST. LOUIS MARKET**

**KTVI'S BIG
MOVIE**

STARRING SPECTACULAR RATING GAINS*

Saturday "Big Movie": up 145.5%
Sunday repeat "Big Movie": up 207.4%
Combined Gain: 171.8%

*Source: ARB September 1965 thru March 1966.

**THE EXCITING NEW
KTVI 2**
ST. LOUIS **abc** **HR**



prime time mass appeal

In the nation's 12th ranked television market, KRLD-TV continues to be the most appealing station for prime-time viewing.

The recent March, 1966 ARB Market Report audience estimates for the Dallas-Fort Worth Market show that Channel 4 delivers more per average quarter hour, 6:30 p.m. to 10:00 p.m., Monday through Sunday, than any other station. These percentages demonstrate the lead for KRLD-TV over the 2nd highest station in each segment of the audience:

26.7% more homes	29.0% viewers
16.1% more men	29.2% more women
12.6% more teens	55.0% more children

To fulfill your most exacting prime-time audience composition requirements, contact your ATS representative. He will provide you with choice availabilities in all spot lengths, and at a most efficient cost.

KRLD TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

Capital Cities merger?

Capital Cities Broadcasting Corp. jumped several points last week apparently on basis of premature merger reports. While no new acquisition is imminent it was ascertained that exploratory talks had been held with several important entities involving possible merger or fusion. These included MGM and Knight newspapers.

MGM, with its extensive motion picture and production holdings, is regarded in investment circles as natural for merger with Capital Cities major-market television and radio operations. Knight newspapers (Miami Herald, Detroit Free Press, Charlotte (N. C.) Observer and Akron (Ohio) Beacon Journal) are headed by John S. Knight, holding approximately 50%, and his brother, James L., with approximately 35%. They own 45% of WAKR-AM-FM-TV Akron. Largest stockholder in Capital Cities is Frank M. Smith, chairman, with 10%.

Avco goes for quota

It's full speed ahead for Avco (nee Crosley) Broadcasting Corp. in station acquisitions. After announcement last week by John T. Murphy, president, of acquisition of KYA and KOIT(FM) San Francisco for \$4.4 million (subject to FCC approval) he told Avco management conference that company is already looking for its fifth, sixth and seventh radio stations to fill out quota. With five VHF stations, Avco also is looking for two UHF's for seven TV maximum, this on assumption that multiple ownership rules won't change. (see page 49).

Avco also is making plans for new headquarters and studios in Cincinnati to be completed within two years. Parent Avco Corp. has authorized \$20 million for expansion in last year, Mr. Murphy pointed out, including purchase of WOAI-AM-TV San Antonio, Tex., WWDC-AM-FM Washington and KYA-KOIT(FM).

ABC-TV new season

After seeing presentation film previewing 1966-67 season and hearing network officials talk about upcoming programs, some ABC-TV affiliates no longer consider Milton Berle series their number-one program concern. Now primary worry is whether *The Man Who Never Was* should be on schedule. Rumors they've heard about

CLOSED CIRCUIT®

production problems half-hour series is encountering in Germany cause them to wonder whether show will be cancelled before it ever gets on air. Informal polling of ABC-TV affiliates shows Tammy Grimes series and *The Heavy Squad* (formerly *Men Against Evil*) coming off with low marks. On other hand many affiliates feel strongly affirmative about *Shane* and *Rat Patrol*.

FCC CATV machinery

Whatever ultimate action on legislation giving FCC jurisdiction over CATV, commission is under pressure to set up machinery to cope with rising tide of community antenna applications. At meeting scheduled for today (June 20) FCC will consider: (1) establishment of CATV division within Broadcast Bureau; (2) establishment of separate CATV bureau; (3) some other as yet undefined unit to manage burgeoning activity.

Proposal that CATV become function of Broadcast Bureau is certain to meet with resistance. CATV operators argue bureau is prejudiced based on futile negotiations prior to FCC's assumption of jurisdiction over CATV last Feb. 15. Since House Committee-approved bill does not classify CATV as common carrier, its operations presumably would not fall within purview of that bureau which is preoccupied with AT&T inquiry. It may take several meetings to iron out conflict.

Color logjam

Most TV series producers openly predict that rush to get color film processing done in time for 1966-67 season is going to make madhouse out of Hollywood in August and September. Last year stampede was so bad that some shows shot in color had to go air in black and white because film couldn't be processed in time. Now, with almost all shows in color, processing logjam may be worse.

Hollywood labs admit they're heavily booked and will experience problems but maintain this year's scramble will be less hectic. "We're better prepared now," explains one major film processor. "We've been jamming in equipment and reconsidering our work plans." Still, he concedes, quality of

color processing is bound to suffer because "we're being given the same time element between cut negative and telecast date, and it does take more time to process color." Real problem, labs say, is in limited color film stock availabilities. Extensive use of color film stock to cover war in Vietnam, apparently, has contributed greatly to this shortage.

Letters in question

FCC took second look last week at proposed letters of inquiry to those 27 AM and FM renewal applicants with programming problems (CLOSED CIRCUIT, June 13), and where commissioners came out, no one is quite sure. Letters won't go to 19 stations on how their proposal to devote less than 5% of their prime time to public affairs and "other" (religious, agricultural, instructional) programming serves community needs. But issue isn't closed, and some stations may still get letters. Remaining eight stations, all of which failed to satisfy staff with answers to program-form question on how they determined community needs, probably will get letters.

This hassle may have some repercussions when commission begins final consideration of proposed program-reporting form for television, since survey question in both forms is identical. Budget Bureau, which has been considering form since January (BROADCASTING, Jan. 24), is expected to file its comments with commission within two weeks.

Snag for McLendon

Broadcaster Gordon McLendon's proposal to buy KGLA(FM) Los Angeles and turn it into all-classified ad station (BROADCASTING, Dec. 20, 1965) will be on commission agenda this week, and staff's recommendation is that applicant be sent so-called pre-hearing letter. Staff suggest commission seek further that unique format is in public interest. If there's no conclusive response, commission would set application for hearing. In recommending letter, staff says it's not satisfied Mr. McLendon made adequate survey to determine needs and interests of community.

Public Service to fortify our freedom is one of the Storer Standards.



FBI Director J. Edgar Hoover has recorded for Storer Broadcasting a series of 24 one-minute talks on the continuing Communist threat inside our nation. The recording is called "Fortify Our Freedom," and is available free to any broadcaster who'll play it.

To date, almost 900 discs have been furnished to stations in all 50 states, most American territories, and to leading organizations throughout the nation.

Naturally, this recording is frequently heard on all Storer radio stations. We think this kind of hard-hitting, responsible public service programming exemplifies what the Storer Standards are all about.



LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WJBK
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV

WEEK IN BRIEF

Powerful licensee group to launch test on constitutionality of equal-time provisions. Determined to press issue all the way to Supreme Court. Seeks same journalistic freedom afforded newspapers. See . . .

SHOWDOWN ON 315? . . . 27

ABC-TV hears station pleas clearly. Huddles at affiliates meeting, then announces Peter Jennings news strip will be in color, ahead of schedule, when show goes from 15 minutes to half-hour in January. See . . .

HOW TO PLEASE AFFILIATES . . . 48

Avco will spend \$4.4 million to buy KYA and KOIT(FM) San Francisco. Storer paying \$325,000 for KFMU(FM) Los Angeles. FCC approves Shasta's sale of KJEO(TV) Fresno for \$3.9 million. See . . .

AVCO BUYS ANOTHER . . . 49

CBS's five-year study of network radio shows all four networks had total 24% increase in billings from 1961 to 1965. Network advertisers went from 174 in 1961 to 203 last year. See . . .

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ABC-TV to offer 'Sunday Night at the Theater' as every fourth week adjunct to movies. Susskind and Melnick will produce series, which is targeted for '67-68 and budgeted at \$625,000 per show. See . . .

BROADWAY WITH LOVE . . . 60

Top-100 newspaper advertisers not only spent more money in TV last year, they increased TV spending 6.8% while boosting newspaper budgets only 3.7%. General Motors, Ford, Chrysler lead list. See . . .

NEWSPAPERS' TOP 100 . . . 43

Mattel purchases licensing rights to 'Huckleberry Hound.' Trims 'wall-to-wall' programing concept to shift some funds from network to spot. Sets up cross-plug plan for Kellogg's 'Yogi' and 'Woody' shows. See . . .

MATTEL INTO SPOT . . . 30

Land-mobile proponents favor TV going completely cable and leaving spectrum open. Say their service is more valuable to public than television; feel they should get more of UHF channels. See . . .

IS CATV ANSWER? . . . 71

Interpublic forms Center for Advanced Practice as new subsidiary of McCann-Erickson. Center will not act as agency but will provide market and research services in Europe and North America. See . . .

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KALF and WNMP are told belatedly why they were denied waivers for night service. Explanations, unusual procedure, came in wake of 3 to 3 vote and followed earlier rejection by FCC. See . . .

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INDUSTRIAL ALBANY, GA.

Home of Coats & Clark

Coats & Clark, Inc. has been weaving a pattern of industrial success in Albany since 1947. One of the largest thread and zipper manufacturers in America, C&C's Albany operation

has grown to include 800 employees, with modern milling and warehouse facilities. Record production, plus modern facilities makes Coats & Clark the largest industry in Albany.

and WALB-TV



The Coats & Clark family, plus 899,700 more Southwest Georgians, look to Albany's WALB-TV for the best in entertainment, news and information. Channel 10's "Rich Heart of the New South" continues to grow... providing you, the advertiser, with the very best industrial and agricultural market. In this billion-dollar market the mass medium with the power and people to deliver for you, is WALB-TV.

Raymond E. Carow, General Manager WALB-TV, Albany, Georgia.
 Represented nationally by Venard, Torbert and McConnell and
 in the South by James S. Ayers Company.

KTYM renewed despite Cotten broadcasts

MUSTN'T CENSOR PROGRAMS, FCC SAYS; COX DISSENTS

FCC defined new limits to its authority in programming Friday (June 17) with ruling that it cannot pass on whether allegedly slanderous broadcasts are in public interest without becoming censor, "which it is forbidden to do."

Commission said its only responsibility in such matters is to insure that all viewpoints are given equal opportunity for expression and that disputed allegations are balanced by presentation of opposing views.

"Any other position would stifle free discussion and destroy broadcasting as a medium of free speech," commission said.

Commission issued ruling in memorandum and opinion renewing license of KTYM Inglewood, Calif., which had been accused of carrying anti-Semitic broadcasts.

Opinion was adopted on 5 to 1 vote. Commissioner Kenneth A. Cox, who dissented, called majority view "incredible" and said it constituted "major step away" from concept of licensee responsibility "that is central" to Communications Act.

Commissioner said station had failed in what he said was its responsibility to determine whether broadcast material, "which defames a religious group . . . is based on calculated falsehood or reckless disregard of the truth."

Commission majority stressed that its members "have strongest personal feelings against the views presented in the assailed broadcasts" but feel that agency's actions must be governed by "legal principles."

Case involves three broadcasts by Richard Cotten, whose *Conservative Viewpoint* is heard on some 100 stations. Pacific Southwest Regional Office of Anti-Defamation League of B'Nai B'Rith urged commission not to renew KTYM's license on ground programs were anti-Semitic and made personal attacks on ADL and its officers and staff.

KTYM offered time for reply, but ADL rejected it, asserting in letter to commission that anti-Semitic broadcasts are so contrary to public interest that licensee which permits them is thereby disqualified from holding license.

Commission, in letter to station, said that station had met legal obligation to afford time for conflicting views in offer of time to ADL.

Letter also noted that, while programming may offend some listeners, those offended don't have right to use commission's licensing power to rule such programming off airwaves. Commission used same language in renewing license of Pacifica Foundation stations, whose off-beat programs prompted many complaints to commission (BROADCASTING, Jan. 27, 1964).

Commission in opinion, said to require broadcasters to defend his decision to present any controversial program that has been complained of would cause most if not all licensees to refuse to broadcast programs potentially controversial or offensive to any substantial group.

Opinion said broadcasters must be fair in treatment of controversial subjects. KTYM had offered time for reply, and has promised to do so in future, opinion said, adding, "This is all the law requires."

Group TV owners get report, exit smiling

Council for Television Development held full membership meeting in Chicago Friday (June 17) and heard presentation from United Research Inc., Cambridge, Mass., on indicated results of \$150,000-\$300,000 research on economics and sociology of television.

One of the 106 broadcasters present (representing 106 TV stations) reported that URI report had "enthusiastic response."

CTD was established year ago after FCC proposed to limit TV station ownership in top 50 markets to three stations not more than two in VHF band.

Meeting, which took place in studio of WGN-TV Chicago, included executive committee meeting Thursday; full membership dinner that night, and reports Friday morning.

Informal presentation of URI results will be made to FCC June 23.

Bakersfield TV's threatened

KBAK-TV and KERO-TV, both Bakersfield, Calif., went back on air Friday (June 17) morning after being forced off for 20 hours by forest fire that still threatens to engulf transmitter sites on 7,600-foot-high Breckenridge Mountain

in Sequoia National Forest.

Fire was still raging Friday with U. S. Forest Service quoting 60-40 chance that it will engulf transmitters.

If this happens both stations will operate out of old KBAK-TV site in suburban Oildale under emergency conditions.

Report on CATV bill glosses House rifts

Senate Commerce Committee report on CATV bill steered gently over controversial ground. But minority views ranged from mild opposition to hard-hitting attacks. Report was issued Friday (June 17).

Majority view on bill confirming FCC authority to regulate CATV's, passed earlier this month on 20 to 11 vote of full committee after month-long consideration (BROADCASTING, June 13), was that it recommended bill it believes is in public interest.

"The instant legislation grants to the commission broad powers which are sufficiently flexible to permit the commission to make any adjustment in the present rules and to adopt such new rules it may deem in the public interest," report stated. Committee also said aggrieved parties still have recourse to traditional administrative and judicial remedies to bring about changes.

Committee said it felt copyright questions should be resolved in other legislation rather than in communications bill.

Minority view signed by Representatives Walter Rogers (D-Tex.), J. Arthur Younger (R-Calif.), J. Oliva Huot (D-N.H.), Samuel L. Devine (R-Ohio) and Tim Lee Carter (R-Ky.), challenged bill on several grounds. It said bill would thwart current judicial consideration of issues involved, authorize FCC to repeal state laws, give FCC power of censorship and authorize monopolistic practices in sports broadcasting.

Other minority view, signed by Representatives James T. Broyhill (R-N.C.) and James A. Mackay (D-Ga.), said bill gives FCC power it long said it did not have and makes no attempt to determine how CATV should develop in conjunction with television. And, they said, passage would create havoc in industry since FCC policy could change with change in membership.

Representative J. J. Pickle (D-Tex.)

WEEK'S HEADLINERS

Albert A. Klatt, Irving Sonn, and Harold Kaufman, creative directors respectively of Chicago, New York and Los Angeles divisions of Needham, Harper & Steers, elected senior VP's of agency.



Mr. McLean



Mr. Slocum

P. Scott McLean, general manager of WLWI(TV) Indianapolis, named VP in charge of sales for Avco Broadcasting Corp., Cincinnati. **John M. Slocum**, formerly general sales manager and acting general manager of KBAK-TV

Bakersfield, Calif., succeeds Mr. McLean. Mr. McLean replaces **H. Peter Lasker**, who relinquishes his post to devote his full time to presidency of Broadcast Communications Group, subsidiary of Avco Broadcasting (BROADCASTING, June 6).

Ridge Blackwell, special assistant-broadcast services, General Foods Corp., White Plains, N. Y., appointed director of broadcast services. He'll continue to report to Edwin W. Ebel, now VP-advertising services, who, on retirement Oct. 1, will serve GF as consultant on TV advertising. **James D. North**, VP-marketing services at GF, as previously reported, assumes responsibility also for all GF broadcast advertising upon Mr. Ebel's retirement (BROADCASTING, May 30). Mr. Blackwell has been with both ABC and NBC in sales posts and in 1963 was named TV account supervisor with Young & Rubicam, New York. He joined General Foods in December 1964.

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

also submitted dissent stating bill should have more specific guides on CATV geographic coverage, give protection to all markets rather than just top 100 and bar program origination except as clearly spelled out.

Spot TV for Chesterfield

Liggett & Myers Tobacco Co., New York, plans to introduce new Chesterfield filter brand in late June, which will be supported by extensive spot TV campaign in 15 major markets. Budget was not revealed. J. Walter Thompson, New York, will place campaign in New York, Boston, Philadelphia, Washington, Baltimore, Pittsburgh, Cleveland, Cincinnati, Detroit, Chicago and Columbus and Toledo, Ohio and Rochester and Buffalo, New York.

Teleprompter has begun

CATV service in New York

There should be announcement this week, but it's already happened.

Teleprompter Corp. has handful of paying CATV customers hooked up in northern Manhattan. In southern half of city, where Sterling Information Services has franchise, there are further problems. Strong signals from Empire State Building cause ghosting without converters. For clear reception CATV

signals must be brought into each set on unused channel.

Two American companies have developed prototype units for this purpose and Japanese concern is also working on equipment. Sterling expects to have converters available within eight weeks. Teleprompter's first connections, farther from Empire State antennas, escape problem but company expects to run into same trouble eventually and has worked with Sterling in defining converter specifications.

Projected soccer league has RKO backing one team

RKO General, in diversification move, is backing New York entry in National Professional Soccer League, Other cities in 10-team league, which plans to begin operations in April 1967, are Baltimore, Pittsburgh, St. Louis, Philadelphia, Chicago, Toronto, Minnesota and Vancouver, B. C. League has not approached networks for TV coverage and isn't expected to until it wins accreditation.

Founders of league, including four owners of National Football League teams, think their chances of endorsement and TV contract are better than two other groups seeking to form soccer league. Backer of one of other leagues is Jack Kent Cooke, CATV group owner and sportsman.

WCIU-TV reverses field; no liquor advertising

It's official now; WCIU-TV Chicago, which two weeks ago announced it would accept liquor advertising, has now formally announced it won't.

Confirming word earlier (see page 42), station management issued statement noting that it has never carried hard liquor advertising and has no intention of doing so.

"After careful consideration," the statement said, it is felt that "public interest can best be served by carrying no liquor advertising whatsoever." Station said it felt most desirable "to observe the long-time industry practice of not carrying such advertising."

WCIU-TV decision was called "wise and sound" by Vincent Wasilewski, National Association of Broadcasters president. Howard Bell, NAB code director, said action "helps to strengthen" self-regulation in industry. Station is NAB member, but not code subscriber.

CBS Films going Latin

CBS Films Inc. will establish its own Latin American organization for 17 Spanish-speaking countries beginning in January 1967. Decisions concerning locations of offices and supporting personnel are yet to be made, but Mexico or Venezuela figure to be site.

News was announced at sales organization's 15-day convention that got underway in Los Angeles Friday (June 17), with 21 delegates representing 95 countries outside U. S. attending.

FCC visiting IBM this week

Four FCC commissioners will visit I.B.M. computer research and manufacturing facilities in Poughkeepsie, N. Y., this week. Acting Chairman Rosel H. Hyde and commissioners Lee Loevinger, Robert T. Bartley and Kenneth A. Cox will tour I.B.M. facilities Wednesday. Regular Wednesday meeting of commission will be held Friday.

Shapp spent \$1.4 million

Milton Shapp's out of pocket expenses in winning Democratic gubernatorial nomination in Pennsylvania reached \$1.4 million, according to filing made in Harrisburg, Pa. Mr. Shapp, chairman and founder of Jerrold Electronics Corp., Philadelphia, said money was his own and bulk of it went for advertising, printing and postage. Last month, following primary, it was estimated Mr. Shapp spent about \$375,000 in media with about 70% of that in broadcast (BROADCASTING, May 23).



What's he done for you lately?

June 7 Set a 23,300 mile round-the-world speed record with four other pilots in the twin-engine Jet Commander.

June 9 Opened at Radio City Music Hall in "The Glass Bottom Boat" with Doris Day.

June 14 Received the Distinguished Service Award from the New York Broadcast Pioneers.

And meanwhile back at the Network, he's setting sales records. Day in, day out—he moves sponsors' products so effectively that Arthur Godfrey Time on CBS Radio has been sold out eight straight months.

If you're one of Arthur's advertisers, we know you join us in offering him congratulations.

If you're not one of his sponsors—think what he could have been doing for you lately!

CBS Radio Network

Champion

New for 1966-67...

Walter Schwimmer
Broadcasting (etc.)
Spread, 4-color
PURPOSE: Attract
more top stations
and better time
slots

New for 1966-67

"CHAMPIONSHIP BOWLING" IN COLOR

Year-in and year-out, America's highest rated
filmed sports show.

A consistent sell-out; pre-sold in 158 markets.

Now better than ever - produced in full color!

All-time bowling greats going after larger prizes.

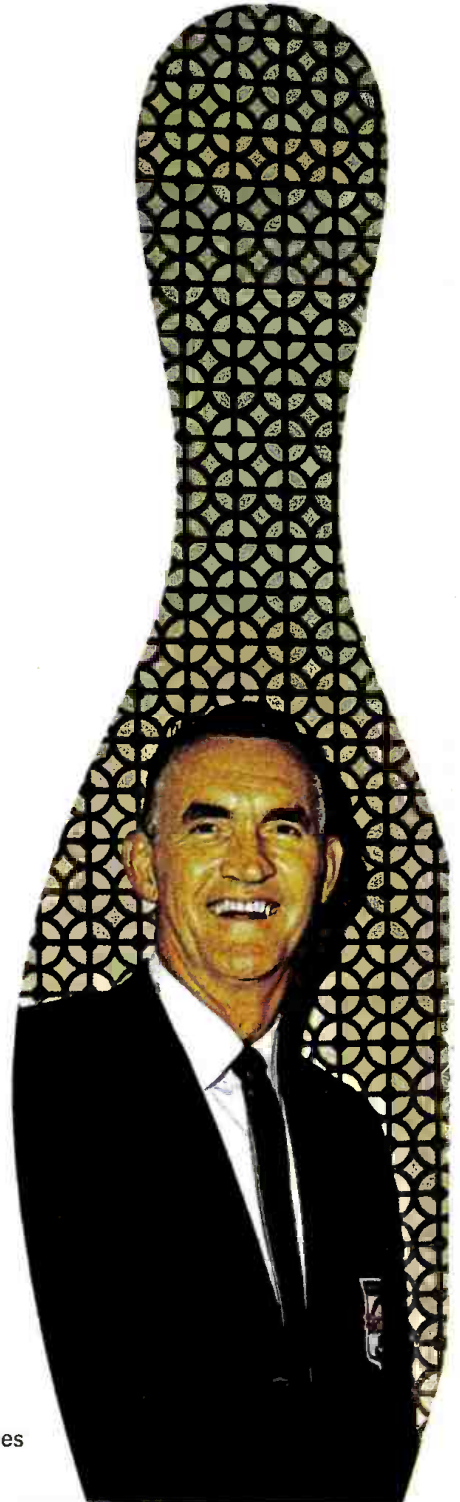
LOWEST COST-PER-THOUSAND of any show on TV,
NETWORK OR SYNDICATED!

with one of America's best known sports announcers,
JACK DREES, as commentator.

No wonder more and more of the top TV stations
are putting "Championship Bowling" into better
"sports" time slots. How about your station?

for details, write or call

WALTER SCHWIMMER, INC.
410 North Michigan Avenue
Chicago, Illinois 60611
Phone: (312) 467-5220



Sportscaster Jack Drees

Friendship bowling in color



Champion Dick Weber

Nationally Sponsored by
Firestone Tire and Rubber Company
and Wm. Wrigley, Jr. Company.

Walter Schwimmer INC.

▼ Produced in cooperation with AMF PINSPOTTERS, INC.



KELO-LAND IS 582 HOME TOWNS

Panoramic in size. Compact in its community of interests. KELO-LAND. To earn the distinction of being this community's meeting place, KELO-LAND TV serves its viewers with 23 hours a week of local, live programming. To give this extensive, local coverage all the qualities of top-caliber production, KELO-LAND TV employs 4 portable videotape units, a 13-vehicle motorized fleet, full-time news correspondents in major centers, and 132 news stringers.

the SIOUX FALLS/KELO-LAND market

CBS ABC
KELO-TV
KELO-TV • KDLO-TV • KPLO-TV (Interconnected)



JOE FLOYD, President
Evans Nord, Exec. Vice-Pres. & Gen. Mgr.
Larry Bentson, Vice-President
General Offices: Sioux Falls, S.D.
Represented nationally by H-R
In Minneapolis by Wayne Evans

DATEBOOK

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

■Indicates first or revised listing.

JUNE

June 19-21—Annual summer meeting and election of officers of Florida Association of Broadcasters. Speakers include Charles Stone, manager, National Association of Broadcasters radio code; FCC Commissioner Robert E. Lee. Robert Meyer hotel, Jacksonville.

June 20—International Day at Hollywood Advertising Club. Special guests include TV executives from Japan, Korea, Australia, England, France, Italy, Germany, Lebanon, Nigeria, Canada, Switzerland, South America and the United States. Continental hotel, Hollywood.

June 20—New deadline for comments on FCC's proposed rulemaking which would incorporate into commission rules provisions of fairness doctrine relating to personal attack and to station editorials for or against political candidates. Former deadline was May 16.

■June 21-24—Summer meeting of National Association of Broadcasters joint board. Washington Hilton, Washington.

June 22—Deadline for submission by pay TV companies to FCC of detailed specifications of their present or proposed systems for over-the-air subscription TV. Commission will use information to determine technical standards if it ultimately decides to authorize nationwide over-the-air pay television.

June 22-23—Meeting of the board of trustees of the Educational Foundation of the American Women in Radio and Television. Statler-Hilton hotel, Boston.

June 23-26—Annual summer meeting and election of officers of Maryland-D. C.-Delaware Association of Broadcasters. Speakers include William Ray, Robert Rawson and Curtis B. Plummer, all of FCC; FCC Commissioner Robert E. Lee; Howard Bell of National Association of Broadcasters; and Theodore F. Koop, vice president of CBS Inc. Henlopen hotel, Rehoboth Beach, Del.

■June 23—Antenna promotion workshop sponsored by Association of Maximum Service Telecasters and American Institute for Better Television Reception. Netherlands Hilton, Cincinnati.

June 23-26—Meeting of the board of directors of the American Women in Radio and Television. Statler-Hilton hotel, Boston.

■June 24—Annual meeting of shareholders of Wrather Corp. Disneyland hotel, Anaheim, Calif.

June 24—Annual meeting of shareholders of General Instrument Corp. Robert Treat hotel, Newark, N.J.

June 24-26—Meeting of the United Press International Broadcasters of Wisconsin. Baraboo, Wis. For information write Ray Doherty, 918 North 4th Street, Room 214, Milwaukee 53203.

June 24-30—Annual convention of the Advertising Association of the West. Spokane, Wash.

June 25-28—Annual summer meeting and election of officers of Georgia Association of Broadcasters. Speakers include George Bartlett, vice president for engineering, National Association of Broadcasters; FCC Commissioner James Wadsworth; Miles David, president, Radio Advertising Bureau, Jack W. Lee, WSAZ Huntington, W. Va.; William Ray, chief, FCC Complaints and Compliance Division; Representative James A. Mackay (D.—Ga.); John H. Battison, consulting

engineer. Carriage Inn. Jerkyll Island,

June 26-30—Annual convention, National Community Television Association. Americana hotel, Miami Beach, Fla.

June 27-28—Annual summer meeting of New York State Broadcasters Association. Otesaga hotel, Cooperstown.

JULY

July 5—New deadline for reply comments on FCC's proposed rulemaking which would incorporate into commission rules provisions of fairness doctrine relating to personal attack and to station editorials for or against political candidates.

July 8—New deadline for comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and prevent opposing sides from springing surprises.

July 11-22—Summer session in computerized simulation of market and competitor response sponsored by the Massachusetts Institute of Technology, M.I.T., Cambridge, Mass. For information contact Professor Amstutz, Sloan School of Management, M.I.T., 50 Memorial Drive, Cambridge.

July 12—Annual meeting of stockholders of Taft Broadcasting Co., Cincinnati.

July 14—Deadline for comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

July 17-19—Annual summer convention of Idaho State Broadcasters Association. Lewis-Clark hotel, Lewiston.

July 17-19—Annual summer convention of South Carolina Broadcasters Association. Speakers include Wallace Johnson, assistant chief, FCC Broadcast Bureau; William Ray, chief, FCC Complaints and Compliance Division; Charles Stone, manager, National Association of Broadcasters radio code. Ocean Forest hotel, Myrtle Beach.

July 20-24—National convention of the American Federation of Television and Radio Artists. Chicago.

July 22—New deadline for reply comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and prevent opposing sides from springing surprises.

■July 22—Meeting of the Advertising Club of Memphis, featuring Stephen B. Labunski, president, NBC Radio, as guest speaker. The Summit Club, Memphis.

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

July 28-30—Fourth annual National Broadcast Editorial Conference sponsored by the Radio and Television News Directors' Association and the Columbia University graduate school of journalism. Speakers include Robert Price, New York deputy mayor; Dr. Herta Herzog of Jack Tinker and Partners; Clark B. George, WCBS-TV New York; Eldon Campbell, WFBM-AM-FM-TV Indianapolis; A. Louis Read, WDSU-TV New Orleans; Howard Mandel, VP for research, National Association of Broadcasters; Reuven Frank, NBC News; Fred W.

HIT OF THE SHOW

Once again the Norelco exhibition was outstanding in attraction and performance . . . and the Norelco Plumbicon* is now firmly acclaimed the pickup tube for *modern cameras*.

The new Norelco PC-70 Color Camera introduced at the NAB, features operational simplicity, short warm-up time, stabilized deflection circuits, built-in test functions and newly designed solid state camera controls utilizing both transistor and integrated circuitry.

The Norelco PC-70 Plumbicon Color Camera permits hours of "hands-off" operation and precise color matching between cameras . . . even for close-up flesh tones and over wide variations of light levels—including highlights and shadows.

Performance at the show was obvious. The Norelco three-tube Plumbicon cameras functioned faultlessly throughout . . . clearly demonstrating the advantages of the three-tube system in producing unmatched resolution, sharp and snappy pictures in both color and black-and-white. The color was magnificent under an array of textures and hues and lighting conditions. It can be magnificent for you too! That's why we say, "Color it Faithful"—with Norelco Plumbicon Color Cameras.

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 contact Weed Radio Corp.
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 or J. Patrick Beacom, Pres. at WJPB

NAB FALL REGIONAL CONFERENCES

- Oct. 13-14—Statler-Hilton hotel, Dallas
- Oct. 17-18—Mark Hopkins hotel, San Francisco.
- Oct. 20-21—Hilton hotel, Denver.
- Oct. 24-25—Radisson hotel, Minneapolis.
- Nov. 10-11—Chase-Park Plaza hotel, St. Louis.
- Nov. 14-15 — Waldorf-Astoria hotel, New York.
- Nov. 17-18—Queen Charlotte hotel, Charlotte, N. C.
- Nov. 21-22—Robert Meyer hotel, Jacksonville, Fla.

Friendly, journalism professor at Columbia University; FCC Commissioner Kenneth A. Cox, and Theodore Pierson, broadcast attorney. Hilton hotel, New York.

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

AUGUST

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

Aug. 11-14—11th annual convention of the National Association of Radio Announcers. Theme of the convention is: "The New Image Means Preparedness." Waldorf-Astoria hotel, New York.

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

Aug. 15—Deadline for reply comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

Aug. 16 — Annual shareholders meeting of Desilu Production Inc.

Aug. 19-21—Annual summer meeting of West Virginia Broadcasters Association. Greenbrier, White Sulphur Springs.

Aug. 23-26 — Annual Western Electronic Show and Convention including a technical exposition at the Sports Arena and Hollywood Park. Biltmore hotel, Los Angeles.

Aug. 26-27 — Annual fall meeting of Arkansas Broadcasters Association. Coachman's Inn, Little Rock.

SEPTEMBER

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

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

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

Sept. 16-18 — Southwestern area conference

of the American Women in Radio and Television, Skirvin hotel, Oklahoma City.

Sept. 19-21 — General membership conference for 1966 of Institute of Broadcasting Financial Management. Brown Palace hotel, Denver.

Sept. 23-25 — Southern area conference of the American Women in Radio and Television. Robert E. Lee hotel, Winston-Salem, N. C.

Sept. 28-Oct. 1—1966 international conference of the Radio Television News Directors Association. LaSalle hotel, Chicago.

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

OCTOBER

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

Oct. 3 — Deadline for comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's in the top-50 television markets.

Oct. 7-9 — East central area conference of the American Women in Radio and Television. Ambassador hotel, Chicago.

Oct. 14-16—Midwestern area conference of the American Women in Radio and Television. Pocono Manor Inn, Pocono Manor, Pa.

Oct. 15-16—Western area conference of the American Women in Radio and Television. Seattle.

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

Oct. 17-20 — Fall conference of the Electronic Industries Association. San Francisco Hilton, San Francisco.

Oct. 21-23 — West central area conference of the American Women in Radio and Television. North Star Inn, Minneapolis.

Oct. 23-26—Annual convention of Association of National Advertisers. Broadmoor hotel, Colorado Springs.

Oct. 25-Nov. 2 — Show-and-sell exhibition for advanced electronics production equipment sponsored by the Bureau of International Commerce of the Department of Commerce. U. S. Trade Center, Tokyo.

NOVEMBER

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

Nov. 11 — Fall convention of Oregon Association of Broadcasters and the Washington State Association of Broadcasters. Portland, Ore.

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

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

DECEMBER

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

■Indicates first or revised listing.

What you can do about obscene, harassing or threatening phone calls

It's our policy—indeed, it's our business—to make sure that customers receive the best possible phone service.

That's why, when the telephone becomes an instrument of annoyance, unpleasantness or harassment, it's a matter of the most serious concern to us.

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2. Hang up at the first obscene word, or if the caller doesn't say anything, or doesn't identify himself to your satisfaction.

3. Call your Bell Telephone Business Office if the annoyance persists. We have employees who are trained to assist and advise you and who can frequently help in identifying the origin of unwelcome and troublesome calls.

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OPEN MIKE®

Golden-Klein duel 'absurd'

EDITOR: Isn't the exchange of letters between CBS's Golden and NBC's Klein (BROADCASTING, May 30, June 6) symptomatic of the absurd use to which ratings are put?

With the size samples used in getting these ratings, there is probably a sampling error of ± 2 , so that the CBS average really is somewhere between 17.9 and 21.9 and the NBC figure is somewhere between 16.7 and 20.7. Actually either could be "ahead," and under the system of sampling we have, no one can tell which is.

So what difference does it make except in that phantom world of fractionalized rating points to which too many ascribe too much.—*Royal D. Colle, chairman, television-radio department, Ithaca College, Ithaca, N. Y.*

Condensed, but still going

EDITOR: Re the letter from Ed Kirby, United Service Organization, in your May 30 issue, the *Army Hour* is still going strong. It is aired weekly over MBS plus more than 1,000 other commercial stations in the U. S. and still serves the armed forces overseas. The show just won its 10th Freedoms Foundation award.

Coverage is still by men in uniform at the fighting front in Vietnam and wherever else the Army is found throughout the world.

Deflation has set in: the *Army Hour* is now a 25-minute show.

The show is available on tape or disk as a public service from the Office of the Chief of Information, Department of the Army, Washington 20310.—*Phil Gilchrist, tele-radio branch, Office of the Chief of Information, U. S. Army, Washington.*

(The letter from Mr. Kirby pointed out how the "Army Hour" on NBC Radio during World War II exemplified the willingness of broadcasters to voluntarily serve without the necessity of governmental reins)

Will 2's outnumber 1's?

EDITOR: We do not intend to take the wind out of the sails of KWK St. Louis and KMAR Winnsboro, La., with their revelations of the clever "number two" needling bit but in fairness to all concerned we must keep the records straight.

WOKE Charleston, S. C., started this terrific promotional stinger in January 1960. Our station breaks for this particular gimmick went like this: "This is WOKE-radio, Charleston's number-two station . . . we must be number two,

BROADCASTING PUBLICATIONS, INC.

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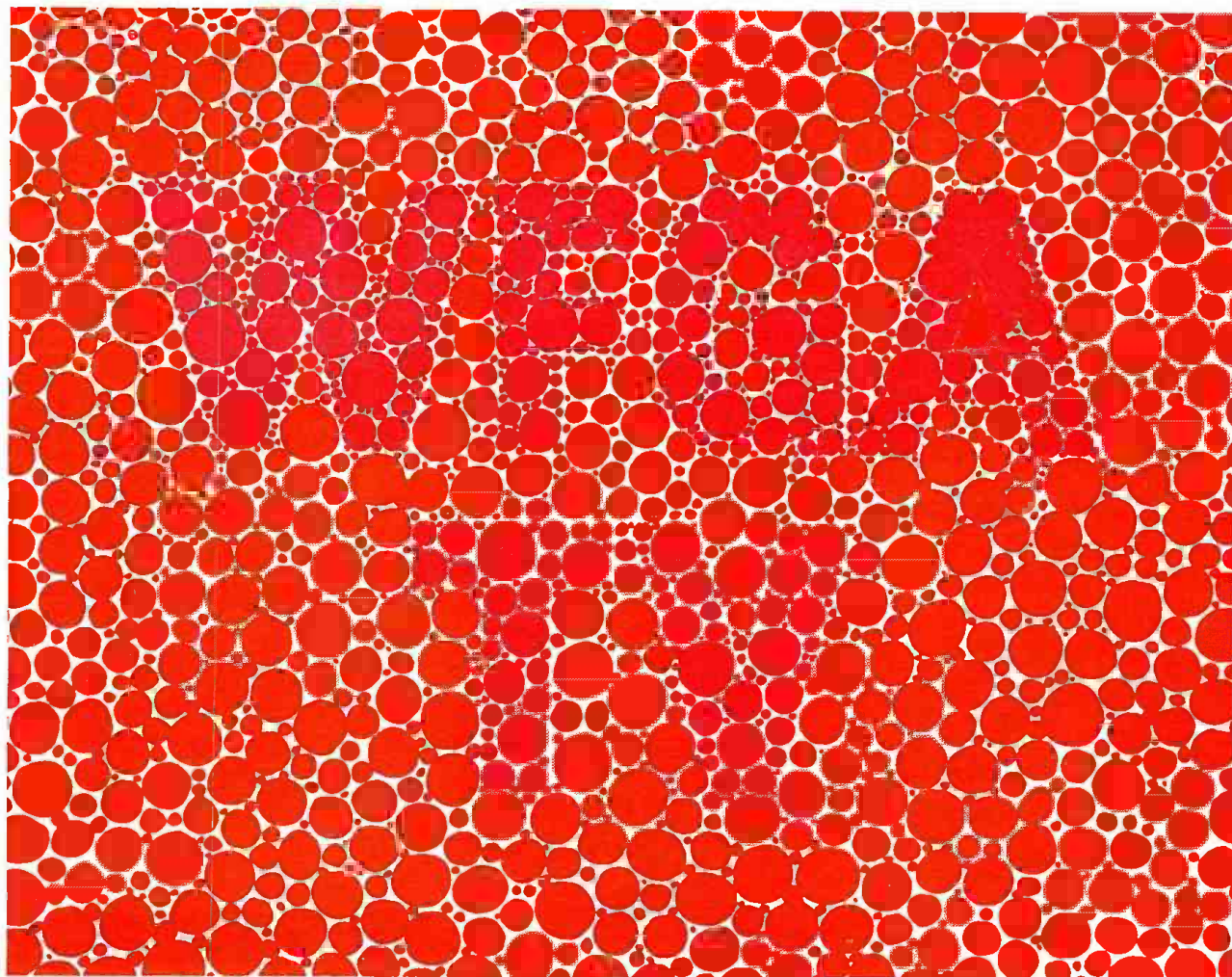
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BROADCASTING, June 20, 1966



Can you see the extra selling power in Jacksonville?

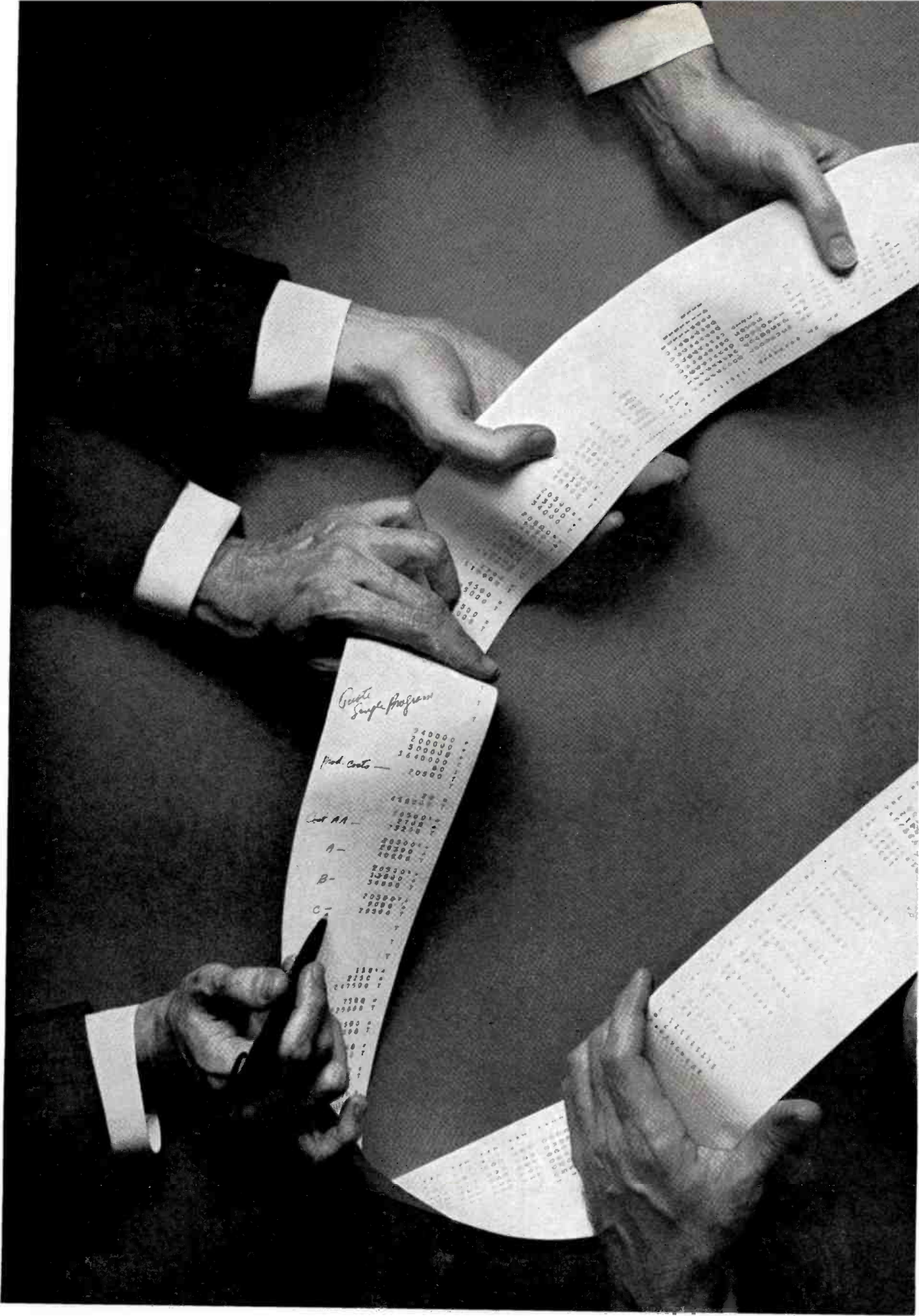
We don't just pass along color programs from the network, we air everything possible . . . news, weather, public service programs, even station breaks in full color. What's more, we've been doing it for nine years. And we've never

charged an extra cent over regular black and white rates for doing commercials in color, whether film, slides, tape, or live. Talk to your PGW "Colonel" about advertising on WFGA-TV, one of the nation's most colorful stations.



WFGA-TV/JACKSONVILLE

JACKSONVILLE'S AWARD-WINNING STATION—NATIONALLY, REGIONALLY, LOCALLY.



Quality Sample Program

Prod. Costs —

Lot AA —

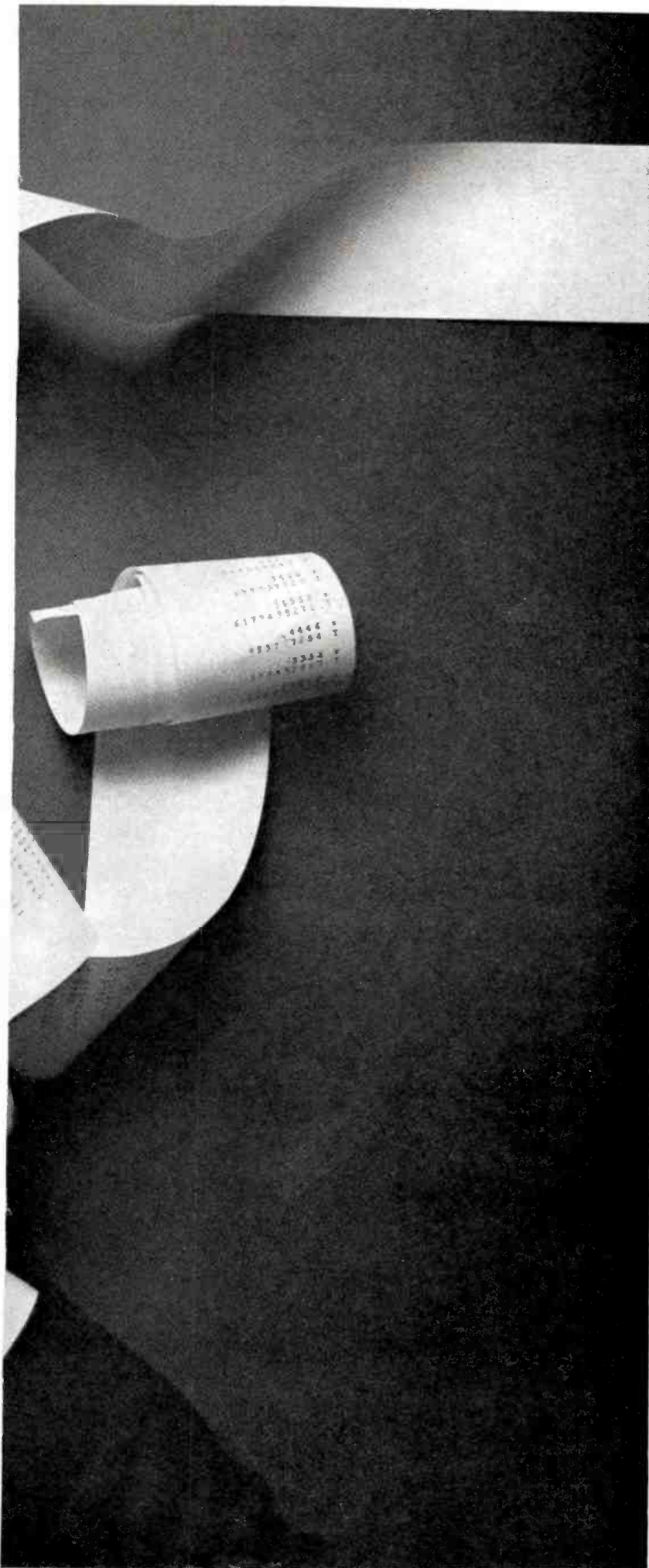
A —

B —

C —

40000	T
20000	T
50000	T
160000	T
80	T
20000	T
41825	T
7000	T
2200	T
7200	T
20000	T
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40000	T
20510	T
13000	T
30000	T
70000	T
9000	T
70000	T
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11800	T
2150	T
217500	T
7500	T
20000	T
500	T
100	T
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11800	T
2150	T
217500	T
7500	T
20000	T
500	T
100	T
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0	T



The great media buy.

Olivetti Underwood Divisumma 24 gives you lots of numbers at low prices. It calculates invoices, figures new rate card rates, single program and series rates, payrolls, expense prorations, percentages, and worksheet problems. It adds, subtracts, multiplies and divides; does short-cut multiplication and division, accumulates subtotals and keeps nice, neat records of everything. It costs \$625. So, if you want a cost per thousand that's a cost per thousand, call your Olivetti Underwood representative and ask him to show you how it's done. He's in the Yellow Pages.



olivetti underwood

RADIO just worked some of its magic for 7-Eleven. This promotion was so overwhelmingly successful that we feel an obligation to thank the stations whose showmanship made it a memorable event. When a station . . . pulling out all the stops in a super team effort . . . meets a great idea . . . the result is a special kind of magic that comes out the speaker as pure excitement. The stations listed below came thru like gang-busters in the past month or so for us . . . in a way that should make the broadcasting industry proud.

we salute . . .

KRUX

PHOENIX, ARIZONA

KRIZ

PHOENIX, ARIZONA

WPDQ

JACKSONVILLE, FLORIDA

KTKT

TUCSON, ARIZONA

WLOF

ORLANDO, FLORIDA

KBOX

DALLAS, TEXAS

KLIF

DALLAS, TEXAS



A DIVISION OF THE SOUTHLAND CORPORATION

the others say they're number one."

We use this idea every year around survey time in order to have a logical peg to hang the promotion on although we do not participate in radio surveys. It has been one of the keenest gimmicks we have ever used in Charleston and staff members have been introduced to clubs, etc. as a member of Charleston's number-two station.

We do not claim to have originated the idea but are among the foremost stations to have aired the idea.—*Harry C. Weaver, president-general manager, WOKE Charleston, S. C.*

(To keep the record straight: None of the stations reporting this promotion have claimed it as a first.)

Prompting on 'Stage 67'

EDITOR: In your report on ABC's *Stage 67* in your May 23 edition, reference is made to Associated Rediffusion's production of "Dare I Weep, Dare I Mourn."

Unfortunately, this is not quite accurate because the film is in fact being made by the newly formed company called Rediffusion Films Ltd.

Perhaps you would also be good enough to note that the word, Associated, has been dropped from the title of our main company and we now operate as *Rediffusion Television*.—*Norman Hoskins, press officer, Rediffusion Television Ltd., Television House, Kingsway, London, W. C. 2.*

Praises handling of Alma

EDITOR: It takes a real expert to pick a place for a vacation-family reunion directly in the path of Hurricane Alma.

But the purpose of my letter is a most sincere tip of the hat to the fine Florida radio and TV stations. The phone-in radio programs have done a splendid job.

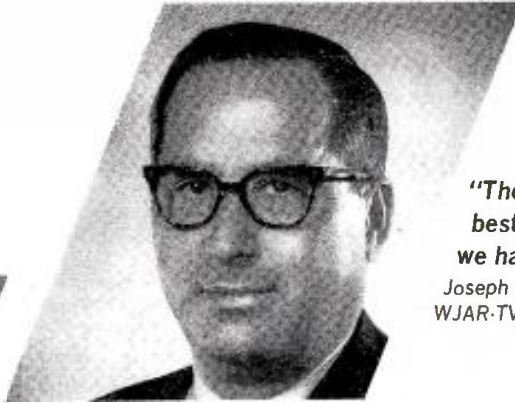
Congratulations to Florida broadcasters from an admiring outsider.—*Walt Stamper, commercial manager, WAPO Chattanooga.* (Mr. Stamper's letter came from Sarasota, Fla.)

Foreign aid

EDITOR: A series of articles on color television were published in your magazine. We would be grateful to get this information.

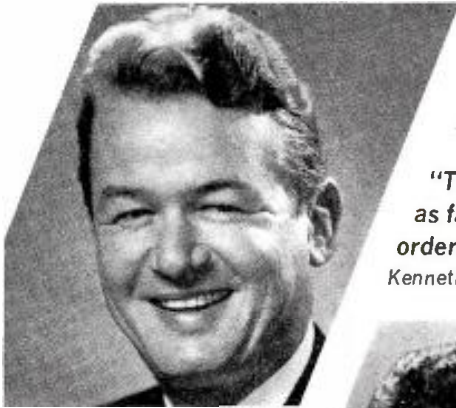
Our request is based on the fact that color television is going to start in Italy shortly, and we, as producers of television receivers among other things, are keenly interested in all that concerns color.—*Servizio Mercati, Industrie A. Zanussi S. p. A, Pordenone, Italy.*

(The Special Color Report in *BROADCAST-ING*, Jan. 3, and the February issue of "Television" with information on color is enroute.)



"The Fast 23" has some of the best ACTION adventure features we have seen in any package.

Joseph S. Sinclair—President & General Manager, WJAR-TV, Providence, Rhode Island



"The Fast 23" move at a lightning pace. They fit the bill as far as ACTION is concerned and their length is made to order for our top rated "Monday Night at the Movies."

Kenneth R. Croes, Vice President and General Manager, KERO-TV Bakersfield, California.



We wanted fresh ACTION films for our booming market and we got them in Seven Arts "The Fast 23." These features are exciting from beginning to end and our audience will love them.

Donald W. DeSmit, Jr. — Sales Manager, WKZO-TV, Grand Rapids/Kalamazoo, Michigan

they bought **action**

SOLD!

- KABC-TV, Los Angeles
- WPHL-TV, Philadelphia
- KOIN-TV, Portland, Ore.
- WJAR-TV, Providence
- KCTO, Denver
- WKZO-TV, Grand Rapids/
Kalamazoo
- WVEC-TV, Norfolk
- WDAU-TV, Scranton
- KTVK, Phoenix
- KGMB-TV, Honolulu
- KERO-TV, Bakersfield
- KSHO-TV, Las Vegas

'THE FAST 23'

**"Films of the 50's & 60's"
—where the action is.**



Seven Arts ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

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DALLAS: 5511 Royal Crest Drive, EMerson 3-7331

LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276

TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

Tossing a few archaic rules out the window can be good exercise

Last fall Bank of America sponsored two 90-minute performances of the Bolshoi Ballet on TV stations in San Diego, Sacramento and San Francisco. (These were the million-dollar videotapes made for pay-TV in 1959, during the Bolshoi's first visit to the U. S., but never televised for fee or free, until just last year. It was a rewarding experience—and not simply because ratings, shares and public reaction made our prophets look like pikers. From the time the buy was announced until the final credits rolled, we witnessed a series of reactions, both inside and outside the advertising business, which could well be characterized as conditioned reflexes—reflexes that might merit a moment of reflection by anyone considering similar programming opportunities. For example:

"Say, you guys are really throwing your book out the window, aren't you? Except for some shows on FM, Bank of America has never gone in for 'good music' broadcasting. Or, for that matter, for any type of program sponsorship. Spot radio and spot TV—that's been your style. This Bolshoi deal must be the start of a whole new advertising strategy, eh?"

What book? What window? The fact was, we simply bought something which we, as a regional advertiser primarily, had never been able to obtain before: a first-run TV spectacular. One with enough importance to command a solid prime-time audience and to stand on its own feet as a separate promotion supplementing our regular program.

How many advertisers are pigeonholed without realizing it? How often do reps say, of your company or mine: "They wouldn't be interested in this property. It's not their style." Sure, nobody wants to sacrifice the consistency and continuity of a well-planned program. But if you are in the market for solid supplements to your regular efforts, it's a good idea to make sure the right people know your door is open.

"Ballet, eh? That'll be very educational. What Sunday afternoons shall I keep the kids home to watch it?"

A comfortable assumption. Sunday afternoon was the original proposal. But confidence in the program's appeal and just a dash of corporate ego, on our part and the stations', quickly moved it into prime-network time. Why settle for less? If you expect a special to be successful on its own, as any one-shot supplement to your regular program

must be, you've got to give it every possible advantage.

"You've got to handle a show like this with kid gloves. No commercials. It's sort of a public service. Just let 'em know who you are at the beginning and the end and you'll get gobs of gratitude. Otherwise they'll go away sore."

Well, we didn't exactly load the Bolshoi down with commercials. But, with no apologies, we put 60's at the beginning, in the middle, and at the end. Low-pressure, of course. And more than half of the countless cards, letters and phone calls received congratulated us for commercials that were interesting, informative and in good taste.

Too Obvious? ■ Could it be that someone out there thinks, it's just a little phony when an advertiser starts acting coy about what he has to sell?

"Now, this property really has class. What you've got to do is impress everybody with the fact that this is really a cultural experience. Tie in with the cultural explosion idea. Why, this is downright educational!"

I wonder how much great entertainment—ballet, theater, music, even documentary—has been sold down the river on such a leaky barge. All because mom and pop—and junior, for sure—are so challenged (happily) by new math and extended reading and "enrichment courses" that they welcome the promise of entertainment.

We felt that the Bolshoi Ballet was just that: exciting, often exotic, sometimes comic, strikingly beautiful. Great entertainment, visually and melodically. So, in all of our own promotion, we studiously avoided the "cultural" and "educational" clichés. And we asked the stations to take the same tack in their promotional efforts.

"Now let's see—we'll show a balle-

rina in the ad. You know the pose. She's up on her toes, with her arms sort of circled over the head, and she's wearing one of those little starched skirts. That's it—the scene in 'Swan Lake,' I think."

That's the scene all right. The same one Madame Muldoon's friendly neighborhood dance studio uses in all those ads in the PTA bulletin. Well, it is beautiful and it certainly epitomizes some of the greatest moments in ballet. But if you've ever sat through an evening at Madame Muldoon's you know the wretched moments it also represents. In short, like most cliché visuals it suffers a host of negative connotations despite its solid origins.

Instead, we looked for a visual symbol that would capture some of the excitement and distinctive character of the Bolshoi. It turned out to be a silhouette of a leaping, sword-brandishing Cossack, and we carried this theme through all of our print, direct mail and point-of-sale promotion.

We believed that the words "Bolshoi Ballet" were all it would take to attract the ballet devotees, and that our more general "exciting entertainment" promotional concept very likely would deliver the maximum bonus audience.

Perhaps it is significant, although many other variables would have to be weighed, that the best Bolshoi ratings were achieved in the market where the station cooperated most fully with our visual and verbal promotional approaches.

In the final analysis, I think we did manage to discern a few musty rule-books that have been taken for granted too long. And there are more on the shelf without a doubt.

You'll find that tossing them through windows is very healthy exercise—for your advertising and promotion budget.



A second-generation advertising man, R. J. (Jack) Little took over as advertising manager in Bank of America's San Francisco head office a year ago, following nine years as the bank's account executive for Johnson & Lewis Inc. (recently merged with D'Arcy Advertising Co.). He was born in Des Moines, Iowa, where his father was longtime ad manager of Rollins Hosiery Mills. After earlier schooling in the Midwest, Mr. Culver attended Stanford University.

Dominating the Rich Market of The Great South Plains of Texas...



KLBK-TV

LUBBOCK CHANNEL 13

KWAB-TV

BIG SPRING CHANNEL 4

KPAR-TV

ABILENE - SWEETWATER CHANNEL 12
(soon to be known as KTXS-TV)

*3 Great Stations
In 3 Great
Texas Cities!!*

Announcing The Appointment Of NATIONAL TELEVISION SALES, INC.

OLIVER TREYZ, President

NEW YORK - CHICAGO - LOS ANGELES - SAN FRANCISCO - DALLAS - ATLANTA

As Exclusive National Sales Representative
Effective Immediately

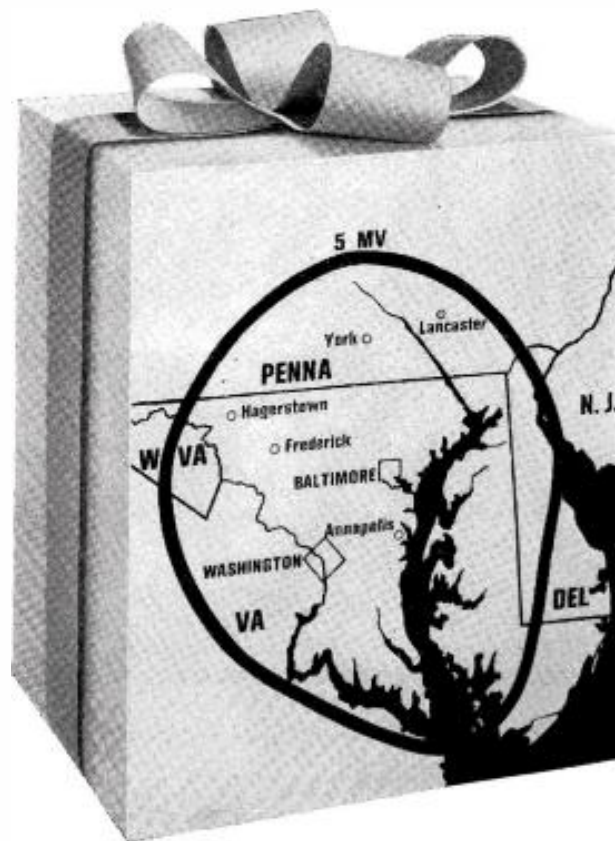
WALTER M. WINDSOR
EXECUTIVE VICE-PRESIDENT

JOHN VERA
NATIONAL SALES MANAGER

Buy WBAL

and you've bought Baltimore!

Your selling job's as good as done with WBAL. That's why in a 16 station market local advertisers invest better than 1 out of every 4 radio dollars on WBAL,* Maryland's only 50,000 watt station.



WBAL BALTIMORE

NBC Affiliate / Nationally represented by
Daren F. McGavren Co., Inc. or call
301-467-3000

*Based on latest available FCC Reports

A final showdown on Section 315?

Powerful group of licensees hopes to ask
United States Supreme Court for once-and-for-all
settlement of equal-time law's constitutionality

An all-out effort is being launched today (Monday) to win for broadcasters the same degree of journalistic freedom enjoyed by the press. Involved is nothing less than a frontal attack on the constitutionality of equal-time section of the Communications Act—considered a bane by many broadcasters but a blessing by most politicians—and the FCC's fairness doctrine that flows from it.

Twelve broadcast licensees, owners of a total of 49 AM, FM and TV stations, plus the Radio and Television News Directors Association, are involved in the effort, and they appear to possess the determination and resources to press the case all the way to the Supreme Court. Time-Life Broadcast Inc., RKO General Inc. and WKY Television System Inc. are among the licensees. Their Washington counsel is Pierson, Ball and Dowd.

They make their position and philosophy clear in comments prepared for filing today in the commission's rule-making proceeding looking to the adoption, as commission rules, of fairness-doctrine provisions relating to personal attacks and to station editorials for or against political candidates (BROADCASTING, April 11).

Journalism the Same ■ Their major argument is that there is no legal distinction between electronic and press journalism. As a result, they say, the restrictions they feel the equal-time law (Section 315) and the fairness doctrine impose on broadcasters cannot be squared with Supreme Court decisions affirming newspapers' rights under the constitutional guarantees of a free press. The fairness doctrine has been incorporated into Section 315.

They also argue that restraints would be justified only if "a clear and present danger" existed. And, they add, "no clear and present danger of an extremely substantive evil" does exist.

The licensees, while asking the commission to terminate the rulemaking

without action, make clear they expect to lose before the commission and before the U. S. Court of Appeals in Washington as well. That court normally affirms the commission decisions on programing matters.

They hope to appeal the rule, when adopted, all the way to the Supreme Court. "Our only relief, as a practical matter," they say. ". . . is in fully and fairly presenting the issue to the Supreme Court. Our presentation, therefore, is not a futile exercise in dialectics but a serious attempt to lay the foundation for determination by that

supreme tribunal."

Offer Time for Reply ■ The personal attack rule would require a broadcaster to notify a person or group that had been attacked on his station and to offer a "reasonable opportunity to respond over the licensee's facilities." The editorial rule would require a licensee endorsing a candidate to notify the opposing candidates and offer a reasonable opportunity for response, either by a candidate or his spokesman within 24 hours.

Other broadcasters, including the National Association of Broadcasters (see page 29) are raising the constitutional question in opposing adoption of the proposed rule. But none are known to be prepared to fight the Section 315 battle through the courts. WGCB Red Lion, Pa., however, is pressing two anti-fairness-doctrine court suits (BROADCASTING, June 6).

The commission, presumably, will welcome a test of its authority as a means of clearing the air. Former Chairman E. William Henry and Commissioner Kenneth A. Cox frequently urged broadcasters to challenge the commission's activities in the programing area, including the fairness doctrine. They even said arrangements could be made to protect the license of a broadcaster who is prepared to challenge the commission's authority in court (BROADCASTING, April 4).

Commissioner Cox last week, when informed of the proposed court test, said "fine—I expect we'll win."

Commissioner Lee Loevinger who, unlike Commissioner Cox, generally favors a hands-off policy in programing matters, said the broadcasters would be attacking the commission "at its strongest point in program regulation" in challenging the equal-time law and the fairness doctrine. He also noted that the high court rarely "throws out" a federal statute.

Only Means for Relief ■ However, the courts appear to be the only route

What's all the talk about?

A bright new radio format is winning listeners and delighting station sales managers across the country.

New? Well, not really, except for the style in which it is presented today.

It's "talk" radio, counter programing to the music-and-news formula that dominates most major markets. More than 20 important radio stations have found talk so successful that they now devote 95% or more of their time to it—nothing but talk—and in every case their audiences and their profits are larger than they have ever been.

Next week, in its June 27 issue, BROADCASTING will present a special report on talk radio. It will include an analysis of the talk trend, a station-by-station rundown on talk formats, an examination of all-news stations and a roundup of syndicated programing available to fill out talk-station schedules.

open to broadcasters seeking relief from the equal-time law. Congress has repeatedly cold-shouldered efforts to repeal the law. As one influential member of the House Commerce Committee—a Democrat in a normally Republican district—once put it, “I don’t trust broadcasters.” Like many others in both Senate and House, he regards Section 315 as indispensable protection.

The broadcasters, however, argue that a host of Supreme Court decisions stand for the proposition that “radio and television, as well as other instruments of communication . . . are entitled to the protection of the First Amendment to the Constitution guaranteeing freedom of speech and of the press.”

And Section 315 and the fairness doctrine, they say, have “compelled the suppression and blackout” of programming. Broadcasters, they say, are reluctant to give time to one candidate when it means giving equal time to all of his opponents. And stations, they add, sometimes refrain from taking an editorial stand rather than place themselves in the position of being required to offer time for the expression of views that are “contrary to their own mind and conscience.”

They also note that the Supreme Court, in a recent case involving the *New York Times*, handed down a decision that “encouraged ‘uninhibited, robust and wide-open’ debate on public issues by eliminating private action against the press for libel, in the absence of actual malice, as an unwarranted obstacle to such debate.”

As a result, they find “incongruous” the commission action in adding “new obstacles” to debate by “creating a new personal action against the electronic press”—the proposed rules dealing with personal attack and editorials for or against political candidates.

Switch in Decision ■ They also note that the commission has changed its mind in the past about broadcast editorials. It banned them outright in 1940, in the famous Mayflower case, and then, in 1949, decided to permit them, so long as the broadcasters involved adhered to the fairness doctrine. And if there are no constitutional limitations on the commission in this area, they add, “there is nothing to prevent the commission from returning to the flat prohibition. . . .”

Communications attorneys agree that the major difficulty broadcasters must overcome if they are to get treatment identical to that of newspapers is the argument that broadcasting is “different” from the press.

Commissioner Cox cited that point last week in support of his view that Section 315 would be upheld by the courts. He said that unlike newspapers

broadcasters are “licensed” to serve the public interest.

But the broadcasters in their comments say there is no constitutional principle that supports the arguments that have been used to justify restraints on communications. They say that the courts have held that “the government may not condition the grant of privilege upon the relinquishment of constitutional rights.” And the conditions that Section 315 and the fairness doctrine impose on broadcasters, they add, deny liberty.

“If a broadcast station has the right, without previous restraint,” they say, “to broadcast one side of an issue, this right cannot be made dependent upon a condition that it broadcast something else, more or less, on the other side.”

More Stations than Papers ■ They also say the “scarcity” argument—based on the physical limitations of the spectrum—cannot be used to justify a difference in treatment. They note that there are “three times as many radio and television stations (6,347) as there

are daily newspapers (1,763). And no one, they say, has had “the temerity” to suggest newspapers have lost any rights as a result of their shrinking number.

They also point out that, while 1,800 UHF and VHF television channels are assigned to some 1,200 communities, only 718 commercial and educational stations are on the air. “Under these circumstances,” they say, “it is difficult to conclude that the shortage of spectrum space has acted as any real brake upon the expansion of television stations.”

The multiplicity of broadcasting stations—combined with the profusion of other means of communications (news-papers, magazines, movies)—is cited by the broadcasters in support of their argument that no “clear and present danger” to the nation’s democratic institutions exists to warrant what they consider an abridgement of broadcasters’ constitutionally guaranteed freedom. “It is not only clear that no one-sided condition on the part of electorate can exist but, rather, the certainty is that there is a virtual deluge of diversified, conflicting and antagonistic opinions that flood the electorate,” they say.

They also argue that even if Congress is within its constitutional rights in requiring “fairness” on the part of broadcasters, the constitutional provisions on which the commission is proceeding are unconstitutionally vague.

Hard to Interpret ■ They say that Section 315, including the fairness doctrine clause, suffers from “the vice of vagueness which has prompted the Supreme Court to strike down legislation which impinges upon the First Amendment area and vests virtually uncontrolled discretion in administrative officials.”

The broadcasters assert that the commission has in fact applied the statute “in a discriminatory manner.” They note that the “proposed rule, on its face, discriminates against ‘foreign groups or foreign public figures’” and that “the fairness doctrine as applied discriminates openly against atheists . . . and Communists.”

They recall that Commissioner Loevinger, in dissenting from a fairness doctrine decision involving the atheist Madeline Murray, “noted the commission’s application of the fairness doctrine to assure contrasting *religious* viewpoints but not a contrasting *atheistic* viewpoint.”

The broadcasters in whose behalf the comments were filed are WBTW Bedford, WKBV-AM-FM Richmond, and WBAT Marion, all Indiana; WHOA Hato Rey, Puerto Rico; WWJ-AM-FM-TV Detroit; WQAD-TV Moline, Ill.; WCWA-AM-FM Toledo, Ohio; RKO General Inc. (WOR-AM-FM-TV New York; WHBQ-AM-TV Memphis; KHJ-AM-FM-TV Los Angeles; WNAC-AM-TV, WRKO-FM, Boston;

Loevinger confirms offer



Mr. Loevinger

F C C
Com-
missioner Lee
L o e v i n -
g e r has con-
firmed a re-
port he is
being con-
sidered for
the post of
d e a n o f
S y r a -
c u s e

University’s College of Law. The report appeared in the *Syracuse* (N. Y.) *Herald-Journal*.

Commissioner Loevinger last month said he had received offers from two major universities to be dean of their schools of law, but declined to name either one (CLOSED CIRCUIT, May 9).

Last week, in the wake of the newspaper story, he said Syracuse was one of the schools but still refrained from identifying the other. He also said he had no idea when a decision on his future would be made.

The *Syracuse Herald-Journal* story said that Commissioner Loevinger “is on a list of candidates” being considered to replace the late Ralph E. Kharas, who died last month.

NAB doesn't like the fairness doctrine, either

The National Association of Broadcasters has told the FCC its proposed fairness-doctrine rules would inhibit rather than encourage the broadcast of programs dealing with controversial matters, and should be withdrawn. Broadcasters, "like other communicators," should be permitted to exercise their editorial judgment as they see fit, NAB said.

The association expressed its view in comments filed today (Monday) in the commission rulemaking to adopt as rules portions of the fairness doctrine dealing with personal attack and station editorials for or against political candidates.

NAB also argued that the fairness doctrine constitutes an abridgment of the broadcasters' constitutional right of free speech. But unlike the group of broadcasters who are laying the basis for a court appeal (see page 27), NAB does not mount an attack on the equal-time law, Section 315 of the Communications Act, of which the fairness doctrine is a part.

NAB said that commission hopes of increasing editorializing on the part of broadcasters would be dashed if the proposed rules are adopted. "There is a basic inconsistency in a policy that encourages the voicing of controversy on the air while at the same time making it clear that the execution of fairness will be

closely supervised," NAB said.

Rules Discourage ■ "The mere idea of supervision in this area will discourage many broadcasters. Strict ground rules . . . will discourage more. The result will be the antithesis of what the rules hope to accomplish."

NAB said that if a legal obligation to be fair exists, the commission would be required to examine the substance of the material being broadcast to determine whether it comes within the scope of the rules and, if so, whether the licensee has met the test of fairness. "This is the type of administrative fiat that has been the classic tool of censors from the beginning of communications," NAB said.

The association also said that if the proposed rules are adopted, the broadcaster will be forced to give away the only commodity he has for sale—time—for a reply to statements made over his facilities. Failure to do so, NAB said, would subject him to forfeiture, possible revocation of license, or both.

"In short," NAB said, "he would be faced with the alternative of presenting all responsible sides under threat of government sanction or of not taking chances and avoiding all such presentations."

Constitutional Right ■ The association said that, in view of the constitutional guarantee against Con-

gress "abridging the freedom of speech, or of the press," neither Congress nor the commission may "diminish, lessen or reduce the right of free communication." And that is what the fairness doctrine does, NAB said.

It noted in this connection that although broadcasting is, indeed, "different" from the press, "there is nothing in the First Amendment which says that because one medium is different from the other it loses its status as one of the fundamental freedoms."

NAB said that the "vice" involved in the fairness doctrine is that a government agency determines what is fair and what punishment shall be handed out to those who are not fair.

Few would disagree with the objectives of the doctrine, NAB said. But when an end result must be achieved "at a licensee's peril, then a leverage is available to government that can induce conformity with certain preconceived ideas. . . .

"What in most businesses is a constitutional right to continue an honorable calling can become, because of a license system, a mere privilege to be dispensed periodically to those who sustain successfully the burden of proving conformity with whatever standards of conduct the dispenser of the privilege may espouse."

WGMS Bethesda, Md.; WGMS-FM Washington; KFRC-AM-FM San Francisco); WDSU-AM-FM-TV New Orleans; WALA-TV Mobile, Ala.; Time-Life Broadcast Inc. (KLZ-AM-FM-TV Denver; WFBM-AM-FM-TV Indianapolis; WOOD-AM-FM-TV Grand Rapids, Mich.; KOGO-AM-FM-TV San Diego and KERO-TV Bakersfield, both California); WKY Television System Inc. (WKY-AM-TV Oklahoma City; WTVT[TV] Tampa, Fla.; KTVT[TV] Fort Worth and KHTV[TV] Houston, both Texas; and WVTW[TV] Milwaukee.

House debate slated for today on FOI bill

A Senate-passed freedom-of-information bill establishing the legal principle that every American has the right to examine official government records will be taken up by the House of Representatives this week.

Speaker John W. McCormack (D-Mass.) said last week that the bill, en-

dorsed by journalism societies and broadcasting organizations but opposed by the administration, will be discussed today (Monday).

The bill, reported out by the House Committee on Government Operations (BROADCASTING, May 2), is identical to one passed by the Senate last October. It will be debated in the House under a suspension of rules that will bar amendments. If passed, President Johnson is expected to sign it although the administration has opposed it.

With the exception of several categories of sensitive information, such as military secrets or investigative files, the bill would require each federal agency to make its records promptly available to any person requesting them. Persons denied information could seek remedy in federal district courts. The bill grew out of complaints about such suppression.

Similar legislation was previously approved by the Senate in 1964 and 1965 only to be blocked in House committees.

Rules committee shelves radio-TV in House

The House Rules Committee Thursday pigeonholed a group of proposals designed to allow radio and television coverage of House committee hearings.

The resolutions, backed by some 20 House members, would have allowed committees to determine whether they wanted their hearings open to radio and television as allowed by Senate committees. The majority, however, reportedly felt it might be undesirable to consider such a move now and deferred action for the balance of this session of Congress. There were also indications that Chairman Howard W. Smith (D-Va.) was opposed to the move. The committee acted on the recommendation of a special subcommittee that studied the proposals.

Existing House rules have been interpreted in the past as forbidding such broadcasts.

Mattel moves into spot TV

Will divert money from network budget
for sponsorship of 'Huckleberry Hound'

Mattel Inc. has purchased licensing rights to the *Huckleberry Hound* show from Screen Gems Inc. and will sponsor it beginning Sept. 19, BROADCASTING learned last week. In an unprecedented arrangement that will involve cross-plugs with another major advertiser and the switching of some \$3 million in advertising expenditures earmarked for network TV to spot TV, Mattel will substitute its new program for one of its traditional Saturday morning network lineups for a 65-week period—and possibly longer—on a lineup of stations in the top-30 markets.

Since 1963, the California-based toy maker has been sponsoring a Saturday

morning network TV concept it calls "wall-to-wall programing." This strategy calls for participations on all three networks across the board from 10 a.m. to 12:30 p.m. One of these network lineups will be sacrificed, which one is yet to be determined, so that the advertising budget required can be diverted into spot.

In addition, plans Mattel had to add more nighttime programs to its commercial schedule have been cancelled. These projected expenditures also will be moved into the spot-TV medium.

This year, Mattel, the nation's leading toy advertiser and the first one

to advertise on a year-round basis, will spend more than \$12 million to promote its wide product line. Some \$3.5 million of this total is scheduled for spot TV. In 1967, with the transfer of expenditures from network accomplished, estimates are that Mattel will spend a total of \$6.5 million in the spot medium.

Co-op Plan ■ As part of its intent in purchasing *Huckleberry Hound*, Mattel, through its agency, Carson/Roberts Inc., Chicago, has worked out an unusual cooperative advertising arrangement with Kellogg Co. though its agency, Leo Burnett Co., Chicago. Instead of using all six minutes to which it would be entitled in the half-hour *Huckleberry Hound* show, Mattel will cross-plug into both *Yogi Bear* and *Woody Woodpecker*, shows that are licensed to and sponsored by Kellogg. Thus, it will have two minutes each in *Huckleberry*, *Woody* and *Yogi*.

Up until now, Kellogg also sponsored *Huckleberry Hound*, along with its other two cartoon shows. In dropping from three shows to two, Kellogg has managed to spread the commercial minutes to which it's entitled over five days of the week instead of three. Each of Kellogg's two remaining shows is formatted for five commercial minutes. This means that the advertiser's total of 10 commercial minutes will be spread in the following way: Kellogg will have three minutes each in *Woody* and *Yogi*, two minutes in *Huckleberry* and one-minute each in two different program properties that are owned by stations. With Mattel's cross-plug arrangement into *Yogi* and *Woody* on a two-minute-per-week basis, these two shows will be sold out. Mattel's show, *Huckleberry*, on the other hand will carry two Mattel minutes, two Kellogg minutes and leave individual stations two minutes to sell to noncompetitive advertisers. This could wind up to be an extremely profitable arrangement for the stations, since they probably can charge a premium participating rate for these minutes in most instances.

Carson/Roberts is trying to set up a lineup for Mattel that will be equal to, or better than the current Kellogg lineup for *Huckleberry* and one that's essentially within the same time periods and on the same stations as the remaining Kellogg shows, *Yogi* and *Woody*. As of last week, the agency had cleared about 75% of the desired stations and time periods in the top 80 markets.

Carson/Roberts' offer to the stations is for the purchase of half-hour time periods on a 52-week firm basis at rate card prices. The reason C/R is offering 52-weeks firm rather than requesting four-week cancellation privileges as does



TV used to supplement radio campaign

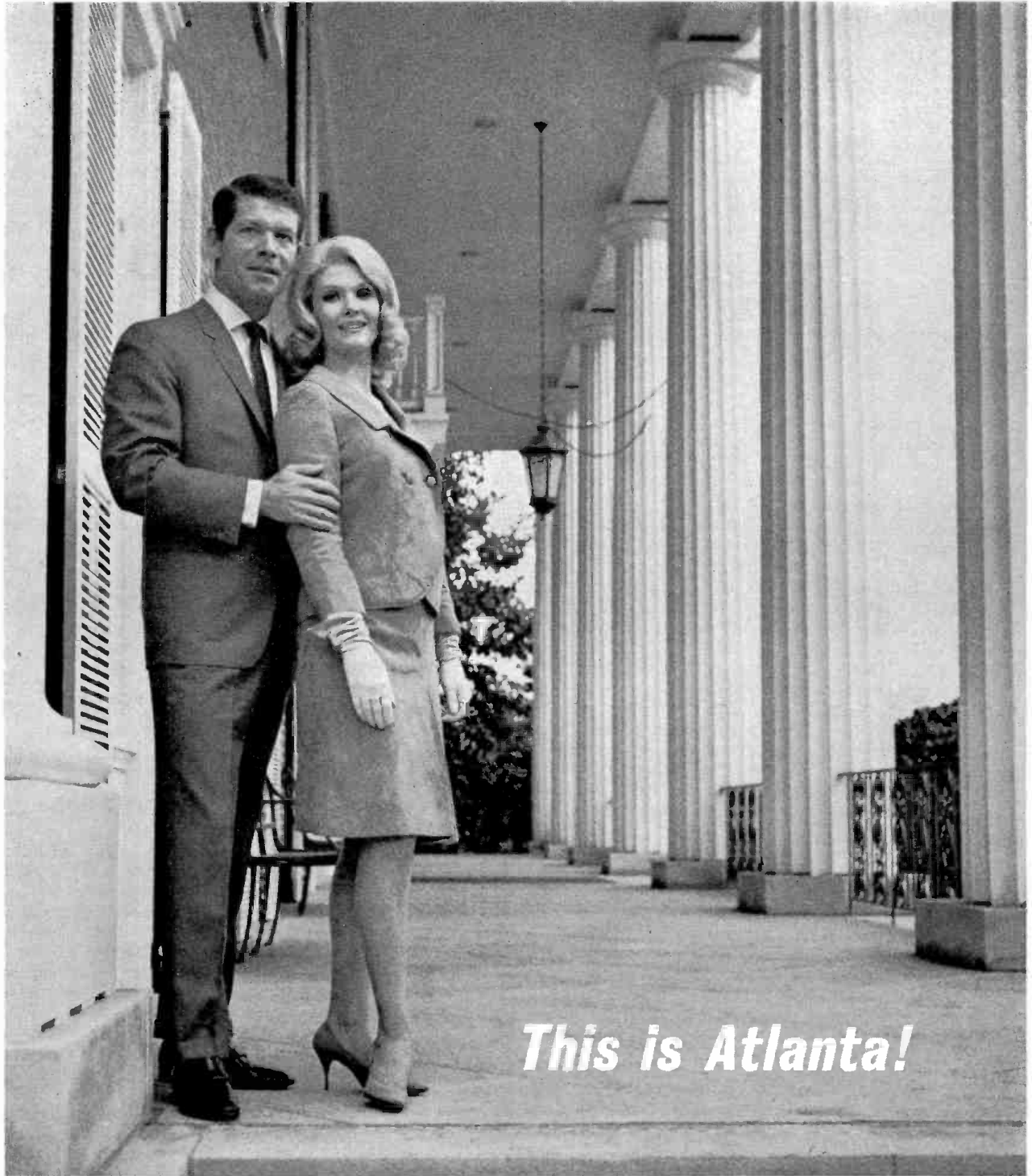
Man bites dog might be one way to headline this new television commercial campaign in color on NBC-TV participation programs by State Farm Mutual through Needham, Harper & Steers, Chicago.

It's a case of TV being purchased by the major advertiser to support its basic campaign in radio.

State Farm concentrates its basic drive on all four radio networks plus

spot and will continue to put most of its emphasis on radio. But it decided TV could help too by giving prospective auto insurance buyers a picture of the company's identifying emblem. So the agency came up with the color spot series with the help of Chris Petersen Productions, Hollywood.

Five NBC-TV shows are being used starting this month.



This is Atlanta!

THE OSCAR! Stephen Boyd, star of the new motion picture, "The Oscar," and his lovely supporting actress, Jean Hale, pose at White Columns. Cast WSB-TV in the supporting role for your spots. We'll deliver a full house with the largest number of TV homes* in the Atlanta Market. *615,200 net weekly circulation (1965 ARB Coverage Study)

WSB-TV

Channel 2 Atlanta

NBC affiliate. Represented by Petry



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC-TV, Pittsburgh.

Network TV billings up 13.3% in four months

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

	APRIL			JANUARY-APRIL		
	1965	1966	% Chg.	1965	1966	% Chg.
Daytime	\$ 28,558.3	\$ 34,853.2	+22.0%	\$115,947.7	\$143,641.2	+23.9%
Mon.-Fri.	22,018.2	25,852.3	+17.4	86,369.5	103,693.8	+20.1
Sat.-Sun.	6,540.1	9,009.9	+37.6	29,578.2	39,947.4	+35.1
Nighttime	74,075.7	78,472.4	+ 5.9	297,140.7	324,189.0	+ 9.1
Total	\$102,634.0	\$113,325.6	+10.4%	\$413,088.4	\$467,830.2	+13.3%
1966						
*January		ABC	CBS	NBC	Total	
*February	\$34,097.8		\$45,317.2	\$43,132.5	\$122,547.5	
March	32,090.8		39,737.7	37,216.4	109,044.9	
April	35,165.5		45,911.3	41,835.4	133,912.2	
	32,974.5		41,023.8	39,327.3	113,325.6	

*January and February figures adjusted as of June 10, 1966.

Kellogg, is that the stations are being asked to make a concession that is absolutely mandatory to Mattel's budget limitations.

Christmas Hiatus ■ As of now, Mattel is over-bought in network for the period between Christmas 1966 and Jan. 31, 1967. This means that the toy manufacturer must call a halt to its advertising commitment to the *Huckleberry Hound* show during this period. But, in order to provide a continuity of programing, Mattel will continue to allow the stations to run the program during these six weeks. Consequently *Huckleberry* will have four minutes open and *Woody and Yogi* will each have two minutes open. Stations will be permitted to sell these open minutes to advertisers not competitive to Kellogg.

In return, Mattel will expect each station to make a program contribution for these six weeks totaling 18 preemptible 60-second announcements. These spots will be run by Mattel at its discretion (but in conformity with station availabilities between March 1 and Sept. 15, 1967, in comparable programs and time periods to the three cartoon series). No Mattel air time payments will be made during the period of its six weeks advertising hiatus.

Stations also are being made to understand that in addition to the cross-plug arrangements between Mattel and Kellogg, the two advertisers may wish to trade minutes seasonally between themselves. Another provision of the arrangement C/R is working out with stations will permit Mattel to continue to cross-plug out of *Huckleberry Hound* into comparable station properties and time periods if Kellogg decides to exercise its four-week cancellation privilege during the 52-week span of its cooperative agreement with the toy advertiser.

In each case where a station does not agree to Mattel's proposed hiatus and program contribution arrangements, Carson/Roberts is prepared to try to find a station with a suitable availability that will accept the proposals. If it finds a willing and acceptable station, the agency is ready to convince Kellogg to move to that station with Mattel, and in the event the food advertiser does not agree to move, C/R will probably withhold running its show in that market. In almost every instance where the Kellogg show happens to wind up on a different station than one that has agreed to handle a guaranteed Mattel schedule for the fall, C/R will take *Huckleberry Hound* off the air in that market until at least February of next year.

Business briefly . . .

Minute Maid Corp., Orlando, Fla., through The Marschalk Co., New York, and **General Mills**, Minneapolis, through Dancer-Fitzgerald-Sample, New York, have renewed their co-sponsorship of NBC-TV's coverage of the Tournament of Roses Parade from Pasadena, Calif., Jan. 2, 1967 (11:30 a.m.-1:45 p.m. NYT).

The Savings and Loan Foundation, Washington, has scheduled a four-network saturation radio campaign from June 27 through July 10. Approximately 350 announcements will be carried. Agency is McCann-Erickson, New York.

Admiral Corp., Chicago, through Campbell-Mithun there, is increasing participations on NBC-TV nighttime programs for the rest of the year to total of 115 spots, up more than one-third. Total of 67 commercials are set for fall quarter. Earlier both Motorola Corp. and Zenith Radio Corp., also Chicago, announced substantial advertising increases for year, including TV.

Standard Brands, through Ted Bates, both New York, will advertise Fleischmann's margarine on CBS Radio with a 26-week thrust on *Arthur Godfrey Time* starting July 5. The Godfrey buy is for two commercials a week.

Douglas Oil Co. of California, Los Angeles, division of Continental Oil Co., Houston, through Carson/Roberts/Inc., Los Angeles, this week will begin its first corporate advertising campaign in the 25-year history of the company. The campaign on radio will feature 30-second spots on 20 stations in prime traffic time. Douglas Oil's marketing area covers California, Oregon, Washington and Nevada.

Rep appointments . . .

■ **WPHL-TV Philadelphia**: Bill Creed Associates as New England sales representative.

■ **KBLA Burbank, Calif.**: Broadcast Communications Group, New York.

■ **KMOP Tucson, Ariz.**: National Radio Reps, New York.

■ **WMRC Milford, Mass.**: Harold H. Segal & Co., Boston, for New England.

■ **WFIF Milford, Conn.**: William A. Queen Inc., Boston, in New England.

■ **KRDO Colorado Springs**: Devney Organization Inc., New York.

Kreer wants better client/agency relations

Ways to improve agency-client relationships were suggested by Bowman Kreer, senior vice president and general manager of Young & Rubicam, Chicago, in a talk before the Dallas Advertising Club last week.

Mr. Kreer said that when agency-client ties are lost, "needless and expensive breaking up of relationships that existed for years" result. He advised agencies not to solicit and accept business that could be better handled by "a different kind of shop" and to keep up the lines of communications with clients through use of regular reports.

Mr. Kreer suggested that the client study his requirements carefully so that he can "establish the right profile of the agency service" needed. He offered these other recommendations to advertisers: Determine the size and shape to your particular needs; be sympathetic to the agency's need to make a profit; don't freeload off agency people; if you invite agencies to make a presentation, don't try to keep it a secret from your present agency.

BEELINE[®] COUNTRY... AWFULLY BIG IN AEROSPACE



...and **BEELINE RADIO KFBK** is a proven way to meet this important market

The sky is the limit for your sales in Beeline Country. When you put your message on Beeline Radio KFBK you reach a 21-county market with \$3,220,000,000 in effective buying power . . .

and one of the biggest aerospace centers in the West. KFBK is just one of four Beeline stations and a key to California's rich Inland Valley.

Data Source: Sales Management's 1965 Copyrighted Survey



McCLATCHY BROADCASTING

THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE

KFBK • Sacramento

KMJ • Fresno

KBEE • Modesto

KOH • Reno

BROADCASTING, June 20, 1966

Network radio's curve keeps heading upward

Five-year study of all networks from CBS shows substantial rise in revenues, number of clients

Rising billings and wider use by more advertisers have marked network radio's last five years in a trend that promises to see all radio reach new highs in the next five.

That is the essence of an exhaustive study of advertisers using network radio during each of the last five years, as compiled and being released today (June 20) by CBS Radio.

"The past five years have been bullish and the current outlook is equally encouraging," CBS Radio President Arthur Hull Hayes said in releasing the results.

He noted that all four radio networks are reporting "significant" 1966 sales gains, and said his own network's first-half revenues are 25% higher than a year ago and that business it has already booked for 1966 amounts to 99% of its total 1965 sales.

Both increased advertiser interest in network radio and a "phenomenal rise in audience availability to radio" led Mr. Hayes to the conclusion that the next five years promise to lift all radio to new high levels of advertiser and listener acceptance.

The study not only examined the extent of advertiser use of network radio in the past five years but also compared these figures with those for 1948, the so-called "golden year" of radio. Although not pretending that network sales have returned to the 1948 all-time peak of \$133.7 million, the study did note that more different advertisers used network radio last year than in 1948, and 68% more used multinetwork schedules.

Other highlights:

- Gross broadcast revenues of the four radio networks increased 24% between 1961 and 1965, rising from \$45.2 million to an estimated \$56 million.

- The number of advertisers using network radio increased from 174 in 1961 to 203 last year (as against 199 in 1948), with all four networks sharing in the gain. CBS Radio went from 80 advertisers in 1961 to 105 in 1965; NBC Radio went from 73 to 97 in the same period, ABC Radio from 76 to 89 and Mutual from 50 to 63.

- More advertisers are buying schedules on more than one network. Last year, 27 bought time on all four networks, as against 13 in 1961 and six in 1948. The number of advertisers using three networks was 17 last year, as compared with 13 in 1961 and eight in 1948. In all, the number using two or more networks reached 80, as against 66 in 1961 and 54 in 1948.

- Of the 80 using more than one network, 69 included CBS Radio in their campaigns, 62 included ABC Radio, 58 included NBC Radio and 42 included Mutual. Among the 123 advertisers using only one network, 39 chose NBC, 36 CBS, 27 ABC and 21 Mutual.

- The 1965 network radio advertiser rolls included 157 that were not in network radio in 1948, suggesting that new products in many cases are turning to the medium and pointing up its capacity to handle a diversity of products.

- Four of the 10 biggest network radio advertisers in 1948 were also

among the top 10 in 1965: Campbell Soup, Reynolds Tobacco, Sterling Drug and General Mills. Among agencies three were in network radio's top 10 both years: BBDO, J. Walter Thompson Co. and Young & Rubicam.

- Foods and the cosmetics, toiletries, drugs and proprietaries category remained network radio's two biggest revenues sources in 1965 as in 1948, though to lesser degrees. Foods represented 24.4% of revenues in 1948, 18.3% in 1965, while cosmetics and related products went from 27.6% in 1948 to 17.5% last year. Biggest gain was shown by automotive advertisers, up from 4.8% to 14.1%. Tobacco products returned to their pretelevision importance, representing 10.6% of network revenues in 1965 (up from 6.8% in 1964) as against 10.3% in 1948.

- Among the advertiser categories that have gained importance as network billing sources are consumer services, up from 4.1% in 1948 to 7% in 1965; confections and soft drinks, up from 3.8% to 6.8%; publications, from 1.9% to 3.4%; beer, ale and wine, from 0.6% to 1.8%; travel and shipping, from 0.2% to 1.8%, and religion, from 0.8% to 1.8% (CBS Radio, the report noted, is the only radio network that does not accept religious accounts).

- Miscellaneous accounts and services have almost doubled in billings importance, rising from 2.8% in 1948 to 5% in 1965 and again showing radio's accommodation of a wide variety of accounts. Among them in 1965: banking services, travelers checks, flowers-by-wire, synthetic fibers, containers and motels.

- **Four Sets Per Family** — A second part of the CBS Radio study stresses radio's "prolific physical growth" both since 1948 and in the last five years, with the U. S. set population now 242 million, the equivalent of four sets for every family and 24% higher than the country's people population. The 242 million sets are three times the 1948 total of 77 million and represent a net gain of 73.7 million since 1961 (it was estimated that 130.4 million sets were sold in the last five years but that

NETWORK RADIO ADVERTISER CATEGORIES 1948-1965

Categories	Percent of Gross Total Expenditure			Percent of Gross Total Expenditure		
	1948	1964	1965	1948	1964	1965
Foods	24.4%	21.5%	18.3%	Paint, hardware, building	1.0	2.0
Cosmetics, toiletries, drugs & proprietaries	27.6	19.8	17.5	Soaps, cleansers, detergents	10.6	2.0
Automotive	4.8	14.8	14.1	Radio, TV, records	0.9	1.6
Cigarettes, cigars, tobacco	10.3	6.8	10.6	Household furniture & appliances	3.4	1.3
Consumer services	4.1	6.8	7.0	Beer, ale, wine	0.6	1.2
Gas & oil	2.8	6.4	5.1	Travel and shipping	0.2	0.7
Confections & soft drinks	3.8	6.3	6.8	Religion	0.8	1.9
Publications	1.9	3.7	3.4	Miscellaneous	2.8	3.2

Source: 1948—compiled by CBS Radio from Publishers Information Bureau data; categories adjusted to match 1965 listings. 1964 & 1965—Radio Advertising Bureau.

56.7 million wore out during the same time).

Radio set purchases in the last two years alone, the report said, totaled 59 million as against 19.4 million TV sets bought, a 1.5 million gain in combined daily newspaper circulation and a 1.8 million in Sunday newspaper circulation.

Auto radio, totaling 60 million sets, is bigger than the 54 million TV homes, the 37 million combined paid circulation of *Life*, *Look*, *Post* and *Reader's Digest* or the 24 million combined circulation of all morning newspapers—and yet it is only one-fourth of the total radio population, the report continued.

It also noted that the listener's tendency to treat radio as a personal medium continues to grow, with transistorized portables accounting for 14.2 million or almost half of the 31 million sets sold in 1965 and with approximately 65% of all families now owning one or more transistor-portables.

President Hayes singled out "the growing availability of a multiple listening choice for audiences" as "the most important contribution to radio's success." He continued:

"At the start of the sixties this was a medium just turning the corner with its program concepts in transition. Program ideas have emerged from this experimentation period that provide a tremendous variety of station formats as you scan the radio dial.

"Audience involvement is a reality with the talk-news-information station; there is the all-news station with the world's happenings available instantly whenever desired; country music has broken with top 40 and rhythm-and-blues to establish itself as a distinctive station program concept; the pop-concert and classical formats are well defined, and in many markets the ethnic interests of minority groups are truly being served by individual stations."

An Outspoken Voice ■ Mr. Hayes also noted that radio "also has taken a position in matters of public concern" and said "the importance of this cannot be underestimated." In 1965 on the seven CBS-owned radio stations alone, he reported, there were 443 editorials and 82 rebuttals, as against 254 editorials and 29 rebuttals in 1961.

"This is the state of radio today," he said, "and these are the reasons for our optimism as we head toward the next decade."

Although the entire radio industry is actively committed to improvement of research techniques "so that we can better define the media efficiencies and advantages we offer advertisers," he concluded, it is already "indisputably evident that more advertisers are finding network radio a highly efficient selling medium—sometimes as a com-

NETWORK RADIO ADVERTISER BUYING PATTERNS 1948 & 1961 to 1965						
	1948	1961	1962	1963	1964	1965
Advertisers Using:						
One network	145	108	125	118	132	123
Two networks	40	40	31	35	38	36
Three networks	8	13	14	20	17	17
Four networks	6	13	18	24	21	27
Different advertisers:	199	174	188	197	208	203

Source: 1948—PIB; 1961-65—LNA/BAR for ABC, CBS and NBC; 1961-63—NRI for MBS; 1964—NRI, RAB & MBS for MBS; 1965—MBS for MBS.

plement to other media, often as a primary marketing effort and importantly as a first-class medium for pinpointing both their best customers and their best prospective customers."

CBS Radio researchers relied on a number of sources in compiling the report. Advertiser activity for 1961-65, for example, came from Leading National Advertisers/Broadcast Advertisers Reports and from the Radio Advertising Bureau. Data for 1948 came from Publishers Information Bureau records. In addition, it was noted, Mutual's 1965 accounts were not available from public sources but that network cooperated to make possible a complete four-network compilation.

Tables follow:

Radio Network Advertisers (with agencies January thru December 1965)

Adolph's Ltd. (McCann-Erickson; Dickie Raymond)—NBC
 Aetna Life Insurance Co. (Chirurg & Cairns)—NBC
 Airkem, Inc. (Smith/Greenland)—ABC, CBS
 Aluminum Assn. (Daniel J. Edelman & Associates)—NBC
 American Express Co. (Ogilvy, Benson & Mather)—ABC, CBS, MBS, NBC
 American Federation of Labor & Congress of Industrial Organizations (Furman, Feiner & Co.)—ABC
 American Home Products [Whitehall Div.] (Ted Bates & Co.)—MBS
 American Medical Assn. (Fuller & Smith & Ross)—ABC, MBS
 American Motors Corp. (Geyer, Morey, Ballard)—ABC, CBS, MBS, NBC
 American Telephone & Telegraph Co. (N. W. Ayer & Son)—ABC, CBS, MBS, NBC
 American Tobacco Co. (BBDO; Sullivan, Stauffer, Colwell & Bayles)—ABC, CBS, MBS, NBC
 America's Future (Bertram J. Hauser)—MBS
 Amway Corp. (Stevens Advertising)—ABC
 Anderson Co. (Reincke, Myer & Finn)—NBC
 Anheuser-Busch (D'Arcy)—CBS
 Armour & Co. (Foote, Cone & Belding)—ABC, CBS, NBC
 Armstrong Cork Co. (BBDO)—CBS
 Assemblies of God* (Ayer & Son)—*ABC
 Ball Brothers Co. (Applegate Adv. Agency)—ABC
 CBS
 Bank of America, National Trust & Saving Assn. (Johnson & Lewis)—NBC
 Bankers Life Co. [Des Moines] (MacFarland Aveyard)—NBC
 Bankers Life & Casualty Co. [Certified Life Insurance Co.] (Marshall John & Associates)—ABC
 Bartell Media Corp. (Bartell Media Corp.)—CBS

Beatrice Foods Co. [La Choy Food Products] (Maxon; Campbell-Mithum)—CBS
 R. C. Bigelow Inc. (Wilson, Haight & Welch)—CBS
 Blistex Inc. (Stern, Walters & Simmons)—ABC
 Block Brothers Co. [Mail Pouch Tobacco Co.] (Warwick & Legler)—ABC
 Borden Company (Zimmer, Keller & Calvert; Maxon)—ABC, CBS, NBC
 Borg-Warner Corp. (Edward H. Weiss)—NBC
 Bristol-Myers Company (Grove Labs. Div.) (Gardner; Needham, Harper & Steers)—ABC, CBS, MBS, NBC
 Brunswick Corp. (Gardner)—MBS, NBC
 Budget Rent-a-Car Corp. (North)—NBC
 California Cannery & Growers (Cunningham & Walsh)—ABC
 California Date Growers Assn. (Carson/Roberts)—ABC, CBS
 California Federal Savings & Loan Assn. (Melvin A. Jensen Advertising)—ABC
 California Prune Advisory Board (Botsford, Constantine & McCarty)—ABC
 Calvary Baptist Church* (Walter Bennett & Co.)—*ABC
 Campbell Soup Company (BBDO; Needham, Harper & Steers)—ABC, CBS, MBS, NBC
 Canadian Breweries Ltd.—Carling Brewing Co. (Lang, Fisher and Stashower)—CBS
 Cape Coral (Paul Venze, Associates)—MBS
 David B. Carmel Co. (Modern Merchandising Bureau)—NBC
 Carrier Corp.—Bryant Mfg. Co. (Ayer & Son)—NBC
 Chanel Inc. (Norman, Craig & Kummel)—NBC
 Christian Reformed Church* (Griswald-Eshleman)—*NBC
 Christmas Club Corp. (Ross Roy)—MBS
 Chrysler Corp. (BBDO; Ayer & Son)—ABC, CBS, MBS, NBC
 Church & Dwight Co. (Charles W. Hoyt Co.)—ABC, CBS, MBS
 Coca-Cola Co. (McCann-Erickson)—ABC, CBS, MBS, NBC
 Colgate-Palmolive Co. (D'Arcy)—CBS, NBC
 Columbia Broadcasting System Inc. (Wunderman, Ricotta & Kline; BBDO)—CBS
 Consolidated Foods Corp.—Kitchens of Sara Lee (Foote, Cone & Belding)—CBS, NBC
 Continental-National Group-Continental Casualty Co. (MacManus, John & Adams)—CBS
 David C. Cook Publishing Co. (The Biddle Co.)—ABC
 Cooper Tire & Rubber Co. (Zimmer, Keller & Calvert)—NBC
 Corn Products Co. (Lennen & Newell)—ABC, CBS
 Cowles Communications (McCann-Erickson; Victor & Richards)—CBS, MBS
 Curtis Publishing Co. (BBDO)—CBS, MBS, NBC
 Dairy Queen National Development Co. (Campbell-Mithum)—ABC, MBS, NBC
 De Fragonard, Inc. [Zezani] (Wermen & Schorr)—MBS
 Deltona Co. [Mackle Brothers] (Patrick Duffy Advertising)—ABC
 Denver Chemical Mfg. Co. (Kastor, Hilton, Chesley, Clifford & Atherton)—CBS
 Dow Jones & Co. [National Observer] (Martin K. Speckter Associates)—NBC
 E. I. duPont de Nemours & Co. (BBDO; Ayer &



Joe Pyne gets ratings

Joe Pyne gets sales

Get Joe Pyne

In two weeks big stations in big markets, big stations in little markets, stations everywhere have bought Joe Pyne. Get Joe Pyne in color or black and white for your television market now.



Hartwest Television Inc.

Call Mr. Joe Peoples, 65 West 54 Street, New York, N. Y. 212-JU 6-7272

Son)—ABC, CBS, MBS, NBC
 Eastern Air Lines (Young & Rubicam)—NBC
 Eastern Products Corp. (The S. A. Levynne Co.)—
 CBS
 Eureka-Williams Co. (Young & Rubicam)—ABC,
 CBS
 Evangelical Foundation* (Ambassador Adv. Agency)
 —*NBC
 Eversharp Inc. (Schick Safety Razor Co.) (Com-
 ton Advertising) ABC, CBS, MBS, NBC
 F & F Laboratories (Lilienfeld & Co.)—CBS
 Max Factor & Co. (Carson/Roberts)—NBC
 Fawcett Publishing [Woman's Day] (Gumbinner-
 North)—MBS
 Field Enterprises (Post-Keys-Gardner)—CBS
 Flecto Co. (Eisaman, Johns & Laws)—NBC
 Florida Citrus Commission (Campbell-Ewald)—
 ABC, CBS, NBC
 Florida Development Commission (Miller, Bacon,
 Avrutis & Simons)—CBS
 Florists' Telegraph Delivery Assn. (Post-Keys-
 Gardner; Campbell-Ewald)—ABC, CBS, NBC
 Ford Motor Co. (J. Walter Thompson)—ABC,
 CBS, MBS, NBC
 Foster-Milburn Co. (Street & Finney)—ABC, CBS,
 MBS, NBC
 Frank Tea & Spice Co. (Stockton-West-Burkhart)
 —CBS
 General Brewing Corp. (BBDO)—MBS
 General Conference of Seventh Day Adventists*
 (Mellon Carlson Co.)—*NBC
 General Electric Co. (Foster & Davies)—ABC,
 CBS, NBC
 General Mills, Inc. (Knox Reeves; Dancer-Fitz-
 gerald-Sample)—ABC, CBS, MBS, NBC
 General Motors Corp. (McCann-Erickson; Camp-
 bell-Ewald; Dancer-Fitzgerald-Sample; D. P.
 Brother & Co.)—ABC, CBS, MBS, NBC
 General Telephone & Electronics Corp. (Sylvania
 Electric Products) (Kudner)—ABC, CBS, NBC
 General Time Corp. (MacManus, John & Adams)
 —NBC

Gibson Greeting Cards (Cye Landy Adv. Agency)—
 ABC
 Gillette Co. (Maxon)—NBC
 B. F. Goodrich Co. (BBDO)—ABC, CBS,
 Billy Graham Evangelistic Assn.* (Walter F. Ben-
 nett & Co.)—*ABC, *NBC
 Great American Insurance Co. (Doremus & Co.)
 —CBS
 Hagger Co. (Tracy-Locke Co.)—ABC
 Hamilton Watch Co. [Vantage Watch Div.] (Grey
 Advertising)—NBC
 Hartford Insurance Group (McCann-Marschalk)—
 CBS, MBS, NBC
 Hastings Mfg. Co. (Bozell & Jacobs)—ABC
 Hazel Bishop (Daniel & Charles)—NBC
 Helmac Products (Maxon)—CBS
 Hickok Mfg. Co. (RDR Associates)—MBS
 Highland Church of Christ* (Fidelity Advertising)
 —*ABC
 Holiday Inns of America (The John Cleghorn
 Agency)—CBS
 Hudson National Co. (Pace Advertising)—MBS
 Ingersoll-Rand Co. [Millers Falls Co.] (Remington
 Advertising)—ABC, CBS
 International Milling Co. [Kretschmer Co.] (Maxon;
 D'Arcy)—CBS
 International Minerals & Chemical Corp. [Accent]
 (Needham, Harper & Steers)—CBS, NBC
 Interstate Bakeries Corp. (Honig-Cooper & Har-
 rington)—ABC, CBS
 Jaymar-Ruby Inc. (Harris & Greitner Advertising)
 —NBC
 Jeffrey Martin Labs. (Wermen & Schorr)—ABC,
 MBS
 Jupiter Corp.—Testor Corp. (Bronner & Haas)—
 CBS
 Kaiser Industries Corp. (Young & Rubicam)—
 ABC, CBS, MBS, NBC
 Kerr Glass Mfg. Corp. (Whitney Advertising Agen-
 cy)—CBS
 Kohler Co. (Clinton E. Frank)—NBC
 Krimo-Ko Corp. (Rosenbloom/Elias & Associates)

—NBC
 Lehn & Fink Products Corp. (Geyer, Morey, Bal-
 lard)—ABC, CBS
 Lever Brothers Co. (J. Walter Thompson)—CBS
 Lewis-Howe Co. (Leo Burnett Co.)—CBS, NBC
 Liggett & Myers Tobacco Co. (J. Walter Thomp-
 son)—ABC, CBS, MBS, NBC
 Lindsay Ripe Olive Co. (Steedham, Cooper &
 Busse)—CBS
 Lionel Corp. (Nadler & Larimer)—CBS
 Londontown Mfg. Co. (Gilbert Advertising Agency)
 —NBC
 P. Lorillard Co. (Lennen & Newell)—ABC, CBS,
 MBS, NBC
 Luden's (Erwin Wasey)—CBS, NBC
 Lutheran Church—Missouri Synod* (Gotham-
 Vladimir Advertising)—*NBC
 Lytton Financial Corp. [Lytton Savings & Loan
 Assn.] (Davis, Johnson, Mogul & Colombatto)
 —CBS
 Maine Sardine Council (Ketchum, MacLeod &
 Grove)—ABC
 Mars Inc. (Needham, Harper & Steers)—ABC,
 CBS, MBS, NBC
 Master Lock Co. (Campbell-Mithun)—NBC
 McCulloch Corp. (McCann-Erickson)—CBS, NBC
 McGraw-Edison Co. (The Ralph H. Jones Co.)—
 ABC
 Mennen Co. (Warwick & Legler)—ABC, CBS,
 MBS, NBC
 Mentholatum Co. (J. Walter Thompson)—ABC,
 CBS
 Meredith Publishing Co. (Creswell, Munsell, Schu-
 bert & Zirbel)—CBS
 G. C. Merriam Co. (Kenyon & Eckhardt)—CBS
 Metro-Goldwyn-Mayer (West, Weir & Bartel)—
 ABC
 Miami Tourism (Miller, Bacon, Avrutis & Simons)
 —MBS
 Miller Brewing Co. (Mathisson & Associates)—
 MBS, NBC
 Minnesota Mining & Manufacturing Co. (BBDO;
 MacManus, John & Adams; Geer, DuBois &
 Co.)—MBS
 Mirror Aluminum Co. (Kramer-Krasselt Co.)—
 MBS
 Montgomery-Ward Co. (Direct)—MBS
 Monroe Auto Equipment (The Aitkin-Kynett Co.)—
 MBS
 Mutual of Omaha Insurance Co. (Roberts &
 Reimers)—ABC
 National Assn. of Insurance Agent (Doremus &
 Co.)—NBC
 National Brewing Co. (W. B. Doner & Co.)—ABC,
 MBS
 National Dairy Products Corp. [Kraft] (Needham,
 Harper & Steers)—ABC, CBS
 National Rural Electric Co-Op Assn. (Maurer,
 Fleisher, Zon & Associates)—NBC
 Nestle Co. (VanSant, Dugdale & Co.; Warwick &
 Legler)—ABC, CBS, NBC
 North American Van Lines (E. H. Russell, Mc-
 Closkey & Co.)—ABC, CBS, NBC
 Ocean Spray Cranberries (McCann-Erickson)—
 CBS
 Pacific Mercury Corp. [Thomas Organ Co.] (Cun-
 ningham & Walsh)—CBS
 Pennsylvania Grade Crude Oil Assn. (Meldrum &
 Fewsmith)—NBC
 Pennzoil Co. of California (Eisaman, Johns &
 Laws)—ABC, CBS, NBC
 Pepsi-Cola Co.—Pepsico, Inc. (BBDO)—ABC, CBS,
 MBS, NBC
 Pet Milk Co. (Gardner)—ABC, CBS, NBC
 Petersen Mfg. Co. (The Biddle Co.)—CBS
 Charles Pfizer Co. (West, Weir & Bartel; C. J.
 LaRoche & Co.)—ABC, CBS, MBS, NBC
 Pharmaco Inc. (The Shaller-Rubin Co.; Tucker
 Wayne & Co.; Ayer & Son)—ABC, CBS, MBS
 Pillsbury Co. (Leo Burnett Co.; Campbell-Mithun)
 —ABC, CBS, MBS, NBC
 Pittsburgh Plate Glass Co. (Maxon)—CBS
 Polk Miller Products Corp. (Ayer & Son)—ABC,
 CBS, MBS, NBC
 Popular Science Publishing Co. (Victor & Rich-
 ards, Inc.)—MBS
 Purex Corp. Ltd. [Campana Div.] (Foote, Cone &
 Belding)—ABC, CBS
 Quaker State Oil Refining Co. (Kenyon & Eck-



Bulova Caravelle plans radio campaign

The Bulova Watch Co., Caravelle Division, New York, outlined its fall advertising program to its sales staff in the form of a simulated radio program in New York on June 10. One highlight: Caravelle will more than triple the number of markets to be used for a spot radio campaign from six in 1965 to 20 this year, starting in the fall and continuing through Christmas.

The simulated radio program spotlighted WMCA New York personality Dan Daniel (second from l) as host and included (l to r) Simon M.

Kornblit, account executive, Doyle Dane Bernbach, New York; Mr. Daniel; Bernard Dwortzan, advertising manager, Caravelle Division of Bulova, and George Kekyo, sales manager, Caravelle. Mr. Dwortzan stressed that the Caravelle's appeal will be to the large teen-age market through use of popular disk jockeys in the top 20 markets and such programs as *Dick Clark's American Bandstand* and the *Dating Game*, both on ABC-TV, and *The Lloyd Thaxton Show*, syndicated to 57 stations.

WDAY-TV-AM-FM

INCORPORATED

THE OLDEST
BROADCASTING
STATION IN
THE NORTHWEST

FARGO, NORTH DAKOTA

Dear NBC,

We married up with you in 1931 when we was only 9 yeres old and we appreshate the happy 35 yeres with you since then.

We kant remember ENY time when we wassent No.1 station in our erea, and you know how many times we bin the top NBC station in the U.S in them ratings book things. Sum of our millionair farmer frends out here sez its becauz we got the "Common tutch". Do you think were common? When we ask PGW they just shake there head.

Your ever lovin

WDAY

AFFILIATED WITH THE NATIONAL BRO



WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



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

BROADCASTING, June 20, 1966

hardt)—MBS
 Radio Bible Class* (J. M. Camp Co.)—*ABC
 Rayette, Inc.-Faberger, Inc. (RDR Associates)—
 MBS
 Retail Clerks International Assn. (William Magnes
 Advertising)—NBC
 Revlon (Grey Advertising)—CBS, MBS
 Rexall Drug & Chemical Co. (BBDO)—ABC, CBS,
 MBS, NBC
 R. J. Reynolds Tobacco Co. (William Esty Co.)—
 ABC, CBS, MBS, NBC
 Richardson-Merrill-Vicks, Inc. (Morse Internation-
 al)—MBS
 A. H. Robin Co. (Morton Mfg. Co.—Chapstick)
 (Cargill, Wilson & Acree)—CBS, NBC
 Sardeau Inc. (RDR Associates)—MBS
 F & M Schaefer Brewing Co. (BBDO)—MBS
 Schenley Industries (Grey Advertising; Shaller-
 Rubin Co.; Norman, Craig & Kummel)—CBS
 Scholl Mfg. Co. (West, Weir & Bartel)—CBS
 Seven-Up Co. (J. Walter Thompson)—ABC
 Shulton Inc. (Wesley Advertising)—CBS, NBC
 Sinclair Oil Corp. (Geyer, Morey, Ballard)—CBS
 Singer Co. (J. Walter Thompson)—NBC
 Smith, Kline & French Labs. (Menley & James)
 (Foote, Cone & Belding)—CBS
 Socony Mobil Oil Co. (Ted Bates & Co.)—NBC
 Standard Brands (J. Walter Thompson; Ted Bates
 & Co.)—ABC, NBC
 State Farm Mutual Auto Insurance (Needham,
 Harper & Steers)—ABC, CBS, MBS, NBC
 Sterling Drug (Thompson-Koch)—ABC, MBS, NBC
 Stewart-Warner-Alemite Div. (Earle Ludgin & Co.)
 —MBS
 Studebaker Corp. (Chemical Compound, Inc.) (W.
 B. Doner & Co.)—ABC, MBS
 Sucrest Corp. (Kastor, Hilton, Chesley, Clifford

& Atherton)—ABC
 Sun-Maid Raisin Growers of California (Maxon)—
 CBS
 Sun Oil Co. (William Esty Co.)—NBC
 Sunsweet Growers (Maxon Inc.; Long Advertis-
 ing)—CBS
 Textron (Homelite Div.) (Sutherland-Abbott)—
 NBC
 Time Inc. (Young & Rubicam)—CBS, NBC
 Trewax Co. (Ross & Seideman)—ABC
 Union Carbide Co. (William Esty Co.)—ABC, CBS,
 MBS, NBC
 United Air Lines (Ayer & Son)—NBC
 United Resort Hotels (Reach, McClinton & Co.)—
 CBS
 Wallace & Tiernan, Inc. (WTS Pharmacraft)
 (Charles W. Hoyt Co.)—ABC, CBS
 Washington Post-Newsweek (Joe Gans & Co.)—
 CBS, NBC
 Weeks & Leo Co.-Chamberlain Distributors (Scott
 & Scott)—ABC
 West Virginia Dept. of Commerce (Fahlgren &
 Associates)—ABC
 William Wrigley Jr. Co. (Arthur Meyerhoff As-
 sociates)—ABC, CBS, NBC
 Wurlitzer & Co. (Clinton E. Frank)—NBC
 Wynn Oil Co. (Erwin Wasey)—ABC, NBC
 Yardley of London (Gardner; RDR Associates)—
 CBS, MBS
 L. T. York Co. (Kastor, Hilton, Chesley, Clifford
 & Atherton)—ABC
 *Denotes religious advertiser
 Source: LNA-BARABC, CBS, NBC
 Mutual BroadcastingMBS
 Standard Directory of Advertising Agen-
 cies

Mr. Foley explains, the new inter-
 national unit "will develop the proto-
 type plan, including advertisements
 and will control the quality of output"
 while M-E offices provide production,
 media and account services.

He says the center will not operate
 as another department or service unit
 of M-E but as a separate entity. The
 service, according to Mr. Foley, is
 available to any company regardless
 of its current agency relationship.

Top positions in the New York
 office of the agency will be held by
 Thomas King, Richard Bowman, Ed-
 ward Gallagher and William Backer.

Mr. King, who will join the center
 in a management position, has been
 a group executive in charge of M-E
 operations in Los Angeles, Houston
 and Detroit.

Mr. Bowman, who has been senior
 vice president in charge of creative
 operations at Norman, Craig & Kum-
 mel, will be creative director of the
 New York office.

Planning and marketing functions
 will be directed by Mr. Gallagher; who
 has been with Compton Advertising
 as a senior vice president.

William Backer, associate creative
 director at M-E, will be deputy crea-
 tive head of the new office.

Directing professional services in
 the Munich office will be Rene Bittel,
 formerly a vice president at Young
 & Rubicam, Paris; Robert Yung,
 most recently a creative director at
 MPO Videotronics, New York; Lud-
 wig Dahl, general manager of Alete,
 a German pharmaceutical company
 and Ansgar von Nell, manager of
 H. K. McCann, Hamburg.

M-E forms international service

Will provide international coordination
 of marketing and research services

McCann-Erickson Inc. and its
 parent, the Interpublic Group of Co.'s,
 are forming a two-continent and
 multinational advertising service to be
 called the Center for Advanced Prac-
 tice.

Interpublic Chairman Marion Har-
 per Jr. describes the new facility,
 which will operate as a McCann-
 Erickson subsidiary, as a centralized
 office that will provide integrated
 marketing and research services for
 marketers seeking coordination of
 their "message functions" particularly
 in Europe and North America.

McCann-Erickson Chairman Paul
 Foley will be director of the center.
 It will have headquarters in Munich,
 Germany, and New York City. The
 center will have clients of its own but,
 according to Mr. Foley, "will have
 an especially close relationship to the
 multinational interests of McCann-
 Erickson."

It will not provide media, produc-
 tion or account services. These func-
 tions will be handled by M-E's offices
 spread through 37 countries.

Annual Fee ■ The center's clients
 will be charged an annual retainer for
 "problem solving on a project basis"
 involving between four and seven

client presentations a year. Those
 customers of the center who wish full
 account handling through McCann-
 Erickson facilities, will be charged
 on a conventional media commission
 basis.

For the latter category of clients,



Mr. Foley
 will direct new center

Boeing turns to radio to recruit personnel

How do you recruit 10,000 skilled,
 semi-skilled and beginning workers in
 a hurry? The Boeing Co. is solving this
 problem by advertising on radio.

Thanks to its booming commercial
 business with some of the world's big-
 gest air lines, the Seattle-based airplane
 manufacturer found it needed man-
 power and lots of it. Thus a little more
 than a month ago, Boeing decided to
 supplement its normal newspaper re-
 cruiting program with an extensive
 radio campaign. Through its recruiting
 agency, Frederick E. Baker Advertising
 Inc., Seattle, Boeing has been running
 flights of 30-second, live announcements
 on stations in as many as 75 markets.
 The markets, mostly one or two sta-
 tion ones, are primarily in the western
 states. Boeing's allocation for the
 campaign is estimated at about \$50,000.

STATION WAGC 1495 Radio, Heater, etc. 895

4994
adio,
2-4101
RBY

rad.
over
2723

4.
ng.
100

ips.
500.
3444

RDF
just
eves.

Xint.
-5000

7 ft.
-2370

leaps
2-3729

T.S.
div.

Ready
4-6582

BRAND NEW

1966 **2-DR. HDTP.**

Back-up lights, Power Steering, Tinted Windshield, Clock, Whitewalls, Padded Dash, Window Washers.

\$47⁸⁸

\$75 Down or any old car
36 months to pay

Semi-Monthly

AUTO FINANCING NEW

Sale '62 Pwr. Wag. \$899
1/4 Disc. '65 Trucks (M77-77)

AIRP
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'64 Cl
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Dec. '6

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47.88 a month? Look again.

Look under the "88." There, set in type for all the world not to see, are the words "semi-monthly." Ye gads! Semi-monthly! How many readers do you think would be tricked into thinking \$47.88 is a monthly payment? *Too many.*

Chalk one up to deception! Chalk up one more smear of guilt-by-association against the name of every honest man in your business . . . and ours.

Representing 22,000 franchised new-car dealers, N.A.D.A. is doing everything in its power to erase advertising like this. But we can't do it alone. We need the help of everyone in publishing, broadcasting and advertising.

You have the biggest eraser of all.

You can refuse to have anything to do with dishonest and deceptive advertising. It takes some doing. But in the long run, a "say no" policy will benefit you, the consumer, and the vast majority of new-car dealers who deal only with the truth.

Send for your free copy of "Recommended Standards of Practice for Advertising and Selling, Rental or Leasing of Automobiles" published by N.A.D.A. in cooperation with the Association of Better Business Bureaus International. Write to: N.A.D.A., 2000 "K" Street, N.W., Washington, D.C. 20006.

NATIONAL AUTOMOBILE DEALERS ASSOCIATION
Official organization of America's franchised new-car and truck dealers



TV's high cost may profit radio

Burnett's Banks also says sponsors becoming more conscious of radio impact

Television's soaring costs are prompting Leo Burnett Co., Chicago, to take new looks at radio, one of the agency's vice presidents, Dr. Seymour Banks, said last week in a talk before the TV plans meeting of a group station operator, Avco Broadcasting Corp., Cincinnati (see page 49).

"We are very much concerned over the trend of spot TV costs and we have been shocked by the accelerating rate of rate increases that we have been getting," Dr. Banks said. He also cited "the erosion of the previous practice of rate protection" in television.

Burnett last year ranked fourth among all agencies in the volume of billings placed in TV. The agency this year has total billings of some \$200 million and nearly three-fourths of this is in television. Burnett, now placing some \$5 million in radio, last year ranked fifth in terms of radio spot billing. Other Burnett people recently have alluded to a new look at radio there (BROADCASTING, June 13).

Other Reasons Too ■ Dr. Banks observed that "several things indicate radio is starting to come alive in the minds of advertisers." TV's rising cost is but one factor, he explained, noting that "we are beginning to look seriously into the possibility that radio can be used in conjunction with TV by providing psychological reinforcement of television impressions by sound alone."

Recalling how Joe Culligan had talked about "imagery transfer" some years ago when he was president of NBC Ra-

dio, Dr. Banks said that this is "psychological jargon for hearing something and mentally seeing its counterpart. . . . Advertisers are coming to think seriously about making practical use of this process as well as reconsidering the use of radio in its own right."

Describing Burnett's progress in media and market research with its computer, Dr. Banks said the machine has made possible the customizing of each media buy, thus outdating the use of any such standard list as the top 10, 50 or 100 markets.

By being able to more closely target prospects through demographic and product-use data, he said, the old rule-of-thumb of buying TV at \$3-per-thousand also is out of date. A buy at \$15 or even \$30-per-thousand for true targets of a product might even be better, he indicated, depending on product and market.

Regional beer is big TV spender

Utica Club has nearly \$2 million riding on a belief that a beer has to be different in its TV look to be recognized among the many competitive beers advertised on the medium.

Utica Club is a regional beer marketed in a limited area of the Northeast by the West End Brewing Co., Utica, N. Y. Though limited in its sales area, the brewer is not inhibited in its TV allocation. Officials of both Utica and its agency, Benton & Bowles, New York, indicated last week that the current advertising budget comes to more than \$2 million—most of this in TV. Moreover, they said, if the beer company was spending at this rate but on a national basis, the overall budget would run to \$25-30 million.

The beer company obtained in its commercials what the agency called a "different and new look" by employing various techniques both in production and in the scheduling of the commercials. From the copy point of view, B&B departed from traditional beer advertising concepts, shunning what agency President William R. Hesse called the "all-too familiar party scene with its raucous conviviality, in favor of quiet, intimate—often hilarious vignettes depicting entirely believable people whose behavior is psychologically true" and, said Richard Anderson, the agency's associate creative director, the agency decided to shrug off a commercial approach that in other beer advertising might feature the frug and whoop it up on the beach.

Utica Club, it was explained, seeks a personal message from brewer to beer drinker, smacks lightly of humor



'Ralph, please read to me'

in telling a story and avoids the "traditional social beer drinking party situation."

In its unusual scheduling, Utica plans liberal use on TV of three 20-second commercials strung together and placed within a single 60-second period. The agency produced some 18 black-and-white commercials (production cost of some \$52,000) and expects to have 35 commercials in all over a year's cycle. "Productions were pared," a B&B executive said.

A sample of 20- and 30-second and one-minute spots shown in New York last week included one of a husband-and-wife scene in which the husband "bores" his wife with talk about Utica Club and in another scene, (see photo) the male reads off the label on the beer bottle in answer to the female's purring plea of: "Ralph, please read to me."

Radio and print are also on Utica's schedule. The beer is sold in upstate New York, Northern Pennsylvania, Vermont and Western Massachusetts.

Liquor ads blow up tempest in the jug

The words flowed like wine last week as government and industry spokesmen poured their two cents into the torrent of discussion on liquor advertising on television.

The latest uproar was set off last month when WJTV-TV Linden-Newark, N. J., announced it had accepted a schedule of spots from Rum Superior or Puerto Rico (BROADCASTING, May 30). The announcement was followed by an angry congressional blast threatening legislation to ban liquor advertising on the air (BROADCASTING, June 13).

Last week the National Association of Broadcasters responded to the warning from Capitol Hill and said the NAB codes, which ban liquor advertising on radio and TV, are an indication that broadcasters recognize "their moral

Ten years of spot TV

Television Bureau of Advertising has compiled and issued a 106-page report, "Spot Television—1956-65," which provides a summary of the performance record of the medium over the past decade. The last section of the book contains the brand-by-brand spot TV expenditures of the more of the more than 1,300 advertisers who invested more than \$20,000 each in the medium in 1965.

What newspapers' top-100 spend in television

The use of more TV sets in the United States than the combined circulation of the nation's daily newspapers is one reason why the leading national newspaper advertisers are switching to TV, according to Norman E. Cash, president of the Television Bureau of Advertising.

Mr. Cash reported last week that

in 1965 the 100 top newspaper advertisers spent \$319 million in newspapers, a 3.7% increase over the comparable 1964 figure. However, the TV increase by the same advertisers was 6.8%, \$996 million in 1965 vs. \$933 million in 1964.

In other words, Mr. Cash observed, the top-100 newspaper ad-

vertisers raised their newspaper expenditures by \$11.4 million, but their TV spending by \$63.3 million.

The continuing growth of TV viewing time has also spurred the trend to TV advertising, Mr. Cash said.

The complete top-100 listing of clients follows:

	1965 Newspaper Investment	1965 Television Investment		1965 Newspaper Investment	1965 Television Investment
1. General Motors	\$ 43,852,199	\$ 29,932,650	52. Borden	\$ 1,761,401	\$ 8,519,930
2. Ford Motor	24,804,555	20,691,480	53. Pepsi Co.	1,747,780	24,747,500*
3. Chrysler Corp.	18,044,235	26,619,190	54. Reynolds Tobacco	1,665,414	46,801,020
4. Distillers Corp.—Seagrams Ltd.	14,326,733	55. Canada Dry	1,637,299	3,471,890*
5. Radio Corp. of America	7,433,611	5,847,590	56. American Bakeries	1,632,956	671,060
6. American Motors	6,296,671	5,450,200	57. Sterling Drug	1,613,975	23,566,080
7. National Distillers & Chemical	6,273,803	58. Liggett & Myers	1,595,497	22,031,910
8. Goodyear Tire & Rubber	6,094,846	5,440,460	59. Kimberly-Clark	1,576,737	3,913,100
9. General Foods	5,907,231	74,475,570	60. New York Telephone	1,550,789	639,120
10. Firestone Tire & Rubber	5,460,172	5,510,580	61. United States Rubber	1,503,536	5,591,930
11. National Dairy Products	5,371,161	16,595,760	62. Madison House	1,491,093
12. Delta Air Lines	4,296,857	716,490	63. National Airlines	1,487,600	2,071,500
13. Schenley Industries	4,054,363	391,240	64. Hertz Corp.	1,475,592	1,954,270
14. Trans World Airlines	4,036,338	1,980,840	65. Wilson & Co.	1,449,937	464,270
15. United Air Lines	4,027,037	3,596,300	66. Reader's Digest Assn.	1,426,472	943,320
16. Walker-Gooderham & Worts Ltd., Hiram	3,825,206	67. American Dairy	1,409,423	2,792,500
17. Procter & Gamble	3,803,726	160,881,080	68. American Can	1,343,631	8,039,980
18. General Electric	3,723,768	8,212,660	69. General Tire & Rubber	1,308,118	210,130
19. American Tobacco	3,648,158	37,607,930	70. Clark-Cleveland	1,242,938	52,770
20. Whirlpool	3,636,399	899,010	71. Western Air Lines	1,227,842	327,870
21. Doubleday	3,590,164	72. Pillsbury	1,218,975	10,805,400
22. Humble Oil & Refining	3,420,124	3,455,110	73. Publicker Industries	1,196,429
23. American Airlines	3,328,732	3,663,490	74. Walter J. Black Inc.	1,192,607
24. Standard Brands	3,292,673	13,270,720	75. American Broadcasting-Paramount Theaters Inc.	1,173,467	329,130
25. Heublein	3,250,262	2,932,050	76. Standard Oil of California	1,168,221	1,989,820
26. Campbell Soup	3,243,836	15,825,870	77. Dow Jones	1,167,841	261,400
27. Pan American World Airways	3,157,929	543,080	78. Greyhound	1,140,030	1,423,710
28. Eastern Air Lines	3,085,033	4,362,217	79. Corn Products	1,107,297	12,693,910
29. Volkswagen of America	3,009,022	1,849,600	80. Westinghouse Electric	1,097,393	6,049,300
30. Sperry & Hutchinson	2,900,624	2,169,720	81. American Home Products	1,092,159	56,628,840
31. Time Inc.	2,812,666	82. Stouffer Foods	1,066,008	131,230
32. CBS Inc.	2,806,535	22,900	83. 3-M	1,065,268	3,415,990
33. Coca-Cola	2,698,998	31,135,910*	84. Book-of-the-Month Club	1,061,243
34. General Mills	2,638,409	36,677,030	85. Gulf Oil	1,058,506	6,767,220
35. Brown-Forman Distillers	2,565,122	86. Rexall Drug & Chemical	1,050,236	865,020
36. Sun Oil	2,530,237	2,634,520	87. Kaiser Industries	1,049,547	2,119,960
37. Zenith Radio	2,489,937	2,157,120	88. Southwestern Bell Telephone	998,559	668,260
38. Armour	2,481,936	9,983,340	89. Wolverine Shoe & Tanning	975,002	475,000
39. Kellogg	2,392,587	30,712,810	90. Lewis Howe	964,870	425,840
40. Eastman Kodak	2,367,919	8,308,460	91. Ulay Export	958,507
41. Braniff International	2,292,323	142,600	92. Peoples Gas Light & Coke	946,296	27,010
42. Scott Paper	2,252,882	6,190,840	93. Northwest Airlines	936,033	59,650
43. B. F. Goodrich	2,148,557	2,770,520	94. John Morrell	935,858	584,510
44. Colgate-Palmolive	2,132,734	71,189,010	95. Florida Citrus Commission	931,991	260,460
45. Gerber Products	2,085,015	2,417,740	96. Avis Inc.	927,804	578,260
46. Renfield Importers	1,963,160	97. Baltimore Gas & Electric	918,441
47. Castle & Cooke	1,949,610	1,301,390	98. Studebaker	912,137	78,970
48. Standard Oil Co. (Indiana)	1,875,084	6,697,430	99. British Overseas Airways Corp.	907,390	103,130
49. Swift & Co.	1,830,059	3,255,160	100. Lever Bros.	905,310	57,656,030
50. Continental Air Lines	1,785,196	642,670	Total of top-100 advertisers	\$319,329,950	\$996,739,580
51. DuPont de Nemours	1,764,061	6,371,050	*Company & Bottlers		

obligations to the American family, special needs of children, community responsibilities, decency and decorum in programs, and propriety in advertising."

The NAB and the Distilled Spirits Institute also wrote to Edwin Cooper-

stein, president and general manager of WJTV-TV, urging him to reconsider acceptance of the spots. Mr. Cooperstein told BROADCASTING he was standing his ground, but would respond "graciously" to the letters.

Reverses Position ■ From Chicago

came word that WCIU-TV, which a week earlier said it would accept hard liquor advertising if it was offered (BROADCASTING, June 13), had changed its position and will not accept it. Officials were unavailable for comment.

NAB's President Vincent Wasilewski

pointed to the codes as sufficient examples of self-regulation in the letter addressed to Senators Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee and John O. Pastore (D-R. I.), chairman of the Communications Subcommittee.

They had expressed their concern over the WNJU-TV move and said they were prepared to reintroduce legislation to ban such advertising if the industry could not restrain it.

Mr. Wasilewski pointed out that pressure for legislation could result from "any widespread rejection of our self-imposed standards," but added, there is little doubt "that the overwhelming number of broadcasters will stand firm in their refusal to carry advertising for hard liquor."

He did not mention that WNJU-TV is not a member of the TV code.

In his letter to Mr. Cooperstein, Mr. Wasilewski said that observing the liquor ban "transcends membership" in either the NAB or the code.

Good PR ■ The Distilled Spirits Institute, Washington, of which Rum Superior is not a member, told WNJU-TV that the NAB and DSI codes have no legal effect but their "sound public relations basis is unquestioned."

Robert W. Coyne, DSI president, said the codes have been "a highly persuasive influence on members of congressional committees considering legislation which would bar the advertising of all alcoholic beverages, including beer and wine. . . ."

As a one-year-old station, WNJU-TV may feel it is "embarking on a progressive idea," he said, but suggested "you give consideration to the wisdom of old and established courses of action by the broadcast media on the sensitive subject of advertising distilled spirits. . . ."

Mr. Cooperstein stressed last week that he had not solicited the \$13,000 Rum Superior account and that he had no intention of seeking additional business in that area.

Fall sales for NBC-TV

NBC-TV reported the following advertiser buys last week (times given for new or newly slotted shows): Andrew Jergens Co., Cincinnati, through Cunningham & Walsh, New York, has purchased sponsorship in *The Girl from U.N.C.L.E.* (Tuesday, 7:30-8:30 p.m., starting Sept. 13), *Star Trek* (Thursday, 8:30-9:30 p.m., starting Sept. 15), *Run for your Life*, *Tuesday Night at the Movies* and *I Spy*; Ocean Spray Cranberries, Hanson, Mass., through Doyle Dane Bernbach, New York, will be in *The Frank McGee Report* and eight nighttime series: *The Girl from U.N.C.L.E.*, *Star Trek*, *Run for Your*

Life, *Tuesday Movies*, *I Spy*, *The Virginian*, *Please Don't Eat the Daisies* (Saturday, 8-8:30 p.m. starting Sept. 17) and *Saturday Movies*; Merck & Co., Rahway, N. J., through Needham, Harper & Steers, New York, has bought in the *Scherer-MacNeil Report*, *The Girl from U.N.C.L.E.*, *Run for Your Life* and *Flipper*; United States Plywood Corp., through Kenyon & Eckhardt, both New York, has purchased time in *Tuesday Movies* and *Laredo*.

Pulse plans test of new research system

In an effort to satisfy a rising agency demand for cross-media audience information the Pulse Inc. will conduct a pilot project this summer testing a triple-barrelled research technique.

Pulse hopes the test will lead to twice-yearly reports covering 25 markets with correlated information on television, radio and other media. The data would be reported on the basis of individuals by age and sex. Both diaries and interviews will be used.

Use of the diary method is a new departure for Pulse. President of the research company, Dr. Sydney Roslow, said the Pulse exclusive reliance on face-to-face interviews would give way to the necessities of cross-media analysis which calls for additional measuring methods.

Dr. Roslow noted the personally placed and collected diary technique had won support in the All-Radio Methodology Study and that Pulse would be remiss if it dismissed the diary out of hand.

The company's new research will involve two diaries and one personal interview for each respondent, each of these procedures to be undertaken in three separate weeks of the survey period.

The pilot project will be conducted in 700 households in the New York City marketing area out to a radius of 100 miles.

Respondents, 10 years old and over, are expected to number between 1,500 and 2,000.

Field work for the project, to be known as three-stage All-Media Pulse (AMP), will be conducted in July and August.

The first diary, covering one week will deal only with radio. The second, also covering one week, will deal with television. A final personal interview will treat newspaper and magazine readership and other media, as well as characteristics of the interviewee and his use of particular products and services.

Morse ad agency to close its doors

Richardson-Merrell, New York, announced last week it plans to dissolve its house agency, Morse International, and reassign the agency's \$8 million in billing.

The company said that Morse International, which handles the Vick product line, will be closed within a few months. Billing will be reassigned to another agency, as yet unnamed, and to Leo Burnett Co., New York, which already has an estimated \$5 million of Vick billing not handled by Morse. Over 80% of Vick's budget last year was in radio and TV.

"With Vick's broadening interest in new products and new markets, we need flexibility in selecting the very best talents available to us in these new fields," said Edward P. Anderson, senior vice president and director of Richardson-Merrell and head of the Morse agency.

"We see the need," Mr. Anderson added, "for concentration of creative people in numbers and in a variety of talents which a company-controlled agency cannot provide. Similarly, in supporting services—especially in the area of television development and copy research—there will be increasing needs for expansion that is also impractical for a company-controlled agency."

More than half of Morse's 64-person staff will be dismissed, but many key executives will be reassigned to the Vick Chemical Co. and the Vick international divisions of Richardson-Merrell.

Morse currently handles the advertising for Vicks Formula 44 cough mixture, Vicks cough syrup, Vicks cough drops, Sinex nasal spray and Lavioris mouthwash. Products at Burnett include Vicks cough silencers, Vicks VapoRub and Clearasil ointment.

Agency appointments . . .

■ Parfums d'Orsay Inc., New York, for its Intoxication, Voulez-Vous, Le Dandy and Tilleul perfumes and toiletries for women, and Le Chevalier soap and toiletries for men, has appointed Kane, Light, Gladney, New York, for a radio-TV fall campaign.

■ Johnston Pie Co., Los Angeles, division of Ward Foods Inc., New York, has appointed Eisaman, Johns & Laws Inc., Los Angeles, to handle its retail line of frozen pies in the western U. S.

■ The American Gas Association, New York, after 10 years with Lennen & Newell, New York, will move the account to J. Walter Thompson, New York, on Aug. 15. The account repre-



While reading the funnies to your children some Sunday—don't be surprised if you get a terrific idea for your television station.

Of course, we're talking about The 28 Blondie Features. For more than a generation, they've been enjoying a subtle but very substantial audience promotion in your own local newspapers. In 1,600 other daily and Sunday newspapers, too!

Some years ago Hollywood decided to take advantage of it all and came up with a new kind of box-office record — the longest running, highest grossing family series in motion picture history — the Blondie Features.

Now you can have all 28 of them on your station Blondie — one of America's best-loved names, families and formats — along with a built-in newspaper promotion that started 25 years ago and will probably go on forever.

So, if you're in the market for good, all family, first run feature films, why wait till Sunday? Get the idea today!

King Features 



West: Maurie Gresham 213-769-0232
East: Ted Rosenberg 212-682-5600

sents \$7 million in billings with half in TV.

■ Ben Hill Griffin Inc., Frostproof, Fla., has appointed Louis Benito Advertising, Tampa, Fla., to handle advertising for its line of frozen concentrated citrus juices.

FCC arches its back on WHAS-TV setback

The FCC will ask the Department of Justice to appeal a district court's order dismissing the commission's forfeiture case against WHAS-TV Louisville, Ky. The commission reached that decision last week after its attorneys asserted that the trial judge made what they consider reversible errors.

General Counsel Henry Geller also told the commissioners that testimony taken in pretrial depositions had buttressed the commission's case, which involved a political broadcast in 1963.

The commission had imposed a \$1,000 forfeiture on WHAS-TV for failing to identify properly the sponsor of the program criticizing former Governor A. B. (Happy) Chandler, then running for the Democratic gubernatorial nomination (BROADCASTING, July 13, 1964).

The sponsor was identified as "The Committee for Good Government." But the commission said the program was paid for by supporters of Mr. Chandler's opponent, Edward T. Breathitt. Mr. Breathitt went on to win in the primary and general elections.

Mr. Geller said the federal judge who presided, James F. Gordon, erred in refusing the government's request for a jury trial and in granting the defendant's motion for summary judgment in the face of what the government considered "disputed" facts. He issued his decision in April (BROADCASTING, April 25).

The final decision on whether an appeal will be taken will be made by the Justice Department, which has the responsibility for prosecuting the case in court.

Commissioner Lee Loevinger, who dissented from the commission's original decision to impose the forfeiture, strongly opposed the general counsel's proposal for an appeal. He reportedly felt the general counsel was wrong and the trial judge right.

However, a majority of his colleagues supported the proposal for appeal. Mr. Geller will redraft a letter he had prepared requesting the Justice Department to act and will bring it back for commission consideration this week. Commissioner Loevinger is expected to file a separate statement with Justice.

'Monitor' expects new record in '66

Monitor, NBC Radio's weekend program service, is expected to hit an all-time sales high this year. Sales in the first six months are up 13% over the comparable period last year. *Monitor* marks its 11th year of operation this month.

The billings rise was disclosed last week by Stephen B. Labunski, NBC Radio president. He indicated revenues for *Monitor* are expected to exceed last year's, the previous record high for the program service.

NBC, which describes *Monitor* as the "forerunner" of talk radio, said that in 11 years of operation it has attracted more than \$85 million in gross billings to the network. With six months of the year to go, it was noted, *Monitor* already has compiled the same number of advertisers that existed for all of 1965.

Major advertisers on the program this year include American Motors, AT&T, American Tobacco, Bristol-Myers, Campbell Soup, Chrysler, E. I. duPont de Nemours, Eastman Kodak, Ford, General Mills, General Motors, Liggett & Myers, P. Lorillard, Mobil Oil and RCA. Among the advertisers using *Monitor* in a first buy of network radio: Bird & Son, Glens Falls Insurance, Martinizing Drycleaning, National Brewing, Southland, Strombecker, Texize Chemicals, The O'Brien Corp. and United States Gypsum.

FTC plans tar-nicotine test lab in Washington

The Federal Trade Commission will open a laboratory in Washington within the next 60 days to test the tar and nicotine content of cigarettes, according to Senator Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee.

Senator Magnuson said that Paul Rand Dixon, FTC chairman, had informed him that the laboratory was being established for the purpose of "making regular and continuing tests of the tar and nicotine level in the mainstream smoke of cigarettes." Senator Magnuson said that Mr. Dixon had also disclosed that his agency was working with the Department of Health, Education and Welfare in the exchange of information such as results expected from testing required by the Magnuson cigarette labeling and advertising act.

In an earlier letter sent to John W. Gardner, secretary of the Department of Health, Education and Welfare, Senator Magnuson expressed concern over

"recent reports that several of the new filter cigarettes actually deliver tar and nicotine yields higher than, or at least as high as, their nonfilter counterparts." The senator commented: "If this were true, it would mean that those smokers who turn to filter cigarettes in the hope of finding some measure of protection are being deceived."

Which wins taste test: shows or commercials?

TV advertisers in their commercials in the past few years have proved that "taste is profitable" but "the people who make television shows (apparently) are not guided with that knowledge," according to Ronald Rosenfeld, vice president and associate copy chief of Doyle Dane Bernbach, New York.

Mr. Rosenfeld reported this comparison of taste in commercials vs. taste in programs during a radio show interview in New York last week (*WCBS Radio Looks at Television*). Also appearing on the show was Sidney Myers, vice president and art supervisor at the agency.

GMB sets up its own science department

Geyer, Morey, Ballard, New York, last week established a science department to assist the agency with problems of copy claims and the growing influence of government regulatory bodies.

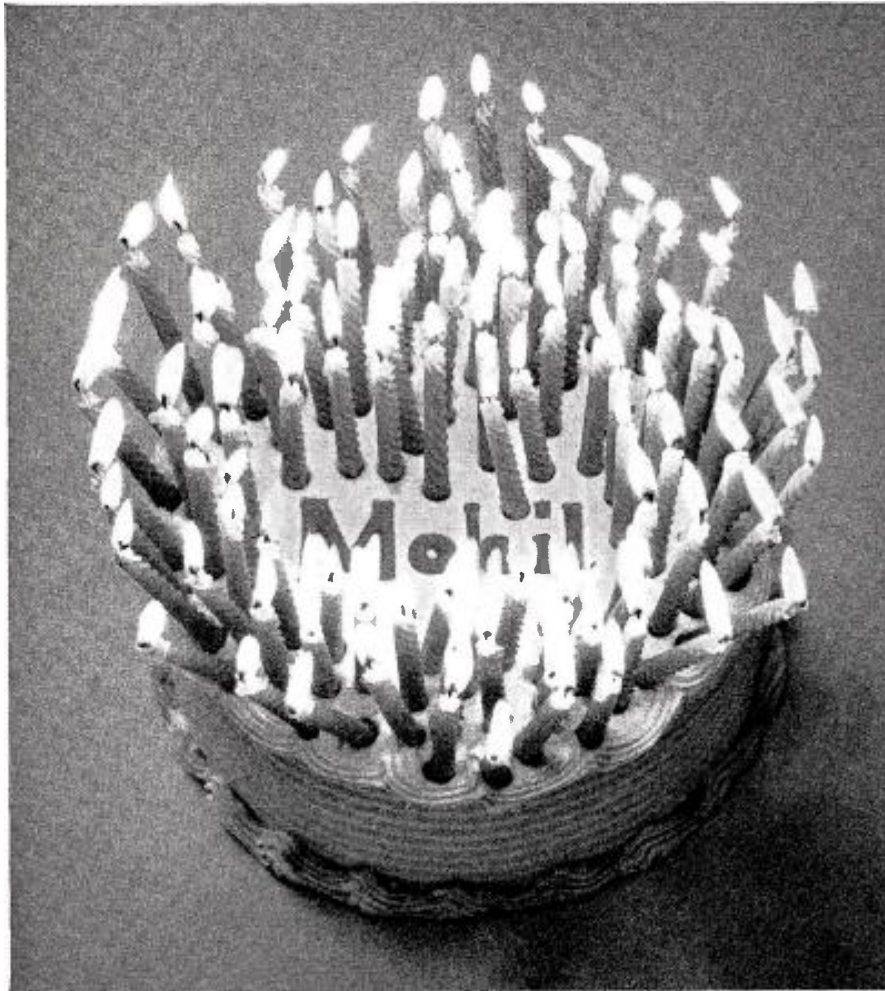
George C. Oswald, president of the agency, said, "We believe this represents a major step in our industry towards eliminating the problems and confusion resulting from increasing complexities of product composition and function and the growing influence of regulatory agencies on competitive advertising. A scientist gives the agency another dimension."

John W. De Witt, formerly technical consultant at Ted Bates & Co., New York, has been appointed the department's director. Before joining Bates in 1962, Mr. De Witt had several years experience in pharmaceutical research and development with Warner-Lambert, S. B. Penick & Co. and the Ayerst Laboratories Division of American Home Products.



Mr. De Witt

Why did we shorten our name on our 100th anniversary?



For one thing, there wasn't enough room on the cake.

For another thing, people haven't called us "Socony Mobil" for years. "Mobil" alone did the job just fine.

So it seemed logical enough to make the change on our 100th anniversary.

You like "Mobil." We like "Mobil."

And, after all, who else is there?

~~Socony Mobil Oil Corporation~~

How to keep affiliates happy

ABC-TV learns as it heeds stations' pleas
for half-hour news, faster color conversion

The theme for last week's ABC-TV affiliates meeting in Hollywood could have come right out of a Broadway musical. For, apparently, anything the ABC affiliates want (hard enough), the ABC affiliates get.

The start of the three-day meeting (June 13-16) was highlighted by the announcement that the Peter Jennings dinner-hour network news program would be expanded from 15-minutes to a half-hour. This move, the affiliates were told, was designed to make the ABC-TV stations competitive to stations affiliated with the other two networks. Half-hour, early evening news programs have been shown on CBS-TV and NBC-TV for some time.

Yet the ABC affiliates quickly made it clear that they wanted more. Even though indications were that the black-and-white *Peter Jennings with the News* program could not be converted to color for some six months, the affiliates demanded the earliest possible conversion to color. Network executives mulled over the dilemma and then ABC-TV President Thomas W. Moore brought the house down with announcement that the news shows would be produced in color from the first day of the expanded format, Jan. 9, 1967. The cheer that went up would have put a Girl Scout troop's reaction to the Beatles to shame.

Addressing a combined meeting of the ABC-TV primary affiliates board of governors, Burton B. LaDow, chairman of this body and vice president and general manager of KTVK(TV) Phoenix, commented: "The ABC-TV affiliates board wishes to commend the ABC-TV network on its realistic appraisal of our mutual problems and their affirmative approach to solving them. Tom Moore's evaluation of these problems and his forthright efforts toward workable solutions of them are deeply appreciated and we are proud of him."

Competition ■ After the meeting, Mr. LaDow told BROADCASTING that the affiliates could not feel fully competitive to other network stations until the early evening news went both to a half-hour and into color. He described the network's change of direction towards immediate color conversion as the most significant thing to happen at the annual get-together of affiliates.

During the three days, separate meetings were held with the network by affiliate station owners and managers and

by promotion managers. Leonard Goldberg, ABC-TV vice president in charge of network programing, and Harve Bennett, vice president in charge of programs, West Coast, gave the affiliate managers a preview of the network's 1966-67 schedule. Later, Mr. LaDow said the network fall schedule was "more than well received" by the affiliates. He termed the basic schedule "the best foundation of diversified programing" in ABC-TV's history. He said affiliates had less questions about programs than ever before.

Other presentations at the meetings were given by John O. Gilbert, vice president in charge of affiliate relations and Donald Shaw, director of station relations; James Duffy, vice president in charge of TV network sales; Paul Sonkin, director of TV network research; Edward Bleier, vice president in charge of public relations and planning; Roone Arledge, vice president and executive producer of sports programs; Elmer Lower, president of ABC News and Edwin Vane, director of daytime programing, together with Warren Boorum, director of daytime sales.

Making his first presentation to an ABC-TV affiliates meeting was Bill



During a luncheon session of the meetings, tribute was paid to Robert L. Coe (right), vice president in charge of ABC-TV station relations. A plaque was given to Mr. Coe by the board of governors of the affiliates association for his many years of service acting as chief liaison between stations and the network. Mr. LaDow (left) made presentation.

Sheehan, vice president in charge of TV network news. Also introduced to the affiliates for the first time was I. Martin Pompadour, new vice president-administration.

Climaxing the various social events that were held concurrently with the meetings was a giant party, hosted by the network, on the *Peyton Place* street set at 20th Century-Fox studios. ABC-TV personalities Milton Berle, Phyllis Diller and Bill Dana attended the social functions.

Another show-cause order on CATV rules

The FCC last week issued its fourth show-cause aimed at halting alleged violations of the new CATV rules.

The commission directed Jackson TV Cable Co. to show cause why it should not be ordered to cease operation of its CATV system in Jackson, Mich., which imports signals from WKBD(TV) Detroit, WJRT-TV Flint, Mich., WTOL-TV and WSPD-TV, both Toledo, Ohio.

The commission said that in carrying those signals the CATV is violating the rule that requires CATV systems to obtain FCC permission before transmitting TV signals beyond their grade B contour into the grade A coverage area of TV stations in the top-100 markets.

Jackson is within the predicted grade A contours of WJIM-TV and WILX-TV, both Lansing, which is ranked as the 47th TV market.

The first show-cause order under the new CATV rules, issued to Buckeye Cablevision Inc., Toledo, Ohio, in March, resulted last month in a cease and desist order directing Buckeye to stop importing WJIM-TV Lansing into Toledo (BROADCASTING, May 30).

Taft rebuts union's charges on WGR

The Taft Broadcasting Co. last week answered charges made by the National Association of Broadcast Employees and Technicians in the labor union's request that the FCC deny license renewals to WGR-AM-TV Buffalo, N. Y. The company stated that NABET's intent in the dispute "appears to be to advance its private union bargaining position by harassing Taft, not to prosecute the public interest in broadcasting."

NABET had accused the company of purchasing WGR-AM-FM-TV for an "inflated" price "in excess of \$20 million,"

and then recouping its losses through reduced local and original programming. (Taft purchased WGR-AM-FM-TV, WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes-Barre, Pa., for \$26.9 million in February 1964.)

NABET previously claimed that Taft had laid off almost 30 employees since assuming ownership because the new owners favored rerun films and prerecorded material instead of local live programming. Contrary to Taft's promise in its transfer application, WGR-TV reduced its local live format from 16% to 6.2%, NABET said.

Taft countered by saying that NABET's charges are not substantiated by facts, that the correct reduction of WGR-TV's local live format was more like 8.9% to 6.2%, that staff cuts were necessary because the stations were losing money when Taft acquired them in April 1964.

NABET's standing as a party was also disputed by Taft which said that the union represents not a large group of members but only 80-odd employees and therefore is not a "legitimate listener representative." NABET had previously cited the recent court of appeals decision in *United Church of Christ v. FCC* in which the court determined that representatives of the listening public, including churches, civic associations and unions, have standing in license-renewal cases.

Avco buys another radio station

Purchase price over \$4 million for San Francisco

AM-FM; FCC approves transfers of TV stations

Purchase of a radio property for over \$4 million and an FM for \$325,000 plus FCC approval of the sale of a UHF television station for just under \$4 million and of a VHF station for \$625,000 were announced last week.

Buying KYA and KOIT(FM) San Francisco is Avco Broadcasting Corp. Purchase price is \$4.4 million. Seller is Churchill Broadcasting Corp., which bought the Bay Area stations in 1962 for \$1.25 million from Bartell Broadcasters (now Bartell Media Group), which in turn had bought KYA from J. Elroy McCaw and John D. Keating in 1958 for \$1 million.

Churchill Broadcasting, which is headed by Clinton D. Churchill as president and general manager, at one time owned WKBW-AM-TV Buffalo, N. Y. The Buffalo stations were sold to Capital Cities Broadcasting Corp. in 1961 for \$14 million.

KYA, founded in 1926, operates full-time on 1260 kc with 5 kw days and 1 kw nights. KOIT went on the air in 1959 and operates on 93.3 mc with 15 kw.

Avco, the former Crosley Broadcasting Co., owns WLW and WLWT(TV)

Cincinnati, WLWC(TV) Columbus, WLWD(TV) Dayton, all Ohio; WLWI(TV) Indianapolis; WWDC-AM-FM Washington, and WOAI-AM-TV San Antonio, Tex. It is a subsidiary of Avco Corp.

As a companion to its class II KGBS Los Angeles, Storer Broadcasting Co. has purchased KFMU(FM) in that city from Rogan Jones and associates. Storer is paying \$325,000 for the 58 kw outlet on 97.1 mc which began broadcasting in 1947. Storer has had an option to buy KFMU since last March.

Storer bought the 50-kw KGBS, which is limited at night by KDKA Pittsburgh, in 1959.

Acquisition of the Los Angeles FM outlet will give Storer its sixth FM station. It has FM stations in Miami, Detroit, Cleveland, Philadelphia and Toledo, Ohio. It also has AM stations in those cities as well as in New York. Storer TV stations are in Detroit, Toledo, Atlanta, Cleveland and Milwaukee. It also has a permit for a UHF in Miami.

Both sales reported last week are subject to FCC approval.

Approvals - The FCC approved a

The best year yet at Avco Broadcasting

The past 12 months were the most successful in the history of Avco Broadcasting Corp., President John T. Murphy reported at the company's fourth annual television program plans meeting last week in Cincinnati.

Ted Fetter, vice president of ABC-TV, presented a visual demonstration of ABC's fall programming plans. In addition, Mort Werner of NBC and Dr. Seymour Banks of Leo Burnett Co. spoke (see page 42).

It was announced that soon all of Avco's TV stations would be completely color-equipped. Avco is currently negotiating with Hollywood producers to produce feature films for theater release.

Avco Broadcasting owns WLW and WLWT(TV) Cincinnati; WLWD(TV) Dayton; WLWC(TV) Columbus, all Ohio; WLWI(TV) Indianapolis; WOAI-AM-TV San Antonio, Tex., and WWDC-AM-FM Washington. The pur-

chase of KYA and KOIT(FM) San Francisco, was also announced (see above).

The annual meeting was attended

by executives of Avco's TV stations and Broadcast Communications Group, Avco's national representative.



L to r: Mr. Murphy; John Slocum, newly appointed general manager of WLWI (see page 10); Walter

Bartlett, vice president-television, Avco Broadcasting and Mr. Fetter of ABC.



Welcome, Mr. Speaker

An estimated 600 guests attended a reception in Washington Tuesday (June 14) honoring Julian Goodman, president of NBC, Walter D. Scott, chairman of the network, and their wives.

Some 250 senators and representatives were among the guests at the festivities for the new top NBC team,

that assumed its duties in April. Also present were several ambassadors, administration officials, FCC commissioners and other Washington dignitaries.

Mr. Goodman (l), welcomes Representative John W. McCormack (D-Mass.), (r), speaker of the House, as Mr. & Mrs. Scott look on.

switch in the ownership of KJEO(TV) Fresno, Calif., that in reality puts a new controlling interest in Subscription TV Inc., the organization that operated a pay television system over wire in Los Angeles and San Francisco until 1964.

It was two years ago that California voters approved a referendum making it illegal in that state to charge for television programs. The California Supreme Court ruled the measure unconstitutional, and the state has filed a petition for review with the U. S. Supreme Court.

The Fresno transaction is part of a major realignment of ownership of Subscription Television that, upon consummation, will see STV principally owned by Shasta Telecasting Corp. Shasta, which will own 27% of STV, is primarily owned by George C. Fleherly (38%) and Carl R. McConnell (26.6%). In addition to KJEO, also being turned over to STV is the Shipstad and Johnson Ice Follies show, which is 100% owned by Shasta. The total value of Shasta properties is calculated at \$8,650,000, with \$3.9 million

allocated to KJEO and \$4.75 million for the ice show.

Other STV stockholders will continue to be Lear-Siegler Inc., equipment manufacturer, and Reuben H. Donnelly Corp., directory publisher and direct mail house. Each will have 8.7% of STV stock.

KJEO, which began in 1953, is on channel 47 and is affiliated with ABC-TV in this all-UHF market. The \$3.9 million consideration for KJEO is the highest yet paid for a single UHF station. Shasta bought the station in 1961 for \$1 million from J. E. O'Neill and associates.

Also approved by the FCC last week was the transfer of KPAR-TV Sweetwater, Tex., from A. R. Elam Jr. and others to Grayson Enterprises Inc. for \$625,000. Grayson Enterprises, owner of KLBK-TV Lubbock and KWAB(TV) Big Spring, both Texas, is owned by Dr. Ellis Carp, Theodore Shanbaum and Lee Optical and Associated Companies Retirement Pension Plan Trust.

KPAR-TV is on channel 12 and is affiliated with CBS-TV and ABC-TV.

Four CATV companies unite into Gencoe

The formation of a new CATV holding company, Gencoe Inc., combining the holdings of four separate CATV corporations, was announced last week.

The new company—whose name reflects "General Communications and Entertainment Co.—includes the CATV systems in Sweetwater, Abilene, Tyler, Jacksonville, and Uvalde, all in Texas, and the Wentronics group, which has six systems (Casper, Wyo.; Moab, Utah; Gallup, N. M.; Perryton, Tex.; Ocean City and Berlin, both Maryland). The new CATV group is valued at \$12 million and serves approximately 31,000 customers.

Jack Crosby (Sweetwater and Abilene), is president of Gencoe; Glenn Flinn (Tyler and Jacksonville), Benjamin J. Conroy Jr. (Uvalde) and Eugene and Richard Schneider (Wentronics) are vice presidents; Robert Hughes of Texas Capital Corp., is secretary-treasurer. In addition to these officers, the board will also contain Fred Lieberman, president of TeleSystems Inc., a group CATV owner, with which Mr. Crosby is associated as executive vice president, and Raymond Hedge, who is associated with Mr. Flinn in Tyler and Jacksonville.

Grogan Lord, president and chairman of Texas Capital, is chairman of Gencoe's board. Mr. Crosby is also owner of KDLK Del Rio and KTEO San Angelo, both Texas.

Viking enters contest for Hoboken CATV

A public hearing last Wednesday in Hoboken, N. J., on a proposed CATV franchise filed by Sterling Communication Inc., will be continued on July 6. City officials said continuance was necessary because of the filing of a second CATV application for Hoboken by Viking Industries of that city.

Viking, a CATV manufacturer, through its newlyformed subsidiary Continental TV Corp., expects to invest approximately \$500,000 for a CATV facility that would operate in Hoboken for the next 20 years, according to John F. Gault, executive vice president. Mr. Gault, head of the Continental firm, said Viking's suggested rates to the subscriber would come to \$4.95 per month for minimum service plus an initial \$19.95 installation fee.

Sterling Communication, a subsidiary of Sterling Information Services, New York, has proposed that in the first five years rates be not more than \$6 per month and the installation charge be not more than \$70 (BROADCASTING, May 30).

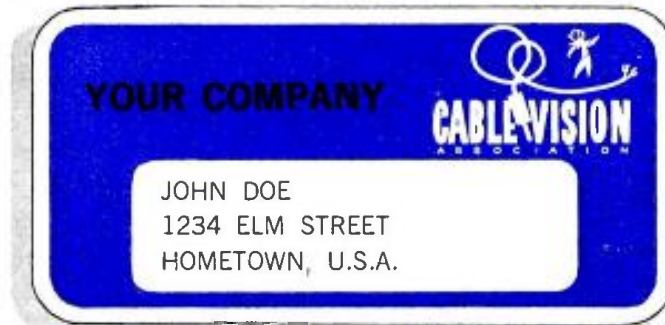
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Chairmanship big NAB poser

Board meeting will also
have cigarette and
liquor ads on agenda

Unless there is an 11th-hour change of plan, the 44 directors of the National Association of Broadcasters will spend a good portion of their opening session Tuesday (June 21) deciding who will be the next chairman.

The present chairman, John F. Dille Jr., Communicana Group of Indiana, is the unanimous selection of the nominating committee for another term. The opposition is coming from radio board chairman Jack W. Lee, WSAZ Huntington, W. Va., who is opposed to the philosophy of a second consecutive term.

By last Thursday (June 16) there had been no change in the picture, including Mr. Lee's noncommittal attitude on his candidacy. The possibility remained that Mr. Lee could withdraw from the race, but this would happen, some board members said, only if he felt he had absolutely no chance to win.

The possibility that a third candidate could emerge from a deadlocked floor fight was still alive last week. But

there was still no prediction of who it could or would be.

The joint board will meet Tuesday and Friday, the radio board will be in session Wednesday and the TV board will meet Thursday.

Howard Bell, NAB code director, will address the joint board on cigarette advertising and report on a study of cigarette commercials now underway by the code. He will tell the board his office is looking into, but has not decided on, the possibility of issuing guidelines on such advertising.

A report on the current liquor advertising furor, created when WJLU-TV Newark-Linden, N. J. decided to accept rum advertising (see page 42), will be given by President Vincent Wasilewski.

At the concluding Friday session the board will be shown the sketches of the proposed new NAB \$1.8 million headquarters building and will be told that construction probably will not begin before March 1967 since it will take at least six months to prepare the final plans.

Preceding the board sessions, the first meeting of the American Values committee is scheduled for today (June 20).

Media reports . . .

Antenna tips ■ A workshop session on antenna promotion will be conducted Thursday (June 23) in Cincinnati by the Association of Maximum Service

Telecasters and the American Institute for Better Television Reception. The afternoon session will be mainly devoted to the 40-50 TV stations who have already undertaken such a promotion and how successful they have been. The joint effort by AMST and AIBTR began last year to convince the consumer that antennas and proper placement are major factors in good reception.

Help to ETV ■ Xerox Corp. has given a \$25,000 building grant to WETA-TV Washington, a community-owned educational station.

Community committee ■ KCOB(TV) Los Angeles has formed a television advisory board with leaders of all factions of community life represented on it. The board is scheduled to meet once a month with station management to discuss and suggest programming and means of better communicating with the local public. Suggestions also will be made as to how the station can relate more to the special problems of the community.

Starts building ■ Ground breaking ceremonies were held May 24 in Green Bay, Wis., for the new home of WLUK-TV. Governor Warren P. Knowles of Wisconsin and James L. Tomlin, general manager of WLUK-TV, officiated at the ceremonies. The new 22,300 square-foot building is to be a half-million dollar structure. WLUK-TV, owned by Post Corp., is on channel 11 as a primary affiliate of ABC-TV.

How six-man FCC avoids tie votes

The FCC, which deadlocked 3 to 3 on a number of occasions when it was without a seventh commissioner early in 1965, is trying to avoid that fate as much as possible while President Johnson makes up his mind about a replacement for former Chairman E. William Henry.

In cases where policy is clearly established, a member who had been in the minority while the commission was at full strength will abstain from voting if that is necessary to permit action.

This is not likely to happen very often, however, since the number of issues on which the commission is likely to deadlock and on which policy is clear, are few. Thus far it has occurred once, when Commissioner Robert T. Bartley, three weeks ago, abstained to permit letters of inquiry to be sent to a number of stations that had broadcast more commercials than they had proposed (BROADCASTING, June 6).

The rationale for the policy is this:

Judge raps broadcasters attitude

Broadcasters have a new non-friend in court; he's Circuit Judge Warren E. Burger of the U. S. Court of Appeals for the District of Columbia.

He issued an order June 9 correcting a couple of lines in his March 25 decision in the WLBT(TV) Jackson, Miss., case but he added a sentence that is construed as caustic censure of broadcasters:

"After nearly five decades of operation the broadcast industry does not seem to have grasped the simple fact that a broadcast license is a public trust subject to termination for breach of duty."

This came as the final sentence in a paragraph in the original decision discussing the judge's views on the obligations laid on broadcasters against those required of newspaper publishers. This read: "A broad-

caster seeks and is granted the free and exclusive use of a limited and valuable part of the public domain; when he accepts that franchise it is burdened with enforceable public obligations. A newspaper can be operated at the whim and caprice of its owners: a broadcast station cannot."

Judge Burger's decision, in which Circuit Judges Carl McGowan and Edward Allen Tamm concurred, told the FCC it had erred in issuing without a hearing a one-year license renewal to WLBT. The Jackson station had been accused of one-sided presentations on the race question. The court told the FCC to hold a hearing and instructed it to permit representatives of the "listening" audience to participate. The FCC ordered such late last month (BROADCASTING, May 30).

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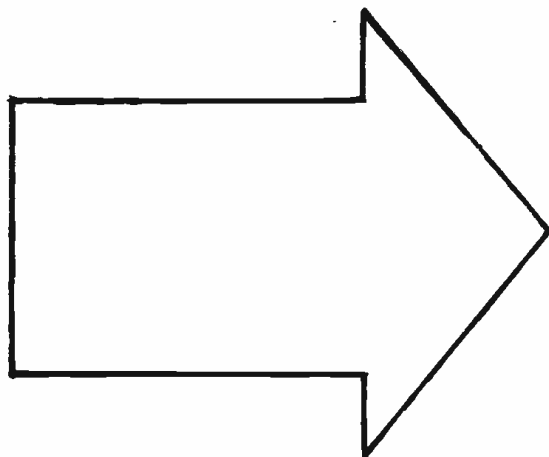
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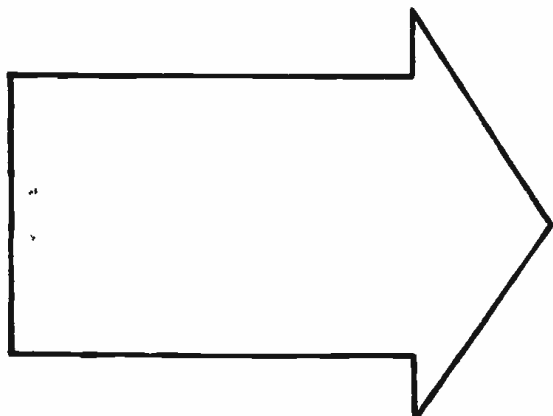
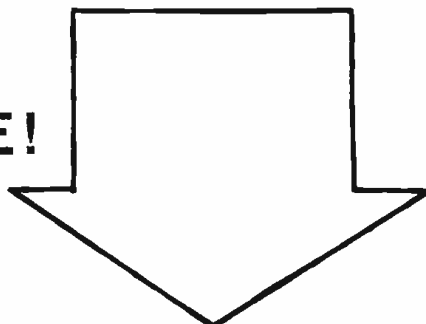
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The commission should not let the fact it is without a seventh commissioner cause an abrupt reversal of policy. Doing nothing on the commercialization matter, for instance, when letters had been sent almost routinely, would be a reversal. And the policy of doing nothing could be reversed again when the seventh man joins the commission, if he votes the E. William Henry way.

The commission has been without a full complement since May 1, when Mr. Henry stepped down. Its previous stretch without a seventh member was from Dec. 31, 1964, when Frederick W. Ford resigned to head the National Community Television Association, until May 5, 1965, when Commissioner James J. Wadsworth was sworn in.

NBC gift, viewer donations help WNDT

NBC's board of directors has approved a \$100,000 gift to noncommercial educational WNDT(TV) New York. Walter Scott, NBC chairman, praised WNDT's programming over the past year and its plan to equip itself for color TV presentation. NBC gave the station \$250,000 in December, 1961 and \$100,000 in April, 1963.

WNDT also reported last week that it has received \$116,000 as a result of its fund-raising *13 Stars For Channel 13*, carried April 24-25. The two-hour special, featured well-known personalities and appealed for funds from viewers.

Changing hands

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

■ **KYA and KOTI(FM)** San Francisco: Sold by Churchill Broadcasting Corp. to Avco Broadcasting Corp. for \$4.4 million (see page 49).

■ **KFMU(FM)** Los Angeles: Sold by International Good Music Stations to Storer Broadcasting Co. for \$325,000 (see page 49).

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 76).*

■ **KJEO(TV)** Fresno, Calif.: Sold by Shasta Telecasting Corp. to Subscription Television Inc. for \$3.9 million (see page 49).

■ **KPAR-TV** Sweetwater, Tex.: Sold by

A. R. Elam Jr. and associates to Grayson Enterprises Inc. for \$625,000 (see page 50).

■ **WCMI-AM-FM** Ashland, Ky.: Sold by WCMI Inc. to Charles B. and Robert E. Levinson (Charbert Industries Inc.) for \$325,000. Messrs. Levinson are in real estate and various other businesses, and have no other broadcast interests. WCMI Inc. was owned by Bluegrass Broadcasting Stations, licensee of WINN Louisville, **WVLK-AM-FM** Lexington, both Kentucky; **WHOO-AM-FM** Orlando, and **WFFG** Marathon, both Florida. WCMI, founded in 1935, operates on 1340 kc with 1 kw day and 250 w night. WCMI-FM, founded in 1948, is on 93.7 mc with 2.75 kw.

COMMUNITY TELEVISION

■ **Kingsport, Tenn.:** Sold by W. Kyle Huddle and Clifford E. Sanders to United Transmission Inc. for \$1.5 million. System, established in 1951, serves about 3,000 subscribers with TV signals from Charlotte, N. C.; Greenville, S. C.; Bristol, Va., and Johnson City, Tenn. United Transmission Inc., a subsidiary of United Utilities Inc., is a group CATV owner owning 18 operating CATV systems.

New TV station

KMTW(TV) (ch. 52) Corona-Los Angeles is scheduled to go on the air Wednesday (June 22). Owned by Kaiser Broadcasting Corp., it will operate with 69.3 kw visual from a tower 2,793 feet above average terrain and 82 feet above ground (see page 56).

ARB to go ahead with dominant area plans

American Research Bureau last week formally announced its intention to include a new element in its fall TV ratings service—an "area of dominant influence" (ADI) pattern.

The announcement came almost three weeks after the whole concept of ADI had been protested by some station representatives (CLOSED CIRCUIT, June 6).

The new factor to be included in ARB's reports will indicate all counties in which a home market station receives a preponderance of viewing. Each ADI will be exclusive; there will be no overlap, ARB said.

The announcement was made by Dr.

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Objections to the ADI concept are based on the fear that it will favor big markets at the expense of small ones.

ARB also announced that its regular market reports will include these new data for the total area section: percentage of homes reached with head of householding having some college, adult viewers 21 or over, total housewives, housewives under 50, housewives with families of five or more, and children 2-5. ARB also said that a new television audience profile supplement, showing product usage data for six products by broad day-parts, will be added to its twice-a-year market sweep reports.

Objection dropped to WTTV(TV)'s move

Eldon Campbell, vice president of Time-Life Broadcast Inc. and general manager of WFBM-AM-FM-TV, announced last Wednesday (June 15) that WFBM-TV has removed its objection to the transmitter relocation application submitted by WTTV(TV) Bloomington-Indianapolis.

WTTV, owned by Sarkes Tarzian Inc., has an application pending before the FCC to move its transmitter tower from Trafalgar, Ind., to an antenna farm north of Indianapolis. WFBM-TV's withdrawal of its objection appears to enhance the chances for FCC approval of the WTTV application.

WFBM-TV originally opposed the pro-

Scramble for the chair

Contest for chairmanship of the National Community Television Association seems to be shaping up—and there are overtones of CATV vs. broadcasting in what may be the competition.

Official candidate for NCTA chairman is Alfred R. Stern, present secretary of NCTA, president of Television Communications Corp., group CATV owner, and former vice president of NBC. He was nominated by a nominating committee in April (BROADCASTING, May 2).

On petition the name of Robert J. Tarlton, Lansford, Pa., CATV operator, and present vice chairman of NCTA, is being promoted for the chairmanship. Mr. Tarlton, who's been a CATV operator since 1950, served on the NCTA board twice before—from 1957 to 1960 and from 1962 to 1965. He's one of the founders of the trade association.

Only other contest seems to be for a seat on the board of directors. Two CATV operators are understood to be petitioning for nomination to the board, in addition to the nine recommended by the nominating committee.

posed change of WTTV's transmitter site on the grounds that WTTV might impede UHF development in the Indianapolis area. Since then, however, two new UHF applications (channels 20 and 59) for Indianapolis have been filed; and Mr. Sarkes Tarzian has said that, if his WTTV transmitter relocation permit is approved by the FCC,

Workload forces FCC to alter August hiatus

The FCC is making a partial break with an 11-year-old tradition this summer in deciding to do business almost as usual in August. Since 1955 commissioners, staff members and communications attorneys have looked forward to August as the annual hiatus.

The commission last week announced that August schedules will be arranged to accommodate the needs of vacation-minded employes and outside attorneys but "with due regard for the proper disposition of pending matters."

The reason for the change, reportedly, is the conflicting pressures of an increasing workload and a shortage of personnel (CLOSED CIRCUIT, June 13). The AT&T rate investigation, for instance, will proceed without a break.

The commission said the decision on whether to hold hearings should be based on whether a "compelling need" for expedited proceedings exists. It also said it would hold meetings in August if there is a need for the prompt and thorough dispatch of business.

he will divest himself of WFAM-TV Lafayette in order to avoid grade B overlap. In view of the recent developments, WFBM-TV has decided to withdraw its objections to the transplant of WTTV's transmitter, according to Mr. Campbell.

Kaiser's KMTW(TV) set for June 22 start

The sprawling, ever-growing Los Angeles market gets its 10th television station Wednesday (June 22) when KMTW(TV) (ch. 52) goes on the air. The UHF is allocated to Corona, one of the greater Los Angeles market's many suburbs. As do most of the Los Angeles stations, however, it will transmit from Mount Wilson.

KMTW is owned and operated by Kaiser Broadcasting Corp., Oakland, Calif. It will be the third Kaiser-owned UHF to begin operation in the last two years. Previously, the station group put WKBD(TV) Detroit and WKBS(TV) Burlington, N. J.-Philadelphia on the air. Kaiser also is licensee for KHJK(TV) San Francisco, a UHF it plans to start operating later this year.

Kaiser's Los Angeles UHF will begin programming on a severely limited basis. It will go on the air at 6 p.m. daily and will broadcast for a maximum of three hours. For the most part, the station will be showing filmed programs that it has obtained without a fee.

William White, assistant to Richard C. Block, KBC vice president and general manager, will be station manager of KMTW and will operate out of Oakland. Headquarters for the station in the Los Angeles area will be on Mount Wilson.

KMTW will be the third commercial UHF signal to be received in Los Angeles. The market also has six commercial VHF's and one noncommercial UHF. A fourth commercial U—and 11th signal overall—is expected to join the parade in the fall. It's channel 46, KBSA(TV) Guasti, owned by the William A. Myers family. Plans call for full-time operation of the station starting in September.

WAGA-TV dedication scheduled for tomorrow

WAGA-TV Atlanta, will dedicate its "Television Center of the South" on June 21. Station will be host to a number of local, state and national dignitaries, as well as prominent broadcast personnel. Georgia Governor Carl E. Sanders, Atlanta Mayor Ivan Allen Jr., and members of the Georgia House of

Video Recording Complex



With the integrated Westel* System the complex is simple. First, there's the self-contained, self-powered 30-pound Westel* Recording Camera. One man can take it with him (anywhere he can walk, climb, ride or crawl) and make 33 minutes of broadcast quality picture and sound recording without even changing tape or batteries. Sort of handy for fast-reaction news coverage, low-cost documentary programming, on-location commercial production and things like that, wouldn't you say?

Then there's the Westel* Studio Recorder. It's a full-fledged professional broadcast studio record/playback machine that meets all FCC standards for time base stability and picture quality — but just happens to weigh only 75 pounds. You can use it to play back the tapes you make with the

Recording Camera, and for all sorts of in-studio tape production. To complete its flexibility we've also included built-in electronic editing — at no extra charge.

The third member of our simple complex you can't even see. It's the Westel* Color Module that lets you make full NTSC compatible color recordings with the basic studio machine. All done with a plug-in module that fits inside the basic machine and adds only three operational controls.

How does Westel do all this without tons of equipment? A technical breakthrough called the Coniscan* System is one answer. But we give all the answers in a 20-page brochure that's yours for the asking. All you have to do is write: Westel Company, 298 Fuller Street, Redwood City, California 94063.



WESTEL

®TM

Representatives will attend the ribbon-cutting ceremony.

George B. Storer Jr., vice chairman of the board of Storer Broadcasting Co., WAGA-TV licensee, will assist Governor Sanders in cutting a strip of gold video tape to dedicate the million-dollar studios. FCC Commissioner Robert E. Lee will be special guest speaker.

The new structure was opened in May (BROADCASTING, June 6). Of Georgian architecture, it houses \$750,000 worth of equipment.

Two grants fill out Omaha's UHF quota

The last two commercial UHF allocations in Omaha, were assigned by the FCC within the space of a week. The commission granted channel 42

to Ak-Sar-Ben Broadcasting Co. and channel 15 to Nebr-Iowa TV Inc., both of Omaha.

Ak-Sar-Ben principals are President and Treasurer Frank E. Blazek (50% ownership), who holds interests in motel and restaurant business, is vice president of an amusement park, owner of insurance and real estate company and is a banker; Vice President Frank Blazek Jr., and Secretary John J. Hanley, (50% ownership), attorney and banker.

Officers of Nebr-Iowa TV Inc. are President Leo A. Daly (45% ownership), president and treasurer of an architecture and engineering firm, also president-secretary-treasurer of a real estate company; Vice President and Treasurer Francis P. Mathews, former secretary of the navy, (45% ownership), owner of law firm, director of insurance company and of baking company; and Secretary W. W. Keenan (10% ownership), vice president of a brewing company.

Government lawyers fail to get in FCBA

Supporters of the move to bring government lawyers into the Federal Communications Bar Association failed by two votes to muster the two-thirds necessary to permit FCC and other federal government agency lawyers to become associate members of FCBA. Action took place at the annual FCBA meeting last week in Washington.

At a special meeting earlier this year, FCBA members also failed to vote government attorneys to full membership.

Favorably voted by 55-odd members at last week's meeting: (1) an authorization to use mail ballots to full membership on constitutional and by-law changes, (2) a raise in dues from \$7.50 annually to \$15 yearly.

The association also elected new officers (see page 75).

FINANCIAL REPORTS

Community Cablecasting invests in two groups

Financial commitments to two CATV groups have been announced by Community Cablecasting Corp., Pacific Palisades, Calif.

The two CATV groups:

- Colorcable Inc., in which Community Cablecasting holds 80% ownership, serving a wide area around Seattle, Wash., including Bellevue, Renton, Redmond, Marysville, Lakes Stevens and Snohomish. John Monson, president of Colorcable, said there was a potential of about 25,000 subscribers in the area. He also said the company

is applying for CATV in Seattle proper and in other nearby cities. The Community Cablecasting commitment is for between \$1 million and \$2 million.

- Shardco Inc., building systems in St. Mary's and Wapakoneta, Ohio, with 5,000 potential subscribers, has been granted a credit in excess of \$250,000. Don F. Shuler is president of Shardco.

Also reported by Leon N. Papernow, president of Community Cablecasting, is the opening of the \$250,000 Garden State Micro Relay Inc. relay system serving CATV's on the New Jersey coast, with New York and Philadelphia TV stations. The relay, which is 60% owned by Community Cablecasting, already has four customers and has room for four more, Mr. Papernow said. The

system is serving CATV's in Atlantic City, Ventnor, Ocean City and Wildwood, New Jersey. Benjamin Mueller is president of the relay firm.

Mr. Papernow also reported that plans for the \$1.5-million acquisition of operating CATV's in New Philadelphia and Dover, both Ohio, has been terminated, and that Community Cablecasting has filed its own applications for CATV franchises in those two communities.

Community Cablecasting is principally owned by Electronics Capital Corp., San Diego. It operates two CATV systems in northwest Florida serving approximately 6,000 subscribers, and is also an applicant for a CATV franchise in the Pacific Palisades section of Los Angeles with a potential of 40,000 homes.

Teleprompter registers offering with SEC

Teleprompter Corp., New York, has filed a registration statement with the Securities and Exchange Commission covering an offering of 75,512 shares of common stock.

The prospectus lists eight selling stockholders, including Joseph Silverman, offering 20,000 shares, and Leopold Storch, offering 12,000. The remaining sellers are offering shares in amounts ranging from 2,512 to 10,000. According to the prospectus, the sellers obtained their shares in connection with certain acquisitions by the company.

In addition to indebtedness, the firm

IN AUGUSTA
WE HAVE WHAT YOU WANT...
COVERAGE!

Represented by
The Katz Agency, Inc.

WRDW/TV 12
A RUST CRAFT STATION

has outstanding 824,324 common shares, of which management owns 23% (including 11% owned by J. D. Wrather Jr.).

Teleprompter reported record first-quarter earnings earlier (BROADCASTING, May 30).

CATV rules blamed for Ameco's loss

Third-quarter operations at Ameco Inc., Phoenix, resulted in a loss of 14.6 cents a share compared to a profit of 20.9 cents a share in the corresponding period last year. Bruce Merrill, president, blamed the loss on what he called the FCC's "arbitrary rulemaking" on CATV that, he said, "caused an immediate delay on about \$5 million in work that was in progress or about to be started." He pointed out that the firm's overhead expenses could not be stemmed "that rapidly."

As of April 30 the firm's backlog of contracts and orders was \$8 million.

For the nine months ending March 31:

	1966	1965
Earnings per share	\$0.326	\$0.603
Net sales	8,954,791	6,886,471
Income before taxes	767,317	1,448,661
Net income	391,331	724,092

DDB billings take big jump in 1st half

Doyle Dane Bernbach Inc., New York, last week reported record billings at \$89,131,520, a 46.8% increase over 1965, in an unaudited report for the six-month period ended April 30. Six-month billings for the similar period in 1965 were reported as having shown a 23.6% increase over the 1964 half year.

For the six months ended April 30:

	1966	1965
Net income per share (adjusted)	\$1.06	\$0.53
Net income	2,164,579	1,066,632
Gross billings	89,131,520	60,729,358

UA reports its best first quarter

Stockholders at the United Artists Corp.'s annual meeting in New York last week were advised that net earnings for the first quarter of 1966 had been the highest for any quarter in the company's history.

Robert S. Benjamin, board chairman, and Arthur B. Krim, president, reported that the second quarter of the year also appears promising and predicted

that results for 1966 will exceed those for 1965.

For the first quarter ended March 31:

	1966	1965
Earnings per share	\$0.88	\$0.72
Net earnings	3,720,000	3,678,000
Gross income	50,833,000	48,057,000

Shapp denies Jerrold rumors

A report that other stockholders were attempting to wrest control of Jerrold Corp., Philadelphia, from Milton J. Shapp, founder and present chairman, drew a heated defense from Mr. Shapp.

Mr. Shapp, who won the Democratic nomination for governor last month, said that when he decided to run for the nomination he resigned as president and removed himself from the payroll. Should he win the election Mr. Shapp said, "a well planned and orderly transition" in the turning over of the chairmanship will be made.

Robert Beisswenger, president of the company, said a Philadelphia newspaper story that some stockholders were seeking to acquire Mr. Shapp's 14% interest "contains many inaccuracies."

INDIANA JUST AIN'T COVERED

WITHOUT RICHMOND'S NO. 1 STATION . . .



LATEST ARB FIGURES SPEAK FOR THEMSELVES:

Net Weekly Circulation Estimates Stations	Monday-Sunday 6 a.m.-Mid.	
	Total Persons 12	NWC Rating
WKBV	30,000	29.6%
Station "B"	18,600	18.4
WKBV-FM (Separate Programs)	13,000	12.8
Station "D"	11,700	11.5
Station "E"	9,700	9.6
Station "F"	7,500	7.4
Station "G"	7,400	7.3

source: ARB Radio Circulation Report Jan-Feb 1966
4 Indiana Counties Only

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From Broadway with love

ABC-TV plans monthly theatrical drama series; Talent Associates signed

Using a movie umbrella as a crutch, ABC-TV is going to try to find a regular place on its prime-time schedule for the perennial invalid that is the theater. Starting in the 1967-68 season—but maybe sooner—a monthly series of two-hour TV adaptations of former stage successes will be presented in color by the network. The new series, to be called *Sunday Night at the Theater*, will supplement ABC-TV's already-established 9-11 p.m. series,

Sunday Night at the Movies. Feature films will be shown three weeks out of every month in this time slot, with taped re-enactments of stage plays filling out the fourth week.

The network already is committed to presenting six to eight theatrical properties in the first year. The production budget for each will be \$625,000. This is said to represent the biggest financial investment in TV history for a series of live or taped programs.

News of the program's development was released after the board of directors of ABC Inc. approved the network management's plans at a meeting held in New York last Monday (June 13). It was announced the same day at the annual meeting of ABC-TV affiliate station owners and managers at ABC Television Center in Hollywood.

Prize Winners ■ The affiliates were told that three Pulitzer Prize-winning plays were among the properties being negotiated. They are "You Can't Take It with You," "The Diary of Anne

Frank" and "A Streetcar Named Desire." In addition, reportedly, TV rights are being sought for Paddy Chayefsky's "Gideon," W. Somerset Maugham's "Rain" and "A Thurber Carnival."

Talent Associates Ltd., headed by the executive team of David Susskind and Daniel Melnick, will produce *Sunday Night at the Theater* for the network. They will have new and unusual collaborators. Ashley-Famous Agency Inc. and Creative Management Associates Ltd., two of the major talent agencies, will service the series with theatrical properties, creative talent and performers. Mr. Susskind, however, was careful to note that the productions will "in no way be limited" to the people and properties available under this collaboration.

Talent Associates will build its own sets for the TV adaptations and not necessarily look for name talent. "We will pick the best players for the parts," said co-producer Daniel Mel-



There's such a thing as getting too close to news

Looking more like the lead monster in a late-night TV thriller, radio newsman Rick Douglass (above) is led into a hospital emergency room after a tornado struck Topeka, Kan., June 8.

With first warnings of bad weather, Mr. Douglass had driven the news car of WREN Topeka to nearby Burnett's Mound to provide spot reports if anything happened there.

It happened. And the report was too much from the spot. As he described the tornado funnel from his post, Mr. Douglass suddenly signed off: "This thing is bearing down on me. I've got to get out of here!"

He didn't quite make it. Just short of the protection of a nearby underpass, the twister picked him and threw him 100 yards, dragged him headfirst through mud, but fortunate-

ly inflicted only minor injuries.

The news car was found a half mile from the mound, completely demolished.

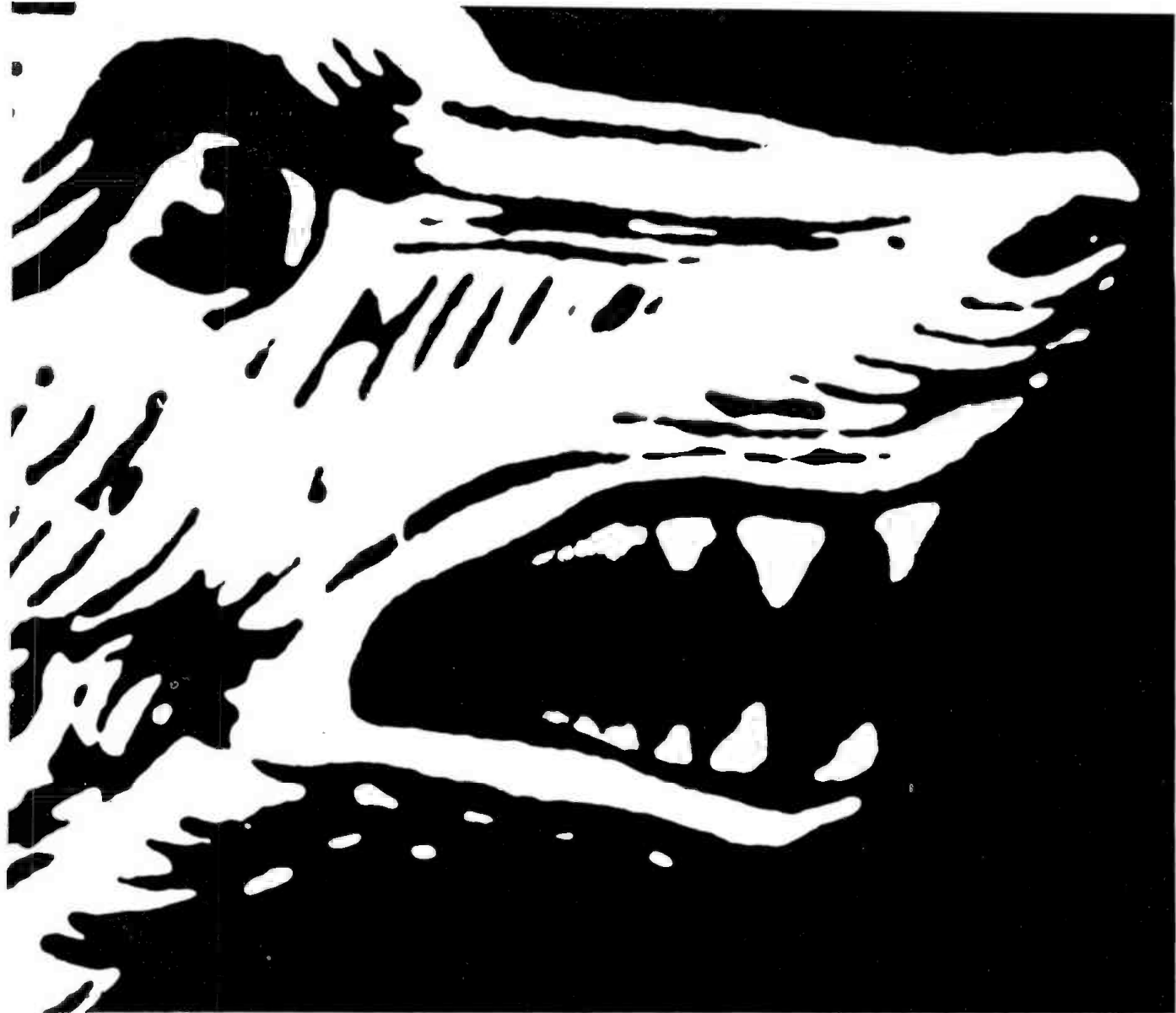
Radio-TV drew praise from a normally rival media when the *Parsons* (Kan.) *Sun* praised WIBW-TV Topeka's service during the disaster. Its editorial page June 10 noted:

"TV and newspapers often are pictured as deadly rivals and, in some respects, they are. More often than not, however, they complement each other in fields of public information and service. Each possesses unique advantages not available to the other."

The editorial then praised WIBW-TV for its around-the-clock service. The TV station, along with WIBW-AM-FM, went on an emergency 24-hour schedule of disaster messages, news and public-service announcements. Regular programing and commercials were completely eliminated.

The accolades for WIBW stations' service came from as far as Palo Alto, Calif. An associate editor of the local *Times*, visiting Topeka June 8, promptly dispatched a story to his paper on the stations' "superb radio-television performance."

From Emporia, Kan., Ed McKernan, president of KVOE there, sent along these sentiments to WIBW-AM-FM-TV: "It was solid broadcast journalism; you simply rolled up your sleeves and served splendidly."



Dog bites man...that's news?

Yes, when rabies is a threat.

And aside from the straight news angle, the news media often perform a vital public service by alerting the community to the presence of the rabid animal. Lederle Laboratories, too, has its special assignment in such a news break...delivering the antirabies serum.

Because the rabies virus works with astonishing speed in the victim's nervous system, antirabies serum must be given immediately. Supplies of the serum are on hand at strategically located depots throughout the

country. And, if additional quantities are needed, the Pearl River headquarters is ready—night or day—to provide the serum as fast as planes can fly it.

Like many other public service drugs, the serum involves long and costly processes. And because such drugs are used on comparatively rare occasions, their sale is seldom adequate to cover invested costs in research, development, manufacturing or distribution. As it is with the news media, however, public service is an integral part of the pharmaceutical prescription business.



L to r. Daniel Melnick, Thomas W. Moore and David Susskind.

nick. Most of the shows in the series probably will be staged in New York. But other locations will be considered if they lend themselves to the mood and best interests of the play.

Return to TV ■ According to Mr. Susskind, *Sunday Night at the Theater* is aimed at bringing back into television major creative people who have given up the medium to work in movies.

Thomas W. Moore, president of ABC-TV, indicated that the network is not looking for classical treatment of the stage adaptations. "We're going for audiences with this series and big ones," he stressed.

The stage properties will be shown with participating advertisers, the same advertising concept that is employed to sponsor the movies on network TV. For the most part, the commercial breaks will come at natural scene and act curtains.

Maybe Sooner ■ The likely possibility that some of the properties scheduled for the series of contemporary stage adaptations may be included in the 1966-67 season was disclosed by Mr. Moore. He said that an attempt was being made to move two of the reenactments into the fall network schedule but that the feature films already scheduled for the time periods have been completely sold out. Advertisers are being asked to switch their sponsorship from the movies to the stage presentations.

The programs in the new series will have two runs. *Sunday Night at the Movies* now is scheduled for 26 weeks of first-run, with 26 weeks of repeats. With at least six stage plays interspersed during the 1967-68 season, the network will only have to supply 20 instead of 26 first-run features. This is

the key consideration, Mr. Moore pointed out, at a time when the supply of movies for TV is nearly exhausted and the prices for individual features range in the \$600,000 bracket.

The some 300 representatives of ABC-TV's primary affiliate stations attending the three-day meeting in Hollywood (June 13-15) also were told of some other programming happenings at the network. Roone Arledge, vice president and executive producer of ABC sports, reported that for the third consecutive year ABC-TV will televise National Basketball Association games starting Jan. 1, 1967. For the first time the games will be televised in color.

Edwin Vane, national director of daytime programming for ABC-TV, told affiliate representatives that Joan Bennett, of movie fame, has been signed to a continuing featured role in the network's new daytime series, *Dark Shadows*. The soap-opera is scheduled to begin on June 27.

CBS plans buy of 30 motion pictures

CBS-TV was understood last week to have reached an agreement in principle to lease a package of 30 features from Seven Arts Associated Corp. at a price of approximately \$15 million.

Neither CBS-TV nor Seven Arts would confirm that a contract has been signed, but spokesmen left the impression that an announcement would be made once the network has chosen 30 from a list of 50 titles supplied by the motion picture-television company.

The features are said to be primarily

those produced by 20th Century-Fox, and among the titles are: "Gigot," with Jackie Gleason; "Seven Days in May"; "Anna and the King of Siam," and "Millionaires."

In a separate transaction, CBS-TV has acquired from American International Inc. a color feature film, "Beach Party," for showing on or after October 1966. Stanley Dudelson, AI-TV vice president, said that negotiations are proceeding for the sale of further pictures in the "Beach" series which also include "Bikini Beach," "Ski Party" and "How to Stuff a Wild Bikini."

Conference told TV should be better

Leaders in all fields of communication spent four days discussing "The Role of Communication in Our Society" last week at the Memphis State University Summer Broadcasting Conference's "Quest for Excellence." The consensus of the opening session panel, moderated by David Yellin, MSU director of broadcasting, was that there is a bright outlook for the future of quality in broadcasting if the general feeling of complacency can be overcome.

In the search for better radio and television, broadcasters should aim for an over all excellence, not just a better *Bat Man*, according to Vincent Wasilewski, president of the National Association of Broadcasters.

Doctor Robert L. Hilliard, chief of the FCC's educational broadcasting branch, told the conference, "radio and television have too great a potential for affecting the minds of our people to be treated just as an entertainment activity. You can not overcommunicate. You can distort, however, and this is what you must be careful about."

In the first evening session on "The Role of Broadcasting and Communication" E. William Henry, former FCC chairman, agreed, saying that television is more influential than all of the printed media.

Harry S. Ashmore, chairman of executive committee, Fund for the Republic, said that he believed each television station should be required to present at least one local documentary per week. Memphis television officials argued that they could not possibly do this, and Mr. Ashmore replied: "You cannot afford not to do so. Television must start covering the matters important to the community it serves."

John F. White, president of National Educational Television, agreed, saying: "Television has a responsibility to lead taste not just follow it."

Herbert Kaplow, NBC News cor-

respondent in the area to cover the James Meredith march through Mississippi, told a Thursday session, television coverage of the civil rights protests in Birmingham, Ala., was responsible for the 1965 civil rights law being as strong as it is.

McGannon takes his program plan to Hill

Westinghouse Broadcasting Co. President Donald H. McGannon went before a congressional subcommittee last



Mr. McGannon

Thursday (June 16) to reiterate his proposal that the FCC limit network control of prime-time television programming and to challenge a recent study by Arthur D. Little Co. that was commissioned by the TV networks. Mr. McGannon told the Subcommittee on Regulatory and Enforcement Agencies of the House Select Committee on Small Business that since outlawed network option time in 1960, the networks have continued to increase the number of hours of programming on affiliated stations and that the number of nonnetwork program producers has continued to decrease along with the decrease in prime-time available to them.

The Westinghouse plan is aimed at making prime-time available to independent producers by prohibiting stations in the 50 largest markets having at least three stations from carrying more than three hours of network programs, other than news, between 7 and 11 p.m. It would provide some exceptions. Westinghouse filed its plans with the FCC on April 15, 1966 (BROADCASTING, April 18).

Westinghouse is still convinced, he went on, that the economic strength and position of a national TV network in relation to that of the individual affiliated station, can be equalized only by giving the individual station freedom to choose between nonnetwork and network programming sources. He added that this can be accomplished without damage to the networks or their service.

He also added that Westinghouse was not motivated by the desire to increase its activities in the program production and syndication field and that its efforts in the past were taken to fill the gap in available material.

BROADCASTING, June 20, 1966

Poor TV clearance for Vietnam specials

Local network-affiliated TV stations in substantial numbers have failed to carry news programs on the Vietnam situation and have rejected about 30% of news and public-affairs material offered to them by networks, according to an article in the spring issue of the *Columbia Journalism Review* issued last Wednesday (June 15).

The conclusions in the article were based on lists supplied by the networks covering the sample week February 10-18. A similar study made by the publication in 1962 showed a 25% rejection rate of network news and public affairs programming. The article noted that the programs are not strictly comparable because the amount of regularly scheduled public affairs material offered by the networks has declined in the past four years.

Among the highlights of the study:

- Network news specials concerned with Vietnam carried on Feb. 12 by CBS-TV and NBC-TV were presented by 42% of the CBS-TV affiliates and 30% of the NBC-TV affiliates. Specials on Feb. 18 were carried by less than half of the CBS-TV stations and by 65% of the NBC-TV outlets. Each network has approximately 200 affiliated stations.

- All network news and public-affairs programs in the survey were accepted

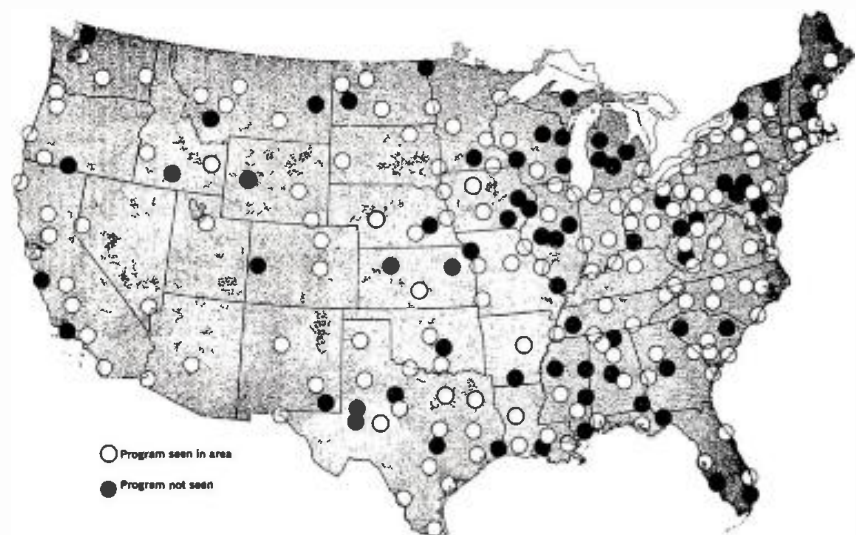
by 21 ABC-TV, 14 CBS-TV and 20 NBC-TV affiliates (excluding the stations owned by the networks themselves). On the other hand, 14 ABC-TV, 34 CBS-TV and 19 NBC-TV affiliates carried fewer than half of such programs offered. This listing does not include those stations that accepted such programming from more than one network.

- The weekday evening news programs, which are fully sponsored, have high acceptance among affiliates. Weekend news programs and such weekly presentations as *CBS Reports* and *ABC Scope* are subject to considerable rejection or delay.

The article stated that the Vietnam hearing of the Senate Foreign Relations Committee on Feb. 10 was not carried in 71 of 240 television markets in the United States. It attributed these "black-outs" to the failure of ABC-TV to carry the hearings in full and to the CBS-TV decision not to broadcast in full that day's testimony. The article said the latter decision led to the resignation of Fred W. Friendly as president of CBS News. (Mr. Friendly subsequently was appointed a professor of journalism at Columbia's Graduate School of Journalism, under whose auspices the *Review* is published.)

The article concluded in summary:

"The situation by and large, remains what it was in 1962: whatever the merits of network news and public-affairs offerings, they are being judged in many cases by local stations; the viewer is not given his choice."



The white circles in the map indicate areas in which full coverage of the Senate Foreign Relations Committee's Vietnam hearing of Feb. 10 was seen and the black circles indicate areas in which there was no TV coverage of

the hearing. Of about 240 television markets about 71 did not receive the proceedings in full because only NBC carried full coverage and 24 NBC stations did not carry the coverage.

The price of scripts goes up

WGA, producers agree

13 hours before deadline;

old rerun system back

In a tense denouement, reminiscent of scripts that have launched countless melodramas, Hollywood television writers and producers reached an agreement last week on a new three-year contract after a 24-hour marathon bargaining session. The accord came just 13 hours before a strike deadline set for midnight June 15. It was reached by negotiating committees representing

the Writers Guild of America, member companies of the Association of Motion Picture and Television Producers and of the Society of Independent Producers. Later in the day, the agreement won unanimous approval of more than 650 members of the guild at a mass meeting in the Beverly Hilton hotel. The producer organizations are scheduled to vote on it at later dates.

The WGA had planned to picket all Hollywood film studios producing for TV if the agreement had not been reached.

The new contract calls for a change in the current system for paying writers when films they have worked on are rerun. The formula for payment now is based on the number of reruns for a program rather than on royalty payments. Ironically, this residual payment plan is similar to one that the guild went on strike for 22 weeks in 1960 to change.

The film producers also agreed to increase minimum payment for scripts by 4% in the first two years of the three-year contract and by another 12% in the third year. Present minimums are \$1,270 for a half-hour script and \$2,310 for one-hour story and teleplay. Originally, the guild had sought to double this scale. It's estimated that in aggregate, the new contract will cost management as much as \$8 million over the three-year span.

In one of the more significant features of the new deal, the so-called "Fifth Amendment clause" was eliminated. The old contract denied screen credits to any writer who took refuge in the Fifth Amendment when under investigation.

Establishment of a health-and-welfare plan for guild members was not a part of the new work package. Agreement to such fringe benefits were among the WGA's early contract demands.

Program notes . . .

Prestige package ■ Wolper Productions has put together a package of 24 documentary specials titled *Wolper Award Specials*. The programs will be handled for international syndication by the production company's distribution arm, Wolper Television Sales. Included in the package are *The Making of the President, 1964* and *The Making of the President, 1960*. Both were produced in two separate hour parts.

Birds and bees ■ *Animal Secrets*, a half-hour color series exploring nature's mysteries, will premier on NBC-TV, Saturday, Oct. 15 (1-1:30 p.m. NYT). Programs will be produced by The Graphic Curriculum Inc., New York, in association with NBC public affairs. The series will be presented in cooperation with the National Educational Association and the American Library Association.

NTA goes outdoors ■ Acquisition to distribution rights to 10 outdoor, action-adventure motion pictures was announced last week by National Telefilm Associates, Hollywood. They were originally released theatrically by Paramount Pictures in the late 1940's. Starred in the movies, so far sold in 10 markets, are such names as Buster Crabbe, Johnny Weissmuller, Jack LaRue, Chester Morris and Richard Arlen.

History of aviation ■ RKO General Productions, New York, has available for syndication a one-hour color special, *International Aero Classic*, with Jimmy Stewart as host and featuring Arthur Godfrey. Program was produced at the First Annual Aero-Classic Exposition in Palm Springs, Calif.

From the Smithsonian ■ NBC News will inaugurate a weekly series of color programs for young people originating at the Smithsonian Institution's museums, research centers and expeditions on NBC-TV, Saturday, Oct. 15 (12:30-1 p.m. NYT).

Weekend Carson ■ NBC-TV said last week that effective with the July 2 weekend, stations will have the option to present selected repeats of Johnny Carson weeknight shows on either Saturday or Sunday nights. Previously they were scheduled only on Saturday nights. Stations will now have the option for either night, but cannot show the program on both nights.

Eisenhower special ■ CBS News will present this fall *Young Mr. Eisenhower*, a one-hour color special, filmed on location in Abilene, Kan., and West Point, N. Y., tracing the boyhood and early manhood of the former President. The special will be scheduled on CBS-TV in a 10-11 p.m. period on a Tuesday, the date not yet determined.

Oriental conversation ■ Woroner Productions, Miami, will distribute a daily conversation show from Vietnam. The program will be available in five 25- or 50-minute segments per week. Plans also call for shows from Hong Kong, Japan and Thailand.

New length ■ Storer Programs Inc., Miami, has announced that its new fall series of *Divorce Court* will be clipped to a half-hour because of demand for 30-minute program material. Henry J. Davis, general manager said the new taped series will be available in both black-and-white and color. Jackson Hill, who wrote and produced the first 130

Divorce Court episodes, will do the new series.

Batter up! ■ Triangle Stations will place into radio syndication its *Dream World Series* consisting of two-hour broadcasts based on information fed into computers. Through national balloting, the public will choose the teams. As in the regular World Series, there can be four to seven games. Triangle reported that 25 stations already have signed to carry *Dream World Series*, which began last year on its WFLB Philadelphia.

Crime prevention special ■ KYW-TV is scheduling a one-hour prime time special on June 29 aimed at young criminals and potential lawbreakers. The show, *Calling All Criminals*, will include appearances by young criminals who will tell why they chose or were forced into a life of crime. Philadelphia District Attorney Arlen Specter will appear. In addition KYW-TV has set up 10 special phone lines into the district attorney's office after the program for the use of anyone with problems to discuss.

Capital expansion ■ Capital Film Laboratories Inc. Washington, has opened a 35mm color laboratory in Miami. Capital said the new laboratory is designed to speed processing and increase output to meet work loads. The lab will handle the next 30 segments of *Flipper* for Ivan Tors Studios. Sam C. Gale is sales manager for the lab.

Job training series ■ Westinghouse Broadcasting Co. TV stations have begun broadcasting *Job Training Through Manpower Development and Training*, a special new series of 15 half-hour programs on educating the unskilled.

If the
Electro-Voice
Model 666
picks up
sound here...



What are
all these
other
holes
for?

E-V The holes in the top, sides and rear of the Electro-Voice Model 666 make it the finest dynamic cardioid microphone you can buy. These holes reduce sound pickup at the sides, and practically cancel sound arriving from the rear. Only an Electro-Voice Variable-D® microphone has them.

Behind the slots on each side is a tiny acoustic "window" that leads directly to the back of the 666 Acoustalloy® diaphragm. The route is short, small, and designed to let only highs get through. The path is so arranged that when highs from the back of the 666 arrive, they are cut in loudness by almost 20 db. Highs arriving from the front aren't affected. Why two "windows"? So that sound rejection is uniform and symmetrical regardless of microphone placement.

The hole on top is for the mid-range. It works the same, but with a longer path and added filters to affect only the mid-frequencies. And near the rear is another hole for the lows, with an even longer path and more

filtering that delays only the bass sounds, again providing almost 20 db of cancellation of sounds arriving from the rear. This "three-way" system of ports insures that the cancellation of sound from the back is just as uniform as the pickup of sound from the front—without any loss of sensitivity. The result is uniform cardioid effectiveness at every frequency for outstanding noise and feedback control.

Most other cardioid-type microphones have a single cancellation port for all frequencies. At best, this is a compromise, and indeed, many of these "single-hole" cardioids are actually omnidirectional at one frequency or another!

In addition to high sensitivity to shock and wind noises, single-port cardioid microphones also suffer from proximity effect. As you get ultra-close, bass response rises. There's nothing you can do about this varying bass response—except use a Variable-D microphone with multi-port design* that eliminates this problem completely.

Because it works better, the E-V 666 Dynamic Cardioid is one of the most popular directional microphones on the market. Internal taps offer 50, 150, or 250 ohm impedance output. Frequency range is peak-free from 30 to 16,000 Hz (cps). Output is—58db.

To learn more about Variable-D microphones, write for our free booklet, "The Directional Microphone Story." Then see and try the E-V 666 at your nearby Electro-Voice professional microphone headquarters. Just \$255.00 in non-reflecting gray, complete with clamp-on stand mount. Or try the similar Model 665. Response from 50 to 14,000 Hz (cps), \$150.00 (list prices less normal trade discounts).

*Pat. No. 3,115,207

ELECTRO-VOICE, INC., Dept. 661BR
660 Cecil Street, Buchanan, Michigan 49107

Electro-Voice®
SETTING NEW STANDARDS IN SOUND

'Sky King' put into syndication by Bagnall

George Bagnall & Associates Inc., Beverly Hills, Calif., has obtained syndication rights to 72 half-hour episodes of the *Sky King* adventure series that has been on CBS-TV on Saturday (noon-12:30 p.m.) for seven years.

Les Anthony, vice president and sales manager for Bagnall, said rights have been acquired from the National Biscuit Co., owner of the series, and added that *Sky King* is being offered to stations for a mid-September start.

He also noted that Bagnall is continuing to syndicate *It's A Small World*, half-hour color travel-adventure series, currently in 51 markets; and *Clutch Cargo* and *Space Angel*, five-minute animated color programs, each sold in more than 100 markets.

School kids' TV tastes mature in 15 years

Tastes in television among elementary school pupils have matured over the past 15 years according to "Studies in the Mass Media" conducted by Dr. Paul A. Witty, professor of education at Northwestern University and released today (June 20) by the Television Information Office.

The favorite programs in 1949-50 were *Hopalong Cassidy*, *Howdy Doody*, *Lone Ranger*, *Milton Berle* and *Arthur Godfrey*, while in 1965 the favorites of pupils were *The Man from U.N.C.L.E.*, *Bewitched*, *Shindig*, *The Addams Family*, *My Favorite Martian* and *Bonanza*, the study shows.

The current study is the 15th in a series of annual surveys conducted by Dr. Witty among school children, their teachers and parents in the Chicago area.

Radio series sales . . .

Tom Anderson's Straight Talk! (Jonathon Kirby Enterprises): WLAK Lakeland, Fla.; KNIK Anchorage, Alaska; WDEC Americus, Ga.; XEMO Tijuana-San Diego; KUDY Spokane; WMOO Mobile, Ala.; KWFS Eugene, Ore.

The Joe Pyne Show (Hartwest Productions): WTIG Massillon, Ohio; KUKI Ukiah, Calif.; WHIL Medford, Mass.; KMUL Muleshoe, Tex., and WTJS Jackson, Tenn.

Chickenman (Spot Productions): KFJZ Fort Worth, K TSA San Antonio and KPRC Houston, all Texas; WHYN Springfield and WCOP Boston, both Massachusetts; WKBW Buffalo, N. Y.; KIOA Des Moines and KSTT Davenport, both Iowa; WNOE New Orleans; WIXY

Cleveland; WTOP Washington; WSGN Birmingham, Ala.; KVOL Lafayette, La.; KBTR Denver; KQWB Fargo, N. D.; WMOC Chattanooga; KSOP Salt Lake City; KLRA Little Rock, Ark.; WLAN Lancaster, Pa.; WNHC New Haven, Conn., and WGH Norfolk, Va.

KABL says its ID's follow FCC thinking

KABL Oakland, Calif. insisted last week that it has complied with the FCC's station-identification rules as "consistently construed and interpreted by the commission in the past."

Licensee McLendon Pacific Corp. filed exceptions which protested FCC Examiner John D. Cunningham's initial decision that KABL has violated station-identification and station-sponsorship rules (BROADCASTING, Oct. 4, 1965). The examiner has recommended a fine of \$10,000, the maximum forfeiture that can be levied under present commission rules. The Broadcast Bureau suggested a forfeiture of \$4,000 (BROADCASTING, April 18).

The FCC is investigating the charge that KABL has violated commission rules by identifying with the San Francisco area. McLendon, however, states that KABL has consistently complied with the station-identification rules and claims that Examiner Cunningham's decision is based on serious errors of law and fact, that the commission is suddenly accusing KABL of illegal action which the FCC had in fact consistently approved in the past, and that the fine cannot be legally levied since KABL's actions were neither "willful nor repeated."

Admitting the possibility of a technical violation of the sponsor-identification rules, McLendon also claims that its omission was inadvertent. In February 1965, KABL ran a one-minute spot (45-second ad with a 15-second live tag identifying the sponsor) for U. S. Steel 57 times during 19 days without the live tag.

Reade-Sterling takes aim at smaller markets

Walter Reade-Sterling, New York, has established a new subdivision to make feature films readily available to the smaller TV markets.

The new subdivision will be part of the company's television division and will have its own sales force. The plan includes a feature package called "Selective Cinema," 45 films to be sold exclusively to nonmajor market stations.

The package comprises films that have run in major markets but are first-run to the smaller markets.

Check made on Chicago radio in riot coverage

Chicago police and the FCC last week were investigating reports that a Spanish-speaking personality, possibly two, broadcast inflammatory statements on a Chicago station last Monday (June 13) that contributed to rioting in the city's Puerto Rican district. Their identity or that of the station was not disclosed.

A half-dozen radio stations in and around Chicago, plus several FM outlets, regularly have Spanish-language programs on their schedule, many daily. Three share-time stations on 1240 kc, for example, have Spanish programs which collectively span much of the day. These are WEDC, WCHW and WSBC.

WEDC is owned by Representative Roman Pucinski (D-Ill.). The congressman ordered a blackout on all riot news early Monday. WCHW and WSBC reported careful controls over their programming which they said also precluded any possible involvement.

City officials and Spanish leaders quickly appeared on nearly all Spanish-language stations in the area to help quiet the rioting. WCRV-TV Chicago devoted its full hour of Spanish programming Tuesday evening to efforts to calm the situation.

William Ray, head of the FCC's complaints and compliance division, said the commission's Chicago office had received one call concerning an allegedly inflammatory broadcast but that the caller himself had not heard the broadcast. Mr. Ray said he had not yet been able to track down the source of the report. He said the commission had not received a complaint concerning a specific station.

Film sales . . .

Girl Talk (ABC Films): WCPO-TV Cincinnati; WHBQ-TV Memphis; WQAD-TV Moline, Ill.; WPMY-TV Greensboro, N. C.; WSJV(TV) Elkhart-South Bend, Ind.; WLYH-TV Lancaster-Lebanon, Pa.; WSBA-TV York, Pa., and WAGM-TV Presque Isle, Me.

Discophonic Scene, *Night Train* and *Marine Boy* (Seven Arts TV): WNEM-TV Bay City-Saginaw-Flint, Mich.

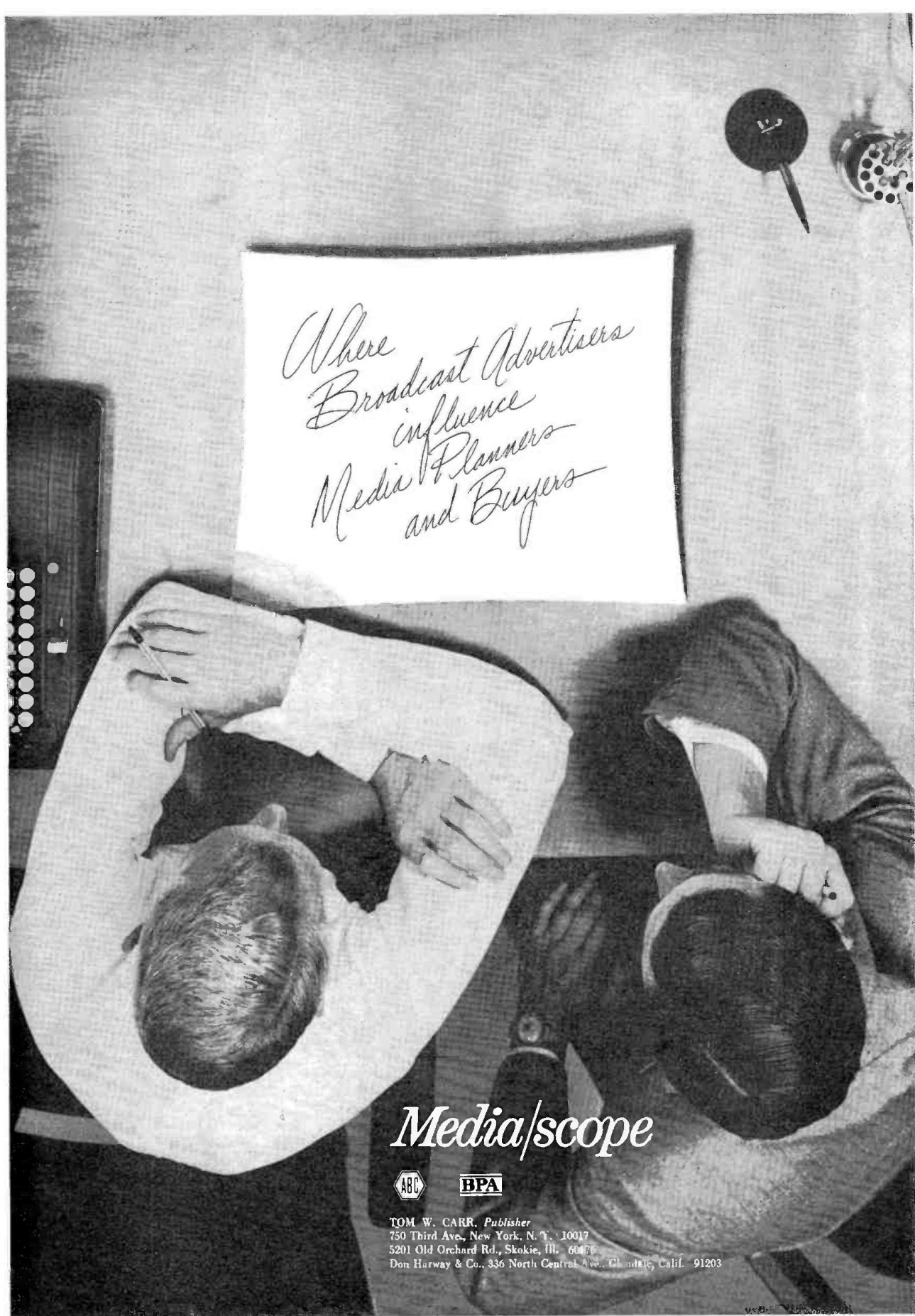
Man in Space (Seven Arts TV): WNYS-TV Syracuse, N. Y., and WILX-TV, Jackson, Mich.

Big Night Out (Seven Arts TV): KOB-TV Albuquerque, N.M.

Out of the Inkwell (Seven Arts TV): WVEC-TV Norfolk, Va.

The Professionals (Seven Arts TV): WISH-TV Indianapolis.

The Gypsy Rose Lee Show (Seven Arts TV): KVIQ-TV Eureka, Calif.



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The grass is green, but . . .

U.S. companies' advertising in foreign countries must be tailored to the market

American companies more and more are looking overseas but their advertising and marketing approaches must be carefully tailored to each foreign market or they will lose more than they gain.

The generalization may be obvious but it was the essence of most advice offered last week in Chicago on international product ventures during the 49th annual world conference of the American Marketing Association. Or as one international success, Pepsi-Cola, explained, there is more to a good foreign TV spot than language translation.

David Dutton, managing director of the London Press Exchange, which he claimed is "Europe's largest advertising agency," recounted the history of American wins and losses abroad and their relation in some cases to advertising foibles.

Mr. Dutton claimed firms like Green Giant "laid an egg" in England when it forgot "the majority of British people have never nibbled an ear of corn." Similarly, Gleem tooth paste, despite heavy press and TV promotion, "shone brightly for a time" but now has "faded to little more than a gleam." Many, however, like Colgate, Camay, Tide and Vaseline have won big shares of their markets, he said.

Even selling just north of the U. S. border is vastly different in many ways because Canada is a foreign country, R. F. Schelling, vice president and general products manager of Thomas J.

Big Canadian radio sale

Rothmans of Pall Mall Canada Ltd., has budgeted \$2 million for radio advertising in Canada in the fiscal year, starting July 1, according to Radio Sales Bureau, Toronto. RSB's compilation of the top-100 radio advertisers in Canada last year showed Rothman's as number four with expenditures of \$905,858.

Lipton Ltd., Toronto, explained.

A comprehensive analysis of advertising in Canada was given to the AMA by Robert M. McClelland, executive vice president of Standfield, Johnson & Hill Ltd., Montreal and Toronto, an affiliate of Lennen & Newell. He cited TV as Canada's major medium today, billing in excess of \$100 million and accounting for over 35% of all Canadian advertising.

Norman Heller, vice president, marketing research and planning, PepsiCo Inc., New York, told of the success of his firm in expanding Pepsi-Cola into 110 foreign countries and using radio and TV where available. Pepsi's basic "come alive" image and theme—backed by the traditional musical jingle—is standard the world over but the individual nuances differ country by country to fit local needs, he said.

Spanish group buys Mark Century service

Radio Madrid Network has selected a United States radio program service company, Mark Century Co., New York, to help arrange its program schedule.

Milton Herson, president of Mark Century, last week announced the appointment made by the Sociedad Espanola de Radiodifusion, which operates 52 of Spain's 150 radio outlets. Mr. Herson said his firm will advise SER on the establishment of a "top 40" programing format similar to the U.S. structure, and help create a series of station ID's based on SER's musical logo.

Mark Century's service to SER has also been extended to Australia, Canada, the Virgin Islands and Mexico. Mark Century provides a radio program service to over 600 U.S. markets.

New Blue Eagle planes okayed in House bill

The House of Representatives last week approved funds contained in a defense procurement bill authorizing replacements for a pair of battle-weary planes that have been serving as airborne television transmitters over the South Vietnamese countryside.

The entire package now goes back to the Senate which previously passed a similar bill with a lower price tag. Part of the bill would provide funds for four additional aircraft for the Vietnamese broadcasting chores. The proposal for the television funds was made in an

amendment to the bill by the House Armed Services Committee.

The amendment would earmark \$20,000,000 for the Navy and Marine Corps to supplement or replace two C-121 "Blue Eagle" aircraft that have been used as flying broadcast stations for the Vietnamese and U. S. military personnel.

The two planes, according to the committee statement, have been operating with some "ingenious makeshift modifications," and both were damaged—one almost destroyed—in a Viet Cong mortar attack in April.

The operation, called "Project Jenny," was initiated by the Department of Defense and began broadcasting Feb. 7. The airborne facilities simultaneously transmit on two channels, one for the Vietnamese (with program assistance furnished by the U. S. Information Agency) and the other for the U. S. military (operated by the Armed Forces Radio-Television Service.)

Middle East co-op plan proposed by Movielab

A common goal in television and motion pictures may one day help bring closer unity in the Middle East through a color film project proposed by Saul Jeffee, president of Movielab Inc., New York.

Mr. Jeffee, just returned from a Middle East trip, reports that Israel, Turkey and Greece are most anxious to stimulate domestic and foreign production of film properties at their locales. But, because none of these countries can individually keep a modern processing laboratory in full operation, they are, said Mr. Jeffee, interested in his proposal of a jointly accessible color lab for TV, theatrical and educational film.

Movielab technicians would furnish the know-how, with long-range plans calling for training of Israeli, Turkish and Greek lab assistants in New York.

If the venture proves workable, Mr. Jeffee hopes it could be extended to other Middle East nations.

International film sales . . .

Tarzan (Banner): CBC network (9 stations) and CHCH-TV Hamilton, CFPL-TV London, CKVR-TV Barrie, all Ontario; CKCK-TV Regina, Sask., and CHCT-TV Calgary, Alberta.

Time Tunnel, The Man Who Never Was, Men Against Evil, Them Monroes (20th Century-Fox TV International): Telesistema Mexicana, S. A.

Group wants change in common-carrier rules

A study group composed of top federal officials has recommended that Congress approve legislation allowing the FCC to permit international communications common carriers to merge.

The Intragovernmental Committee on International Telecommunications, in a report to the Senate Commerce Committee, also said it was drafting such a bill and would submit it to Congress shortly. The group began a study of the industry in 1964. It includes representatives from the State, Defense and Justice Departments.

In the past, the FCC, to protect the economic viability of the record (telegraph) carriers, adopted a policy that, with some exceptions, excluded the principal voice (telephone) carrier, AT&T, from this field. In recent years, however, the committee found, there

has been a growing demand for combined voice/record services.

On the basis of its study, the committee concluded that, although in the past significant benefits may have resulted from the competitive inter-play among the carriers, in the future such benefits also may be gained from the merger of facilities creating more efficient use of plants and reduction in costs and rates.

It recommended that legislation be passed removing present statutory bars to the merger of carriers or facilities used in overseas telecommunications and permit the FCC under safeguards, including the protection of labor, to approve such mergers.

It proposed three alternative structures that would include two or more telegraph systems, or their facilities, with or without the Communications Satellite Corp. and with or without the overseas facilities of AT&T. A merger combining all cable, satellite and radio facilities would probably

offer the most advantages, it said. It recognized that any form of merger would probably reduce competition and the labor force, but said competition would still exist in services if the merged company were confined to being a carriers' carrier and that economies thus gained could permit rate reductions that would stimulate use and create new jobs.

C-E enters Australia

Campbell-Ewald Co., Detroit, has purchased an interest in Coudrey-Gotham Associates Pty. Ltd., Sydney, Australia, a long-established Australian agency with more than 40 clients and billings of around \$3 million. Thomas B. Adams, Campbell-Ewald president, said the move was to strengthen and improve services for the firm's South Pacific and Far East clients. The Australian agency will be known as Coudrey-Campbell-Ewald Pty. Ltd.

FANFARE

Pioneers honor Godfrey, re-elect chapter officers

The New York chapter of Broadcast Pioneers presented its distinguished service award to Arthur Godfrey at the chapter's annual dinner-meeting last week in New York.

Donald J. Mercer, NBC, was re-elected chapter president at the meeting. Also reelected were Geraldine H. McKenna, Westinghouse Broadcasting, as vice president; Carl S. Ward, CBS-TV, as vice president; Grace Johnsen, ABC-TV, as secretary, and Robert J. Higgins, Broadcast Music Inc., as treasurer.

Mr. Godfrey was saluted with a musical revue, "The Many Lives of Arthur Godfrey," emceed by John Daly. Frank Pelligrin, Pellin Enterprises, New York, was chairman of the dinner committee.

CBS promoters to meet in New York this week

An annual meeting of promotion and information services directors representing the five CBS-owned TV stations will be held this week (June 22-24) in New York. Three CBS division presidents will speak at luncheons held on each of the days of the meetings, beginning with Richard S. Salant, president, CBS News, and followed by John T. Reynolds, president, CBS-TV and Merle S. Jones, president, CBS-TV Sta-

tions Division. Topics on the agenda: advertising, promotion, publicity, research and sales. Stations are WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago. WCAU-TV Philadelphia and KMOX-TV St. Louis.

Drumbeats . . .

Book spots ■ Actor E. G. Marshall has donated his services to Books U.S.A. to record its public service announcements. Books U.S.A. was created by Edward R. Murrow as an educational organization. Mr. Marshall's announcements appeal to the public to tell America's story abroad through American books, and to send the words of Lincoln and Kennedy overseas as goodwill ambassadors.

Firefighter ■ John Gambling, host of

Rambling with Gambling, wor New York morning show, is acting as middleman for a gift of a fire truck to the Derby Volunteer Fire Company of Bordentown, N. J. Cy Harris, a fire truck hobbyist, asked Mr. Gambling to offer the truck over the air and the Derby company was chosen from the more than 30 fire companies that responded.

Summer teaser ■ The pilot episode of NBC Film's first-run color series, *Kimba*, will be shown as a summer special on WPX(TV) New York and KHJ-TV Los Angeles. Purpose is to promote the entire animated *Kimba* series which will run this fall. The 52-episode, half-hour series was co-produced by NBC Enterprises and Muschi Productions, Tokyo.

NEGOTIATORS FOR THE SALE OF MEDIA AND ALLIED BUSINESSES			
FAR WEST—TOP MARKET		CALIFORNIA	
AM-FM. Excellent profits. Priced at \$250,000. 29% down.		One of the state's top markets. Profitable full timer. \$350,000. Terms.	
PACIFIC NORTHWEST		NORTHEAST	
Full time. Volume \$70,000. Priced at \$105,000. Terms.		AM-FM \$150,000. Terms	
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AREA 213 HOLLYWOOD 4-7279			

Landco's computerized sound mixer

SYNCHRONIZES EIGHT-TRACK TAPE TO SOUND FILM

The Sound Studios of Landco Labs Inc., New York, has developed a computerized method to record and mix sound for filmed TV commercials.

Bob Landers, president, calls the process Quick-Track. It also can be used for "live editing without scissors." The only waiting time, he said, is in the rewinding of the tape itself.

Mr. Landers explained last week that his system uses an "electronic brain" (quasi-binary counter) that can synchronize a single, eight-track audio tape to film pictures. It's no longer necessary, he said, to take time for reloading or looping techniques. Quick-Track's synchronized accuracy, he added, comes to within 1/100th of a second in 60 minutes.

For the advertising agency, Mr. Landers indicated, it means a quick, accurate and money-saving way to get up to eight sound tracks onto a single tape. With sound studio rates at \$80 per hour to produce TV commercials, Quick-Track almost doubles the output, he said.

The cycle begins when an agency



Jack Schatz, vice president, adjusts tape reel on eight-track head assembly—a unit in Landco's unique sound process Quick-Track. Mr. Schatz said this total facility makes possible an easy-to-use system for agency producers, and an elimination of the 'mystique surrounding the use of sound.'

submits its tapes, called mags, perforated with sprocket holes containing the sound medium. Quick-Track then synchronizes all the sound elements onto a single extra-width, multi-track tape. This is done with synchronizing pulses on the tape to ensure synchronized playback at the exact same speed as the recording. The electronic brain controls this operation.

The brain consists of two control panels. One panel has automatic controls for synchronizing the tape, and the other, an automatic pre-set programmer that starts the machines (tape recorder, projector, studio lights, air conditioner, etc.) during tape plays. The programmer also selects the brain functions and at the points they will occur.

The actual tape recorder is a special eight-track tape console in two sections. The lower half represents an Ampex tape transport with an eight-track erase, record and playback head assembly. Above this are eight audio units each with track switches, dials and motor indicators, especially made by Lang Electronics, New York.

Mr. Landers said the technical details of Quick-Track result in a simple operation where the film is run through only once. The dubber also is loaded once, since all the sound elements are recorded in line and in sync. Each Quick-Track phase—the rehearsing, recording and mixing—is accomplished without interruption.

Other features of Quick-Track include a solid-state mixing panel with eight separate volume and tone control levers, and a "magic" tape-cue-stop button that halts the tape at an exact pre-set tone for accurate cueing.

Commission explains three-week-old votes

The six commissioners of the FCC last week told why they voted as they did three weeks earlier in denying petitions by KALF Mesa, Ariz., and WNMP Evanston, Ill., for reconsideration of waiver denials (BROADCASTING, June 6).

The statements were an unusual procedure and followed the 3 to 3 vote that upheld the earlier rejection of the waiver applications for nighttime service. The daytimers in suburbs of Phoenix and Chicago, respectively, had sought

to change to fulltime outlets.

Acting Chairman Rosel Hyde and Commissioners Robert Bartley and Lee Loevinger supported the waiver petitions. Commissioners Robert E. Lee, Kenneth Cox and James Wadsworth opposed them.

Commissioner Hyde found both stations had "compellingly demonstrated" their nighttime service "would achieve significant public benefits." In Evanston's case it would be the first local nighttime commercial AM and for Mesa it would be "a second and competitive" station. Both stations, he said, would serve "sizeable and swiftly growing" communities. He noted that the benefits would not cause any additional objectionable interference to other stations.

Commissioners Bartley and Loevinger found that since no other station would be harmed by the applications and since both would offer additional service to small communities, "it would seem meritorious to waive the rule and accept the applications." They noted that since the rule had been adopted, the FCC had denied four waiver requests and granted two. These figures show the "virtual impossibility" of coming up with a rule that fits every situation.

Commissioner Lee said he would favor amending or changing the rules if they are restricting "the larger and more effective use of radio." Until that time, he added, he cannot "in good conscience vote to waive them on a case-by-case basis."

Commissioner Cox found it impossible to give "every separately incorporated community in our mushrooming metropolitan areas its own full complement of AM stations. All primary services in the areas must be considered," he said in the WNMP case, adding, the station was wrong in asserting that Evanston's community identity would be threatened without a second local nighttime service. (WEAW-FM is a 24-hour station.)

More Appeal — Discussing KALF's case, Commissioner Cox found it "considerably more appealing" than WNMP since Mesa is a more distinct community in relation to Phoenix than is Evanston to Chicago, "and because I am not sure the spectrum is so crowded in the Southwest that the degradation of frequency . . . would be as serious here as in the Upper Midwest."

He called KALF's contention that there is need for more agricultural programming "a substantial one" but felt this was not enough grounds for waiver since allocations are permanent "but programming is fleeting" and a "change

in ownership may bring a change in emphasis.

Commissioner Wadsworth supported the Cox position on WNMP. In the KALF case he felt it "unwise" to issue a waiver that would "involve extensive construction and a substantial investment on such an ephemeral proposition as a proposal for unique programming, which could later be changed at the will of this or a subsequent licensee."

FCC turns down CBS petition on radiation

CBS's petition to alter a proposed FCC rulemaking that would establish uniform procedures for calculating radiation patterns of AM directional antenna systems, was denied by the commission last week.

CBS had asked that the commission's proposal be expanded to include pending class II-A AM applications. As an alternative, CBS suggested that all II-A applicants that receive grants must protect co-channel I-A stations against interference.

The FCC emphasized that the proposed rulemaking is intended to (1) increase the likelihood that AM licensees can maintain their radiation patterns without having to modify them, (2) eliminate legal procedures usually employed to determine radiation patterns and (3) enable the FCC to use more efficient computer processes to determine nighttime limitations.

GE sets up unit for closed-circuit TV

A separate manufacturing unit for closed-circuit TV equipment has been set up by the General Electric Co., Syracuse, N. Y. GE said the new organization, CCTV Business, was formed to provide "major growth opportunities for this product line." Harry E. Smith, marketing manager of GE's visual communications products business section, will manage the new unit (see page 75).

CCTV Business, GE said, will have its own active management team, marketing, engineering and manufacturing functions. The VCPB section, with which the closed-circuit TV operation will be affiliated, will now concentrate on the company's broadcast equipment. GE's closed-circuit TV cameras, all transistorized, have been sold for various industrial, educational, business and specialized applications. The firm also markets recording devices and monitors in the CCTV field.

BROADCASTING, June 20, 1966

Is CATV answer to spectrum problems?

ENGINEERS SUGGEST CABLE REPLACE OFF-AIR TV

How do you take the heat off the radio spectrum? Some engineers have watched with interest the growth of CATV, and that was one of the solutions to ease the demands for spectrum space suggested last week at an Institute of Electrical and Electronics Engineers meeting in Philadelphia.

The speakers were members of a panel on the "Future Allocation of the Radio Spectrum" at the 1966 IEEE conference on international communications.

The use of wire for TV was proposed by David B. Smith, professor of electrical engineering at the University of Pennsylvania and former director of research for the Philco Corp.

Others who took off on TV to some degree were R. P. Gifford, General Electric Co.; W. J. Weisz, Motorola Inc., and C. R. Kraus, consulting engineer formerly with the Pennsylvania Bell Telephone Co.

Mr. Smith, however, was the most vigorous proponent of the use of cable for TV. CATV, he said, is the most efficient system yet devised for the distribution of TV signals and for other services to the public and for specialized purposes. If unregulated, Mr. Smith said, CATV would supplant TV broadcasting in from 20 to 25 years.

Mr. Weisz, who has been a leader in behalf of the land-mobile services seeking the use of some TV channels for mobile users, pleaded for a review of all spectrum allocations in the light of present engineering knowledge. He urged the use of what he called "fallow" areas of the spectrum, not now being used to any extent. Mr. Weisz and the land-mobile forces have for some time coveted channels 14 and 15 in the UHF band. At the least, he urged, some form of channel sharing should be permitted.

Mr. Gifford disparaged the use of UHF for television and noted the "light" use of this portion of the spectrum. Land mobile, he said, is four times as valuable to the public as television, using police and fire services as one element in his valuation. He also suggested that services using the spectrum be charged a fee based on their service to the public.

Mr. Kraus, acknowledging the plight of the land-mobile services, charged that present land-mobile channels are not being used efficiently. He proposed a "common" use of channels, with a random-access device that would permit

a user to use any one of the 20 circuits. The device would find an unused circuit among the 20, it was explained.

FCC Commissioner Kenneth A. Cox, acknowledging the heavy use of channels allocated for the land-mobile services and the unused portions of the UHF television band, listed the problems involved if any attempt was made to shift the two services in the spectrum.

Even if the FCC were to decide to delete some of the UHF band for land-mobile use, the commissioner said, he would favor beginning at the top end of that band. This is, of course, the reverse of what the land-mobile services have asked.

Mr. Cox also referred to a forth-



New tower for KETV(TV)

KETV(TV) Omaha has announced a target date of Oct. 1 for completion of its new 1,365-foot tower. Structure will be at 72d Street and Crown Point Avenue in Omaha.

Groundbreaking ceremonies June 2 were attended by national, state and local dignitaries. First shovel was turned by Arthur J. Goldberg, U. S. ambassador to the United Nations, as KETV President Ben M. Cowdrey (left) looked on.

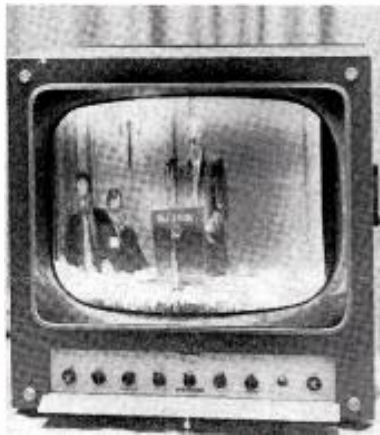
The channel 7 station is an ABC-TV affiliate.

The role of the home video-tape recorder

A surprise demonstration of how the home video-tape recorder is becoming a significant communications force in its own right was staged in Chicago last week before the American Marketing Association by Ampex Corp. and its advertising agency, Kenyon & Eckhardt.

Using only the subdued lighting of the banquet hall itself, the new Ampex VR-7000 home recorder (\$3,195) and its vidicon camera (\$895) from an obscure balcony site captured the entire luncheon talk of the new president of the Electronic Industries Association, Robert W. Galvin (on screen at podium), chairman and chief executive officer of Motorola Inc. The tape reel was presented to Mr. Galvin at the end of his speech and it will be duplicated and sent to universities and colleges.

AMA acknowledged the demonstration as historic and indicative of the many ways video-tape systems could aid industry and enhance



market research and advertising experimentation. Ampex Corp. is making its lines of home video recorders in the Chicago area. It admits the initial market is institutional but sees prospects of home use since some models are priced as low as \$1,095.

coming FCC plan to test the use of land-mobile services on channel 12 in New York (BROADCASTING, May 23).

He said that there would be a meeting at the FCC on June 30 to discuss the New York test. The meeting will be conducted by Ralph Renton, FCC chief engineer, he said.

As to Mr. Smith's call for the use of wire for TV, Mr. Cox responded that cable distribution of TV has its problems too; that it isn't cheap, and it is no substitute for broadcasting.

Howard Head, Washington consulting engineer and engineering adviser to the Association of Maximum Service

Telecasters, maintained that no substantial change could be made in the television allocation because of the tremendous investment by the public in present TV receivers.

In another panel, a group of CATV engineers discussed cable operations, and in general agreed that the level of engineering was increasing upwards year by year. Among those speaking were A. S. Taylor, Washington consulting engineer; K. A. Simons, Jerrold Electronics; M. G. Richey, Ameco Inc.; J. Shekel, Spencer-Kennedy Laboratories, and D. N. Carson, Bell Telephone Laboratories.

KOB rejects bureau suggestion on 770 kc

If the FCC isn't able to carry out the U. S. Court of Appeals' mandate in the 25-year-old KOB-WABC clear-channel case, it should seek help from Congress. But the problem really isn't that difficult, KOB Albuquerque told the commission last week.

KOB, in a pleading filed with the commission wasn't specific on the kind of legislation that should be sought, but it was understood the station feels that Congress should be asked to spell out the use it wants made of the clear channels.

KOB is said to be sufficiently serious about the matter to be considering asking a member of Congress to introduce the appropriate legislation if the commission does not act.

At issue is the KOB-WABC New York fight over use of the 770 kc frequency that they both occupy. The commission in 1958 ruled that both should operate as I-B stations, each protecting the other. ABC's New York station is operating as a I-A.

Case Sent Back ■ The U. S. Court of Appeals last year, in remanding the case to the commission, said the agency had not been fair to ABC in classifying its "flagship" station as a I-B while leaving the CBS and NBC New York stations as I-A's.

The commission is now seeking help from the parties in resolving the problem, and KOB's comments last week were in response to a Broadcast Bureau suggestion WABC be permitted to operate as a I-A with KOB designated a II-A. WABC made a similar suggestion, while KOB proposed dropping the CBS and NBC's New York stations, among others, back to I-B status.

KOB, whose comments were a reply to those filed by the bureau and ABC, criticized the FCC's counsel for suggesting that the private interest of those attempting to serve the public interest be "thrown to the wolves . . . simply because a court's insistence on consistency makes the commission's task a little more difficult."

KOB said there were ways short of an appeal to Congress to resolve the problem. It said the clear-channel proceeding, which was concluded in 1961, provides sufficient basis for establishing a system of alternative I-B or II-A use of the 13 clear channels earmarked for duplication.

KOB said the decision of whether I-B or II-A stations should be added to the broken-down channels could be made a case-by-case basis. KOB feels the commission decision in 1958 establishes KOB's right to I-B status.

The 770 case began in 1941 when



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KOB was moved from 1180 kc with 10 kw but with special permission to operate on 770 kc with 50 kw, and WABC was shifted from 760 kc to 770 kw. Both moves resulted from U. S. obligations under the North American Regional Broadcasting Agreement.

FCC revises its urban-suburban stand

Daytime class-IV AM stations interested in applying for an increase in power received some welcome news from the FCC last week.

The commission said its established policy of encouraging use of increased power by such stations overrides its

more recent policy governing AM applications for suburban communities.

Under that policy, adopted in December (BROADCASTING, Jan. 3), the commission questions the genuineness of a suburban application if the proposed operation would put a 5 mv/m signal over a city of more than 50,000 inhabitants and has a population at least twice that of the community specified in the application. In such a case, the applicant would have the burden of proving the application is not for the larger community.

The commission last week said it found that if the policy of encouraging daytime class-IV power increases is to be properly implemented, the provisions of its suburban-urban policy should not be applied. The purpose of that policy

is to distinguish between applicants that are actually for small communities and those that are big-city applications in disguise.

New plant planned

Continental Electronics, Greenville, Tex., a subsidiary of LTV Electrosystems Inc., Dallas, plans to construct a new building at a cost, including equipment, of \$1.4 million. J. O. Weldon, president of Continental, said volume production of super-power transmitters will be housed in the new plant. Continental said it has signed contracts for ten 250-kw high-frequency transmitters for the U. S. Information Agency in the amount of \$2,358,000.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Raymond

Robert Raymond, account supervisor at LaRoche, McCaffrey and McCall, New York, named VP.

Ted S. Burnett Jr., account supervisor for Benton & Bowles, joins Erwin Wasey, Los Angeles, as VP and account supervisor. **Robert Frey**, medical copy writer with Ross Laboratories, Columbus, Ohio, joins Wasey, Los Angeles, as copywriter.

James B. Zabin, formerly president of Loewy Stempel Zabin Inc., New York, joins Newhoff-Blumberg Advertising Agency, Baltimore, as VP and chairman of plans board.

John J. Martin Jr., VP, Hicks & Greist, New York, elected senior VP; **Martin Rifkin**, former operations manager, elected VP; **Alvin Willner**, former controller, appointed secretary-treasurer.

Arthur Cerf Mayer, former VP and creative director of Hicks and Greist, New York, joins Venet Advertising Co., same city, as VP and creative director.



Mr. Stewart

Peter F. Minnock Stewart, VP at Johnstone Inc., New York, named senior VP.

Gerard C. Iannelli, former supervisor in account management department, Young & Rubicam, New York, elected VP.

Philip F. von Ladau, media research director for Carson/Roberts/Inc., appointed head of new, separate department established to handle media

statistics and electronic data processing systems application.



Miss Carter

Dorothy Carter, VP-research and medical affairs, consumer products division of Miles Laboratories, Elkhart, Ind., appointed VP and senior medical consultant for Interpublic Group of Co.'s that city.

Jim Beatty, internationally known track star and sports director of WAYS Charlotte, N. C., named national sales manager.

Stanley H. Beals, formerly with Gardner Advertising, St. Louis, joins BBDO, Chicago, as account supervisor on Alberto-Culver.



Mr. Stuart

Don K. Stuart, account executive with Harrington, Righter & Parsons, New York, named national sales manager for WPIX (TV), that city. Mr. Stuart replaces **Jack Flynn**, killed in a plane crash last November (BROADCASTING, Nov. 15, 1965).

Spencer Bruno, formerly associate research director and copy research manager at Compton Advertising, New York, named VP and market research manager.

George Wallace, with West, Weir & Bartel, New York, appointed media director of Pampel & Associates, that city.

Ruth Forbes, with program statistics unit of CBS-TV research department, New York, appointed manager of advertising records in CBS-TV research

department.

Jack Badofsky named creative broadcast director at Stern Walters & Simmons, Chicago.

Waldemar R. J. Kilian and **William H. Croke**, with advertising department of P. Lorillard Co., New York, appointed advertising product managers.



Mr. Hurd



Mr. Kiser

Gordon Hurd, formerly director of client relations for E. G. Shipman Inc., New York, and **Howard Kiser**, formerly with NBC, New York, elected senior VP's of John B. Caldwell Associates, that city.

Patricia Wagner, former director of public relations, Sheldon Fredericks Advertising Associates, New York, appointed director of public relations, Delehanty, Kurnit & Geller Inc., same city.



Mr. Olsen

Richard Olsen, VP and assistant media director at Needham, Harper & Steers, New York, named media director.

Geren W. Mortensen, formerly PR and creative director for WJZ-TV Baltimore, appointed creative director of Cahn Avis Gerard Advertising, that city.

Don H. Jumisco, formerly account executive with CBS Radio Network Sales, Detroit, appointed account ex-

ecutive at CBS Television Network Sales, that city.

Don Hockstein, for seven years VP and director of commercial production at Earle Ludgin Co., and **Joel T. Squier**, formerly with commercial production department of Dancer-Fitzgerald-Sample, Los Angeles, join Foote, Cone & Belding, Chicago, as TV commercial production supervisors.

Nancie Kiley, media director at M. B. Scott Inc., Beverly Hills, Calif., joins Anderson-McConnell, Los Angeles, as media estimator.

Len C. Smith, sales manager for KEEN-FM San Jose, Calif., appointed general sales manager.



Miss Foxworth

Jo Foxworth, VP and creative director of Calkins & Holden, New York, named Advertising Woman of Year at annual meeting of Advertising Federation of America in Miami.

Nicholas R. Bibko, formerly with General Electric Co., Syracuse, N. Y., appointed account executive at Spitz Advertising, that city.

Bob Katz, account executive with Grey Advertising, New York, joins Papert, Koenig, Lois, that city, as account executive. **Gary Roberts**, media buyer with PKL, New York, named assistant media supervisor.

Michael W. Koff, assistant account executive and media buyer at Grey Advertising, New York, joins NBC Spot Sales as account executive in New York.

James E. Nelson, copy supervisor at Warwick & Legler, New York, joins The Marschalk Co., that city, as senior copywriter. **John E. McCullough**, television producer at Ogilvy & Mather, New York, joins Marschalk there in same capacity.

Faith B. Popcorn, copy chief at Salit & Garlanda, New York, joins copy staff at Solow/Wexton, that city.

Art Kane, still photographer, joins VPI Productions Inc., New York, for work in television commercial field.

Judith Henning, formerly in copy department, Norman, Craig & Kummel, New York, joins Cunningham & Walsh Inc., that city, as copywriter.

Ron Smith, with Great Western Advertising Agency, Reno, joins sales staff of KCBN, that city.

Sam Lane, former account executive for WHAT-AM-FM Philadelphia; **Vic Iacona**, account executive with WKDN-AM-FM Camden, N. J., and **Peter J. Huver**, with Bendinger Brothers Manufacturing Co., join sales staff

of WKBS-TV Burlington, N. J.-Philadelphia.

MEDIA

Edward G. Gerbic, VP of Willie Broadcasting Co., owner of WILI Wilimantic and WINY Putnam, both Connecticut, elected president.

Robert H. Koonts and **Lacy S. Sellars**, both with Jefferson Standard Broadcasting Co., Charlotte, N. C., elected secretary and assistant VP, respectively.

H. Dail Holderness, president of Carolina Telephone and Telegraph Co., named chairman of Jefferson-Carolina Corp. Other officers elected: **Michaux H. Crocker**, president and treasurer; **J. Richard Fowler**, executive VP; and **Robert H. Koonts**, secretary and general counsel. **Donald W. Curtis**, executive VP and general manager of Cablevision Inc., Gastonia, N. C., named general manager. Jefferson-Carolina is to acquire all CATV interests of Carolina Telephone and Telegraph Co. and Jefferson Standard Broadcasting Co.

Daniel F. Anderson, administrator, administration and services for NBC, named manager, personnel administration, NBC, West Coast. He succeeds **Roy A. Cheney**, who becomes manager, salary administration and records, at network's New York headquarters.

Charles Ross, manager of information services for WIBW-AM-FM-TV Topeka, Kan., appointed station manager of WIBW-TV.

Melvin M. Bailey, with KXL-AM-FM Portland, Ore., named station manager.

Dall Ross, with KYND Tempe, Ariz., appointed station manager.

PROGRAMING

James Larkin, former consultant with Bonneville International Corp., Salt Lake City, elected VP for programming and public relations, Radio New York Worldwide Inc.

James O. Beavers, VP and supervisor of Chevrolet account at Campbell-Ewald Co., Detroit, named West Coast director of program development for ABC-TV to work on new series. **Joe Byrne**, assistant to producer and script supervisor for Stage Five Productions, producer of *The Adventures of Ozzie and Harriet*, appointed program executive for ABC-TV on West Coast.

George J. Mitchell, program director of WKEF-TV Dayton, Ohio, elected VP.

James O. Marlowe, program director of WWLP-TV Springfield, Mass., elected VP.

Dean McCarthy, program and opera-

tions at WJBK-TV Detroit, appointed program director of WXYZ-TV, that city.

Robert Williams, director for Norwegian Broadcasting Corp., Oslo, Norway, joins WJW-TV Cleveland, as producer-director.

Tom Kennington, music director of WSAI Cincinnati, appointed program director.

Jon Bosworth, with KYND Tempe, Ariz., appointed program director.

Julian Schlossberg, formerly account representative for ABC-TV, New York, appointed account executive at television division of Walter Reade Sterling Inc., that city.

Nat Kahn, head of his own advertising and PR agency in Las Vegas, appointed director of advertising and publicity for Holiday on Ice and Holiday on Ice International revues of MSG-ABC Productions Inc., New York, firm jointly owned by ABC Inc. and Madison Square Garden Corp.

Chad Mason named southern division manager for American International Television Inc., Tampa and St. Petersburg, Fla.

Gary Morton, husband of studio President Lucille Ball, named VP in charge of live television programming for Desilu Productions Inc. In addition, Mr. Morton will continue as production consultant on *The Lucy Show*.

James M. Fox, screen writer, joins Harold Goldman Associates, Beverly Hills, Calif., as executive story editor. Move was one of series company will be making to expand its television production and distribution operations.

Stu Nahan, sports director of WKBS-TV Burlington, N. J.-Philadelphia, appointed play-by-play announcer for telecasts of Philadelphia Eagles' National Football League games.

Donald S. Moore, with production staff of WTIC-TV Hartford, Conn., appointed television director, succeeding **Richard G. Huntley**, who becomes assistant production manager.

Wilson Leahy, veteran film processor, joins sales-service staff of General Film Laboratories, Hollywood. He will work on feature films and TV shows.

Pamela Mason, conversationalist on KABC Los Angeles, named entertainment editor.

Don Zavin, writer-producer for KATU-TV Portland, Ore., joins KRON-TV San Francisco as staff writer.

NEWS

Kenneth Gale, former correspondent for United Press International, joins NBC News, New York, as correspond-

ent in Saigon bureau.

Mel J. Kampmann, formerly writer-producer for NBC News, Burbank, Calif., named news director of KRON-TV San Francisco.



Eliot Elisofon, with ABC News, New York, named director of creative production in preparation for ABC's probe of Africa (BROADCASTING, May 23). **Joseph C. Cook**, director of advertising and promotion for WABC New York, named director of press information and promotion for ABC News, that city.

Herb Koster, chief of Westinghouse Broadcasting Co.'s Harrisburg, Pa., news bureau, resigns effective June 30 to join news staff of WUC-TV Pittsburgh.

Charles W. Paine, assistant news director of WIP-AM-FM Philadelphia, appointed news director of KMBC-AM-FM Kansas City, Mo.

Leonard Harris, former critic for *New York World-Telegram & Sun*, named arts editor for news department of WCBS-TV New York.

Michael G. Silver, former director of information services, WCBS-TV New York, appointed head of publicity and promotion for CBS News Election Unit.

William Tangney, former producer, WCBS-TV New York, appointed *News at 10* producer at noncommercial WNDT-TV Newark, N. J.-New York.

Jim White, with WJAS-AM-FM Pittsburgh, joins KDKA-AM-FM, that city, as newscaster.

FANFARE

Alfred E. F. Stern, former publicity director of National Television Associates, Los Angeles, elected VP, Joe Wolhandler Associates, same city.

Jim Zaillian, head of his own PR firm in Los Angeles, named director of community relations for KABC Los Angeles. He replaces **Lorin Peterson** who has returned to KABC-ABC network news department.

Frank P. Grant, former newspaper reporter-editor and PR official, named promotion-public service manager of KETV-TV Omaha.

Richard Livingston, sales service representative for WQMR/WGAY(FM) Silver Spring, Md.-Washington, appointed promotion director.

William J. Steinmetz, former publicity director, Four Star Television, joins Solters, O'Rourke & Sabinson Inc.,

Los Angeles, as head of TV department, West Coast.

George Nicholaw, director of information services and community relations for WBBM-TV Chicago, named director, community services, at WCBS-TV New York.

Hal Garb, assistant picture manager for United Press International photos, Los Angeles, named photo chief for ABC-TV publicity, Western division.

EQUIPMENT & ENGINEERING



Mr. Planje

John T. Planje, VP of North American Philips Co., New York, elected president of Armed Forces Communications and Electronics Association, succeeding **Dr. Herbert Trotter Jr.**

John A. Fergie, VP for WKEF-TV Dayton, Ohio, named VP for engineering for parent Springfield Television Broadcasting Corp., which also operates WWLP-TV Springfield, WJZB-TV Worcester and WRLP-TV Greenfield, all Massachusetts.

Robert E. Furst, VP of engineering for Harman-Kardon Inc., Plainview, N. Y., subsidiary of The Jerrold Corp., named VP and general manager.



Mr. Ginty

Alfred L. Ginty, product manager of wire and cable communications division of Anaconda Astrodata Co., Sycamore, Ill., elected VP, marketing and sales for Anaconda in Anaheim, Calif.

Orville L. McKinney named marketing manager-original equipment sales, and **Luther C. Henrichs** appointed marketing manager-distributor sales, electronic components group, Sylvania Electric Products Inc., Seneca Falls, N. Y. Mr. McKinney has been east central area manager, and Mr. Henrichs has served as southeast area sales manager.

Harry E. Smith, manager-marketing of visual communications products business section of General Electric Co., Syracuse, N. Y., named manager, closed-circuit television business.

William W. Wilcox, regional manager for Technical Measurement Corp., Chicago, appointed sales engineer for Memorex Corp., Santa Clara, Calif., producer of broadcast video magnetic tape.

ALLIED FIELDS

Robert W. Sarnoff, RCA president, re-elected president of Friends of

Whitney Museum of Art Inc., New York, association of collectors and patrons of American art.

Frank Stanton, president of CBS Inc., reappointed to President's Committee on Employment of the Handicapped, for three-year term.

Gerald A. Bartell, publisher and board chairman of Bartell Media Corp., New York, elected board chairman of The Albert Schweitzer Foundation for Charity and Education.


Sol W. Geltman, VP and managing director of El San Juan hotel, San Juan, P. R., appointed senior executive of Ashley Famous Agency Inc., New York.

Charles M. Rogers, news director of WEW St. Louis from 1950 to 1952, appointed chief of information for Department of Interior's Federal Water Pollution Control Administration.

Arthur H. Schroeder, Washington communications lawyer, elected president of Federal Communications Bar Association at meeting last week in Washington. He succeeds **J. Roger Woltenberg**. Other officers elected: **Ben C. Fisher**, first VP; **Warren E. Baker**, second VP; **Warren C. Zwicky**, secretary, and **William P. Sims Jr.**, treasurer.


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Elected to board were **Stanley S. Harris** and **R. Russell Eagan**, succeeding **Mr. Baker** and **Marcus Cohn**.

INTERNATIONAL

Frank A. Sherer, executive VP-financial policy for Interpublic Group of Co.'s, New York, named president of Interpublic S. A., Geneva. **William S. Taggart** succeeds Mr. Sherer. **David B. Williams**, formerly senior VP of Interpublic, named executive VP of Interpublic S. A., Geneva, succeeding **J. L. Deane**, who will retire at end of year.

Simon Broadbent, formerly with Research Services Ltd., appointed media director of The London Press Exchange Ltd.

DEATHS

Maurice H. Needham, 77, founder of Needham, Louis & Brorby (now Needham, Harper & Steers) and president of agency for 35 years, died June 11 at his home in Woodstock, Ill., due to heart failure. He had retired as chairman in 1964.

Alfred Nilson, 70, retired audio engineer at WOR New York, died of heart attack June 10 in Florida City, Fla. He retired in 1960 at which time

he moved to Florida. Surviving are his wife, Rita, daughter and three sons.



Mr. Carter

Kenneth L. Carter, 60, former VP and general manager of WAAM-TV Baltimore (now WJZ-TV), died June 9 at Maryland General hospital in Baltimore after long illness. Mr. Carter had been VP in charge of radio-TV at Leon Shaffer Golnick Advertising, Baltimore, and had been with WMAL Washington.

Carl W. Loeber, 60, retired chief of telecommunications branch of State Department, died June 9 at Sheraton Park hotel, Washington. In 1949 Mr. Loeber represented U. S. on Provisional Frequency Board of International Telecommunications Union in Geneva. He joined State Department in 1962, and became chief of telecommunications branch. He retired this year. Surviving are his wife, Ada, daughter and son.

James P. Callan, marketing and sales development director of WABC New York, died at Syosset General hospital in Syosset, N. Y., June 7. Mr. Callan joined WABC in October 1962. He is survived by his wife, Mary, and

three children.

Raymond Monfort, 56, pioneer TV engineer and one of three founders of The National Academy of Television Arts and Sciences, died June 12 of cancer in Los Angeles. He was engineer for NBC for 26 years and from 1946 to 1950, Mr. Monfort was chief engineer for KTTV(tv) Los Angeles. He is survived by his wife and daughter.

Dr. Levering Tyson, 77, former president of Muhlenberg College, died June 10 at Sunnyside Farms Nursing Home in Brielle, N. J. He was one of first educators to recognize role of radio in education. In 1931, as director of National Advisory Council on Radio in Education, he announced plans for the development of educational broadcasts with financial assistance of John D. Rockefeller Jr. and Carnegie Corp. He is survived by daughter and two sons.

Wallace Ford, 68, screen and stage actor who co-starred with Henry Fonda in television series, *The Deputy*, died June 11 at Motion Picture Country House and Hospital in Woodland Hills, Calif.

Ellen Whiteley, copy chief for WTVJ(tv) Miami, died June 7 at Mercy hospital in Miami. Miss Whiteley had been with WTVJ for 13 years.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 9 through June 15, and based on filings, authorizations and other FCC actions.

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, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

ACTION BY FCC

Memphis—**Memphis Telecasters Inc.** Granted CP for new UHF on Channel 30, (566-572 mc); ERP 646 kw vis., 64.6 kw aur. Ant. height above average terrain 570 ft., above ground 580 ft. P. O. address c/o Harold Twisdale, 2600 Poplar Ave., room 516, Memphis 38122. Estimated cost of construction \$896,645; first-year operating cost \$597,012; revenue \$550,000. Geographic coordinates 33° 08' 52" north lat., 90° 03' 04" west long. Studio and trans. both located Memphis. Type trans. RCA TTU-50, type ant. RCA TFU-30J. Legal Counsel Scharfeld, Bechhoefer & Baron, Washington, consulting engineer David Steel & Associates, Washington. Principals: Harold W. Twisdale (20%), David L. Steel (20%), Douglas J. Thomas (20%) and others. Mr. Twisdale is dentist. Mr. Steel is broadcasting consulting engineer. Mr. Thomas is contractor. Action June 15.

APPLICATION

Boston—**Boston Heritage Broadcasting Inc.** channel 68, (794-800 mc), ERP 883 kw vis., 88.3 kw aur. Ant. height above average terrain 317 ft., above ground 338 ft. P. O. address: c/o William Carmen, 54 Lewis Wharf, Boston 02110. Estimated construction cost \$1,314,127; first year operating cost \$700,000; revenue \$700,000. Studio and trans. both to be located in Boston. Geographic coordinates 42° 19' 21" north lat., 71° 07' 00" west long. Type trans. RCA TTU-30A(L.A.); type ant. RCA TFU-30J. Legal counsel Fly, Shuebruk, Blume and Gaguine, consulting engineers George C. Davis, both Washing-

ton. Principals: William Carmen, Pasquale Franchi (each 9.53%), George P. Condakes, Albert Feldman, William Fitzgerald, Daniel J. Hourihan, Edward H. Mank, Roger Samet, Theodore Shoolman, Joseph Sheffer (each 7.14%), Harry M. Boon, Standish Bradford Jr., James D. Cregan, Ann McNamara, Amory Parker, Robert E. Sullivan (each 3.57%) and George Roberts (2.4%). Mr. Boon is with Harvard Business School. Mr. Bradford is lawyer. Mr. Carmen is in real estate development. Mr. Condakes is distributor of fresh fruits and vegetables. Mr. Cregan is certified public accountant. Mr. Feldman is TV producer, writer and director. Mr. Franchi is in construction business. Mr.

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Munsey Building District 7-8215
Washington 5, D. C.
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Arlington, Texas 76010

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Federal 3-1116
Member AFCCE

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

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

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Fitzgerald is lawyer with real estate interests. Mr. Hourihan is lawyer. Mr. Mank is real estate developer. Mrs. McNamara is teacher and director of TV programs. Mr. Parker is with Salzburg Seminar in American Studies in Cambridge, Mass. Mr. Roberts is in real estate. Mr. Samet is engaged in supplying TV and other communications media to hospitals and other large institutions. Mr. Shoolman is in real estate management. Mr. Sullivan is lawyer. Dr. Sheffer is dentist. Ann. June 9.

Existing TV stations

NEW CALL LETTER ASSIGNED

Nogales, Ariz.—International Broadcasting Co. Assigned KZAZ(TV).

New AM stations

ACTION BY FCC

Englewood, Tenn.—Norman Thomas and Associates Inc. Granted CP for new AM on 1090 kc, 1 kw, D. P. O. address Box 428, Chattanooga. Estimated construction cost \$25,220; first year operating cost \$37,830; revenue \$46,500. Principal: Norman Thomas (100%). Mr. Thomas owns WDNT Dayton, and WJSO Jonesboro, both Tennessee. Action June 14.

APPLICATIONS

De Soto, Mo.—De Soto Broadcasting Co. 1190 kc, 1 kw, DA-D, D. P. O. address: c/o Maurice W. Covert, esq., Box 97, Houston, Mo. 65483. Estimated construction cost \$46,458; first year operating cost \$42,000; revenue \$60,000. Principals: Maurice W. Covert, Nolan R. Hutcheson, Warren R. McKnight, William H. Duff, Raymond E. Duff, S. E. Ferguson and Pinkney B. Cole (each 14.285%). All except Pinkney B. Cole own 14.285% of KBTC-AM-FM Houston, Mo. Mr. Cole is general manager of KBTC-AM-FM. Mr. Covert is attorney. Mr. Hutcheson is owner of oil company. Mr. McKnight is owner of drug company. William Duff is owner of auto parts store. Raymond E. Duff is owner of funeral home. Mr. Ferguson is owner of automobile agency. Ann. June 15.

Del Rio, Tex.—Amstad Broadcasting Co. 1490 kc, 250 U. P. O. address: c/o Julius Sadowsky Jr., P. O. Box 1213, Del Rio 78840. Estimated construction cost \$12,340; first year operating cost \$31,820; revenue \$5,000. Principals: Julius Sadowsky Jr., Dr. Andres Portales (each 40%) and Manuel Cantu (20%). Mr. Sadowsky is with KDLK Del Rio. Dr. Portales is optometrist. Mr. Cantu is owner of drive-in restaurants. Ann. June 14.

Existing AM stations

ACTIONS BY FCC

By memorandum opinion and order, commission granted application of Big Chief Broadcasting Co., to increase daytime power of KTOW Sand Springs, Okla., from 250 w to 500 w, continued operation on 1340 kc with 250 w N; conditions. Action June 15.

WLBB Carrollton, Ga.—Granted increase of power from 250 w to 1 kw with continued daytime operation on 1100 kc; conditions.

In so doing, advised applicant that its amendment for power increase to 10 kw is clearly violative of rules and, accordingly, is being returned. Action June 14.

APPLICATION

WMSA Massena, N. Y.—Modification of license to change SH of operation from Mon.-Sat. 6:00 a.m. to 9:05 p.m.; Sun. 6:00 a.m. to 10:00 p.m.; to Mon.-Sat. 6:00 a.m. to 8:05 p.m.; Sun 6:00 a.m. to 10:00 p.m. Ann. June 10.

New FM stations

ACTIONS BY FCC

Statesboro, Ga.—WWNS Inc. Granted CP for new FM on 100.1 mc, channel 261, 3 kw. Ant. height above terrain 144 ft. P. O. address: Box 958, Statesboro 30458. Estimated construction cost \$23,390; first year operating cost \$7,500; revenue \$12,500. Principals: Donald Outland McDougald, William Worth McDougald, John Horace McDougald (each 33⅓%). Applicant is licensee of WWNS Statesboro. Action June 9.

Galesburg, Ill.—Galesburg Broadcasting Co. Granted CP for new FM on 94.9 mc, channel 235, 26.8 kw. Ant. height above average terrain 353 ft. P. O. address: c/o Roger Coleman, 60 S. Kellogg St., Galesburg 61401. Estimated construction cost \$25,046; first-year operating cost \$18,000; revenue \$18,000. Galesburg Broadcasting is licensee of WGIL Galesburg. Action June 15.

Oakland, Md.—Oakland Radio Station Corp. Granted CP for new FM on 92.1 mc, channel 221, 427 w. Ant. height above average terrain 687 ft. P. O. address: c/o Gary L. Daniels, Station WMSG, Oakland 21550. Estimated construction cost \$9,345; first-year operating cost \$6,500; revenue \$7,500. Oakland Radio is licensee of WMSG Oakland, Md. Action June 14.

*Adrian, Mich.—Adrian College. Granted CP for new FM on 88.1 mc, channel 201, 10 w. P. O. address: 110 South Madison St., Adrian 49221. Estimated construction cost \$8,873; first year operating cost \$500. Station to be controlled by Adrian College Board of Trustees. Action June 9.

APPLICATIONS

Miami—WBBJ Inc. 107.5 mc, channel 298, 100 kw. Ant. height above average terrain 274 ft. P. O. address: 5522 S.W. 8th St., Miami 33134. Estimated construction cost \$127,000; first-year operating cost \$40,000; revenue \$30,000. Principals: W. M. O'Neil (55%), Brian O'Neil and Joseph M. Dwyer (each 22½%). Mr. O'Neil is 75% owner of Ohio Music Corp. and Ohio Sound Systems Inc. Ohio Music owns 25% of Trans-World Broadcasting Corp., which is licensee of WZAK(FM) Cleveland. He also owns 100% of WSTA Charlotte Amalie, St. Thomas, V.I. Mr. O'Neil was president and principal owner of WSKP Miami, pending application for assignment of license. Brian O'Neil is William O'Neil's assistant. Mr. Dwyer is 60% owner of Dwyer Advertising. Ann. June 15.

Auburn, Ind.—C. P. Broadcasters Inc. 105.5 mc, channel 288, 2.99 kw. Ant. height above average terrain 305 ft. P. O. address: 9223 Cottage Grove Place., Highland, Ind. 46322.

Estimated construction cost \$23,795; first-year operating cost \$30,000; revenue \$27,000. Principals: Wayne Howard Paradise, Howard W. Paradise and John F. Clark (each 33⅓%). Messrs. Paradise both are employed with Mobile Oil Co. Mr. Clark is with Inland Steel Corp. They have no other broadcast interests. Ann. June 10.

New Orleans—Loyola University 101.9 mc, channel 270, 25 kw. Ant. height above average terrain 925 ft. P. O. address: c/o William A. Dean, WWL Radio, Roosevelt Hotel, New Orleans 70140. Estimated construction cost \$75,000; first year operating cost \$25,000; revenue \$30,000. President of Loyola is Very Reverend Homer Jolley S.J., Loyola University is licensee of WWL-AM-TV New Orleans. Ann. June 15.

Bad Axe, Mich.—John F. Wismer and James Muehlenbeck db/as Thumb Broadcasting Co. 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 209 ft. P. O. address: c/o John Wismer, 936 S. Van Dyke Rd., Bad Axe 48413. Estimated construction cost \$24,313; first-year operating cost \$108,000 (combined with AM), revenue \$103,500 (combined with AM). Thumb Broadcasting is licensee of WLEW Bad Axe. Ann. May 27. (Corrected item.)

Owatonna, Minn.—Owatonna Broadcasting Co. 104.9 mc, channel 285, 2.91 kw. Ant. height above average terrain 175 ft. P. O. address: construction cost \$13,000; first-year operating P. O. Box K, Owatonna 55060. Estimated cost \$4,000; revenue \$10,000. Principals: Duane Allen, Todd R. Hale and Gerald J. Boos (each 33⅓%). Owatonna Broadcasting is licensee of KRFO Owatonna. Ann. June 14.

*Nashville—Trevacca Nazarene College 88.9 mc, channel 205, 10 kw. P. O. address: c/o H. David Russell, 333 Murfreesboro Rd., Nashville 37210. Estimated construction cost \$11,847; first year operating cost \$1,830. Funds to be supplied by general college fund. To be administered by board of trustees. Ann. June 15.

Existing FM stations

NEW CALL LETTERS ASSIGNED

Lubbock, Tex.—Grayson Enterprises Inc. Assigned KLBK-FM.

Morgenfield, Ky.—Union County Broadcasting Co. Assigned WMSK-FM.

Raleigh, N. C.—North Carolina State University. Assigned WKNC-FM.

Riverside, Calif.—Regents of University of California. Assigned KUCR(FM).

KHFR(FM) Monterey, Calif.—Johnston Broadcasting Co. Assigned KMBY-FM.

KABG-FM McAllen, Tex.—Rio Broadcasting Co. Assigned KQXX(FM).

WGRV-FM Greeneville, Tenn.—Radio Greeneville Inc. Assigned WOFM(FM).

Baton Rouge, La.—Sound Dimensions Inc. Assigned WQXY-FM.

Moberly, Mo.—Jerrell A. Shepherd. Assigned KRES(FM).

Ownership changes

ACTIONS BY FCC

KJEO(TV) Fresno, Calif.—Granted assignment of licensee from Shasta Telecasting Corp. to Subscription Television Inc. STI is California pay television firm which will be owned 27% by Shasta Television at completion of sale. Consideration \$3,900,000. Action June 14.

WCM-AM-FM Ashland, Ky.—Granted assignment of licenses from WCM Inc. to Charbert Industries Inc., owned by Robert E. and Charles B. Levinson (each 50%). Messrs. Levinson are in real estate and various other business interests. They have no other broadcast interests. Consideration \$325,000. Action June 10.

WVIP-AM-FM Mt. Kisco, N. Y.—Granted control of permittee corporation Suburban Broadcasting Co. from VIP Radio Inc., owned by Whitney Communications Corp. (66⅔%) and Martin Stone (33⅓%) to VIP Broadcasting Corp., owned 100% by Martin Stone and family. Mr. Stone is former TV producer. Consideration \$331,435 plus Mr. Stone's minority interest in WVOX-AM-FM New Rochelle and WGHQ Kingston, both New York. (Corrected item.)

KEOR Atoka, Okla.—Granted assignment of CP with authorized new AM on 1110 kc from Bill Hoover, 100% owner, to Eastern Oklahoma Television Co., 66⅔% of voting stock held by Bill Hoover. Eastern Oklahoma is licensee of KTEN(TV) Ada, Okla. Oklahoma Broadcasting Co., wholly owned subsidiary of Eastern Oklahoma Television has three applications pending for new FM's at Ada, Tulsa and The Village (Oklahoma



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City), all Oklahoma. Eastern Oklahoma Television also has applications and franchises for CATV system. Stock transfer; no consideration. Action June 13.

KOHU Hermiston, Ore.—Granted assignment of license from Helen M. Olsen, executive of estate of Clyde W. Olsen to Hermiston Broadcasting Co. owned by Robert Chopping, Margaret L. Chopping and Dudley Goff (each 33 1/3%). Robert Chopping is manager of KAST Astoria, Ore. Margaret L. Chopping is bank employe. Mr. Goff is radio sales manager. Principals will assume \$40,000 debt of existing station. Action June 9.

APPLICATIONS

WJHO Opelika, Ala.—Seeks assignment of license from Yetta G. Samford Jr., Lurline Shealy, executrix of estate of C. S. Shealy, deceased, Thomas D. Samford III, individually and as agent for William Samford and Aileen M. Samford, Miles Ferguson and John E. Smolton (each 20%), db/as Oplika-Auburn Broadcasting Co. to John E. Smolton, Miles Ferguson, Yetta G. Samford Jr., Thomas D. Samford III, individually and as agent for William Samford and Aileen M. Samford and Clement C. Torbert Jr., co-executor of estate of C. S. Shealy, deceased, db/as Opelika-Auburn Broadcasting Co. Mrs. Lureen Shealy died and co-executor of her husband's estate became executor. No financial consideration. Ann. June 15.

KDEO El Cajon, Calif.—Seeks assignment of license from Howard L. Tullis and John P. Hearne db/as Tullis and Hearne, partnership, to Metro Communications Inc., owned by Mortimer W. Hall (75.72%), Donald Balsamo, Morton Sidley (each 7.14%), Leonard Cohen (5%), John W. Ervin and Melvin S. Spears (each 2.5%). Metro Communications has no other business interests. Messrs. Hall and Sidley are 14% each owners of KEAP Fresno, Calif. Mr. Hall also owns 33 1/3% of Martin Cable Co., Stuart, Fla. Mr. Balsamo is also employed by KHJ-TV Los Angeles. Mr. Sidley is national sales representative of RKO General Inc. Messrs. Cohen, Spears and Ervin are all attorneys. Consideration \$425,000 plus \$160,000 for non-compete and consulting agreements. Ann. June 10.

KHOW Denver—Seeks assignment of license from TCA Broadcasting Corp. to Trigg-Vaughn Stations Inc., owned by Cecil L. Trigg (20.27%), Jack C. Vaughn (30.62%), and Grady H. Vaughn (30.61%). TCA Broadcasting is wholly owned subsidiary of Trigg-Vaughn Stations. No consideration. Ann. June 14. Trigg-Vaughn Stations own KOSA-TV Odessa, KROD-AM-TV El Paso, KITE Terrell Hill, all Texas, and KDEF-AM-FM Albuquerque, N. M. Ann. June 14.

KWSL Grand Junction, Colo.—Seeks transfer of control of licensee corporation Mesa Broadcasting Co. from V. A. Buckmaster (51% before, none after) to Francis C. Gibbs (49% before, 100% after). Consideration \$8,720. Ann. June 15.

KWYN Wynne, Kan.—Seeks involuntary transfer of control of licensee corporation East Arkansas Broadcasters Inc. from Raymond O. Raley (73 1/3% before, none after) to Hannah Marie Raley, administratrix of estate of Raymond O. Raley, deceased (23 1/3% before, 96 2/3% after) and Orlan Rogers (3 1/3% before and after). No consideration. Ann. June 9.

WPRH Franklinton, La.—Seeks assignment of CP for new AM from James A. Gatewood tr/as Parish Broadcasting Co. to Gaco Broadcasting Corp., owned by James A. Gatewood (98%), Elizabeth A. Gatewood and I. K. Corkern (each 1%). No consideration. Assignment is for more complete separation of broadcast interest from other business enterprises of Mr. Gatewood. Ann. June 10.

WIRT(TV) Hibbing, Minn.—Seeks assignment of construction permit from Carl Bloomquist to Channel 10 Inc., licensee of WDIO(TV) Duluth, Minn. Consideration \$3,100. Ann. June 13.

WTFN Franklin, N. H.—Seeks acquisition of positive control of permittee corporation Franklin Broadcasting Corp. by Eugene W. Clark (50% before, 51% after) through issuance of stock by permittee corporation to Eugene W. Clark. No other ownership change. Assignment is of unissued stock to be issued to Mr. Clark for engineering services rendered. Messrs. Craver and Fitch each respectively continue to hold 30% and 19% of stock. No consideration. Ann. June 13.

KDEF-AM-FM Albuquerque, N. M.—Seeks assignment of licenses from Television Properties Inc., to Trigg-Vaughn Stations Inc. Television Properties is wholly owned

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 16

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	4,046		22	78	384
FM	1,476		27	226	238
TV-VHF	472		21	21	180 ¹
TV-UHF	90		29	97

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 16

	VHF	UHF	Total
Commercial	516 ²	213	729
Noncommercial	69	69	138

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30, 1966

	AM	FM	TV
Licensed (all on air)	4,042 ³	1,454	558 ⁴
CP's on air (new stations)	21	33	49 ⁵
CP's not on air (new stations)	78	218	106
Total authorized stations	4,142	1,705	719
Applications for new stations (not in hearing)	294	173	123
Applications for new stations (in hearing)	68	37	56
Total applications for new stations	362	210	179
Applications for major changes (not in hearing)	200	43	29
Applications for major changes (in hearing)	40	1	6
Total applications for major changes	240	44	35
Licenses deleted	2	1	0
CP's deleted	0	2	0

¹ Breakdown on UHF and VHF applications not available.

² Includes three noncommercial stations operating on commercial channels.

³ In addition, one AM operates on Special Temporary Authority.

⁴ In addition, two licensed VHF's and two licensed UHF's are not on the air.

⁵ In addition, two VHF's operate with Special Temporary Authority.

subsidiary of Trigg-Vaughn Stations. No consideration. See KHOW Denver above.

WENE Endicott, N. Y.—Seeks assignment of license from Southern Tier Radio Inc. to WENE Inc., owned by Herbert Bloomberg (20%) and January Enterprises (80%). Mr. Bloomberg is associated with WWCO Waterbury, Conn., January Enterprises is 100% owner of Northeast Broadcasting Co., licensee of WWCO Waterbury, Conn., and permittee of WWCO-FM. Consideration \$475,000. Ann. June 10.

KBOM Bismark-Mandan, N. D.—Seeks assignment of license from Capital Broadcasting Inc. to KBOM Broadcasting Co., owned by Richard K. Power, Robert O. Clark, Dale Coenen (each 25%), Saul Rosenzweig and Carole Rosenzweig (each 12 1/2%). Messrs. Clark and Coenen are both investment bankers. Mr. Coenen is also 70% stockholder in radio syndication firm. Mr. Power is 95% stockholder of WAVN Stillwater, Minn., and 50% stockholder of WJON St. Cloud, Minn. Mr. Price is lawyer. Mr. and Mrs. Rosenzweig are each 50% owners of commercial real estate company. Mr. Rosenzweig holds option to buy 5% of stock of KPLR-TV St. Louis. Consideration \$135,000. Ann. June 10.

KVIN Vinita, Okla.—Seeks assignment of license from Gene Humphries, John M. Mahoney and John Q. Adams db/as Vinita Broadcasting Co. to Gene Humphries db/as Vinita Broadcasting Co. (75% before, 100% after). Mr. Humphries already applied to commission to purchase 25% of KVIN. Consideration \$15,000. Ann. June 15.

WBRX Berwick, Pa.—Seeks assignment of license from Columbia County Broadcasters Inc., principally owned by John S. Booth and Harry J. Daly, to Berwick Broadcasting Corp., owned by Edward R. Newman (50%), Roy H. Cohn and Thomas A. Bolan (25% each). Mr. Newman is executive and 40% stockholder of WRNJ(FM) Atlantic City, N. J., and 50% owner of WRLC(FM) Palmyra, Pa. Mr. Bolan is also 50% owner of WRLC(FM) Palmyra. Mr. Newman is also owner of advertising agency. Mr. Bolan is in fight promotion. Messrs. Bolan and Cohn are lawyers. Mr. Cohn was counsel during Senator McCarthy's investigations in 1950's. Consideration \$125,000. Ann. June 15.

WKMC Roaring Spring, Pa.—Seeks trans-

fer of control of licensee corporation Cove Broadcasting Co. from Walter O. Kramp (13.3% before, none after), Melvin H. Shaw, Marion Shaw, Amos C. Shaw (each 19.3% before, none after) and Boyd E. Shaw (18.8% before, none after) to Fort Bedford Enterprises Inc., owned by William A. Jordan (17.67%), Harold S. Hill, George Gayman (each 8.33%) and Charles F. Brown (6.67%) and others, none more than 5%. Fort Bedford is applicant for new FM in Bedford, Pa. Consideration \$85,000. Ann. June 15.

KUBO San Antonio, Tex.—Seeks assignment of license from Radio KUBO Inc. to Turner Broadcasting Corp., owned by Tom E. Turner Sr. (80%), Tom E. Turner Jr. and Fred A. Turner (each 20%). Mr. and Mrs. Tom Turner Sr. are each 50% stockholders of Sigmor Distributing Service Inc., 100% owner of Belton Broadcasters Inc., licensee of KTON Belton, Tex. Sigmor Distributing is gasoline distributor in San Antonio area. Consideration \$300,000. Ann. June 13.

KFEC-FM Waco, Tex.—Seeks transfer of control of licensee corporation Centex Radio Co. from Charles Watson and Sara F. Humphreys (controlling interest) to Joe H. Smith Jr. Consideration \$8,500. Ann. June 10.

KXRO Aberdeen, Wash.—Seeks transfer of control of licensee corporation Aberdeen Broadcasting Co. from Miller C. Robertson and Matthew N. Clapp Jr. (50% each) to Miller C. Robertson and Matthew N. Clapp Jr. as voting trustees. No consideration. Ann. June 10.

Hearing cases

FINAL ACTIONS

■ By memorandum opinion and order, commission denied petition by Liberty Television Inc., Eugene, Ore., for reconsideration of Feb. 23 action which granted application of Eugene Television Inc., to increase vis. ERP of KVAL-TV Eugene, from 55 kw to 316 kw and ant. height from 1,050 ft. to 1,480 ft., and make other changes, and which denied Liberty's opposing petition. Action June 15.

■ By memorandum opinion and order, commission denied petition by Kittyhawk Broadcasting Corp., applicant for new AM

on 1140 kc at Kettering, Ohio, for reconsideration of March 9 action which granted application of Mansfield Broadcasting Co. to change operation of WCLW Mansfield, Ohio, from 1570 kc, 1 kw, DA, D, to 1140 kc, 250 w, DA, D and which denied Kittyhawk's request for consolidated hearing. Action June 15.

■ By memorandum opinion and order, commission denied petition for reconsideration by Richard C. Simonton tr/as Tele-music Co., and Robert Burdette, and re-affirmed March 17 action dismissing application by Simonton for additional time to construct new FM at San Bernardino, Calif.; also deleted call letters. During more than four years original CP was in force, seven extensions of time to construct were granted to Simonton upon his representation of various circumstances alleged to have prevented completion. Commission concluded that "extension of construction permit for the sole purpose of keeping it alive while protracted negotiations are conducted with prospective assignees or transferees is contrary to our responsibilities under the act." Action June 15.

■ By memorandum opinion and order, commission (1) granted application by A. B. Corum Jr. tr/as Loudon County Broadcasting Co., for license for new AM WBLC Lenoir City, Tenn., and (2) denied petition by WLIL Inc., Lenoir City, complaining that Corum has failed to fulfill his programming commitments. Commissioner Loevinger concurred in the result. Action June 15.

■ By memorandum opinion and order, commission dismissed petition by Spanish International Broadcasting Co., Los Angeles, for reconsideration of proceeding in Doc. 15641 which culminated in grant of application by International Panorama TV, Inc., for a new TV on channel 40 at Fontana, Calif.; dismissed as moot International's motion to strike KMEX-TV petition. Action June 14.

■ By memorandum opinion and order, commission granted petition by Fidelity Broadcasting Co., for reconsideration and grant without hearing its application for new FM to operate on channel 237A in Monticello, Ind. Commissioners Bartley and

Cox dissented, latter with statement. Action June 14.

■ By memorandum opinion and order, commission denied request by Atlantic Broadcasting Co. for waiver of Sec. 73.25 (a) (5) (ii) of rules to permit acceptance of its application to move station WUST from Bethesda, Md., to Washington, and returned application. Action June 14.

■ Commission, by review board, on June 13 adopted memorandum opinion and order in proceeding on application of Star Stations of Indiana Inc., for renewal of license of WIFE-AM-FM Indianapolis, denying applicant's appeal from examiner's May 12 ruling which denied extension of time for publication notice, also request for oral argument, and ordered Star to commence to meet requirements of Sec. 1.594 of rules and Sec. 311(a) (2) of Communications Act within 10 days. Member Nelson dissented and issued statement.

■ By memorandum opinion and order, review board denied petition by KWEN Broadcasting Co. for enlargement of issues in proceeding on its application for new AM in Port Arthur, Tex., and that of Woodland Broadcasting Co., for new AM in Vidor, Tex. Action June 13.

DESIGNATED FOR HEARING

Trend Radio Inc. James Broadcasting Co., Jamestown, N. Y.—Designated for consolidated hearing applications for new UHF TV's to operate on channel 26. Commissioner Bartley concurred and issued statement. Action June 15.

Tri-State Broadcasters Inc., Sioux Center, Iowa, and Emmet Radio Corp., Esterville, Iowa—Designated for consolidated hearing applications for new daytime AM's to operate on 1070 kc; Tri-State with 500 w and Emmet with 250 w, DA. Action June 14.

■ By separate order, commission designated for consolidated hearing application by WUST Inc. (now Atlantic Broadcasting Co.) to increase power of WUST from 250 w, D to 5 kw, 1 kw-CH, day, Atlantic Broadcasting Co. for renewal of license of WUST, and Bethesda-Chevy Chase Broadcasters Inc., for new daytime AM in Bethesda to operate on 1120 kc with 250 w. It was further ordered that WUST application be amended to reflect change in licensee name. Action June 14.

OTHER ACTIONS

■ By memorandum opinion and order in proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM's in Port Arthur and Vidor, both Texas, commission granted application by Woodland for partial review of March 30 decision and remand to extent of (1) affording Woodland opportunity to amend its engineering proposal if it chooses to do so, and if technically feasible, so that its application will reflect fully applicant's choice of technical facilities at Vidor and (2) instructing examiner to grant any properly filed petition to amend and accept such amendment to Woodland's engineering proposal which may be proffered, if it otherwise accords with commission rules, provided it is tendered within 60 days. Commissioner Lee dissented. Action June 14.

■ In proceeding on applications of Hennepin Broadcasting Associates, Inc., and WMIN Inc., for new FM's in St. Paul, review board granted petition by Hennepin for extension of time to June 17 to file reply to opposition by Broadcast Bureau to applicants' joint request for approval of agreement for withdrawal of Hennepin application. Action June 9.

■ In proceeding on AM applications of The Edgefield-Saluda Radio Co., Johnston, and WQIZ Inc., Saint George, both South Carolina, review board granted petition by WQIZ for extension of time to June 27 to file oppositions to petition by Edgefield-Saluda Radio to enlarge issues. Action June 9.

■ In proceeding on AM applications of Northwest Broadcasters Inc. and Bellevue Broadcasters, both Bellevue, Washington, review board granted petition by Broadcast Bureau for extension of time to June 13 to file response to petition by Northwest for enlargement of issues. Action June 8.

■ In proceeding on applications by Cosmopolitan Enterprises Inc., and H. H. Huntley for new AM's in Edna and Yoakum, both Texas, respectively review board granted petition by Cosmopolitan for extension of time to June 15 to file replies to oppositions to petition by Huntley to enlarge issues. Member Nelson not participating. Action June 7.

Routine roundup

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Designated Hearing Examiner Elizabeth C. Smith to preside at hearing on revocation of license of Santa Rosa Broadcasting Co., for WSRM Milton, Fla., and application of Santa Rosa for new FM in Pensacola, Fla.; scheduled prehearing conference for July 11 in Washington and hearing for Sept. 14 in Milton. Action June 8.

■ Designated Hearing Examiner Thomas H. Donahue to preside at hearing on applications of RKO General Inc., for renewal of license of KHJ-TV Los Angeles, and Fidelity Television Inc., for new TV on channel 9 in Norwalk, Calif.; scheduled prehearing conference for July 11 and hearing for Sept. 19. Action June 6.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau for extension of time from June 10 to June 17 for filing supplemental proposed findings and from June 24 to July 8 for reply findings in proceeding on applications of Ultra-Vison Broadcasting Co. and WEBR Inc., for new UHF TV's on channel 29 in Buffalo, N. Y. Action June 8.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on applications of Boardman Broadcasting Co., and Daniel Enterprises Inc., for new AM's in Boardman and Warren, both Ohio, respectively, granted motion by Boardman to take deposition by means of written interrogatories. Action June 14.

■ Granted petition by Broadcast Bureau and continued hearing from June 13 to June 20 in proceeding on applications of Boardman Broadcasting Co., and Daniel Enterprises Inc., for new AM's in Boardman and Warren, both Ohio, respectively. Action June 9.

By Hearing Examiner Millard F. French

■ On own motion, continued hearing from June 13 to June 21 in proceeding on applications of State Gazette Broadcasting Co. and McQueen and Co., for new FM's in Dyersburg, Tenn. Action June 9.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Haddox Enterprises Inc., and WCJU Inc., for new FM's in Columbia, Miss., granted request by WCJU Inc., to dismiss its application, but dismissed same with prejudice. Action June 14.

By Hearing Examiner H. Gifford Irion

■ In proceeding on applications of Cosmopolitan Enterprises Inc., and H. H. Huntley for new AM's in Edna and Yoakum, both Texas, respectively, granted petition by Huntley for leave to amend his application concerning plans for staffing proposed station. Action June 9.

■ Cancelled July 5 hearing and scheduled further conference for June 16 in proceeding on FM applications of Cascade Broadcasting Co. and Sunset Broadcasting Co. both Yakima, Washington. Action June 8.

By Hearing Examiner Jay A. Kyle

■ Pursuant to hearing conference in proceeding on application for assignment of licenses of WOL-AM-FM Washington, from Washington Broadcasting Co. to WOL Inc., ordered hearing to convene July 7 and continue through July 8, July 11 and July 12 and, upon recess on latter date, to resume July 25; further ordered WOL Inc., to exchange its exhibits relating to new added issue no. 4 on or before July 18. Action June 14.

■ On own motion, ordered resumption of hearing on July 5 and then to resume on July 13 in proceeding on applications of Jupiter Associates Inc., Somerset County Broadcasting Co. and Radio Elizabeth Inc., for new AM's in Matawan, Somerville and Elizabeth, all New Jersey, respectively. Action June 13.

■ Denied petition by Associated Television Corp. to intervene in proceeding on applications of WTCN Television Inc., Midwest Radio-Television Inc. and United Television Inc., all Minneapolis. Action June 10.

■ In proceeding on applications of Jupiter Associates Inc., Somerset County Broadcasting Co. and Radio Elizabeth Inc., for new AM's at Matawan, Somerville and

(Continued on page 87)

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RADIO

Help Wanted—Management

Part ownership opportunity for a general manager in expanding major market chain operation. Salary and bonus will produce \$30,000 to \$40,000 annual income, plus stock option to a present general manager with successful record in top fifty market. Send complete resume, including present salary and photograph. References will not be checked until after personal meeting. Our present organization knows of this ad. Box F-104, BROADCASTING.

General manager—broadcast background, 45 years or older. Married. Small FM station—Ohio. Complete resume in first reply. Box F-151, BROADCASTING.

Operations manager in major market to take complete charge of day-to-day operations, activities. Must understand office procedures, programing and work effectively with salesmen. 1st class license required though no regular board time. Must effectively supervise chief engineer. Salary open depending on experience. Send complete information, salary requirements, tape, first letter. Box F-221, BROADCASTING.

Selling General Manager for excellent medium market station within 100 miles New York City. Profitable, good current gross. Excellent family living area. Age 30-40, married, stable job history. Top retail time sales background only. Salary to \$10,000 plus strong incentive. Complete resume, photo to Suite 9-D, 150 E. 61st Street, New York City.

Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

Salesman. Single market station. Northeast Texas. Assume established accounts. Salary plus commission. Some announcing. Box F-94, BROADCASTING.

Five figure income for sales pro. Northeast. You could be our number one salesman. Good base of active accounts to get you started. Send resume to Box F-110, BROADCASTING.

Top salesman for small market in rapidly growing university town, Texas. Box F-181, BROADCASTING.

Los Angeles—Immediate opportunity for hard hitter. Stable & capable. Management timber. Salary plus with a growth station. Multiple group. Box F-192, BROADCASTING.

Announcer-sales . . . 3rd class . . . \$425 mo. plus bonus. KHIL Willcox, Arizona.

New station in single station market needs self starter. Ground floor opportunity. Complete details to Bob Smith, Tilton Publications, Rochelle, Ill.

Working sales manager for top Wyoming station in the Rocky Mountain market. Must be experienced motivator—8,000-10,000. Will consider high producing salesman. Box 2090, Casper, Wyoming.

Announcers

Announce good music at well established Ohio medium market. Top pay and fine future. Must have experience and first phone. Send tape and resume to Box E-285, BROADCASTING.

Announcers—(cont'd)

Wanted: Top 40 disc jockey for immediate opening. Medium market in New England. Salary commensurate with ability and willingness to cooperate. Send photograph, resume and a recent tape to Box E-387, BROADCASTING.

Announcer for middle road. Bright, fast-paced. Midwestern group station. Must have mature delivery. Send tape, photo & resume to Box E-428, BROADCASTING.

Wanted—announcer with 1 year experience. Also a qualified program director for daytime, single station market in Ohio. Good pay and benefits. Include tape, resume and salary requirements in first letter. Box F-77, BROADCASTING.

Immediate opening—Announcer with first phone. Alabama AM. Excellent conditions. Box F-86, BROADCASTING.

Announcers with first phone, if you're with a no-where station in a nothing market or if your future seems limited, why not consider a move to television. New modern TV station has positions open in Video switching, directing and announcing. Real opportunity to break into television. TV experience not necessary, good starting salary, great staff. Additional opportunity for some dj work at extra pay on affiliated radio station. Located in substantial market in Great Lakes area. An equal opportunity employer. Write Box F-121, BROADCASTING.

Need now—Top 40 announcer with first—one of five most powerful in state—Airmail resume, tape, photo to Box F-132, BROADCASTING.

Jersey shore resort area, good music station has immediate opening for experienced announcer-newsman. Send tape & resume to Box F-140, BROADCASTING.

Announcer for good small market South Carolina radio station needed at once. Split shift, 9 a.m. to 1 p.m. 7p.m. to 10 p.m., six days, 42 hours weekly. Pay in line with experience and ability. Send audition tape, photo and complete resume. Box F-146, BROADCASTING.

Fast-growing midwest group needs announcer with third class, endorsed, and newsman for promotion-minded MOR station. Please air mail tape, resume and photo to Box F-157, BROADCASTING.

Wanted—Mature, authoritative announcer for general board work, also broadcast engineer for transmitter. Ideal community. Cultural environment. Box F-158, BROADCASTING.

Washington, D. C., top 40 powerhouse needs newsman who really sells news with big, bold voice & presentation. Send tape, tell all. Box F-167, BROADCASTING.

Fast growing top 40 chain has immediate opening for 1st class engineer-announcer. Get in on ground floor of station with real future. New York state swinger. Box F-170, BROADCASTING.

Suburban Cleveland AM needs pro morning man to keep garden green. First shovel necessary. Send tape, resume now. Box F-172, BROADCASTING.

\$90.00 per week for midwest middle road music, news, sports station. From Indiana area preferred. Send tape, personal interview will follow. Single market. Box F-178, BROADCASTING.

Young announcer, first phone, some maintenance, small market, university town, Texas. Box F-182, BROADCASTING.

Announcers—(cont'd)

University market with pop standard format seeks announcer with imaginative approach to programing and production. Send photo, tape, and resume. Box F-189, BROADCASTING.

Personality/sales for up-tempo middle, good voice, experienced, stable person for 150,000 market in N.Y.S. Box F-194, BROADCASTING.

Production, talk show, authoritative sales voice for middle-of-road station in excellent Great Lakes market, opportunity for experience. Box F-195, BROADCASTING.

Announcers with first tickets for new station in Rockies. Will accept applicants with little experience. Box F-204, BROADCASTING.

Strong on commercials, news. Send resume, tape containing both. Excellent family town. World's best four season climate. Hunting, fishing, boating nearby. Golf situation outstanding. Salary open. Sales ability helpful, not required. Box F-211, BROADCASTING.

Immediate opening for experienced radio announcer. Salary open, some TV if interested, send tape and resume to John Reardon—KBIZ-KTVO Ottumwa, Iowa.

Wanted: Announcer with or without experience. Start \$90.00 per wk. Contact Pinkney B. Cole, 417-WO 7-3353. KBTC AM & FM.

Openings for 1st phone MOR announcers with flair for news, programing, and/or production. Send complete details or phone Gene Loffer, KGEZ Kalispell, Montana 406-756-4331.

Announcer-sales . . . 3rd class . . . \$425 mo. plus bonus. KHIL Willcox, Arizona.

Need announcer/copywriter, announcer/newsbeat, or radio time salesman who knows announcing. Must be pleasant, interested, no rocker. Send character references, tape, photo, experience or training, salary required. Good clean working conditions, friendly staff. KMAM Radio, Box 191, Butler, Missouri.

Wanted: First phone announcer. Central Texas small market. Above average pay. Write or call Manager, KVLG, Drawer K, La Grange, Texas 78945. Tape & resume.

WDBO Radio, Orlando, Florida. We are still looking for the right man. Our station is one of the oldest and influential in the southeast and we need an experienced dj who can handle a middle of road music show. Send tape & resume to Program Director, WDBO, P.O. Box 1833.

Opening for morning man capable of news, sports and announcing. Permanent position. Send tape and resume, WDDY Gloucester, Virginia.

Immediate opening for morning man and play by play sports announcer. Please send tapes, references and salary expected to Mr. William Winn, Program Director, WESB Bradford, Pa.

Michigan resort area daytimer needs announcer with 1st class ticket. Call Jerry Schroeder, WIOS Tawas City, Michigan 517-362-3417.

Immediate opening — staff board — announcer. Some experience. 3rd class endorsed. NBC affiliate. WLDB Atlantic City, New Jersey.

Announcers—(Cont'd)

Immediate opening for announcer, with bright, lively sound, good on news and 3rd class license. Clean, air-conditioned operation. Need car. Send tape, air resume at once to Manager, WMBT Radio, Shenandoah, Pa.

Middle of the road 1kw needs morning man. Some programming, Scenic northern Wisconsin. Call Don Sturgeski, WFPF Park Falls, Wis.

Relaxed deep voice, first phone, good music announcer for MOR daytimer. Send tape and resume to WPVL Painesville, Ohio.

Experienced morning personality for straight or gimmick music show in 5 station market. Talk show experience helpful for strong talk, news & editorial format with middle of the road music. Jingles & contests utilized with modern equipment in air-conditioned studios. Send air-check and resume to WRTA, Altoona, Pennsylvania.

Announcer with first phone. Light maintenance. WSYB, Rutland, Vermont.

Immediate opening for experience, mature voiced announcer-board man. No license necessary. Better than average salary. 5 day week. Hospital and life insurance plus retirement benefits and savings opportunity. Multiple radio & TV ownership. Opening for sign-on shift. Man we need must be reliable and in good health. Prefer married man. Strong on commercials. Please send complete information of experience, education, physical description, plus tape of broadcast abilities. Include recent photo. Address all inquiries to Hal Barton, Program Director, WTAD Quincy, Ill.

Still looking for the right men to fill announcing positions. Opportunity for television and/or part-time sales. WTAP Parkersburg, W. Va.

Immediately—Announcer—some experience—good salary. WVOB Liberty, N. Y.

Modern format station in 100,000 market looking for experienced 3rd phone announcer. Must be able to cut production spots. Send resume, photo, tape to Robert Vinyard, 610 College, Springfield, Missouri.

Miami area beckons a humorous, energetic, imaginative and creative middle of the road announcer for immediate opening. Send tapes, resume, photo—Box 1610, Hollywood, Florida.

Wanted: Engineer-announcer, strong on both. Immediate opening for station located in Martinsville, Virginia area, one of the fastest growing communities in the state of Virginia. Call Arnold Terry, 703-638-7014 day, or 703-647-8493 night.

One morning man, one afternoon with first ticket for new station, MOR format. Adult sound. Must be versatile. Resume, tape, photo, to Bob Smith, Tilton Publications, Rochelle, Ill.

Format experienced announcer who can adapt to modern country music. Handle programming and production. Send dj tape. Box 2090, Casper, Wyoming.

Staff announcer—Morning music and announcing shift on 100 kw group owned FM station, going stereo. Opportunities for TV work. Send resume, photo, tape to Daryl Sebastian, Fetzer Broadcasting Co., Box 627, Cadillac, Michigan. 49601, or 616-775-3478.

Disc jockeys, announcers, engineers wanted for big offshore stations Radio England & Britain Radio, 32 Curzon Street, London W1, England Tele MAYfair 3742.

Technical

SE Pa. AM seeks competent first class engineer. Clean, successful operation with growth opportunity, liberal benefits, good salary. Box D-159, BROADCASTING.

Chief wanted by NYC area fulltime station. Write in confidence. Mature, growing, professional broadcasting group. Many, many benefits. Excellent opportunity for the guy who wants more for his family in the future and can use his head for more than scratching. Box F-137, BROADCASTING.

Technical—(Cont'd)

Chief engineer wanted for 1kw-250w night station in fast growing midwest group. No announcing. Air mail all pertinent information and references to Box F-158, BROADCASTING.

Wanted: Chief engineer for 5,000 watt KLMR Lamar, Colorado. Also companion CATV. First phone. Experience determines salary. Announcing ability will be helpful. Phone 303-336-2206. C. A. Denney.

First phone man for transmitter. No announcing. WAMD, Aberdeen, Md.

Immediate opening—chief engineer with experience, 5000 watt non-directional regional station, up-to-date equipment, fringe benefits. Call or Write WASA-AM-FM, Box 97, Harve De Grace, Maryland. 301-939-0800.

Michigan resort area daytimer needs 1st class engineer immediately. Call Jerry Schroeder, WIOS Tawas City, Michigan. 517-362-3417.

Experienced engineer for 1000 watt AM station in midwest—Require good maintenance background—Contact Bob Olson, WJMS Ironwood, Michigan. Send all information and salary expected.

Transmitter supervisor—for 5 kw Da-2 AM and 3.5 kw ERP outlet. Forward resume including references, salary requirements and photograph or call Barry Atwood, C.E., WLAP, 177 N. Upper St., Lexington, Ky. 606-255-6300.

1st phone needed. FM & Manufacturing experience helpful. \$7,800 and growth opportunity. WQAL Philadelphia, Pa. 19118.

The chief engineer at WRAP Norfolk, Virginia, is retiring under a company retirement plan in July 1968. Require experienced, capable engineer as replacement. Write or call G. R. Chambers, Director of Engineering, Rollins, Inc., Wilmington, Delaware, 302-OL8-7127.

First phone operating and maintenance engineer. Light announcing. WSYB, Rutland, Vermont.

Immediate opening for studio engineer, operation and maintenance. In Aberdeen, South Dakota. Contact Robert Ridgeway, North Dakota Broadcasting Co. Inc., Box 1231, Fargo, North Dakota, or call 701-235-4461.

1st class engineer for maintenance on 2 FM stations and engineering supervision of 4 station group. Construction experience helpful for planned AM, FM power increase and mobile units. Send complete resume and salary requirements to James Londot, General Manager, Ohio Radio, Inc., Port Clinton, Ohio.

NEWS

Five-man Missouri news department needs newsman, or announcer wanting to do news. Will train. Box E-375, BROADCASTING.

Midwest regional offers \$150.00 per week to qualified newsman. News gathering and air work required. Fringe benefits and opportunity good. Send tape and resume to Box F-153, BROADCASTING.

Newsman who can read crisp, brisk newscast with confidence and authority. Will pay for experience—but writing ability and eagerness to work for go-getting top news operation in medium New England market will count heavily in absence of formal news training. Send short news tape, samples or writing, and resume. Box F-166, BROADCASTING.

News director for top Wyoming station. Creative! References. KVOC, Box 2090, Casper, Wyoming.

New station needs man for airing and gathering news. Excellent opportunity for young energetic person. Resume, tape, photo to Bob Smith, Tilton Publications, Rochelle, Ill.

Production—Programming, Others

Reference librarian for Washington, D. C. office of network radio news commentator. Send all pertinent personnel & professional background, and qualifications to Box E-426, BROADCASTING.

Young aggressive, ambitious program director for deep south station. Are you an idea man? Can you gimmick up a station with audience getting promotions? Can you produce selling spots using station talent and sound libraries? Can you increase ratings with one hard hitting promotion after another? If you can, you're our man. We don't want a big shot reputation. We want an ambitious young man seeking to establish himself but we ask that you have evidence of your past accomplishments. We have the station and the market to prove your talent. Salary is open with a sizable year-end bonus if you are able to produce ratings. A real challenge with real money for the talented PD. Send details including past earnings. Box F-13, BROADCASTING.

Needed at once. Mature, experienced man for radio production, continuity, strong air voice, good typist, flair for comedy. Southwest Ohio metro market. Salary open. Prefer man in similar job wanting to move up. Box F-144, BROADCASTING.

Up to \$10,000 per year for a man to program our top 30, medium market, full-timer. You must be a talented person who can do the best three-hour show on our station and be able to motivate a staff of your own choosing to achieve your standard of excellence. If you are able to supervise the entire internal operation, write Box F-222, BROADCASTING.

Man for production and copy, etc. Salary open. No collect calls. Jim Hairgrove, KBRZ, Freeport, Texas.

C&W station Nashville sound! Opportunity for bright tight airman ready for promotion to operations. References. Air check. KVOC, Box 2090, Casper, Wyoming.

PD-operations manager, full responsibility, for progressive, successful superbly-equipped station, metro college market. Adult programming. Must be good at detail, professional airwork, know music, commercial production. Family man with college degree or equivalent. Permanent. Salary \$7,800. WAZY-AM-FM Lafayette, Indiana.

Instructors, commercial electronics school requires instructors in basic electronics, transistors, communications and industrial phases. Should have some teaching experience. For information and application form, contact Ben Smith, Institute of Electronic Technology, 205 S. Fifth Street, Paducah, Kentucky.

RADIO

Situations Wanted—Management

General manager successfully running No. 1 station large southwestern market. Produce maximum sales, ratings, personnel quality. Solid broadcast background. If you want a profitable & respected winner, I'm your man. 39, married, family. Want quality operation. Box F-18, BROADCASTING.

Salesmanager-personally selling 50% station gross. Experienced all phases. Desire position general manager small or medium market. New England area only. Box F-143, BROADCASTING

Mature family man, twenty years all-around radio experience including sales, management, everything; first class ticket. You'll invest more but you'll get more. Box F-184, BROADCASTING.

Radio management and sales 21st year. College. Top references. Box F-203, BROADCASTING.

Sales

Sales manager. Creative. Aggressive. 15 years experience, local and national. Excellent track record and references. Currently in executive position with valid reason for change. Available within 30 days. Box F-165, BROADCASTING.

Situations Wanted

Sales—(cont'd)

Salesman-sportscaster, college play-by-play, first phone—\$150, Box F-212, BROADCASTING.

Situations Wanted—Announcers

First phone top 40 swinger with number one rated show on number one Pulse & Hooper rated 10,000 watt California swinger, wants change, top markets only. Prefer mild climate. Box F-145, BROADCASTING.

Announcer, Negro. Swinging personality. Some experience. Tape available. Box F-149, BROADCASTING.

Now available for medium-major market, midwest or west coast adult operation. Intelligent, versatile, strong radio personality-entertainer, deep bass voice, 1st ticket. Ready to settle and build ratings. Worked Tucson, Toledo, Grand Rapids. Top money-market important. Tape available. Box F-156, BROADCASTING.

Young go-go broadcaster with 3rd endorsed seeks permanent employment with positive action station. Creative program ideas. Ready now. One year experience. Graduate NYC speech school. Box F-169, BROADCASTING.

Sports, play-by-play in northeast or midwest metro market wanted by experienced, draft-free announcer. Box F-173, BROADCASTING.

Beginner. Some experience. N. Y. area. Available August. Third phone. Box F-177, BROADCASTING.

Experienced C&W announcer with nine years broadcast background and excellent musical knowledge in all phases from writing through promotion available late June. Age 29. Prefer Ohio, Kentucky, Tennessee or Indiana area. Quality voice, outstanding Nashville contacts. \$120 minimum. Call 216-452-9623 or write Box F-180, BROADCASTING.

Third phone six month's experience. All around experience. Box F-185, BROADCASTING.

Creative personality—experienced all phases radio including news and play-by-play sports, married, have first phone, desire Philadelphia area. Box F-186, BROADCASTING.

Versatile announcer/newscaster. Rock, middle of road, C&W and gospel. Good commercial delivery. 3rd class, school trained. Box F-187, BROADCASTING.

Contemporary Personality: Nine years. Great ratings. Top markets. Box F-191, BROADCASTING.

Florida wanted, pro announcer, mature, stable, college, family. Box F-197, BROADCASTING.

Top 40 screamer . . . ready to move up. Entertaining, Creative, College. Reliable. 3rd endorsed, Box F-201, BROADCASTING.

Girl dj recent radio school graduate—wants country music station experience. Box F-210, BROADCASTING.

DJ announcer seeks first position. 2 yrs college, graduate Announcer Training Studios NYC. 3rd class ticket, has car. Box F-215, BROADCASTING.

Negro dj/announcer. Experienced. Married, 3rd class license. Box F-216, BROADCASTING.

Girl dj, top 40, tight board, news writing. Box F-217, BROADCASTING.

Top 40 dj . . . third endorsed . . . tight board, experienced, Box F-218, BROADCASTING.

California! Need experienced announcer, sportscaster, newscaster or operations manager? Radio or television. Contact Box F-219, BROADCASTING.

Announcer-dj. Dependable top forty and rhythm & blues. Swinging air personality. Specialized training, worked in New York market area. Wants to settle. Box F-220, BROADCASTING.

Announcers—(cont'd)

Radio or TV stations with interest in news, sports and special events please note: Available now; announcer, director, commentator with 25 years experience in major markets; on all major networks and independents. Play by play or color all sports except soccer. Best references from top executives nationwide, including my last employer. No tapes available (they're \$25,000 each here). Voice proved with phone call. References will take care of the rest. No fly by night, 14 years with last station; expect no response from fly by night stations. If you want professional performance write me. If you're experimenting try another box. Box F-224, BROADCASTING.

Experienced top 40 man, delivers authoritative newscast, writes original copy, creates imaginative production spots. Age 29, married. Box F-225, BROADCASTING.

Dynamic announcer recently with CBS Network. College man with 5 years in radio. Like east coast or abroad. No reasonable offer refused. Charles Bailey, 2720 Kilgore St., Raleigh, N. C. Phone 832-4917.

1st phone—combo—bright, inventive, ambitious, responsible personality. Top 40 or middle of the road. Midwest preferred. Jack Ross, 1909 Hawthorne Rd., Marion, Indiana—317-664-3421.

Third phone, endorsement, DJ/announcer, newscaster, broadcasting school graduate seeking first position. Married, will relocate. Call Johnson after six. 312-638-4097.

Summer job—College student, top 40 dj/newsman. Midwest, southwest. J. Bagwell, 221 D. Se., Ardmore, Oklahoma.

First phone. Prefer top 40 or C&W. 1 year experience; willing to learn. No sales. Will relocate in southeast. Paul Bowden, P. O. Box 1183, Clewiston, Fla. 33440.

Top 40 personality w/first phone—good refs. & experience seeks position in Texas or bordering states. Frank Flanagan, 120 Joly St., Ennis, Texas TR 5-7746.

Technical

Chief engineer-announcer, AM-FM-DA experience. Within 100 miles of N.Y.C. Box F-123, BROADCASTING.

Chief engineer—Experienced AM/FM—directionals—proofs—Professional construction—maintenance—all powers. Box F-141, BROADCASTING.

For lease: Qualified broadcast technician, capable of design, construction, and maintenance of radio stations. Desire chief's position in 3 to 5 station market in Southeast. Presently employed as chief in smaller market. Long term lease available to right station. Box F-154, BROADCASTING.

1st phone—14 years—all phases station operation combo—to maintenance. Box F-162, BROADCASTING.

Virginia chief engineer \$8000. Family. Relocation assistance. August. Box F-214, BROADCASTING.

NEWS

Experienced newsmen available September. Presently correspondent in Dominican Republic. Box E-256, BROADCASTING.

Experienced radio newsmen. College graduate. Seeks spot with future. Box F-108, BROADCASTING.

Attention top 30 markets! If you can offer challenging assignments—opportunity—good facilities—pay in \$180 week range. . . . Then I offer professional experience in all facets of news from major market chain operation and 50 kw regional operation. . . . To name but two. Delivery is authoritative and distinctive. Earning good salary in medium market news operation in management capacity . . . but am dissatisfied with station policy. Will move for right deal. Box F-190, BROADCASTING.

Newsmen seventeen years. Desires new challenge. Proven success. Box F-193, BROADCASTING.

NEWS—(Con'td)

Prominent Chicago news announcer seeks position in the south or southwest. Mature. Journalism graduate. Deep resonant, authoritative delivery. Available immediately. Box F-209, BROADCASTING.

Production—Programming. Others

Lagging behind??!! If you want a PD to make your station #1 write Box F-148, BROADCASTING.

Miss assist!! TV and radio college graduate desires position to advance. RCA Institutes TV Production—1½ yrs. director of publicity and promotion in FM station—3rd phone—background in basic advertising—2 yrs. announcing-copy-continuity and management. Prefer NYC or Calif. Box F-208, BROADCASTING.

Sportscaster—news 15 years all phases—radio-TV play-by-play. \$140 minimum. Falls Church JE 2-0023.

TELEVISION

Help Wanted—Technical

Expanding south Florida VHF has opening for experienced studio maintenance engineer. VTR experience required. Some color preferred. Presently have film color, planning to expand to all colors. Box D-265, BROADCASTING.

Vacation engineer needed immediately for work in Los Angeles radio station. Must be available for personal interview. Must have first class FCC license. Write Box F-198, BROADCASTING.

Calif. ETV station seeks studio engineer, cameraman, switcher, with production sensitivity. State salary. Box F-213, BROADCASTING.

Need immediately first phone engineer. Wonderful opportunity for unexperienced to gain experience. Contact Chief engineer, KCND-TV Pembian, North Dakota. 701-825-6292 collect.

Need July 1—Experienced TV engineer, 1st phone, for maintenance of both studio and transmitter equipment. Expanding ETV station going full power and local color in new building. Excellent working conditions, State benefits, month's paid vacation and ideal climate. Contact immediately, Chief Engineer, KUAT-TV, Channel 8, Radio-TV Bureau, University of Arizona, Tucson.

Immediate openings for two experienced engineers with first class license at new television station in central Wisconsin's ideal vacation land. Fast growing community. You will enjoy living and working in this beautiful central Wisconsin area. Salary commensurate with ability. Liberal vacation, hospitalization and medical plan. Would also consider AM chief engineer with extensive construction experience. Contact John Gort, Chief engineer, WAOW-TV, Telephone A/C 715-842-2251.

Immediate opening for 1 more 1st phone engineer. Radio/TV operation and maintenance. Salary to \$130 depending upon experience. Air mail full details first letter. Pat Finnegan C. E. WLBC AM/FM/TV, Muncie, Indiana 47302.

Television recording engineer—to supervise operation and maintenance of television tape recorders. Experience in video, audio and videotape duplication necessary. Contact Indiana University Personnel Division, 1000 East 17th Street, Bloomington, Indiana.

NEWS

Midwest NBC affiliate needs news reporter who can gather, write and compile. TV background not vital. If you are a reliable radio man, would like to hear from you also. Or is there a woman journalist in the audience? Let's hear from you too. Box F-168, BROADCASTING.

Newsreporter for midwest NBC full color group award TV station. Announcing ability desired but not essential if experienced in reporting and writing. Will also consider radio announcer willing to learn TV news. Well equipped, growing news operation in medium size city. Send picture, job history and audio tape (if announcer) to Box F-223, BROADCASTING.

NEWS—(Cont'd)

TV-Radio news operation in Iowa's second largest city needs sharp man to handle night TV news spot. Must write well and look good on the air. Send resume, photo, tape and financial requirements to: Dave Carter, News director, KCRG-TV, Cedar Rapids, Iowa. 52404.

TV newsmen—2 openings in our expanding staff. One man strong on the air, rewrite, to anchor 10 p.m. half-hour block. Second man to produce SOF, cover beat & air 2 weekend newscasts. Good working conditions, top pay, resume, SOF or VTR, references to Jim Burris, news director, KULR-TV, Billings, Montana.

Newscaster/newswriter for professional news staff of group-owned station. Challenging opportunity for man with mature on-air delivery who is also a proficient writer. Send resume, photo and audio tape to John North, News director, Fetzer Television, Box 627, Cadillac, Michigan. Dial 616-775-3478.

Production—Programing, Others

Traffic manager—NBC affiliation looking for experienced television traffic person to take over as Traffic manager of three person department. Send resume to: Mr. R. Farrow, WICS-TV, Springfield, Illinois.

Traffic manager—We have an opening for a person who has served at least three to five years as a TV Traffic Manager and has demonstrated his ability to establish and administer an efficient traffic operation and train and supervise subordinates. We offer top pay, excellent fringe benefits, and opportunity for growth in our expanding broadcast activities. Send a complete confidential resume to the Personnel Office, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer, m/f.

TELEVISION—Situations Wanted

Management

General manager—Developer of station or group. 12 years television; 13 years radio. Just turned 41. Thoroughly experienced all phases: Administration—development, sales, promotion, programing; production. Have developed five shoddy losers into profitable, prestige properties, doubling value of three, tripling two in smallest, medium and 23rd markets in southeast and midwest. Now selling TV for twice investment. Aggressive producer of profits and prestige. Box F-15, BROADCASTING.

General manager/General sales manager. In depth experience national/regional/local sales. Proven professional and executive ability all phases. Box F-160, BROADCASTING.

General sales manager. Prefer medium or major market. Experience includes local sales, national rep. Over 7 years in broadcast sales. Currently employed. Married, 3 children. Will relocate. Box F-161, BROADCASTING.

General manager—18 years experience all phases radio & TV. Helped put two new stations on air. Took over sick "U," quadrupled value. Present position 5 years. Can sell, program, promote. Ready for bigger market, more money. Profit from my mistakes. I have! Box F-188, BROADCASTING.

General manager—good organization man. 15 years programing operations and management. In secure position with major group but prefer to settle in stable situation where long term growth can be realized by you and myself. Excellent credentials. Box F-199, BROADCASTING.

Sales

Salesman—successful station account executive ready to move into larger pay bracket opportunity. Experienced retail and agency selling. Excellent references. Box F-155, BROADCASTING.

Available immediately. Sales manager with over 10 years television sales and programing background wishes larger market. Creative, hard-working, college graduate with sales facts and figures that speak for themselves. Excellent references, superior sales knowledge, exceptional record of sales success. Double your dollar income tomorrow. Write today! Box F-175, BROADCASTING.

Announcers

Young college grad, married, three years experience in R&TV seeks TV sportscaster post. Box F-205, BROADCASTING.

News

News director . . . Mature, professional journalist-administrator . . . Award-winning . . . top-rated . . . Top markets . . . Available August 1st. Box F-183, BROADCASTING.

TV news producer-editor available now. Writer, airman, photog. Journalism graduate. Mature—mid-30's. Box F-202, BROADCASTING.

Experienced medium market radio-TV newsman seeks position in TV air work. Hard working college graduate, married. Box F-206, BROADCASTING.

Still & film cameraman, 10 yrs. experience. TV news and documentary, familiarity all professional equipment. Resumes. Patrick Child, 678 Elm, New Haven, Conn.

Production—Programing, Others

Production and/or operations manager. Young, experienced production/operations manager, wants position with an independent or UHF station. A take charge man who gets results. (Saleable creativity and conscientious production). Box F-87, BROADCASTING.

Spark your station with proven young producer/director. 10 years network and major market experience. Employed, but eager for challenge. Box F-99, BROADCASTING.

TV program-operations director — experienced, creative. Seeking professional challenge. Midwest or west. Box F-102, BROADCASTING.

Producer-director—with five years experience in major market wanting to relocate. Strong in creative areas. Box F-147, BROADCASTING.

General managers please note: Do you need a production manager, artist, director, engineer (1st phone), cameraman, set designer combination? Comprehensive resume detailing 14 years outstanding television experience promptly upon request. Excellent references. Box F-152, BROADCASTING.

WANTED TO BUY

Equipment

We need used 250, 500, 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Iturbide St., Laredo, Texas 78040.

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

Wanted 5 kw AM transmitter. Box 1875 Monterrey, Mexico.

Need immediately for TRT-1B used RCA color conversion rack c.w. color modules for Prog. Amp. Send price and condition to CFTO-TV, Box 9, Toronto 16, Ontario, Canada, Att: Mr. H. Berger, Director of Engineering.

Need 10 kw FM transmitter in stereo. Send all information. Ready to act. Box F-196, BROADCASTING.

Wanted: Used 16mm movie camera. Must be in good condition. KAIT-TV, Jonesboro, Arkansas.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable—HeliMax, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list, Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

FOR SALE—Equipment

continued

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

Ampex VR1000B videotape recorder and accessories. Excellent conditions, now in network use. Affiliated TV, 164 East 38th Street, N.Y.C.

UHF television equipment. Enough to put station on air from camera to antenna. \$50,000.00 cash. Box F-22, BROADCASTING.

Whatever your equipment needs. Check first with Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

UHF 12½ kw RCA transmitter (used). Negotiable sale price to include freight and guarantee of proper operation upon installation. Price does not include fliplexer which is individually required for each specific channel. Transmitter can be converted to 25 kw. Transmitter not being used but available for inspection. Box F-96, BROADCASTING.

RCA 50 kw BTA-50G now in service will be available in approximately six months due to change in sites. If interested at \$22,500 complete, write Box F-142, BROADCASTING.

Standard 5-kw FM stereo 4 years of age. \$6,500.00. Box F-171, BROADCASTING.

RCA TK31B camera chain—tripod, head, dolly, lenses, and orth. \$12,000.00 complete. General Television Network, 901 Livernois Ave., Ferndale, Michigan 48220.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc. \$5.00—Write for free "Broadcast Comedy" catalog. Show-Blz Comedy Service, 1735 E. 28th Street, Brooklyn, N.Y. 11229.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

Personalize your correspondence the Photo Stamp way! \$3/100. D. E. Scutt Enterprises, Box 2367, Philadelphia, Pa. 19103.

Have you got a musical Fungus? Exclusive one-liners in your market. LYN Publications, 2100 Divisadero, #4, San Francisco, California. Free sample.

Cartridges rewound: 40 sec., 85¢ each. NUKART. 122 N. 15th St., Richmond, Indiana.

INSTRUCTIONS

FCC license and A.S.E.E. degree programs. by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog. Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters, Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

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.

INSTRUCTIONS (Cont'd)

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.

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 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting. 814 H St. NW, Washington 1, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on June 27—Aug. 1—Sept. 5—Oct. 10. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

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.

See our display ad under Instructions. Don Martin School of Radio & TV.

Announcing, programing, commercial production, veteran approved. Individual instruction—Broadcasting Institute, Box 6071, New Orleans.

RADIO—Help Wanted—Sales

It's Time to Think of the Future

Are you managing or selling for a small radio station, a small television station, or a small newspaper? How long have you worked in a small market? How long since your last raise? Have you come as far as you can in your field? Why not make a change?

Outdoor advertising is on the move. In the next 10 years, outdoor advertising will have the largest business increase of any media. Why don't you get in on the ground floor?

Send your complete resume, salary requirements, and a recent picture to:

Box E-123, BROADCASTING

Syndicated Radio Salesman Needed

Straight commission or draw against commission. Three successful shows now on air, two more for fall introduction. Exclusive territories. Saturation home office advertising. Send resume or call collect

John H. Wright or Gerry Mulford, King Features Syndicate, 235 East 45th Street, New York, New York 10017. 212-682-5600. Ext. 201, 204.

Announcers

Top 100 market Station

Contemporary Format—Seeks man able to deliver adult sound with personality. No news. Pleasant locale. Adequate monetary reward for right man. Send tape to
Box F-163, Broadcasting.

ATTENTION TOP FORTY JOCKS AND NEWSMEN!

Growing chain of large market format stations has immediate openings for capable people! We want only pro's, not beginners or floaters. Starting salaries from \$175.00 to \$300.00.

Send tape and resume today.

Byron Holton—Suite 600

645 North Michigan, Chicago, Ill.

All replies will be answered

Technical

RADIO ENGINEERS W M C A, NEW YORK

Needs engineer, experienced with fast paced board work. Must know care and maintenance of equipment. Send resume to WMCA, New York, N.Y. 10017 or Call Mike Peshkur, MU 8-5700.

An Equal Opportunity Employer

Situations Wanted

Sales

GETTING ENOUGH?

Enough National Radio Spot Sales attention by your rep? Or is your station just one of the 30-40 he attempts to sell? If so you need a National Sales Manager to keep your rep up to date daily. Sound Expense? It isn't—I will handle this assignment for a select group (10 maximum) for only \$100 per week. Interested reply

Box F-179, Broadcasting.

Production—Programing, Others

PROGRAM MANAGER

Want a hit
Enjoying Five Year
Run on Broadway???

A talk show on consumer finance and economy featuring big name guests. Excellent public service and top entertainment. Specially length to suit your needs. For rates and sample tapes...

Box F-164, Broadcasting.

Sportscasters

TELEVISION SPORTSCASTER

Group station in top ten market requires an experienced pro with 'something special.' The man we want must know his business—from digging out the stories to delivering them on ten sports shows a week.

This is a great opportunity for the right man.

Please send resume and VTR, which will be returned,

Box F-93, Broadcasting

TELEVISION

Help Wanted—Technical

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: D. K. Thorne, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

An Equal Opportunity Employer MGF

RADIO CORPORATION OF AMERICA

Electronic Engr CCTV/VTR

Capacity to plan systems for industrial & educational application. Excellent apply. Good salary.
Call for appl., Mrs. Miller, JU 2-1750
Sonocraft Corp., 115 W. 45, N.Y.

Production—Programing, Others

Position available now

at NBC affiliate for experienced television director in new, modern facilities; no switching or other duties. Address resume, snapshot, requirements to

Program Director, WOC-TV
Davenport, Iowa

TELEVISION

Situations Wanted

Management

ATTENTION STATION MANAGERS

with an eye on future growth. ASSISTANT TO THE MANAGER available immediately. College Television graduate. 11 years production and sales experience. Managerial background. Excellent references from coast to coast! Over a million and one half dollars in local sales to my credit. Complete production background as well. For a man with proven ability, drive and organizational ability, contact
Box F-174, Broadcasting.

TELEVISION

Situations Wanted

Production—Programing, Others

LET'S GO TO WORK!

Sales-oriented Television program manager now available. Solid background programing, operations, film buying, production, announcing and promotion. Looking for a programing position with challenge.

Box F-200, Broadcasting.

EMPLOYMENT SERVICE

**ANNOUNCERS—1st
NEWSMEN—ENGINEERS
DJ's—SALESMEN**

If you need a job, we have one for you!
C.B.I. PLACEMENTS
1615 California St., Denver, Colo. 80202
Phone 303-292-3730

ALL JOBS FREE



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PERSONNEL
CONSULTANTS**

645 North Michigan Ave., Chicago, Ill.
Phone area code 812 837-7075
RON CURTIS—President

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Register now for Aug. 1st or Oct. 3rd CLASSES. For additional information call or write to:

**DON MARTIN SCHOOL
OF RADIO & TV**
1653 N. Cherokee HO 2-3281
Hollywood, Calif. 90028

MISCELLANEOUS

RADIO SALES IDEAS THAT WORK

Proven sales ideas that have been gathered from all over the U.S. to stimulate your retail business. Weekly mailing will bring you two ideas for only 50¢ each. Send your check for one year subscription for \$52 or send \$2 for a sample week to

METRO MONITOR INC.
17 Vanderbilt Ave.
Manhasset, L.I., N.Y.

**BEST BUY IN BUDGET
\$ RADIO JINGLES \$**

Audible Advertising Productions, Inc.
663 Fifth Avenue
New York, N. Y. 10022

**Broadcasters:
Make \$7,000 to
\$12,000 annually
in your
spare time!**

Qualify and enroll students for Columbia School of Broadcasting's famous audio-visual home study announcer training program. You interview qualified leads only. Recorded lessons with tape exchange development by network calibre instructors. Tomorrow's announcers are out in your audience today waiting for this training. If you are a broadcaster, write for details:



Mr. Wm. B. Zorich, Vice President
Columbia School of Broadcasting
4444 Geary Boulevard
San Francisco 94118

Accredited by California Department of Education. Not affiliated with CBS, Inc.



WANTED TO BUY—Stations

CATV

Soundly financed and experienced CATV operating company desires to increase their investment in CATV. Will purchase joint venture or finance existing systems or undeveloped franchises.

Box F-150, Broadcasting.

FOR SALE—Stations

**VHF TELEVISION STATION
FOR SALE**

Now available half-interest in established VHF station in Southeast. Over 350,000 TV homes and Network affiliated. Full details available.

Box E-447, Broadcasting.

RARE OPPORTUNITY

Major market daytimer available. Absentee owner offers excellent terms or will consider live wire working partner willing to invest.

Box F-88, Broadcasting.

OHIO! AM & FM

65-70M gross—29%
Down & terms—Qualified principals only. \$225,000

Box F-176, Broadcasting.

Pacific Northwest AM-FM

Grossing over \$135,000. Same owners 10 years. Excellent growth area. Major market. \$215,000. Terms to qualified purchaser.

Box F-207, Broadcasting.

Tia Rue Media Brokers Inc.

116 CENTRAL PARK, SOUTH
NEW YORK, N. Y.
265-3430

Tenn.	small	daytime	\$120M	cash
Me.	small	fulltime	120M	29%
Calif.	metro	FM&MUZAK	375M	terms
N.E.	suburb	daytime	650M	29%
South	TOP 75	daytime	140M	20M

CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

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Classified AD
in**

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Continued from page 81)

Elizabeth, all New Jersey, respectively, pursuant to agreement at evidentiary hearing, scheduled resumption of hearing for July 5 to be followed by session on July 11. Action June 9.

■ Pursuant to hearing conference, continued hearing from June 20 to Oct. 10 in proceeding on applications of WTCN Television Inc., Midwest Radio-Television Inc. and United Television Inc., all Minneapolis. By separate action, denied petition by WCCO-TV and Twin City Area Educational Television Corp. to compel Broadcast Bureau to exchange rebuttal exhibits by June 7. Actions June 8.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ Continued procedural dates and hearing from June 21 to June 30 in proceeding on applications of Seven League Productions Inc., for renewal of license of WIII Homestead, Fla., and South Dade Broadcasting Co. and Redlands Broadcasting Co., for new AM's in Homestead. Action June 13.

By Hearing Examiner Elizabeth C. Smith
■ Pursuant to agreement at prehearing conference in proceeding on applications of WDXI Inc. and Radio Orangeburg Inc., for new FM's in Orangeburg, S. C., scheduled further session for July 18 and continued hearing from July 14 to date to be fixed at further prehearing conference. Action June 7.

BROADCAST ACTIONS

By Broadcast Bureau
Actions of June 14

KYND Tempe, Ariz.—Granted license covering change in ant. system.

WKDE Altavista, Va.—Granted license covering change in frequency, power and ground system.

WEYE Sanford, N. C.—Granted license covering change in ant.-trans. location and ant. system.

KBIM-FM Roswell, N. M.—Granted license covering change in studio and ant.-trans. location, installation of new ant. and trans. change in ERP and ant. height.

KAAA Kingman, Ariz.—Granted license to use former main trans. at main trans. location for auxiliary purposes only.

WNAC Boston—Granted license covering installation of new main trans.

WLCO Eustis, Fla.—Granted license covering increase in daytime power and installation of new trans.

Granted licenses for following new stations: KSWB, Roswell, N. M.; condition; KSTP-FM St. Paul, and specify type trans.; WGHQ-FM Kingston, N. Y., and specify type trans. and ant.; KOYL-FM Odessa, Tex.; WFKE-FM Pikeville, Ky.; WLIB-FM New York; *WHPH(FM) Hanover, N. J.; *WHRW(FM) Binghamton, N. Y., and specify trans.

Rescinded actions which granted renewal of license to Seaport Broadcasting Corp. for WMMJ Lancaster, N. Y., and assignment of license and SCA of WYAK(FM) Sarasota, Fla., from Multitone Music Corp. to Pan Florida Inc.

Granted extension of completion dates as shown: WPGH(FM) Pittsburgh, Aug. 15; WLIV-FM Livingston, Tenn., Dec. 1; KDLK-FM Del Rio, Tex., Oct. 1; KBOC(FM) Ogden, Utah, Sept. 28; WLEO-FM Ponce, P. R., Sept. 1; and WKLF-FM Clanton, Ala., Oct. 14.

Actions of June 13

KELI Tulsa, Okla.—Granted CP to install auxiliary trans. at main trans. location and operate by remote control.

WABC New York—Granted mod. of licenses to change studio location and remote control points for main and auxiliary trans.

WLBG-FM Laurens, S. C.—Granted CP to install new trans. and ant., increase ERP to 48 kw, decrease ant. height to 175 ft.; remote control permitted; conditions.

WNNJ-FM Newton, N. J.—Granted CP to install new trans and ant. and increase ERP to 5 kw; conditions.

WXFM(FM) Elmwood Park, Ill.—Granted CP to change ant.-trans. and studio location, install new trans. and ant., increase ERP to 50 kw and ant. height to 500 ft.

WFKO(FM) Kokomo, Ind.—Granted mod. of CP to change type ant.

WJLK-FM Asbury Park, N. J.—Granted license covering installation of new ant., increase ant. height and decrease ERP.

WJMD(FM) Bethesda, Md.—Granted SCA on sub-carrier 87 kc.

BROADCASTING, June 20, 1966

Easton Publishing Co. Easton, Pa.—Granted CP for new low power station.

Granted extension of completion dates as shown: KWCS-TV Ogden, Utah, Jan. 10, 1967; WCES-TV Wrens, Ga. July 1; *KQED (TV) San Francisco, Sept. 15; KTXL(TV) Sacramento, Calif., Nov. 21; WAPA-TV San Juan, P. R., Dec. 14; WWLP(TV) Springfield, Mass., Aug. 29; WXON(TV) Detroit, Dec. 6.

Actions of June 10

Remote control permitted WKNR-FM Dearborn, Mich.

Granted change of remote control authority to KLEF Houston, and WGBF Evansville, Ind.

KCMS-FM Manitou Springs, Colo.—Granted CP to install new trans. and ant., increase ERP to 51 kw and decrease ant. height to 2,070 ft.; remote control permitted; condition.

WILS-FM Lansing, Mich.—Granted mod. of CP to change studio location to ant.-trans. location, redescribe same, delete remote control operation, change type trans. and ant., increase ant. height to 180 ft.; conditions.

KTIM-FM San Rafael, Calif.—Granted CP to change ant.-trans. location, install ant., decrease ERP to 1.90 kw and increase ant. height to 360 ft.; remote control permitted.

Lakeshore Radio Inc. Two Rivers, Wis.—Granted SCA on sub-carrier 87 kc. Call letters for new FM unassigned.

WSPA-FM Spartanburg, S. C.—Granted CP to make changes in transmission line and decrease ERP of auxiliary trans. to 3.9 kw.

KCFM(FM) St. Louis—Granted CP to make changes in transmitting equipment and install ant.

WSM Nashville, Tenn.—Granted mod. of license to operate main and auxiliary trans. by remote control.

WIP-FM Philadelphia—Granted CP to install new trans. and ant. and increase ERP to 25 kw; condition.

WGWR-FM Asheboro, N. C.—Granted CP to install new trans. and increase ERP to 20 kw.

KFAY-FM Fayetteville, Ark.—Granted CP to change ant.-trans. location, operate trans. by remote control, decrease ERP to 800 w and increase ant. height to 530 ft.

WBAW-FM Barnwell, S. C.—Granted mod. of CP to operate trans. by remote control from ant.-trans. and studio location, change type trans., install ant.; conditions.

WLOW-FM Aiken, S. C.—Granted mod. of CP to change type trans. and ant. and increase ERP to 1.85 kw.

WTIO(FM) Charleston, W. Va.—Approved data filed in compliance with report and order in Doc. 16409 to show operation on channel 274; remote control permitted.

KETV(TV) Omaha—Granted mod. of CP to change type trans.

WOL-FM Washington—Set aside June 6 action granting authority to install new ant., etc. and regranted without prejudice to such further action as commission may deem warranted as result of proceedings in Doc. 16353.

Granted extension of completion dates as shown: WPHR Franklinton, La., Nov. 17; WKBA Vinton, Va., Dec. 3; WTTO Toledo, Ohio Aug. 1; KOOL Phoenix, Aug. 18; WJBK Detroit, Dec. 24; WETC Wendell-Zebulon, N. C., Dec. 15; KWAL Wallace, Idaho, Nov. 19; WIVK Knoxville, Tenn., Nov. 1; WSJC Magee, Miss., Sept. 28; WNYE-TV New York, Oct. 10; WHJK San Francisco, Dec. 10; WXHR-TV Cambridge, Mass., Dec. 10.

Actions of June 9

WVOZ-FM Carolina, P. R.—Granted mod. of CP to change ant.-trans. and studio location, increase ant. height to 89 ft. and operate trans. by remote control.

WALL-FM Middletown, N. Y.—Granted mod. of CP to change type trans. and ant., make changes in ant. system, increase ERP to 3 kw and ant. height to 190 ft.; remote control permitted; condition.

KMBY-FM Pacific Grove, Calif.—Granted request to cancel CP for new FM and delete call letters.

Action of June 7

Remote control permitted WCRO Johnstown, Pa.

BROADCAST ACTIONS

By Commission

B. F. C. Inc. Cincinnati—Granted waiver of mileage separation requirement of Sec.

73.207(a) of rules and accepted for filing application for new FM to operate on channel 274; ERP 20 kw; ant. height 442 ft. Action June 15.

WESC Greenville, S. C.—Granted change to DA during critical hours only, continued operation on 660 kc, 10 kw, D. Commissioner Wadsworth dissented. Action June 15.

Radio Medford Inc. Medford, Ore.—Granted waiver of mileage separation requirement of Sec. 73.207(a) of rules and accepted for filing application for new FM to operate on channel 229; ERP 18.4 kw; ant. height 3,263 ft. Action June 15.

FORFEITURE ORDER

■ By memorandum opinion and order, commission ordered Williamson Broadcasting Co., licensee WBTH Williamson, W. Va., to forfeit \$1,000 for operating at times with improperly licensed radio operator. This action was taken after consideration of licensee's response to February 23 notice of apparent liability for that amount. Action June 15.

■ By memorandum opinion and order, commission ordered Homeland Enterprises Inc., licensee KAOL-AM-FM Carrollton, Mo., to forfeit \$1,000 for violating commission's operator requirements and other technical rules. This action was taken after considering licensee's response to Feb. 2 notice of apparent liability for \$2,000. Action June 14.

NOTICES OF FORFEITURE

■ Commission notified Cosmopolitan Broadcasting Corp. that it has incurred apparent forfeiture liability of \$500 for eight rule violations by KOHO Honolulu, including transmitter operation by unlicensed personnel. Licensee has 30 days to contest or pay forfeiture. Action June 15.

Rulemakings

DENIED

■ By memorandum opinion and order, commission denied petition by E. O. Roden and Associates, Gulfport, Miss., for rule making to delete FM channel 270 from New Orleans, and assign it to Gulfport in lieu of channel 272A. Action June 15.

■ By order commission denied request of Symphony Network Associates Inc., Birmingham, Ala. for rule making proceedings looking toward allocation of UHF channel 52 to Birmingham. Action June 6.

AMENDED

■ By report, memorandum opinion and order, commission (1) reaffirmed its Dec. 29, 1964, action in Doc. 14185 et al. assigning FM channel 294 to Waukegan, Ill. (2) deleted channel 270 from Chicago and substituted it for 252A at Skokie to eliminate mutual interference situation between WRSV(FM) on channel 252A at Skokie and two Chicago stations on second adjacent channels, and modified authorization to Radio Skokie Valley Inc., to specify operation of WRSV(FM) on channel 270 in lieu of 252A in Skokie, with conditions including no operation to commence on channel 270 until WCLM(FM) Chicago, ceases operation on that channel; and (3) denied reconsideration and counterproposal by Lake Broadcasting Co., to, among other changes, assign channel 270 to Gary, Ind. Action June 15.

PROPOSED

■ Commission invited comments to proposals to (1) add second FM channel—channel 296A—to Glens Falls, N.Y., and (2) add fourth channel—channel 269A—to Rochester, Minn. Ann. June 15.

PETITIONS FOR RULE MAKING FILED

Bushland Radio Specialties Eau Claire, Wis.—Requests amendment of rules to assign FM channel 265A to Chippewa Falls, Wis., by deleting channel 264 from Eau Claire. Received May 19.

Albert Riesen Jr., Betty Maurine Riesen Dillard, Jean Lowenstein Riesen Hughes individual, and Jean Lowenstein Riesen Hughes and T. Fred Collins, co-trustees of John N. Reisen db/as KVSO Broadcasting Company, Admore, Okla.—Requests institution of rule-making proceeding to amend, in part, FM table of allocations, in order to add channel 239, Class C assignment to Admore. Received June 3.

WTVK-TV Knoxville, Tenn.—Requests issuance of notice of proposed rule making,

(FOR THE RECORD) 87

looking to following change in Sec. 73.606: Knoxville, Tennessee, existing assignments 6, 10+, 15, 26, *43; Proposed Assignments 6, 10+, *15, 26, 43. Received June 6.

Susquehanna Broadcasting Inc. Oneonta, N. Y.—Requests that sec. 73.606 of rules be amended in following respects: Oneonta, N. Y., present 42*, proposed 36 & 42*; Elmira, N. Y., present 18 & 30, proposed 18 & 65. Received June 6.

KDUZ Hutchinson, Minn.—Requests issuance of notice of proposed rule making so as to provide Class A channel to Hutchinson, as follows: Hutchinson, Minn., existing none, proposed 296A; St. Cloud, Minn., existing 264, 296A, proposed 269A, 284. Received June 6 and 8.

KTSA San Antonio, Tex.—Requests initiation of rule making proceedings looking toward amendment of Sec. 73.202 of commission rules to add channel 292, Class A FM frequency, to, and delete channel 272, Class A FM frequency, from, Gonzales, Tex. Received June 8.

CATV REQUESTS FOR WAIVER

United Transmission Inc., Warrenburg, Mo. requests waiver to carry KEFQ-TV St. Joseph; KYTV(TV) Springfield; KOMU-TV Columbia; KRCG-TV Jefferson City, all Missouri.

Blueridge Cable TV Corp., Buena Vista, Va. requests waiver to carry WRVA-TV, WTVR(TV) Richmond; WXEX-TV Petersburg-Richmond; WSWA-TV Harrisonburg; WRFT-TV Roanoke, all Virginia, and WRAL-TV Raleigh, N.C.

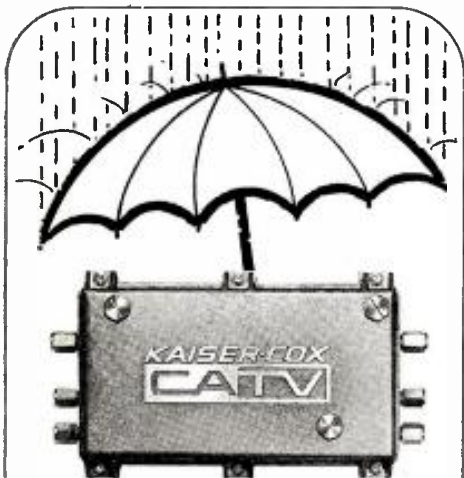
Westerly Cable TV Inc., Westerly, R. I. requests waiver to carry WDEH(TV); WNEW-TV, WPIX(TV) and WNDT(TV), all New York.

Rantoul CATV Co., Village of Rantoul Ill. requests waiver to carry WGN-TV Chicago; KPLR-TV St. Louis; WTHI-TV, WTWO(TV) both Terre Haute, Ind.; WICD(TV) Danville; and WTVP(TV) Decatur, both Illinois.

New call letters requested

Jackson, Miss.—The Rebel Broadcasting Co. Requests WJMI(FM).

Hartford, Conn.—Kappa Television Corp. Requests WUHF-TV.



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COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through June 15. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

*Indicates franchise has been granted.

Benld, Ill.—Gillespie-Benld Cablevision Systems Inc. has applied for a franchise.

Centralia, Ill.—Centralia Cable TV Co. (Elmer Gherardini, representative), is seeking a franchise. Others applying are James K. Donahue and Associates, Boston; Top Vision Cable TV Co., L. R. Young Construction Co., Egyptian Cable TV, Mt. Vernon Cable TV, Tele-Cable Inc., and former Centralia Councilman Charles Gross.

Urbana, Ill.—General Electric Co. has applied for a franchise. Eight other applicants also are seeking CATV rights.

Gary, Ind.—Gary Cable TV Inc. (a wholly-owned subsidiary of H & B American Corp.) has been granted a franchise; the system will provide 13 channels, including one to be municipally operated. Another applicant, George Metrovian of Mobile said he plans to contest the grant on the basis of a recent attorney general's ruling that no city can award an exclusive franchise.

Colby, Kan.—Multi-Vue TV has been granted a franchise. A 6-channel system is planned initially which will later be expanded to 12.

Dodge City, Kan.—Kansas Tele Cable Corp., Cable Vision Systems Inc., Dodge City Cable TV Inc. and Multi-Vue TV Systems have applied for franchises. Seward County Broadcasting Co. applied previously.

Kansas City, Kan.—Milaine Corp. Inc. (Thomas Lysaught, representative) has applied for a franchise. Proposed fees are \$15 to \$18 for installation plus a \$5.95 monthly service charge.

McPherson, Kan.—Multi-Vue TV, Wichita, Kan., has applied for a franchise.

Bellefonte, Ky.—Clearview TV Cable Inc. (group CATV owner, William H. McKnight, president) has been granted a franchise. Rates will be \$10 for initial installation and a \$5.25 monthly service charge. The firm holds other franchises in Flatwoods, Russell, Raceland, Worthington and Kenwood, all Kentucky.

Ann Arbor, Mich.—Cablevision Co. of Ann Arbor (Frazier Reams, representative) a subsidiary of Cosmos Broadcasting Corp. (group CATV owner) has applied for a franchise. Mr. Reams proposed a 12-channel system with the city receiving 3% of the gross receipts. Monthly service charges would be about \$5.

Clinton, Mo.—Clinton Total Television Co. (Bill Voelker, Ralph Bird and Larry Hudson, president Iola Cable TV Inc.; group CATV owner) has applied for a franchise. A 12-channel system is proposed with a \$10 installation fee and a \$6 monthly service charge.

Hackensack, N. J.—Pascack Cable TV Inc. (Leonard Cohen, president) has applied for a franchise. The firm proposes to install a 12-channel system with the town receiving 5% of the yearly gross. Rockland Cablevision Inc. and Goodvue CATV Inc. have applied previously.

Wanaque, N. J.—Telemark CATV has been denied a franchise. Mayor Harry Wolfe vetoed an ordinance because it did not allow the municipality to set the rates, proposed at \$5 a month with no installation charges.

Centerbeach, N. Y.—Brookhaven CATV Inc., Selden, N.Y., has been granted a franchise. Besides its 12-channel system, Brookhaven also is offering: (1) home connections on a free 10-day trial offer; (2) free connections, when feasible, to non-commercial groups (schools, firehouses and municipal buildings); (3) a reduction of the regular \$30 installation charge to \$10 for charter subscribers.

Clarkstown, N. Y.—Pascal Cable TV Inc. is seeking a franchise, making it the third firm to apply thus far. Clarkstown Cablevision Inc. and Goodvue CATV Inc., both New York, previously had applied.

Huntington, N. Y.—Inter-County Television Corp. has applied for a franchise.

Poughkeepsie, N. Y.—Bartell Media Corp., New York City, and Northeast TV, Troy, N. Y., are seeking franchises, bringing the total number of applicants thus far, to four. Time-Life Broadcasting, New York City, and WEOK Poughkeepsie, previously had applied.

Seneca Falls, N. Y.—RMC Cable Inc., Utica, N.Y., has been awarded a franchise over the objections of New Channels Corp. (group CATV owner, Syracuse, N. Y.). New Channels said it had petitioned the village as far back as Aug. 11, 1964, and was "shocked" to read a legal notice of a public hearing to be held to adopt a resolution granting a franchise to RMC.

Smithtown, N. Y.—Suffolk Cable and Smithtown CATV have been awarded non-assignable, nonexclusive, one-year franchises provided construction begins within a year; 25-year franchises will be granted thereafter. The town board stipulated further that the companies pay 3% of gross service revenues, and provide liability insurance and a \$5,000 performance bond. A maximum rate of \$30 installation and \$5 for monthly service will be charged.

New Bern, N. C.—American CATV Services Inc. has applied for a franchise. Jefferson Standard Broadcasting Co. and Carolina Communications Corp. (now Jefferson-Carolina Co.) applied previously.

Ashland, Ohio—Tower Antennas Inc., Coshocton, Ohio; Telerama Inc., Cleveland; Armstrong Utilities Inc., Butler, Pa., have applied for franchises. Other applicants include: Direct Channels Inc., Akron; Multi-Channel Cable Co., Portsmouth; Great Lakes Broadcasting, Lorain; Videosonics and KYW-TV, Cleveland, all Ohio.

East Conemaugh, Pa.—Apex TV & Radio Service Inc. request for a franchise has failed. The borough council originally approved the franchise but Mayor John Kosty, Jr., vetoed it. A motion to override the mayor's veto fell short of the necessary votes.

Freedom, Pa.—Rego Industries, Hoboken, N.J. (Viking Industries Inc., J. S. Fisher, representative) has been granted a franchise. A 10-channel system will be installed free with a \$4.95 monthly service charge.

Hampton, Pa.—Washington Cable Co. is seeking a franchise, and has been given permission to solicit borough householders on their interest in CATV. Installation fee would be \$10, with a monthly charge of \$5.

Kittanning, Pa.—Sale of Valley Master Cable Inc. to George Kerr, Butler, Pa. has been announced. The sale is contingent upon permits being granted to Mr. Kerr to operate CATV in Springboro and Conneautville, Pa.

Lancaster, Pa.—William D. Conn, Pittsburgh, and attorney Vincent A. Pepper, Washington, jointly have applied for a franchise.

Mansfield, Pa.—William R. Crossley Associates has been awarded a franchise. The new system will include 13 channels instead of the present six.

Mount Carmel, Pa.—Jepko CATV (group CATV owner), Eastern Pennsylvania Relay Station Inc., and Terry System have been awarded franchises. Kar-Mel CATV System is seeking to install a fourth cable system.

Union City, Pa.—Blatt Bros. Cable Co. (William Blatt), has been granted a franchise. Its 10-channel system will receive stations from Buffalo, N. Y.; Cleveland; and London and Hamilton, both Ontario.

Dyersburg, Tenn.—Al Wood has been granted a nonexclusive franchise. Maximum rates will be \$15 for installation and a \$5 monthly service charge; annual payers will get a discount of 5%.

Fort Atkinson, Wis.—Palmyra Cable Co. has been granted a franchise pending the approval of a city ordinance by Jerry Slechta, village attorney, Universal Cable Vision Inc. and Television Wisconsin Inc. also applied.

Jefferson, Wis.—Jefferson Cable Corp. has been granted a franchise. The city will receive payment according to the number of subscribers, with \$2,000 for 4,000. After 4,000 the rate will increase \$1,000 per year for each 1,000 subscribers. Installation fees are \$25 with a monthly service charge of \$5 plus \$1.25 for each additional set.

WHEN Marianne B. Campbell sits down with the board of the National Association of Broadcasters in Washington this week, 43 men will probably stumble over one another in their rush to hold her chair.

But from that moment on the attractive and personable general manager of WJEH-AM-FM Gallipolis, Ohio, who is the NAB's first woman director, will easily be just one of the boys. A veteran broadcaster, Mrs. Campbell well understands their problems and long has spoken their language—or at least as much of it as befits a lady.

Several outstanding women broadcasters have served with the NAB in various capacities, but Mrs. Campbell breaks with history in her directorship role. She was elected in a mail ballot earlier this year by the station members of District 7 (Ohio and Kentucky) to fill the unexpired term of the late Gene Trace of WBBW Youngstown, Ohio. Last year Mrs. Campbell served on the NAB Radio Code Board.

'Proud of Radio' ■ A past president of the Ohio Association of Broadcasters, a director of the Association for Professional Broadcasting Education and secretary-treasurer of the Daytime Broadcasters Association, Mrs. Campbell is active in a host of local, state and national civic and professional organizations as well as such groups as American Women in Radio and Television. But first of all she is a radio salesman—and she sells constantly with such enthusiasm, effectiveness and dignity that she wins wide respect not only for her stations and herself but for all of broadcasting too.

It was 16 years ago this past Sunday afternoon (June 19) that Mrs. Campbell helped put the station on the air for its founder, John E. Halliday, a Gallipolis attorney. In the early 1950's she helped launch affiliated WLMJ Jackson, Ohio, and also supervised the operation of WBEX Chillicothe, Ohio, upon its acquisition. Both WLMJ and WBEX were later sold. WJEH-FM went on the air in December 1961.

'Big' Little Market ■ Many don't quite know how to pronounce Gallipolis ("Think of 'gallop' and then 'police'," she says) but this small, typically grass roots market is no mystery to Madison Avenue and Midwest agency and advertising people, thanks to the missionary zeal of Mrs. Campbell. She regularly travels the agency circuits to tell how much WJEH-AM-FM are a part of the daily life of 50,000 folks in the counties of Galia (Ohio) and Mason (West Virginia) along the Ohio River just northeast of Huntington.

National and regional business on small market stations often may be only a small fraction of their gross. But WJEH last year got 22% of its dollars from these non-local sources and in May of this year, the highest gross

Her belief in radio makes selling easier

month ever for WJEH, the national-regional total was up to 30%. The figures also are unusual since WJEH has no national representative.

Mrs. Campbell's cheery smile for all has helped but obviously is only a tiny part of the reason why. She gives all credit to her "skimpy-dozen" staff (11 people), especially for their loyalty and dedication over the years in working to completely integrate the WJEH stations into the community and its every activity. She drew the attention of the members of the FCC in this respect several years ago when she testified for the NAB during the commission's program hearings.

Never Alone ■ "You don't do anything by yourself. It's all what other people help you to do," is Mrs. Campbell's philosophy about the important

achievements in life or business. She particularly cites how the staff stuck with her in 1957 when a fire burned WJEH to the ground. Only a tiny garage-storeroom still stood and it became the station while rebuilding during a very hot summer.

"The working conditions were sad for a few months, to say the least," she recalls, "But everyone pitched in and we laughed to keep from crying. And we made it."

Mrs. Campbell holds firmly to the concept that radio—both its AM and FM versions—are quality "products" and she has instructed her staff to always sell them that way. WJEH-FM has been programmed and sold separately since the start and rates are the same for AM or FM to emphasize their equality and "total" service to the market. The rate card is sacred, needless to say, and WJEH salesmen do not sell against the local press.

WJEH-AM is "easy listening" music in the morning, plus feature remotes from nearby Point Pleasant, W. Va., and other service features. Afternoon time moves from a news block at noon through country and western to more up-beat tunes and into a half-hour rhythm-and-blues show with a Negro personality, plus news. Later in the day in summer months an all-request show for the teens, letter requests only, fills out the day. "It rocks," Mrs. Campbell admits, "but it apparently does a job and it stays sold from one year to the next."

FM Role Distinct ■ WJEH-FM is all good music but it has the benefit of extending service into the nighttime hours when WJEH is off. WJEH-FM, however, also carries considerable sports, including being a feed station for the Cincinnati Reds, and has local school games live too.

Mrs. Campbell recalls how well her father guided her in learning poise in public speaking and debate ("A woman should be able to stand on her feet and say what she has to say, brief and to the point"). This helped her in Pittsburgh radio work during college, she says, and it was such fun that she had her grade school children "play radio" to learn their lessons while she was a teacher in Gallipolis. One pupil was Mr. Halliday's daughter and it brought her the opportunity at WJEH.

Mrs. Campbell's husband, Bill, works in the earth-moving contracting field. "The broadcasters spoil you rotten when you're away," he tells her, "then when you are home I keep it up."

They live on the family farm of 400 acres spread along the Ohio River. It's a working farm for tobacco and cattle. Her Palomino show horse and his quarterhorse give Sunday afternoons a relaxing pace, she notes, because "the phone can't ring when you're back in the valley."

WEEK'S PROFILE



Marianne Boggs Campbell—general manager-commercial manager, WJEH-AM-FM Gallipolis, Ohio; b. July 28, 1926, Pittsburgh; attended Duffs Iron City College there 1944 and received AB degree 1948 from Pennsylvania College for Women; joined WJEH as program director 1950 becoming station manager 1951 and general manager 1955; president, Ohio Association of Broadcasters, 1964; member, National Association of Broadcasters' Radio Code Board, 1965; director of NAB, 1966; director, Association for Professional Broadcasting Education, 1964-67; secretary-treasurer, Daytime Broadcasters Association; long active in numerous local and national business and professional organizations; Sunday school teacher, Grace Methodist Church of Gallipolis; m. Bill C. Campbell of Gallipolis Oct. 21, 1950; hobbies—horseback riding, boating.

Their place in the sun

THERE may be some fun in the sun for members of the National Community Television Association at their annual convention in Miami next week. But not all of the multiple diversions of beach, pool, cabana and cabaret will be enough to take the CATV operators' minds completely off their problems.

The cable people haven't had much good news from the government lately. A court has declared them liable for payment of copyright fees. The FCC has adopted rules limiting their expansion. A House committee has voted out a bill endorsing, and indeed extending, the FCC's power to regulate the wire systems. Nothing much has gone right for the NCTA. Attention in Miami will be devoted to ways to turn the tide in Washington.

Still not all has been lost. Except for the copyright problem, which could be sticky if it is handled badly, the cable operators who are now in business have not been terribly roughed up by government rulings. Indeed in the House they won one concession, an immunity from common-carrier regulation that would have fixed their rates. It's the wire venturers who had visions of building a system to rival and indeed best on-the-air TV whose plans have been frustrated by recent rulings and actions. In forming plans to counterattack in Washington, the NCTA would be well advised to stay out of the sun and keep a cool head.

The main chance

FOR years the hard-line regulators on the FCC and its staff have been challenging broadcasters to test the constitutionality of FCC decisions. For just as long the FCC has been careful to avoid giving broadcasters a case on which constitutional issues could be clearly based. This game of dare-you by an agency that is willing to fight only on its own terms may be coming near an end.

As reported at length elsewhere in this issue, a number of prominent broadcasters have jointly announced their intention to go all the way to the Supreme Court in a test of the constitutionality of the political broadcasting law and all the FCC regulations that flow from it. Their plan depends, however, upon the FCC's adoption of its proposal to incorporate parts of its loose fairness doctrine in its formal rules. The test, in short, could be aborted if the FCC decided not to accept the challenge that broadcasters have at last directed to it.

It will be interesting to see whether the commission will put its action where its mouth has been. The original proposal to adopt the fairness rule was voted last April by Chairman E. William Henry and Commissioners Kenneth A. Cox, James J. Wadsworth and Robert E. Lee. Commissioner Robert T. Bartley dissented. Commissioner Rosel H. Hyde abstained. Commissioner Lee Loevinger was absent.

The final vote on adoption could be a near thing. Mr. Henry has of course left the commission. No law requires the surviving three of the original majority to vote on the final adoption as they did on the issuance of the proposal, although Mr. Cox, it seems to us, has a moral obligation to do so; he, among the FCC incumbents, has been the most vocal in daring broadcasters to take the FCC to court.

Assuming that the FCC makes it possible, the court test could take as much as two years, perhaps longer. The route through the Circuit Court of Appeals and Supreme Court is both expensive and prolonged. The group of broadcasters who have joined to bear the burden of extended litigation deserve support from the whole fraternity of broadcasters who stand to benefit from this most important case. Perhaps

the NAB will want to lend a hand.

Never before has there been a clear test of the constitutionality of Section 315 or the FCC's fairness doctrine. This could be that test. A favorable ruling would not only remove a political broadcasting law and fairness doctrine that have severely frustrated the practice of broadcast journalism but would also deter the government from intrusions into other forms of programing.

No more important project is on the broadcasters' books.

That NAB chairmanship

INTERNAL politicking is an organic function in a National Association of Broadcasters that comprises numerous members of disparate conditions and attitudes. At the moment the politicking happens to be unusually intense, owing to the contest between John F. Dille Jr. and Jack Lee for the NAB chairmanship.

The contest will be settled this week at the mid-year meeting of the NAB board—hopefully after responsible debate and with a minimum of rancor. The principles at stake are not important enough to justify any blood-letting.

The main issue that has been discussed openly is whether an NAB chairman ought to be permitted to serve consecutive terms. Those who argue against a continuum have a point in their desire to avoid the perpetuation of a hierarchy. But in this case their fears are ill founded. Mr. Dille is really not an incumbent seeking re-election to the same office; the nature of the chairmanship has been changed since he was first elected to it.

When Mr. Dille took office, the chairmanship was established as a full-time assignment in Washington. At his suggestion the board approved a new structure that modifies the role of the chairman and exalts that of an enlarged executive committee consisting of the chairman, the immediate past chairman, the chairmen and vice chairmen of the radio and television boards and the paid president of the NAB. The job to which Mr. Dille was originally elected is not the one at stake this week.

There is merit in the election of Mr. Dille to serve another year while the new organization that he designed shakes out. He has been on the scene at NAB headquarters and has a practical understanding of the relationship between the staff and the executive committee that supervises policy. In the interests of tidy management during a transitional period, Mr. Dille is needed for one more year.



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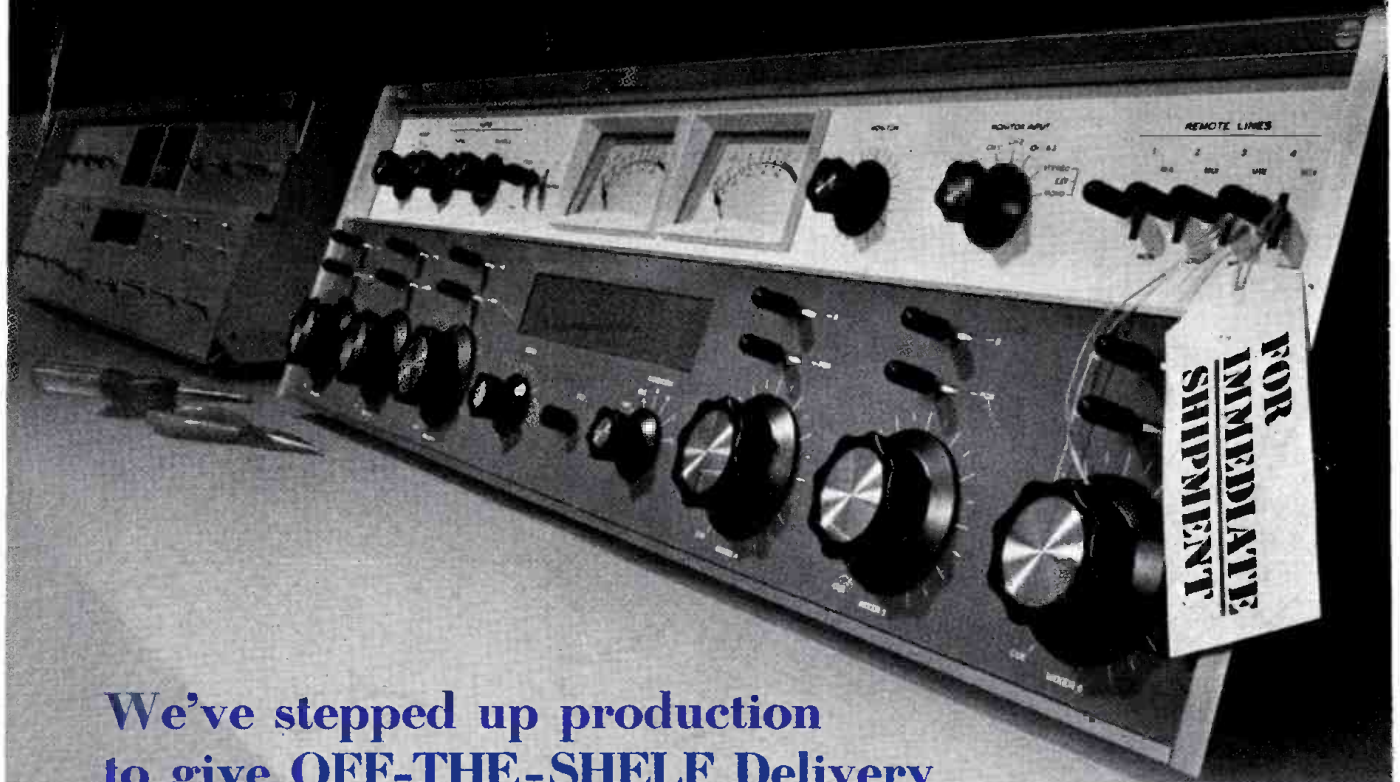


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