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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Corporate filler films: a \$15-million free ride? p27
 Two-sponsor, non-integrated spots threaten revenues. p29
 Judge stops FCC's San Diego CATV restriction order. p42
 Full-scale inquiry on satellite policy looms in Senate. p58

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P JESCHKE
 SIOUX FALLS COLLEGE
 SIOUX FALLS SD 57105
 01 EXP10/66

NEWSPAPER



good
 better
 best

If you use television or radio for Houston sales woes, two stations are more effective than one as a pain reliever.

Better still is one other station and **KPRC-TV**. This combination gives pain relief plus relief for other miseries as well.

But—for fastest, surest relief—for feelable relief almost instantly from the symptoms of sagging sales charts and selling woes, take two doses of **KPRC-TV**.

KPRC-TV...1. gives effective relief from sneezing, sniffing, stuffy prospects...2. helps ease raw and irritated clients...3. calms that tiring, ache-all-over feeling...4. gets into the mind's eye fast...5. sells for you to a larger audience in Houston.

Ask your accounts to examine the **KPRC-TV** prescription. They'll agree with you that **KPRC-TV** in Houston is powerful, fast, effective.

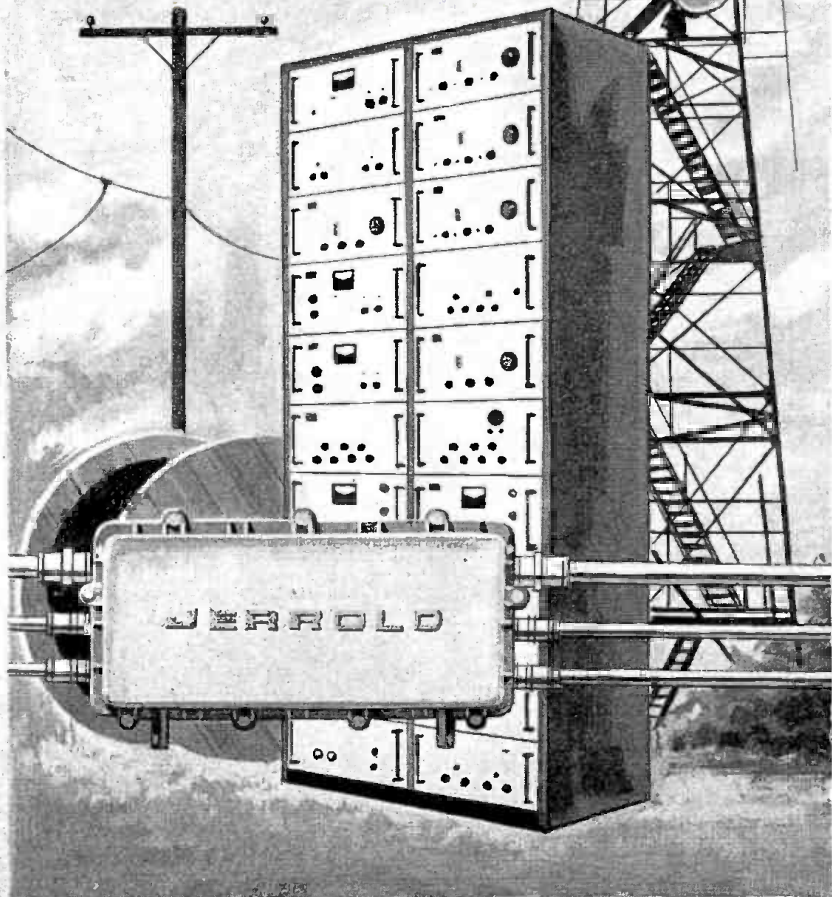
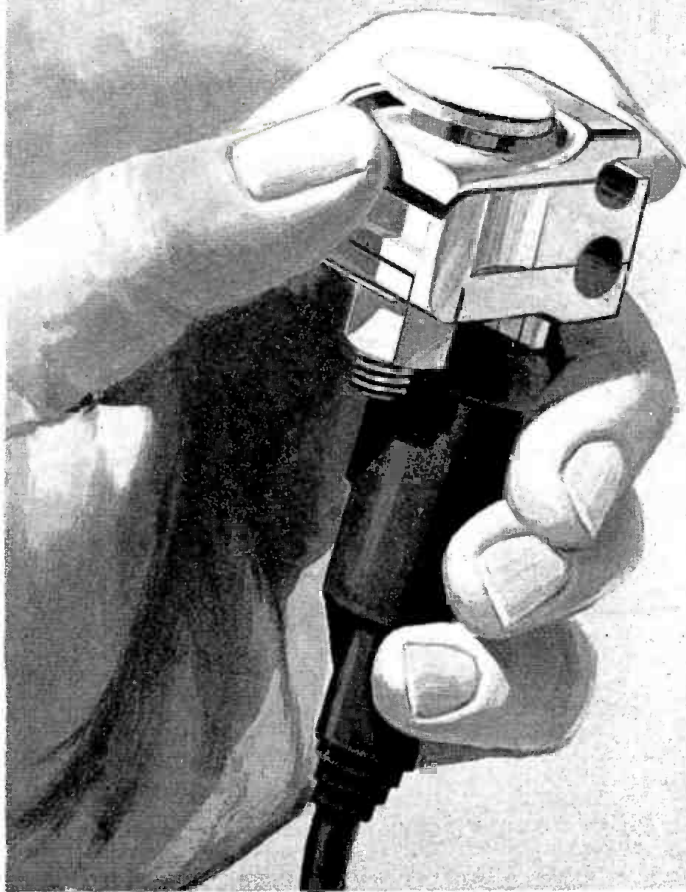


Kprc-tv

NBC in Houston

EDWARD PETRY & CO., National Representatives

from tap to total system more than 500 Jerrold products will satisfy your CATV needs



Only Jerrold offers a complete line of compatible CATV equipment from head end to subscriber.

Take antennas as an example—we manufacture more than 100 types. And you'll find our microwave equipment ideal for a short one-hop or a complex multi-channel, multi-hop link. At the head end we offer everything from preamplifiers to the Channel Commander signal processor that made 12-channel systems a commercial reality. For the *critierion* of all-band distribution "Look to Starline" the solid-state, 12-channel system.

The main point is: Jerrold is your *one best*,

single source for everything in CATV—including cable, subscriber hardware, and test equipment. If more than 500 dependable products are not enough, our extensive engineering facilities stand ready to design, manufacture and, if necessary, modify any component to meet your unique requirements. When in need, simply phone 215-925-9870, or write:

CATV Systems Division
JERROLD ELECTRONICS CORPORATION
401 Walnut Street, Philadelphia, Pa. 19105



JERROLD FIRST IN CATV

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



KTVI's Romper Room visits the Zoo

What happened when Romper Room's Miss Lois telecast five of her popular KTVI classroom sessions from the famous St. Louis Zoo?

More than 20,000 eager pre-schoolers and their parents got into the act—as well as scores of live animals, birds and underwater friends.

Romper Room Do-Bees becoming St. Louis Zoo-Bees is another evidence of how St. Louisans respond to KTVI's imaginative approach—the creative programming that adds up to audience involvement at every age level. Put KTVI's imagination to work for you.

P.S. As a fond remembrance of the Romper Room days at the Zoo, two pandas will soon be arriving at the Zoo—a gift from all the St. Louis Zoo-Bees.

MORE PROOF OF ST. LOUIS'
BEST DAYTIME
TV BUY

KTVI 2
abc HR



Spring
Summer
or Winter....

there's a measurable difference

Whatever the season of the year, KRLD-TV has consistently delivered a measurable difference . . . more viewers than any other station in the 4 station Dallas-Fort Worth market.

- * In the Spring: 18.7% more viewers than the 2nd station
- * In the Summer: 19.8% more viewers than the 2nd station
- * In the Winter: 28.5% more viewers than the 2nd station

To put the measurable difference of KRLD-TV to work for your advertiser, contact your Advertising Time Sales representative.

*ARB Market Report
Television Audience Estimates
9:00 a.m. to midnight Mon. thru Sun.
May 1966
June/July 1965
March 1966

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

Money where mouth is

Is there more to Ford Foundation proposal for noncommercial-ETV satellite system than "model" presented to FCC in 80-page document (BROADCASTING, Aug. 1)? Despite foundation's denial that it contemplates \$100 million grant to launch project, report is regarded as having substance because it's business of foundation to underwrite projects—not draft blueprints. Moreover, Ford already has donated about \$100 million to ETV development during past decade.

Fact that foundation, in filing its plan, asked FCC to take no definitive action until all comments were in gives further credence to notion that Ford later will emerge with proposal to provide seed money and perhaps finance purchase of equipment and other hardware to set up noncommercial satellite structure but with operating revenue to be derived largely from savings realized by networks through use of satellite relays. Preliminary draft of Ford "model" reportedly carried \$100 million commitment but was held back, possibly to become second big publicity blast when all comments are in by year-end.

Plays are the thing

Xerox Corp., Rochester, N. Y., is negotiating multi-million-dollar contract with CBS-TV for sponsorship of top drama programs. Definitely in works: backing in 1966-67 season of three two-hour drama specials ("The Glass Menagerie," "The Crucible" and replay of "Death of a Salesman" that Xerox underwrote last May) and also 90-minute "Mark Twain Tonight." Still to be worked out are several other drama deals that also involve 1967-68 season. One source describes plans, through Papert, Koenig, Lois, New York, as "the beginning of a big push by Xerox to expand on TV drama started with 'Death of a Salesman.'"

Two for one

Station representatives are worried about number of unrelated advertisers trying to double up 30-second television announcements in one-minute positions at single-minute prices (see page 29). One example is order from airplane and candy company which places unrelated half-minute spots back to back. Moreover, agencies in some cases are asking to be billed

CLOSED CIRCUIT

separately for two halves of one-minute buys. In one instance, according to one of largest reps, separate billing was requested in ratio of 60% to one sponsor, 40% to other, although placement was to be for back-to-back 30-second spots. Rep suggests it was outright attempt at brokerage of time.

New development of two-sponsor spots could wind up as subject of congressional interest when Senate Antitrust and Monopoly Subcommittee resumes hearing into TV advertising practices soon. In earlier hearing, small advertisers claimed they had tried approach of teaming up with other firms, but were rebuffed by broadcasters (BROADCASTING, June 6). Now, although networks have formulated no definite policy on acceptance, fact that some large firms are using method successfully is sure to arouse interest of subcommittee.

Fateful day

Petition for approval of ABC-ITT merger will be before FCC at meeting Wednesday (Aug. 17), but its disposition can't be forecast with certainty. One factor that may come up for comment at meeting is absence of advisory from Justice Department, which has been studying case as long as FCC has. So far Justice has said nothing to FCC except that it regards case as complicated. Nobody at FCC knows whether to expect anything more from Justice—which often leaves matters dangling unless it makes positive finding of antitrust problems.

Autry sells cable

Acquisition of control of Santa Barbara, Calif., elaborate CATV system from Gene Autry's Golden West by Philadelphia Community Antenna TV Co., controlled by Major Robert McLean family, which also owns *Philadelphia Bulletin* and WPBS-FM, was negotiated last week. Price on basis of acquisition of 100% of stock would be \$3.3 million, plus obligations of \$2.8 million. PCA-TV is guaranteed Golden West's 66% at \$82.50 per share, and if it acquired all 40,000 shares, stock price would be \$3.3 million.

Harry C. Butcher, president and manager of Cable TV of Santa Barbara Inc., treasurer of National Community Television Association, who

was naval aide to General Dwight D. Eisenhower during World War II, holds 18%, with other Santa Barbara residents holding balance. It's indicated most will continue their holdings. System now has 10,500 individual connections (16,000 sets) and reported potential of 30,000 in city and nearby county. McLeans two years ago acquired Santa Barbara News-Press.

Two for third

Third commercial UHF outlet in Chicago is moving closer to fact. Bid is to be filed with FCC soon whereby WSNS-TV there, granted in 1963 on ch. 44 to Essaness TV Associates (theater group) would become one-half owned and managed by Harriscop Broadcasting Co., group station-CATV operator now rapidly expanding. No consideration is involved except equal sharing of costs, profits. Seven months in making, unusual deal was negotiated by Harriscop's Yale Rowe, onetime ABC-TV daytime program executive. Harriscop is headed by Irving B. Harris, who co-founded Toni Co., and also includes Don Nathanson, North Advertising president.

Big game

ABC Films has acquired United States rights to overseas TV game show, *Golden Shot*, and is developing one-hour pilot for series it'll offer to TV networks. It will offer show as nighttime entry on any network—its first program developed for network sale. Program would be telecast live. Version abroad has been running in Germany and in Belgium as 90-minute show that uses such guests as Princess Grace and Prince Ranier of Monaco (they'll be on German show Aug. 25).

Diversification

Urban renewal in Duluth, Minn., is getting substantial backing of local broadcasters as well as others. Still to be announced is joint venture by KDAL Inc., WDSM Inc., Chun King Foods and Duluth Newspapers Inc. to build big hotel-motel-convention complex on New Gateway mall opposite \$1 million KDAL-AM-TV broadcast center for which ground was broken last week (see page 66).



What happened in the world today?
 Most Milwaukeeans
 turn to WTMJ-TV to see for themselves



...in color!

It's no wonder Milwaukeeans like our newscasts so well. Every member of our news staff is a real pro . . . and we have fifteen of them . . . more than any other Wisconsin station. Each is skilled at writing, reporting and interpreting the news. What's more, we were the first station in town to use color news film. Matter of fact, we're still using more of it than any other local station. Emphasis on professional, comprehensive, *color* news coverage has long been our policy. And it's really paid off. For more than ten years now, our CHANNEL 4 REPORT at 6:00 p.m. and 10:00 p.m. has been watched by more Milwaukee-area families than any other newscast at those times.* So remember, next time you're thinking news in Milwaukee, think WTMJ-TV. Most people do.

*A. C. Nielsen Co., 1955-1966.

MILWAUKEE RESPONDS TO COLORFUL **WTMJ-TV**

CHANNEL 

THE MILWAUKEE JOURNAL STATION
 NBC in Milwaukee

MILWAUKEE ALSO RESPONDS TO WTMJ RADIO

Represented by: HARRINGTON, RIGHTER & PARSONS — New York • Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles

WEEK IN BRIEF

Trade associations, companies and government agencies filling estimated \$15 million worth of free TV time with their promotional films. Wide range of subjects. Message is often subtle. See . . .

\$15 MILLION FREE RIDE . . . 27

This year's version of piggyback commercials turns to new angle of integrated spots where two firms with related products share TV minute. Broadcaster reaction is heated, but opposition is inconsistent. See . . .

NEW TRICK . . . 29

Revolution in education attributed to radio-TV impact. FCC's Hilliard warns broadcasters to use educational technology properly or face regulation comparable to proposed auto-safety laws. See . . .

MORE EDUCATION . . . 47

Texas firm's plan to originate local programming for CATV systems may force FCC action on issue before Congress has chance to move. Applications for microwave links will be opposed by Texas TV broadcasters. See . . .

APPLICATIONS MAY FORCE . . . 52

Problems in communications satellite field to be examined by congressional units this week. Pastore schedules inquiry into domestic situation; Holifield plans study of Defense Department's needs. See . . .

LOOK INTO SATELLITE QUESTIONS . . . 58

U.S. circuit judge in Los Angeles issues temporary restraining order against FCC ruling that three San Diego CATV's must withhold expansion of their services. Parties will argue their case in court next week. See . . .

CATV RULING HELD UP . . . 42

NBC is spending \$500,000 to bring 'The Investigation' to television next season. Play opens on Broadway in October and will go on network in early '67 as either 90-or 120-minute vehicle. See . . .

NBC SIGNS FOR DRAMA . . . 46

Harris poll in New York metro area suggests commercial TV may be losing ground in battle for audiences. Non-commercial WNDT(TV) is seen gaining viewers among affluent, educated, older New Yorkers. See . . .

POLL WARNS . . . 66

Highest sales and earnings for any second quarter and first half in its history are recorded by CBS Inc. Net income up 30% and net sales up 15% in first half compared with 1965 period. See . . .

CBS GAINS 30% . . . 70

In five-year period average spot-TV outlay for each TV family goes up 51%. TVAR study, based on FCC figures, places average at \$14.56 per family in 1965. Top 20 markets averaged \$16.47 per family. See . . .

TV SPENDING . . . 34

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Broadcasting

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What is an influenceable?



Part of the go-go crowd. The part that listens to Storz radio, then goes out and buys your product or service. The young moderns. The young marrieds. The crowd with shopping lists umpteen feet long, just waiting to be told their business is appreciated. So why not tell 'em? *Influence the influenceables.*® On a Storz station you talk to the most influenceable people so the word gets around faster because the go-go crowd responds.

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)

Pay TV comments, replies deadlines are extended

Forty-day extension on comments and reply comments to FCC's proposed rules to provide nationwide over-air pay television is being announced by commission today (Aug. 15). Comments deadline is being extended from Sept. 1 to Oct. 10 and reply comments deadline from Oct. 1 to Nov. 10.

National Association of Broadcasters, American Civil Liberties Union and Americans for Democratic Action had all requested extending comments deadline to Jan. 1, 1967 so interested parties might have more time to study technical submissions and other aspects of proposed rulemaking.

Zenith Radio Corp., Kahn Research Laboratories Inc., Teleglobe Pay-TV Systems Inc., International Telemeter Corp. and Thomas A. Banning Jr., had submitted detailed specifications on their present and proposed pay-TV systems by the July 25 deadline on technical comments (BROADCASTING, Aug. 1, July 25).

RKO General, Zenith, Teco Inc. and International Telemeter had opposed extending comment deadline on grounds that such extension would not be justified and would, if granted, only delay orderly dispatch of proceeding.

Erie battle over CATV returned for court test

CATV battle in Erie, Pa., which has pitted Edward Lamb newspaper and broadcast properties against George Mead's newspaper and TV properties, has taken another turn.

U. S. Appeals Court in Philadelphia told federal court in Erie that it must hold further proceedings on petition by Lamb interests to bar city from authorizing CATV.

Court set aside decision by federal judge in Erie dismissing case initiated by *Erie Dispatch* and its owned WICU-TV in that city. Appeals court said case raises questions of "major importance," including whether FCC has preempted CATV by assuming jurisdiction over cable operations.

Among other questions raised by plaintiff: constitutionality of payments by CATV to city, legality of city's ordinance specifying TV stations whose signals must be carried on CATV.

City passed ordinance last year and asked for bids for cable franchise. Two

applications were presented; one by *Erie News and Times*, owner of WSEE (TV), and another by local businessman. Before Erie city council opened bids, *Erie Dispatch* and WICU-TV instituted court litigation.

Test of TV coverage of Commons recommended

TV coverage, albeit limited, of British Parliament may be tested in early 1967. After more than year of debate, House of Commons TV committee recommended two-month, closed-circuit TV experiment that would result in edited versions of parliamentary debates.

Committee decided live TV and radio coverage of Parliament would be impractical and undesirable but that edited debates would give all members fair chance to be seen and heard. It proposed creating special broadcasting unit whose director would have status akin to editor of Parliament's official written report.

Closed-circuit experiment would cost about \$300,000 and would be conducted between Christmas and Easter when Britain's two TV networks have equipment and staff available. Continuous live coverage cost was estimated at \$69 million.

Committee's report will go before Commons for vote after summer recess. House of Lords has already voted in favor of admitting TV to its chamber.

Acme claims breakthrough in tape-to-film transfer

Breakthrough in color film transfers has been announced by Acme Film and Videotape Laboratories, of Hollywood and New York. After reported three years of research and experimentation, and at estimated cost of more than \$250,000, Acme claims to have perfected process of transferring color tape to color film of broadcast quality.

New process will be marketed in Hollywood and New York under name of Acme-Chroma, Color Film Transfers. Process is being made available to networks, stations and advertising agencies.

Can TV replace 'the pill'?

Television is billed as ideal answer to population explosion in tongue-in-cheek mailing being prepared by Tele-

vision Information Office. It's based on *New York Times* stories last week that (1) reported big increase in birth rate exactly nine months after power failure blacked out much of Northeast last fall and (2) quoted number of authorities as saying in effect that, with television out, there wasn't much else to do.

WINS uses TV to draw sponsors and listeners

WINS New York, all-news station of Westinghouse Broadcasting Co. has enlisted television to capture more advertisers and listeners. Station today (Aug. 15) begins three-week advertising drive on WCBS-TV and WNEW-TV, both New York, using 20 one-minute and 20-second spots weekly. Theme of "News the minute you want it" is illustrated by montaging hundreds of news-oriented photographs in counterpoint with sound of news reports.

WINS advertising and sales promotion manager Steven A. Bell is coordinating TV commercials with outdoor and print campaigns. Agency for WINS is Delehanty, Kurnit and Geller, New York.

From Bates to B&B for Ben's?

It's not firm yet but Uncle Ben's Inc., Houston, maker of converted, wild, Spanish and curried rices, is looking to shift its annual \$1.5 million in spot TV

From 'yup!' to 'yipe!'

Nothing is sacred in Hollywood—not even two-fisted, two-gun, tight-lipped sheriff of old. For newest TV programming fad is comedic sheriffs who slip on banana peel faster than they can shoot. Gary Vinson is one in new season's *Pistols 'N' Petticoats* on CBS-TV. John Astin is another in Mirisch-Rich TV's *Sheriff Who?* being readied for second season (January 1967) entry. Tim Conway is third in *Rango*, Danny Thomas-Aaron Spelling production also preparing for second-season premiere. Dick Mulligan in NBC-TV's upcoming *The Hero* is not sheriff but is superhuman screen cowboy, who's anything but infallible around home.

WEEK'S HEADLINERS

Thomas S. Murphy, president, Capital Cities Broadcasting, elected chairman and chief executive officer of company succeeding late **Frank M. Smith** (see page 72). Mr. Murphy, who will continue as president, joined Capital Cities in 1954 as general manager of WTEN(TV) and WROW Albany, N. Y. He was elected executive VP of company in 1961 and president in 1964. Prior to joining CCBC he was associated with Kenyon & Eckhardt agency and Lever Bros.

Raymond T. Watson, manager of McGavren-Guild Co., San Francisco, named VP and general manager of that firm.

Robert W. Behringer, with Kaiser-Cox Corp. (CATV supplier in Phoenix), named executive VP and general manager, succeeding **Duane W. Crist**. Prior to joining Kaiser-Cox, Mr. Behringer

held several executive positions with General Time Corp., Stamford, Conn.



Mr. Labunski



Mr. Welpott

Stephen B. Labunski, president, NBC Radio, named president of newly instituted NBC Radio division. **Raymond W. Welpott**, president, NBC owned stations, appointed president, NBC owned television stations division. Both divisions were created in NBC corporate realignment which becomes effective Sept. 1 (see page 65).

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

billings out of Ted Bates & Co. Current front-runner for business is Benton & Bowles. New agency appointment is expected to be made within next few weeks. Uncle Ben's is division of Mars Inc., Chicago (M&M candies, Three Musketeers, Milky Way and Mars candy bars).

New dimensions for local stations seen in 35 years

New concept of local stations, for TV and radio, "based exclusively on community programing, information and a whole new range of services, such as 'delivering' your newspaper electronically at any minute you want it," is envisioned by E. R. Vadeboncoeur, president of Newhouse Stations and general manager of WSYR-AM-FM-TV Syracuse, N. Y.

Predictions for year 2,000 are included in time capsule that will be displayed until June 14, 2000, in lobby of new Mutual of New York insurance company building being built in Syracuse.

Mr. Vadeboncoeur says there will be "no need for local stations" for network programs. These will go from studio to satellite to home, bypassing local outlets. Instantaneous, live, worldwide TV via fixed satellites will be "commonplace," he foresees.

He also says development of transistor "chips" will create miniaturization

revolution with radios no bigger than buttons and TV sets that fit into woman's purse or man's wallet. Home TV sets will hang on walls or stand on tables "just like family photographs."

Chevrolet ad manager

Carl O. Uren, acting manager of Chevrolet advertising department since February and with firm 24 years, named advertising manager of Chevrolet Division of General Motors effective Sept. 1. He reports to Norman J. Johnson, assistant general sales manager in charge of advertising and marketing.

Nugent to WLBW-TV

Tom Nugent, former head football coach at University of Maryland, named sports director of WLBW-TV Miami, Friday (Aug. 12). Post was to have gone to Clure Mosher, who was leaving WOR-TV New York. Mr. Mosher died last month (BROADCASTING, Aug. 1).

Ruth Lyons returning

Ruth Lyons, hostess on Avco Broadcasting's *50-50 Club* will return to show Oct. 10 following eight-month absence. She left program in mid-February because of illness of her daughter, who later died. Miss Lyons

started *50-50 Club* on WLW Cincinnati in 1946, and it went to TV in 1949. Besides WLW, it's carried daily on Avco's WLWT(TV) Cincinnati, WLWD(TV) Dayton, WLWC(TV) Columbus, all Ohio, and WLWI(TV) Indianapolis.

Marathon moving into Packard-Bell control?

New development at Packard Bell Electronics Corp., Los Angeles, is move by Marathon Securities Corp., New York, which holds note for Packard stock, to exercise direction of company. It is reported that Marathon has formed new three-man committee to head company.

Marathon holds convertible note for 526,315 Packard shares, or 35% of total, exchangeable at \$9.50 per share for distribution with 90 days in blocks of 10,000 shares or less. Marathon's move comes at almost same time that proposed \$44-million acquisition of Packard by Singer Co., New York, fell through (BROADCASTING, Aug. 8).

Singer is now negotiating new acquisition agreement, but backed off initially because Packard failed to meet projected sales and earnings in May-July period, and because of problems in cabinet production and delays in marketing 19-inch color set Packard introduced in June.

Beer to WRG agency

West End Brewing Co., Utica, N. Y., has moved its \$2-million Utica Club Beer (regional) out of Benton & Bowles, New York, and appointed Wells, Rich, Green, New York, as its agency.

No reason was apparent for surprise shift of billing of which approximately \$1.2 million is in broadcast, West End noting that B & B's current campaign prepared for brewer (BROADCASTING, June 20) has "created favorable comment" and that Utica Club sales are now at new high.

Alberto-Culver moves

Albert-Culver Co., Chicago, Friday (Aug. 12) named J. Walter Thompson Co. there as agency of record for all firm's network TV billings. JWT is one of three agencies handling Alberto-Culver brands, recently acquired major share from BBDO, Chicago.

Heiss retiring

R. J. (Bob) Heiss, manager of WTMJ-AM-FM-TV Milwaukee and with *Milwaukee Journal* stations since 1934, retires effective Oct. 2. He is 59.

If his master doesn't believe in the station, he won't believe your dog food's the cat's meow.



How does a station get the respect of a dog lover? Or any other consumer for that matter? They have to earn it. Group W has won the respect of 8 communities. And we've earned it each and every time.

How did we earn it in Boston?

For one thing, by being authorities on the one subject everyone in New England is interested in. Weather.

At WBZ-TV, Boston, there's a fully-manned private weather bureau with three staff meteorologists to give the kind of weather information New Englanders demand.

WBZ-TV was the first television station in New England to hire an accredited meteorologist weatherman. Today, in Boston, Don Kent is weather. He's the man the people of New England depend on to tell them if the kids will need an extra sweater when they go to school in the morning. Or, whether or not to have their family picnic. Or, if the Red Sox's game is going to be called on account of rain.

When a station gets this close to a community people respect it.

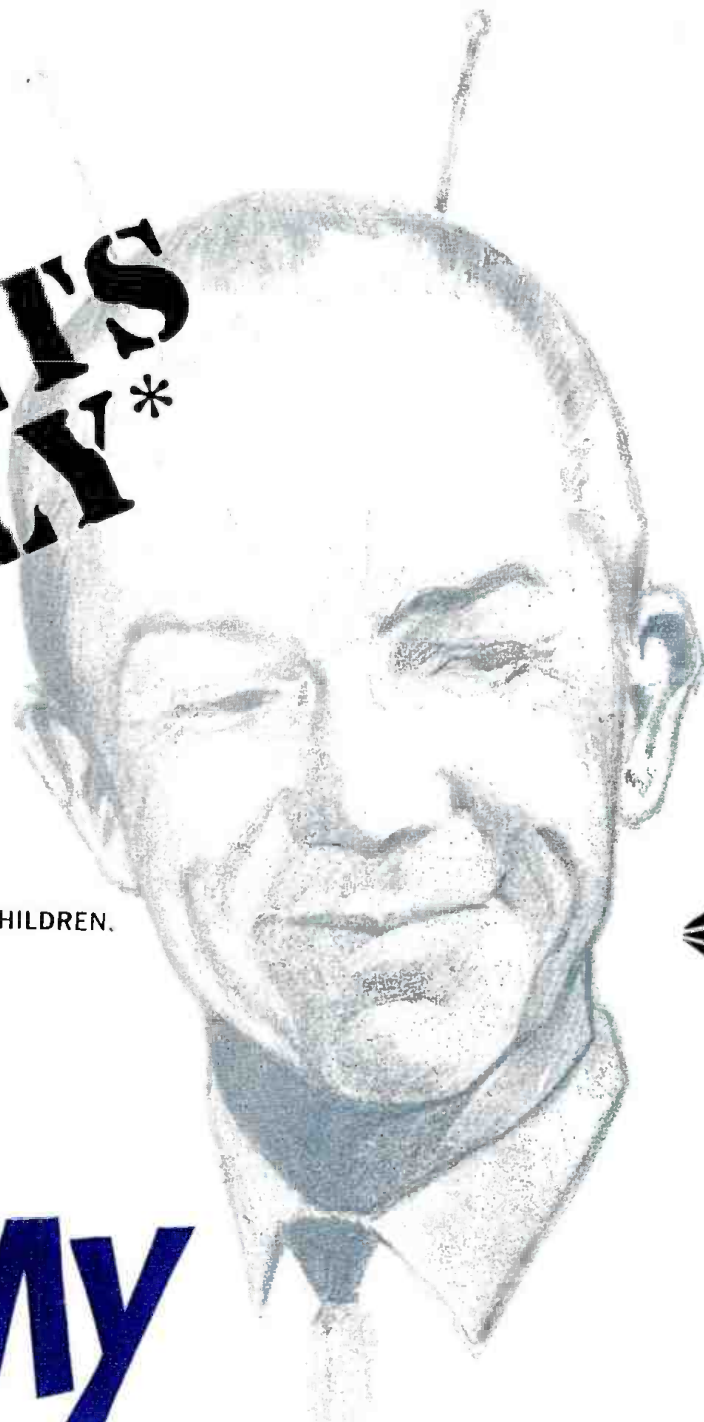
And naturally, that respect carries over to the products advertised on that station. Whether they're dog food or people food.

WBZ-TV 4 **GROUP W**

WESTINGHOUSE BROADCASTING COMPANY
REPRESENTED NATIONALLY BY TVAR

**FOR
ADULTS
ONLY***

* EXCEPT WHEN ACCOMPANIED BY CHILDREN.



**MY
FAVORITE
MARTIAN**

IF IT'S AUDIENCE COMPOSITION YOU'RE INTERESTED IN...

61.9%*

OF THE PEOPLE VIEWING "MY FAVORITE MARTIAN" WERE ADULTS 18 AND OVER.

A. C. NIELSEN COMPANY - AVERAGE AUDIENCE COMPOSITION OCT-JAN 1965-66

Data Are Estimates Subject to Qualification Published by the Rating Service and Will Be Supplied on Request

IF IT'S SHARE OF AUDIENCE YOU'RE INTERESTED IN...

38.2%*

WATCHED "MY FAVORITE MARTIAN" DURING ITS LONG RUN ON CBS-TV.

A. C. NIELSEN COMPANY - AVERAGE TELEVISION SHARE (SUMMER RE-RUNS) FOR PERIOD OCT. 1964 THROUGH APRIL 1966

Data Are Estimates Subject to Qualification Published by the Rating Service and Will Be Supplied on Request

IF IT'S SUCCESS IN YOUR MARKET YOU'RE INTERESTED IN...



CONTACT

WOLPER TELEVISION SALES INC.

485 LEXINGTON AVENUE, NEW YORK, N.Y. 10017

TELEPHONE: 682-9100

8544 SUNSET BLVD., LOS ANGELES, CALIF. 90069

TELEPHONE: DL 2-7075

DATEBOOK

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

■Indicates first or revised listing.

Aug. 16—Annual meeting of stockholders of National Telefilm Associates to elect four directors and to transact other business. Beverly Wilshire hotel, Beverly Hills, Calif.

Aug. 16—Annual meeting of stockholders of Desilu Productions Inc. 780 North Gower St., Hollywood.

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

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

■Aug. 22—Annual meeting, Montana Cable Television Assn., Main motel, Helena.

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

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

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

Aug. 25-26 — Annual fall meeting of Arkansas Broadcasters Association. Speakers include Sherril Taylor, vice president for

radio, National Association of Broadcasters. Coachman's Inn, Little Rock.

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

SEPTEMBER

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

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

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

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

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

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

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

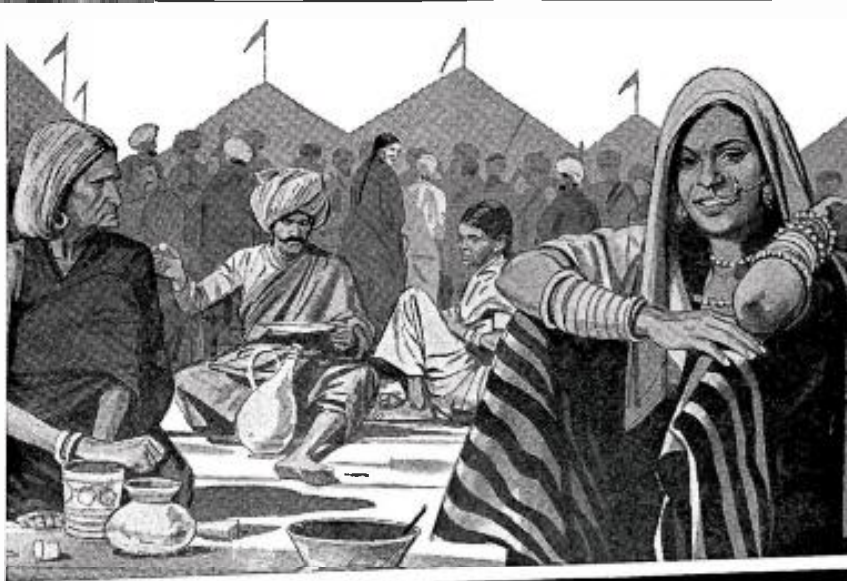
Sept. 16-17—Annual meeting and election of officers of Maine Association of Broadcasters. Speakers include Douglas Anello, general counsel, National Association of Broadcasters, Sebasco Lodge, Sebasco Estates.

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

■Sept. 17-18—National executive committee meeting of the National Association of Educational Broadcasters. Georgetown Inn, Washington.

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

Sept. 19 — Annual stockholders meeting.



YOU MAY NEVER SEE FOUR MILLION PICNICKERS*—

BUT... WKZO Radio Covers More Supermarket Customers in Greater Western Michigan!

In Kalamazoo and Greater Western Michigan, WKZO Radio covers far more grocery outlets—and shoppers—

WKZO's primary service area covers over 2½ times as many drug stores as the next-largest station.



than the next station. A glance at the map shows how.

There are 18 A & P and 16 Kroger stores in the .5MV. contour primary service area of our biggest competitor in Southwestern Michigan.

So okay—but in WKZO's primary service area there are 60 A & P and 33 Kroger stores. And that doesn't count those in our competitor's home county, even though we come in strong there.

Let your Avery-Knodel man tell you more about the scores of stores and plentitude of people reached by WKZO Radio in Greater Western Michigan!

*4½ million Hindus gathered for a feast in Allahabad, India, in 1954.

WKZO
CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representative

The Feltzer Stations

RADIO
WKZO KALAMAZOO-ANTLE CREST
WTEP GRAND RAPIDS
WTVR GRAND RAPIDS-ROSELAND
WTVR-FM CASSIAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WTVR-TV CASSIAC-TRAVLER CITY
WTVR-TV SHELBY STE. MIAMI
KODR-TV LINCOLN, NEBRASKA
WVBT-TV GRAND ISLAND, NEB.

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.

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



. . . and BEELINE RADIO KMJ is a proven way to reach this important market

Fresno is the gateway to Yosemite National Park, visited in 1965 by 1,635,000 people.* Tourism is one of the reasons retail sales in the Fresno market were over \$1,980,940,000 in 1965.** Get into

this big market effectively . . . on Beeline Radio KMJ. KMJ is just one of four Beeline stations and the key to California's rich Inland Valley.

**U.S. National Park Service*

***Sales Management's 1966 Copyrighted Survey*



McCLATCHY BROADCASTING

THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE

KMJ • Fresno

KBEE • Modesto


KFBK • Sacramento

KOH • Reno

BROADCASTING, August 15, 1966

15

WE'VE REALLY NAILED IT DOWN.



1964
FOR CBS REPORTS:
"THE CRISIS OF PRESIDENTIAL
SUCCESSION"

1965
FOR CBS REPORTS:
"GIDEON'S TRUMPET:
THE POOR MAN AND THE LAW"

1963
FOR CBS REPORTS:
"STORM OVER
THE SUPREME COURT"

The American Bar Association last week presented its Gavel Award for a broadcast on the CBS News hour. It is the fourth year in succession that the CBS News hour has received this outstanding recognition from the nation's lawyers—a record unmatched by any other news organization in the medium.

The CBS News hour regularly walks off with the lion's share of top awards for excellence in television. Its over 30 major awards in the past year alone include no less than four Ohio State Awards, four Peabodys and a National School Bell. They add up to an overwhelming affirmation of the Tuesday night CBS News hour as television's foremost information series.

On September 13 the CBS News hour begins its seventh season. With a schedule of subjects as wide as the human mind. It will go behind the iron gates of our prisons. It will investigate the shadowed corners of some labor unions. It will take a hard look at the grim ghettos in our greatest cities.

It will also explore the world of popular contemporary music. With a lightness of touch that belies the mortal peril of the undertaking it will probe the psyche of the modern woman. It will invite the nation to test wits and knowledge on sports, current affairs, science.

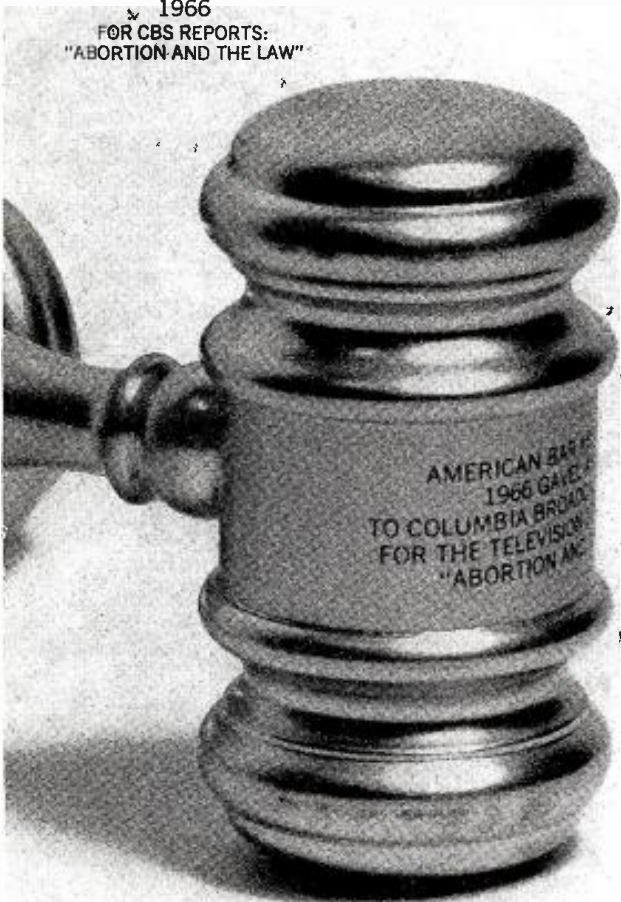
In short, in the weeks ahead the CBS News hour will reflect the world we live in. Without fear or bias. With clarity and great depth.

An award citation once described it as "Clearly television at its best." It is still the only regularly scheduled hour-long informational series on television.

Tuesday nights at 10 **CBS**
NEWS

1966
FOR CBS REPORTS:
"ABORTION AND THE LAW"

AMERICAN BAR ASSOCIATION
1966 GAVEL AWARD
TO COLUMBIA BROADCASTING SYSTEM
FOR THE TELEVISION HOUR
"ABORTION AND THE LAW"





Invites all
Broadcasting Executives
and others with broadcast
financial responsibilities
to the

SIXTH ANNUAL CONFERENCE

of the

INSTITUTE OF BROADCASTING FINANCIAL MANAGEMENT

in

Denver, Colorado
September 19-20-21, 1966

at the

BROWN PALACE
HOTEL

WORKSHOPS • PANELS • SPEAKERS

Coordinating Traffic	Taxes
Sales & Accounting	Credit and Collections
Profitability Accounting	Audience Research
Insurance	Music Licensing
and more . . .	

Institute of Broadcasting
Financial Management
18 S. Michigan Avenue
Chicago, Illinois 60603

Three-day registration includes all
luncheons and banquet.

\$35.00*

Check Enclosed
Send Information

Name: _____

Title: _____

Firm: _____

Address: _____

City: _____

State: _____

*Fees increase to \$40.00 if not postmarked by
September 7, 1966

Jerrold Corp. Fidelity-Philadelphia Trust
Building, Philadelphia.

■Sept. 19-20—Meeting of the national board
or directors of the educational television
stations of the National Association of
Educational Broadcasters. Kenwood Country
Club, Bethesda, Md.

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

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

Sept. 20-21—Thirteenth annual convention
of the CBS Radio Affiliates Association. New
York Hilton hotel, New York.

Sept. 22-24—Industrial TV Broadcast Sym-
posium sponsored by the Institute of Elec-
trical and Electronics Engineers. Mayflower
hotel, Washington.

Sept. 23—"Newsmaker" luncheon of Inter-
national Radio & Television Society. Speak-
er will be FCC Chairman Rosel Hyde. Wal-
dorf-Astoria hotel, New York.

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

■Sept. 26-28—"Wingspread Conference on
Educational Radio as a National Resource"
—a national educational radio seminar of
the National Association of Educational
Broadcasters. Johnson Foundation, Racine,
Wis.

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

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

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

■Sept. 30-Oct. 1—Meeting of the Kentucky
Community TV Assn. Continental Inn,
Lexington.

Sept. 30-Oct. 2 — Northeastern area con-
ference of the American Women in Radio
and Television. Pine Tree Point Club, Alex-
andria 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 tele-
vision and for reply comments on FCC
notice of inquiry into the possibility of pay
TV by wire.

Oct. 1—Annual Paul White Memorial Ban-
quet of Radio-Television News Directors
Association. LaSalle hotel, Chicago.

Oct. 2-7—100th Semiannual Technical Con-
ference and Equipment Exhibit sponsored
by the Society of Motion Picture and Tele-
vision Engineers. Ambassador hotel, Los
Angeles.

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

Oct. 3-5—Annual fall convention and elec-
tion of officers of Illinois Broadcasters As-
sociation. Sheraton-Blackstone hotel, Chi-
cago.

Oct. 3-5—1966 National Electronics Confer-
ence. McCormick Place, Chicago.

Oct. 5—Twelfth annual conference of the
Advertising Research Foundation. ARF pres-
ident Sherwood Dodge is principal speaker.
Panels tentatively set: (morning) Julius

FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU

Sept. 12-13—Hilton Inn, Atlanta.

Sept. 26-27—Hyatt House (near San
Francisco).

Sept. 29-30—Warwick hotel, Houston.

Oct. 6-7—Hilton Inn, Tarrytown, N. Y.

Oct. 10-11—Northland Inn, Detroit.

Oct. 13-14—Pheasant Run Lodge, Chi-
cago.

Barnathan, ABC; A. B. Blakenship, Carter
Products; Francis G. Boehm, RKO General
Broadcasting; R. F. Creighton, Procter &
Gamble; Cornelius DuBois of Foote, Cone &
Belding; Remus Harris of MacManus, John
& Adams; Helen Kaufmann, Clairol Inc.;
Herbert E. Krugman, Marplan; Malcolm A.
McNiven, E. I. duPont de Nemours & Co.;
Frank Stanton, Benton & Bowles; Joseph
A. Steger, The Prudential Insurance Co. of
America; Carroll J. Swan of "Mediascope";
Arthur H. Wilkins, Paper, Koenig, Lois;
James A. Yergin, Westinghouse Broadcasting
Co., all under panel chairmanship of Robert
C. Sorensen, D'Arcy Advertising. (after-
noon) Richard H. Baxter, Associated Mer-
chandising Corp.; William S. Blair, Harper-
Atlantic Sales Inc.; Joseph E. Bradley,
Thomas J. Lipton Inc.; George S. Fabian
of Johnson & Johnson; Robert Garsen, Tele-
vision magazine; Victor Hawkins, Campbell-
Ewald; Babette Jackson, Dancer-Fitzgerald-
Sample; Morten M. Lenrow, "The Saturday
Evening Post"; Benjamin Lipstein of Sulli-
van, Stauffer, Colwell & Bayles; Howard
Mandel, National Association of Broadcast-
ers; Mary L. McKenna, Metromedia Inc.;
Bruce Neal, Ford Motor; Richard H.
Osthelmer, Time Inc.; Edward M. Stern,
Foote, Cone & Belding, all under panel
chairmanship of Leo Bogart, Bureau of
Advertising of the American Newspaper
Publishers Association, Waldorf-Astoria hot-
el, New York.

Oct. 6-8—Annual fall meeting and election
of officers of Alabama Broadcasters Assoca-
tion. Stafford motor hotel, Tuscaloosa.

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

■Oct. 8-9—Annual meeting of the Missouri
AP Radio TV Association. Ramada Inn,
Jefferson City, Mo.

Oct. 10-11—Annual fall meeting and elec-
tion of officers of New Jersey Broadcasters
Association. Shelburne hotel, Atlantic City.

Oct. 11-12—Annual fall meeting of Texas
Association of Broadcasters. Statler Hilton,
Dallas.

■Indicates first or revised listing.

NATIONAL COMMUNITY TELEVISION ASSOCIATION FALL REGIONAL MEETINGS

Oct. 10—Plaza Hotel, New York
(Region 1).

Oct. 14—Marriott hotel, Dallas (Re-
gion 4).

Oct. 21—Davenport hotel, Spokane,
Wash. (Region 7).

Oct. 24—Tropicana hotel, Las Vegas
(Region 8).

Oct. 26—Raddison hotel, Minneapolis,
(Region 6).

Oct. 31—Sheraton-Gibson hotel, Cin-
cinnati (Region 2).

Nov. 2—Dinkler Plaza hotel, Atlanta
(Region 3).

Nov. 4—Skirvin hotel, Oklahoma
City (Region 5).

OPEN MIKE®

Meyner explains code stand

EDITOR: An article captioned "Another hobble on cigarettes?" in your Aug. 1 issue reports inaccurately my position with respect to tar-nicotine listings in cigarette advertising. The report says that the Cigarette Advertising Code administrator bars such listings unless they are backed by scientific proof of health significance.

You may note from the wording in Section 4 of the code: "... it shall be permissible to make a representation as to the quantity of an ingredient present in the mainstream smoke ... if:

"... A disclaimer as to significance in terms of health shall be set forth in such advertising in substance and form satisfactory to the administrator ..."

[Therefore] tar-nicotine listings are permitted if they are accompanied by a satisfactory disclaimer as to health significance; and under this provision, advertising containing such listings has been approved by the administrator and is in use.

The code does have a provision permitting tar-nicotine listings—Section 4, subsection (a)—that are based on "adequate relevant and valid scientific data" as to health significance. I know of no such data and, indeed, no code member-company has yet offered any for my consideration.

There has been a lot of misunderstanding about the code position on this issue. Our policy on this point comes down to this: "Prove it (health significance) or disclaim it."—*Robert B. Meyner, administrator, Cigarette Advertising Code Inc., New York.*

Music to their ears

EDITOR: Heartiest congratulations on the "New Appeal of Country Music" article (BROADCASTING, Aug. 1), by far the most accurate and factual presentation regarding the story of country music and its real value that I've enjoyed reading.

Also, accept this as my order for 550 of the reprint copies. *John F. Bayliss, vice president and general manager, WSLR Akron, Ohio.*

EDITOR: Being 100% country-western since 1958 our staff read the complete C&W special report with great interest. Happy to have other stations climb aboard the money-making wagon.

Send 100 copies—*Bob Bradbury, vice president, manager, KHEM Big Spring, Tex.*

EDITOR: A great section on C&W mu-
BROADCASTING, August 15, 1966



Trans World Airlines announces its 29th annual writing and picture competition.

Once again, TWA will reward excellence in commercial aviation and air travel coverage. Categories include black and white, and color photographs; newsreel and television film; press association, newspapers, magazine and broadcast writing; television-radio production.

Material published or broadcast between September 15, 1965 and September 15, 1966 is eligible. More than one entry may be submitted and must be postmarked by October 15, 1966. For complete details, write to Gordon L. Gilmore, Vice President—Public Relations, Trans World Airlines, Inc., 605 Third Avenue, N.Y. 10016.



We're your kind of airline.

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

Please start my subscription for (CHECK ONE) 52 issues \$8.50

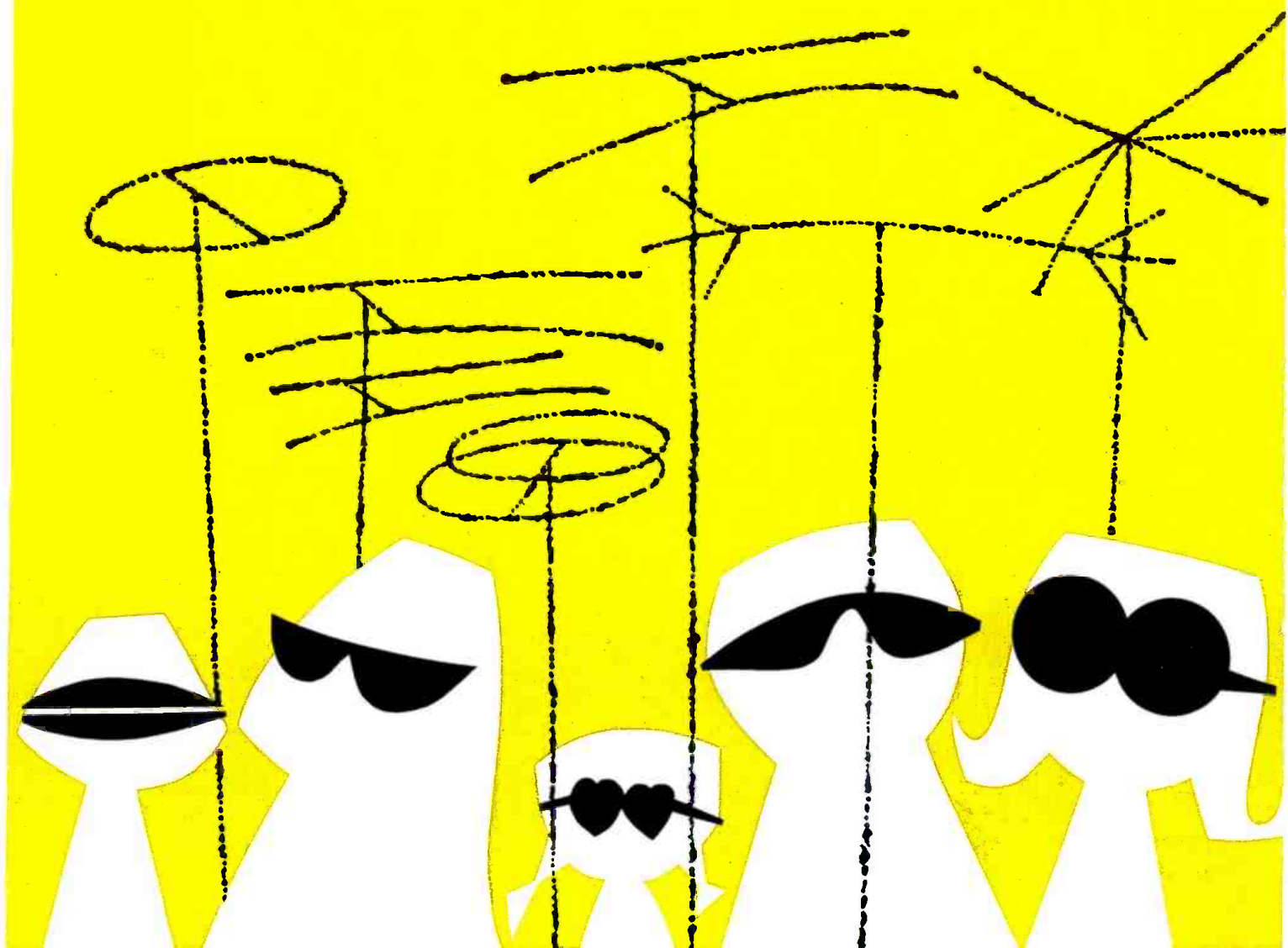
Name 52 issues and '66 Yearbook \$13.50

Position 1966 Yearbook \$5.00

Company Payment enclosed

Business
 Home

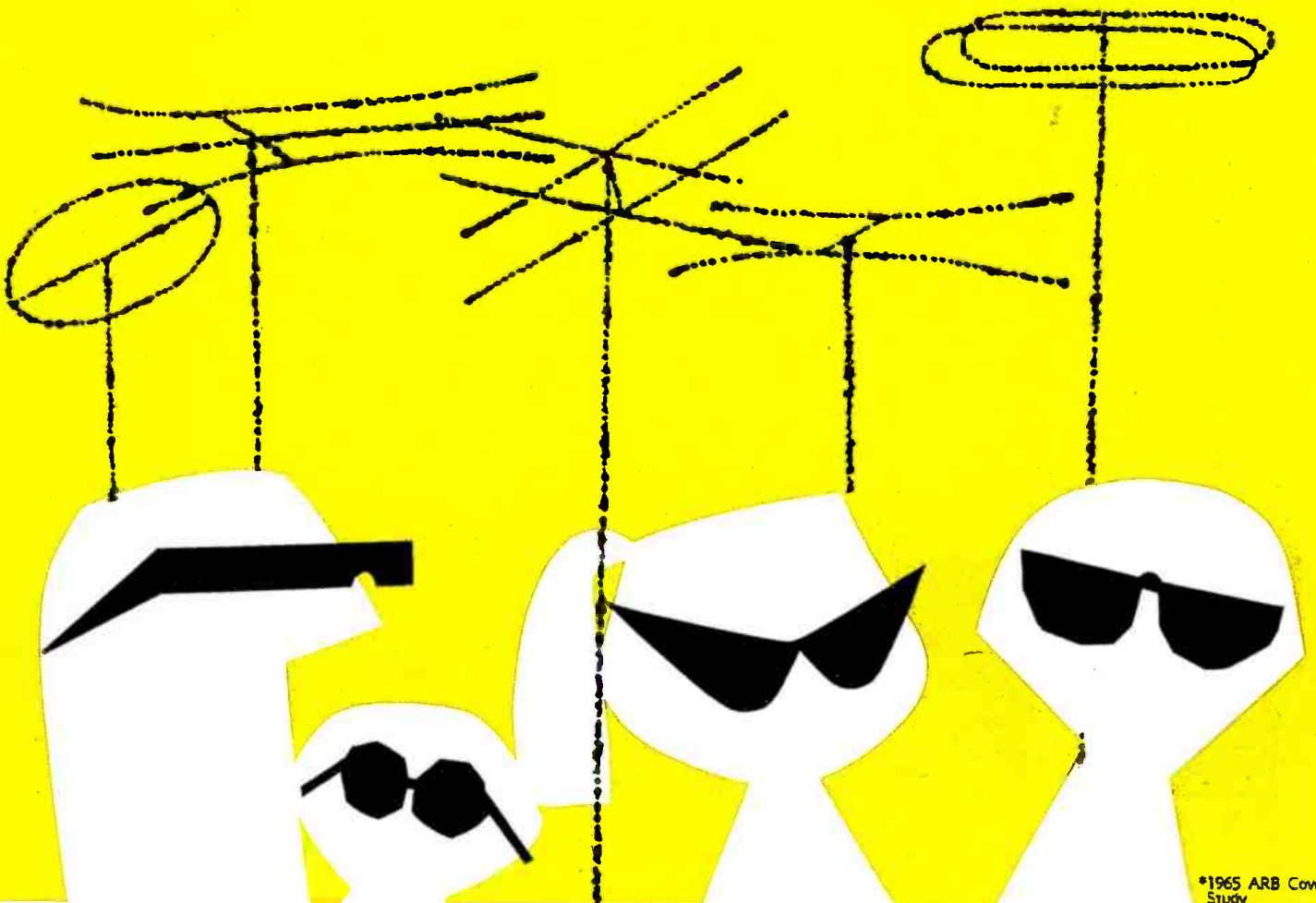
City State Zip Bill me




coverage

More coverage. More circulation.
More viewing hours per home
reached*. In short, WJXT spends
more time with *your customers* than
any other advertising medium in the
booming Florida / Georgia Market.

WJXT 
JACKSONVILLE, FLA.
Represented by T&AR
A POST-NEWSWEEK STATION




*1965 ARB Coverage Study


WIOD
 THE SOUND OF THE MAJORITY **610**

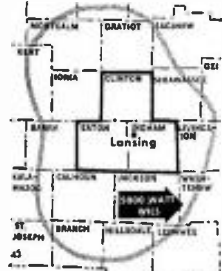
**NBC
IN MIAMI**

**24 HOUR
PROGRAMMING
TO THE
BUYING
MAJORITY**

Listened to by the people who
 make things happen in Florida
610 AM — 97.3 FM

COX BROADCASTING CORPORATION
 Nationally Represented by
EDWARD PETRY & CO., INC.

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

No. 1 MID-MICHIGAN RADIO STATION



**LANSING
MICHIGAN**

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

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

VENARD, TORBET & MC CONNELL

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

... send 30 reprints.—*Albert R. Webb, vice president WPAA East Syracuse, N. Y.*

EDITOR: I particularly appreciated your editorial comment.

I can think of several stations that thought C&W was the "easy road" to broadcasting success and have since discovered there really is no short cut with any musical format. Please send 100 reprints. . . —*John R. DiMeo, general manager, KAYO Seattle.*

(Reprints are available for 30¢ each, 25¢ each in quantities from 100 to 500, 20¢ each for orders for more than 500, plus shipping charges. Address requests to BROADCASTING, 1735 DeSales St., N.W. Washington 20036.)

Look, ma, we're dancing

EDITOR: BROADCASTING continues to be a sprightly, news-filled magazine, and I frankly don't know how it could be very much improved.—*E. M. Thiele, president, Leo Burnett Co., Chicago.*

Hamlets heard from

EDITOR: A brief note of thanks. Your story about our Program Service Plan (BROADCASTING, July 25) not only presented the facts concisely and well, but, vastly more important from my standpoint, you sensed and ably understood the thinking and the philosophy behind the whole experiment.

We have received queries, since the article, from all over the United States and from hamlets that I didn't even know existed much less had radio stations whose operators were thorough readers of BROADCASTING magazine.—*Earl Mullin, vice president, station relations, ABC Radio Network, New York.*

Snap, crackle, pow!

EDITOR: From a full-page ad in the July 15 issue of BROADCASTING I quote the first paragraph of the copy:

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

"... crackling with static . . .?"

Hardly. Crystal-set reception was undoubtedly the purest, clearest, most static-free of any system. Ask anyone who ever listened to a crystal set.

Incidentally, has the copywriter, ad manager, account exec, space buyer, or BROADCASTING man ever heard a crystal set?

Were any of them alive in 1927?

"... crackling with static . . ." Not on your tintype.—*Curtis Swanson, director of communications, Poultry and Egg National Board, Chicago.*

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Broadcasting
 THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington, D. C. 20036. Telephone: 202 Metropolitan 8-1022.

EDITOR AND PUBLISHER
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Bureaus

New York: 444 Madison Avenue, 10022. Telephone: (212) 755-0610.

EDITORIAL DIRECTOR: Rufus Crater; SENIOR EDITORS: David Berlyn, Rocco Famighetti, John Gardiner; STAFF WRITERS: James G. Barrett, Phil Fitzell, Judith Ordober; NATIONAL SALES MANAGER: Warren W. Middleton; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; EASTERN SALES MANAGER: Robert T. Fennimore; ADVERTISING ASSISTANT: Sherry Gluck.

Chicago: 360 North Michigan Avenue, 60601. Telephone: 312 Central 6-4115.

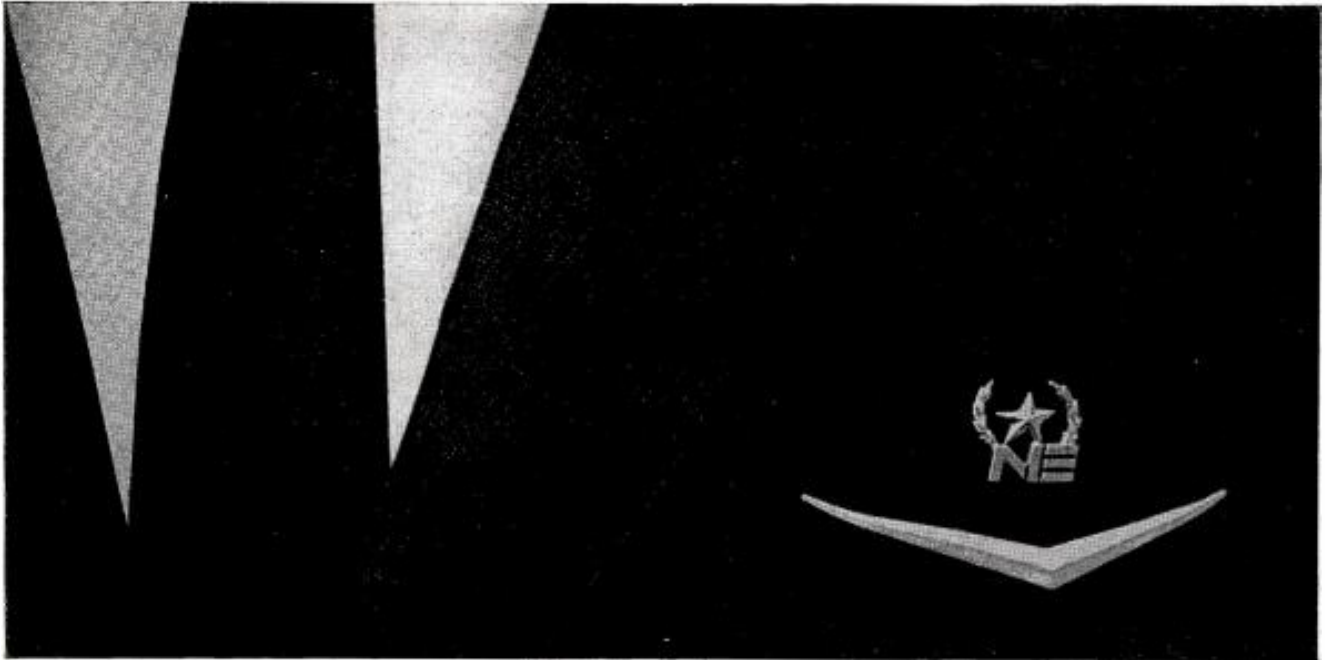
SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: David J. Bailey; ASSISTANT: Rose Adragna.

Hollywood: 1680 North Vine Street, 90028. Telephone: 213 Hollywood 3-3148. SENIOR EDITOR: Morris Gelman; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Stephanie Alexander.

ASSISTANT PUBLISHER
Lawrence B. Taisshoff

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932. Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office
Copyright 1966: Broadcasting Publications Inc.



Storer takes to the air more ways than one.

For thirty-eight years, Storer Broadcasting Company has been bringing interesting events to millions of people. Now, with the purchase of Northeast Airlines, Storer also is bringing millions of people to interesting events and places. On the air...or in the air...Storer continues to serve the public.



LOS ANGELES KCBS	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

Careful cultivation of teen-agers leads to lifelong loyalties

Is the teen-age market dead? To hear the adult advertiser, who has just finished a 13-week series of go-go spots you might think so. To hear him claim that marketing experts have mislabeled the under 20's as a readily definable and reachable market, you would know so.

The facts, though, are very much to the contrary. For what has disenchanted many an advertiser on reaching teen-agers is the failure to understand them. Perhaps our advertiser is too old to be aware of teen-agers' tastes, demands, peculiarities. Perhaps he doesn't have any teen-agers at home. Whatever the problem, he's missed the point.

Not every product can be sold to teen-agers, but there are enough products that they buy or influence to constitute a major marketing segment well worth going after. They buy 55% of the soft drinks, 53% of the movie tickets, 44% of the cameras, 30% of the watches, 23% of the cosmetics, 20% of the fashions. And if it weren't for their hot rods of five years ago, we'd never have had dual exhausts, bucket seats and car bodies that are virtually stripped of chrome.

As with any segment of the overall market, advertisers can only be successful if they fully understand the appeals of that segment and involve themselves in that group's activities. You don't sell the Negro with white models in suburbia settings, and similarly you can't sell teen-agers with adults, or young adults acting like adults think teen-agers act.

Money, Freedom ■ Today's teen-agers are different. They have more money and a greater freedom and awareness of the world around them than any preceding generation. Their scale of relative interest or excitement started higher than ours. While we may find a space walk the living end—a virtual science fiction novel come true—they view the same event as commonplace. For they've grown up in an era that has known only the hydrogen bomb ICBM's, rockets to Mars, the 707's, the pill, and Henry Miller on display at the local soda fountain. They have no inhibiting experience of a national depression, prohibition, or religion.

Out of all of this has emerged a teen-ager with well defined tastes, yet a member of the greatest conformist group in the world. They have their own language, their own rebellions, their own resistance to adults.

Perhaps the greatest contrast I can

offer in the changing mores of today's teen-agers, compared with those of a decade ago, is in the TV dance shows. Ten years ago TV stations took their top adult DJ, put him in an Ivy suit, gave him a stack of records and turned on the camera. It was, in short, a radio DJ show with dancers on TV. For its time and its audience it was successful.

Today, you sell a teen-ager in his own language and with a teen-ager. Take the same dance show. Today's teen-ager show, to be successful, must spotlight the teen-ager. Have a host who, while not a teen-ager, looks like one and is acceptable to the group. Most importantly, the show must involve teen-agers.

Case in Point ■ A good case in point is our own experience with the *Discophonic Scene*, an hour dance show that originated in our market and is now being syndicated nationally by Seven Arts Television.

The show's ability to sell products has resolved about a host, Jerry Blavat, who has penetrated the teen-ager's mask of boredom through a total involvement. He dances their dances—even originates new ones before they can tire of the old. As the Geator with the Heator he talks their language and even originates his own. His dancers are real teen-agers, not models doing a jet set go-go. And he reaches them every day of the week through his record albums, seven-days-a-week radio show, and record hops.

In the summer, he goes to the resorts and runs his hops where the foxes (girls) and coyotes (boys) are. And when they have problems, the Geator listens. If they get into the jackpot (trouble), they tell the desk sergeant to call the Geator—not their father. "The Geator'll understand. He'll be able to make my parents understand."

From an advertiser's viewpoint, this means that the Geator can serve as a virtual pied piper to the teen-ager. In Philadelphia for example, the off-screen involvement helped to spark sales of Mountain Dew, a Pepsi-generation product, equal to that of Diet Pepsi, and on one-tenth of the budget.

A department store, with nine suburban locations, opened Geator Style Shops to give the youngsters a meeting spot, a place to open teen-age charge accounts, and freedom from the adult world to select clothing items in teen-age styles and sizes previously scattered throughout the store.

In short, an advertiser must stop being an adult and be a teen-ager. At least long enough to make his spots, product and packaging reflect the tastes and desires of today's teen-age "in" crowd.

Avoid 'Phony' Tag ■ At the same time, keep plugged in! There's nothing worse than promoting yesterday's "in" talk today. The kids will immediately tag you as a phony.

In short, don't let the concept of a teen-aged market die because of the execution being misdirected. Step out beyond your spots and get involved in each local market. Demonstrate your sincerity by catering to their interests. Tell them what you have to sell in a straightforward, no gimmick fashion. Put your message into the media that they listen to, into point of purchase where they congregate. Periodically ask them what they think of you. Then change yourself or your product to reflect what they prefer. From there on you have built a double-edged sword: sales from today's teen-agers and a head start on your corporate awareness in tomorrow's market. For today's purchase is more than a sale to a teen-ager, it's the birth of a customer's life-long loyalty.



Mel R. Korn, a native of Philadelphia, became president of J. M. Korn & Son Inc. in 1956 at age 26. Since then both the agency's billing and staff have tripled. Established 29 years ago by the late J. M. Korn, the agency represents the Pepsi generation bottlers in the tri-state Delaware Valley area, along with regional and national food processors like Mrs. Smith's Pie Co. and the American Mushroom Corp., national mushroom canners.



**NO MAGIC!
NO MYSTERY!
NO GIMMICKS!**



Floyd Ottoway
WSYR GANG



Fred Hillegas
NEWS



Kay Russell
WOMEN



Charles Hobart
MUSIC

**IT'S JUST
TALENT**

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

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



Joel Mareiniss
SPORTS



Richard Hoffmann
BUSINESS
NEWS



Alan Milair
MUSIC



Deacon Doubleday
FARM



Ed Murphy
TIMEKEEPER



Jerry Barsha
NEWS



John Gray
MUSIC

NBC
in Central New York

**5 KW
570 KC**



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

SYRACUSE, N. Y.



Photographed by Ken Whitmore for KRLA's "Sounds of the West" Collection.

Have You Noticed The Big Moves The West Is Making Today

Here
the Industries
of Discovery...
And man moves
into space.
To make him a world
out of silence.

and Hear
KRLA,
the sort of sound
that's out of sight but in touch,
breaking through the
biggest silence there is...
the one inside.

KRLA/Los Angeles' listened-to radio station.
Sold Nationally by H-R Representatives, Inc.

A \$15-million free ride on TV?

Filler film for giant corporations finds way into most station schedules, makes points for its sponsors worth many times their investment

Free films, some with subtle advertising messages and some not so subtle, are filling an estimated \$15 million worth of television fringe time yearly and may be yielding their sponsors promotion worth many times that amount.

Industry associations, giant companies and small ones, some of television's biggest regular customers and the U. S. government are all suppliers of free films to television. Some handle the job directly, others through companies whose livelihood is in distribution of these so-called "sponsored films."

The distribution companies involved estimate the average television station, commercial and educational, carries as many as five free programs or a total of two hours, weekly.

Subjects of their films are as diverse as the famous blonde-hair beauties of history and secondary sewage treatment, but practically all have one thing in common—they carry messages or treat subjects in which their sponsors are clearly interested.

Color Your Hair Anyone? ■ For example, Clairol Inc., distributor of hair-coloring products and a major TV advertiser, has a five-minute color film in distribution called "Blondes Through the Ages." Now several months old, it has achieved 48 telecasts and an estimated circulation of 1.6 million viewers and is still in the prime of its television life.

A striking attribute of most sponsored films is their longevity. An earlier Clairol five-minute filler film called "New Headlines," suited for insertion in women's programming, got 269 plays in three years and a cumulative audience of 9.6 million.

Avon Products has a five-minute film out—"Lessons in Loveliness"—that pictures some of the company's cosmetic products in use. It's been played on TV 32 times and has reached an audience of approximately 2 million.

Industry associations are active in backing documentary films that get free television exposure. A 15-minute color program, "It's Your Decision: Clear

Water," is presented under the imprimatur of the League of Women Voters but was financed by the Soap and Detergent Association. Its message is the promotion of secondary sewage treatment.

Travel films, offered free to television stations, enjoy a wide acceptance, as do sports films and documentaries.

See **New England** ■ The New England Mutual Life Insurance Co., Boston, has a half-hour program, boosting New England travel and showing the company's headquarters, that has played on television more than 1,000 times.

There's a long list of distributors of

free films and for most of them television is not the primary outlet for their clients' products. Schools, trade and business groups and private organizations are prime targets.

Television stations report occasional contacts from a multitude of free-program sources, but three distribution companies are most frequently mentioned as the major private suppliers of free footage. These are Association Films, Modern Talking Picture Service and Sterling Movies U.S.A.

Modern Talking Picture Service claims to be the largest free-film distributor to TV. With six regional offices in the U. S., it is believed to have booked close to 40,000 confirmed telecasts in the past 12 months for gross fees from clients of \$600,000. It carries future bookings for some 11,000 plays.

During the past year Modern serviced 517 television stations with free film. Of these 318 took its films on a weekly basis.

The general practice of distribution companies is to charge \$15 for each TV play they get for a given film regardless of the size of the market, the time classification in which it's played, the audience it reaches or the length of the picture.

Quantity Discount ■ The price may scale down as low as \$10 per play depending on the number of films the sponsoring company makes available to the distributor.

There's a tremendous variation in costs-per-thousand-viewers achieved by sponsored films. Their audience appeal has much to do with the time periods in which they're played, but a short filler film may find its way into a superior time class merely because it's needed to fill a gap left by a shorter-than-usual feature film or to meet some short-notice program exigency. Sponsored films described as having "clean formats"—that is, free of obvious commercial messages—are apt to enjoy much higher station acceptance.

Free-film sponsors get regular reports on the performance of their product.

\$10 million to D-F-S

R. J. Reynolds Tobacco Co. will move its Camel cigarettes—regular and filter—to the Dancer-Fitzgerald-Sample agency Nov. 1. The account bills an estimated \$10 million.

The new filter Camels and the older regulars will be using heavy television schedules. A national campaign for the filter brand begins Aug. 22.

The R. J. Reynolds brands, whose move out of the William Esty agency was announced six weeks ago, will participate in six prime-time network TV shows in addition to the American Football League schedule, NCAA Football and World Series Baseball.

Network and local radio is also planned for both Camel brands.

The Camel account at D-F-S is expected to grow beyond its present \$10 million billing as soon as the filter brand goes into national distribution.

William Esty retains Reynolds' Winston, Salem and Tempo accounts as well as the company's pipe tobaccos.

A \$15-MILLION RIDE ON TV continued

For instance, Association Films sends its clients monthly computer-prepared sheets showing the markets in which a program has played, the station, date, time, total audience reached broken down in adult and youth categories and running totals on audience data over the life of the film.

A major distributor estimates the time cost of the average television hour filled by free film at \$225. Independent stations and smaller market stations are said to be more eager for free film product than major-market network affiliates and the film is usually placed in fringe-time periods.

However, according to one of the larger distributors, there is virtually no station that would follow a blanket refusal policy on sponsored films.

Some stations schedule regular series of free films put together in packages by the distributors who draw from the libraries of various clients whose pictures fit together in theme and length.

Small Markets Busy ■ The film librarian of an independent New York TV outlet, who acknowledges that his station plays a considerable amount of free film, thinks smaller-market stations are the biggest customers for free footage. "Free films," he says, "may get played when there's not too much competition or when there's too much competition. If the opposition has a blockbuster movie and nothing's going to beat it, they may schedule a free program."

Some free-film sponsors do allow sale of spots within their programs according to stations and distributors questioned—if there is no conflict between film and commercial.

The American Dairy Association is said to allow such TV sponsorship in films it has underwritten.

According to free TV film practitioners, their business is neither booming nor declining. The emergence of new UHF and educational stations has slightly more than offset some loss in business at VHF stations where schedules have become more fully sold.

Most free films are now being made in color and this is adding to their attractiveness at a time when color footage is at a premium.

Sterling Movies says its overall television distribution increased by 16% over last year although business from VHF outlets declined 5%.

A survey among all television stations (48% responded) conducted by Association Films indicated that 95% of stations with color origination capability televise free color films with travel and sports themes heavily favored. The same 95% said they colorcast three free films weekly.

Free News ■ Sterling Movies sub-

sidary, News Screen, aids its clients in preparing and distributing news clips of their activities to TV stations. It may charge as much as \$1,250 per release for such service and now grosses about \$50,000 a year from this sector of its business.

Occasionally this free news may make it onto a network. A clip of the Navy's Blue Angel stunt fliers supplied by Grumman Aircraft through Sterling was shown on CBS-TV's June 11 Saturday night Roger Mudd news show. The clip was identified with a superimposed line of print saying "official Blue Angel film." but with no mention of Grumman.

Another Sterling division called Creative Programming Services distributes free quarter-hour programs called "Cavalcade" made up of five two-and-a-half minute "participations" (stories) that may be supplied originally by five separate Sterling clients.

Cost to clients for these participations is \$3,450. Sterling says it has distributed nine Cavalcade programs, each with five participating sponsors. They've been played on U. S. television stations more than 2,500 times.

An exhaustive list of companies that make free films available to television



A new Mattel doll

Young viewers of Saturday morning network children's shows are going to be let in on a secret during the coming season. The secret is out of Mattel Inc., Hawthorne, Calif., through Carson/Roberts/Inc., Los Angeles. It's a new talking doll called "Baby Secret." A 60-second commercial featuring an intimate conversation between the doll and her human companion is scheduled to play the three networks throughout the fall.

would include many of the best known corporate names in the country and many of television's biggest regular sponsors. Such names as du Pont, General Motors, Frigidaire, AT&T, Procter & Gamble, Union Carbide, Sears Roebuck, General Foods, Johnson & Johnson, Metropolitan Life, U. S. Steel, Pittsburgh Plate Glass, Schlitz, Anheuser-Busch and American Airlines are identified as sponsors of these films. But the list would be by no means limited to the larger firms.

Larger companies, however, may even divide their free film operation into corporate and product publicity divisions. General Foods recently withdrew an eight-year-old half-hour color film, a corporate promotion piece titled *Harvest of Convenience*, from circulation. After 737 telecasts and an estimated total TV audience of 31.7 million, the picture, which shows how foods are harvested all over the world and packaged in GF plants, was outdated. Packaging innovations have led to production of a new corporate film that will update the company's story.

Product publicity films handled by another GF department, reach TV stations through outside distributors. This GF unit has made three recent five-minute short subjects in color for as many company products. Another film in distribution from GF titled "More Kick Out Of Football" may have football as its theme but a GF product is its promotion object. A jar of Instant Sanka is shown during the picture.

ID ■ Sponsor identification in a free film generally takes the form of visual credit lines at beginning or end of the picture. Most such films are required to carry identification of the sponsoring company according to the amended Section 317 of the Communications Act.

However, members of the FCC staff are known to be dissatisfied with past interpretations of Section 317 and specifically with guidelines drawn up in a House report on this law.

Some on the commission staff think the House report is too permissive in allowing no identification in cases where films have a clear though not pervasive commercial intent. The report gives the example of a travel film offered free to stations by a bus line. In the picture a bus, "clearly identifiable as that of the bus company is shown fleetingly. . . ." In this situation the report says no identification is required.

Sponsor ID would be required, according to the report, if the bus "is shown to an extent disproportionate to the subject matter of the film." One commission staff member describes the law as "murky" in this area.

The FCC staff has drafted proposals for guidelines in this matter but commission action on the question is not expected in the near future.

New trick in two-sponsor spots

It's not piggyback, and it's not integrated;
it's a minute shared by two makers of different
products, and it's burning many broadcasters

A ripple of concern and indignation is running through the television industry over what some fear may become this year's version of the uproar over piggyback commercials of a couple of years ago.

The cause is a two-company, two-product integrated announcement that appears to give twin sponsors the advantages of premium position for the price of a single spot. In these commercials two advertisers seek to share the time franchises they may hold on stations or networks.

In these positions they may promote related products simultaneously: for example, sandwich bags and sandwich ingredients, each receiving equal copy and visual treatment.

The practice is not brand new, but it shows signs of spreading and, if allowed to proliferate, could have a seriously depressing effect on television industry revenues, according to many broadcasting authorities. If these commercials spread the way piggyback announcements did, one network official said, some companies could cut their television budgets 20% to 30% while maintaining their present advertising efficiency.

A check of networks, station representatives and agency officials last week indicated no uniform policy on acceptance or rejection of the two-company spots. All broadcasters voiced objections to them but many said that in some cases, such as short-term promotion campaigns, some versions of these announcements might be acceptable or have been accepted.

At Agencies Too ■ The broadcasters' indecisiveness was backed by agency officials, who alleged that networks and stations are highly inconsistent in their acceptance policies covering these spots.

The most frequently noted case is that of a commercial for Metrecal cookies and Tab, both diet control products. A three-week campaign is set to break for these products using an integrated 60-second commercial produced by Ogilvy & Mather (agency for Mead Johnson's Metrecal) and distributed by the Marschalk Co. (agency for Coca-Cola Co.'s Tab beverage).

A representative of one of the agencies involved admitted some difficulty in placing the announcements on individual stations. "Some are taking them,

some are not," he said. "In any case, this is no long-term advertising agreement between the companies. It's merely a short-term cooperative effort tied in with in-store promotion."

The Tab-Metrecal spot is being used as part of the regular broadcast schedules for these products, he explained. "They place the commercial in their list; we place it in ours."

This particular commercial was submitted to NBC-TV and CBS-TV. Both networks reportedly turned it down. ABC-TV, it was said, had not been offered the spot, but a spokesman for that network stated: "It's not our policy to tolerate that type of commercial. If the spot (Tab-Metrecal) were submitted, it would not be accepted."

However, another version of the announcement, one that would treat one of the two products in a secondary way, giving it just a tag line for identification was said to be in development, and it was thought that such a commercial would probably meet network standards.

One agency official who admitted difficulty in placing such spots with networks and stations questioned both the rationale and legality of the broadcasters' positions. "If they'll take a piggyback announcement that handles two products of the same company, how can they refuse an integrated commercial from two companies?"

He doubted that advertisers would want to bring the matter to a legal test and also noted the danger, from the sponsor's point of view, that it might lead broadcasters to charge premium prices for two-company announcements.

Premium ■ Indeed this is a step that has already been advised by one or more station-representation companies. One such firm told BROADCASTING it had advised its stations not to take these commercials as a general rule, but that if they did they ought to put surcharges on them and certainly ought not to allow normal discounts for them.

This rep acknowledged it was just such a policy that had eventually led to the spread of piggyback commercials despite original policies of nonacceptance, surcharge and pre-emptible status instituted by major group broadcasters.

Another critic argued that "trying to charge premium prices wouldn't stop these commercials any more than it

stopped piggybacks." Rejection he contended, is the only solution.

Corinthian Broadcasting, one of the last station-group hold-outs against piggyback announcements, said last week it had no written policy covering acceptance of the fully integrated two-sponsor commercials.

The networks all claim nonacceptance is the rule for these spots, although there have been one or two instances when one "slipped by."

CBS-TV's standards and practices department says it has not altered a long-standing policy of nonacceptance. In 1959 the network advised agencies that it had previously adjusted its integrated commercial policy in recognition of a merchandising trend.

That policy, it said, would accommodate related-product campaigns "in which the union resulted in a new service or products," such as pie crusts and pie fillings. The network said that as long as the two products were truly related, trade-name mention of the tie-in product would be permitted but without supporting selling commercial. Only one related-product commercial per program was allowed and only one video presentation of the related product was permitted. The audio mention of the secondary product could only establish its relationship to the primary product.

CBS View ■ CBS officials said that in light of the increasing number of spot-carrier programs since the announcement of that policy, more than one such commercial would probably be acceptable now within a single program.

NBC-TV outlined a policy essentially similar to that of CBS-TV.

However, one agency, responsible for another two-sponsor commercial campaign not yet aired, said it thought two networks had accepted its commercials. These spots are for Colgate-Palmolive's Baggies and Kraft Foods products.

The Colgate agency is Street & Finney; Kraft's is Needham, Harper & Steers. Baggies is also teamed with Cap'n Crunch (Quaker Oats) in another integrated commercial.

A representative of one of the agencies said with some annoyance that "all the networks are inconsistent" in this matter.

The Baggies-Kraft spot, he thought, would be directed at both network and

COMMERCIAL PREVIEW: Drexel furniture counts on color

In the expectation that furniture can burst alive in color on the TV screen, Drexel Furniture Co. of Drexel, N. C., has completed production of a one-minute color announcement that will be shown this fall in the advertiser's top-20 markets.

To set off furniture style and color, the commercial combines the theme of a "Wonderful World of Drexel" with several of the firm's lines by alternating foreign scenes with room settings of Drexel styles.

The commercial opens with a portrayal of a young couple on the



move, interspersing the action with

modern furniture settings, and then proceeds to scenes of the Mediterranean and Spain, with furniture showing "the bold splendor of Spanish"; of an English manor house to dramatize "castle-inspired" Tudor pieces, and similarly for French Provincial furniture, both classic and sophisticated. A five-second dealer identification tag is provided at the end of the film.

The commercial was produced in New York at Spectra Films, through Drexel's advertising agency, Arndt, Preston, Chapin, Lamb & Keen, Philadelphia.

spot-television schedules, whereas the Baggies-Cap'n Crunch announcement would look for spot schedules only.

This agency official said he didn't know whether jointly sponsored integrated announcements represent a trend in agency-advertiser strategy, but he did say that Colgate had been considering this plan for a long time.

Another Example ■ Two further commercials that would fit into the fully integrated description are reportedly planned for Marshmallow Fluff, a product of Durkee-Mower handled by Richard K. Manoff Agency, and Skippy Peanut Butter, and another for Marshmallow Fluff with a Nestle Co. product.

Another commercial, this one "partially integrated" and advertising Frito Lay chips primarily with audio and video presentation of Armour frankfurters, ran on NBC-TV as part of a special July 4 campaign. Although the announcement dealt mainly with the Frito Lay product, NBC officials feel it would have been just as effective if it had referred to frankfurters without using the Armour brand name. The implication is that it would not be accepted in the same form again.

Most station representatives hesitate to take an adamant stand against the two-sponsor spots, though all would apparently like to see them wiped out of existence.

A vice president of one of the largest representation companies said he couldn't see why the broadcasting industry should put itself in a weaker posture by accepting them.

"This isn't like newspaper advertising," he commented, "where the advertiser is proprietor, in a sense, of the page he buys. The sponsor isn't the proprietor of the spot schedule he has contracted for and he can't go trading

off part of it to another sponsor."

This station representative was openly bitter about such agency methods. "The agencies' guilt about their media commission system of compensation leads them into these practices," he charged.

A media vice president at one of the largest spot-TV buying agencies saw the situation quite differently. There's no reason to restrict these commercials, he said. When there's a natural relationship between products, he suggested, it may be in the best interests of clients to double them up in a single commercial. "This has been done in print for so long," he went on, "it's natural for the method to segue into broadcasting."

The same agency man asserted that in spite of broadcasters' complaints about piggyback commercials, the industry had enjoyed a record year in revenues according to FCC figures. Piggybacks brought more advertisers into the medium, he said, and integrated commercials could have the same effect.

Agency appointments . . .

■ American Bakeries Co., Chicago, moves its \$2 million account from J. Walter Thompson Co., Chicago, to San Francisco office of Young & Rubicam which already handled regional brands.

■ The Visitors and Convention Bureau of Monterey Peninsula Chamber of Commerce, California, has named Geyer, Morey, Ballard Inc., San Francisco, to handle its advertising and promotion. Initial plans include a radio campaign for selected areas in California and the Northwest.

■ Wheel Centre Co., Walnut Creek,

Calif., names Kenyon & Eckhardt, San Francisco, to handle its custom speed equipment for sports car and drag racing. The firm distributes in the U. S., Canada, Sweden and Australia.

■ Eastern Brewing Corp., Hammonton, N. J., has appointed Wesley Advertising Inc., New York, to handle Old Bohemian Draft Beer. LeGrand L. Redfield is account supervisor.

■ First Western Bank & Trust Co., Los Angeles, has appointed Doyle Dane Bernbach, same city, to handle an estimated \$500,000 annual advertising budget. Indications are that radio use will be expanded.

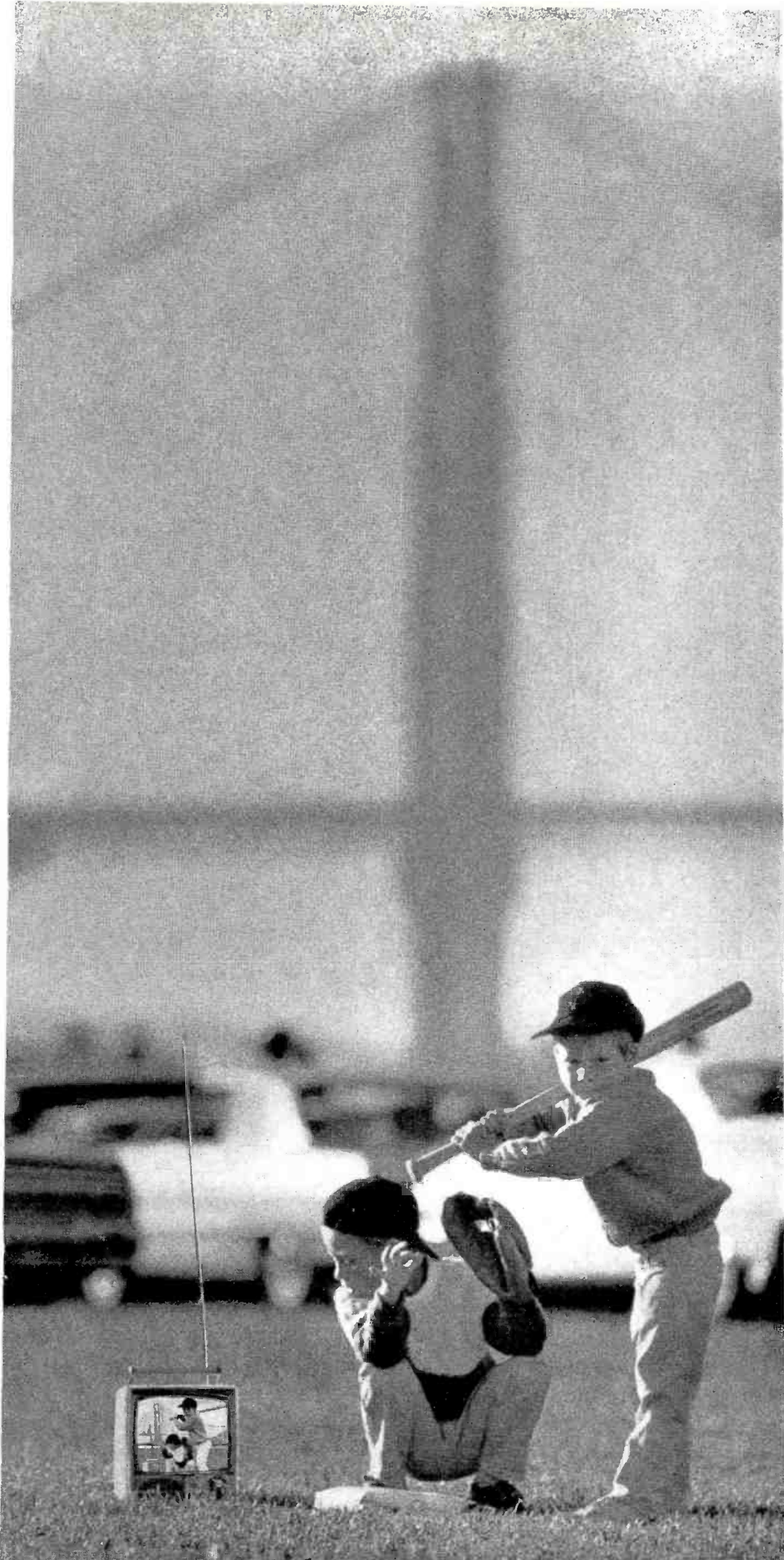
Circulation guaranteed by Florida station

WALT Tampa, Fla., began a new guaranteed-circulation plan last week whereby sponsors on the station are assured a rating of 6.0 for their sales messages or a cumulative weekly audience of 35,000 homes.

Rating and circulation figures will be drawn from special Pulse surveys to be conducted in the Tampa-St. Petersburg area three times yearly.

Called "SMD" for sales messages delivered, the plan provides that if the rating or circulation figures are higher than the guaranteed levels, advertisers will still be able to renew contracts at the same unit rate.

If the figures fall below the guaranteed levels, advertisers' renewal contracts will provide for making up the difference in ratings or homes reached at no additional cost.



“San Franciscans” catch their favorite sports on KTVU

Sporting blood starts young and runs high in the San Francisco-Oakland market. And 4,000,000 fans get plenty of *live*, direct coverage exclusively on KTVU. Giants Baseball, Warriors Basketball, Seals Ice Hockey, College Basketball to name a few. That's why their first choice in sports viewing is KTVU, the Nation's LEADING Independent Television Station.

KTVU
2

SAN FRANCISCO-OAKLAND
Represented by H-R Television

 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

Seven Arts Television presents



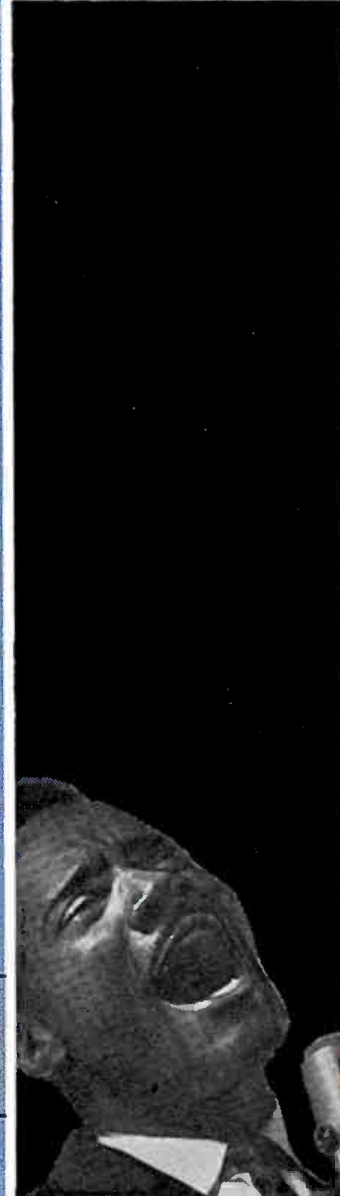
The Gypsy Rose Lee Show

Half-hour daily across-the-board interview series starring the fabulous Gypsy and various famous guest celebrities including Zsa Zsa Gabor, Theodore Bikel, Diahann Carroll, Ann Sothern and Robert Goulet.



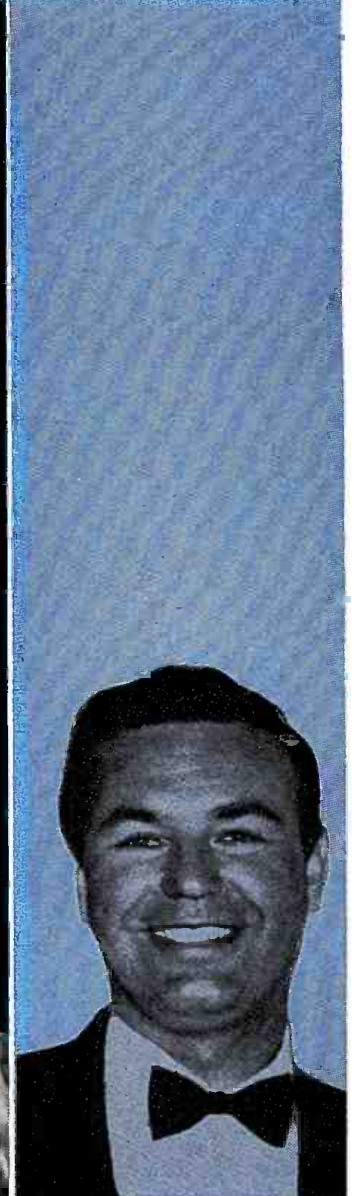
Marine Boy

There's dramatic action, magic and excitement beneath the seas in this daring new series of 26 half-hour animated underwater color adventures starring the amazing Marine Boy and Splasher, his loyal white dolphin.



Night Train

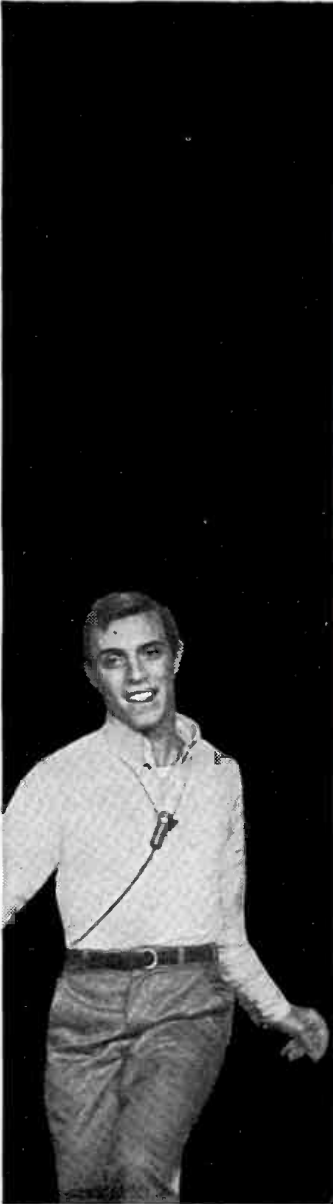
From Nashville . . . Music City, U.S.A.—a winning entertainment showcase of 26 new one-hour variety programs that blend today's top rhythm and blues talent with the established stars of the recording world. It's what's happening in the world's second largest recording center.



Oh, My Word!

Famous guest celebrities such as Zero Mostel, Tippi Hedren, Frank Gorshin, Pat Suzuki and Allan Sherman try to determine which of four panelists is giving the correct definition of various wild and wacky words. One panel member knows the real definition, the others invent one. 26 very funny half-hours.

and,



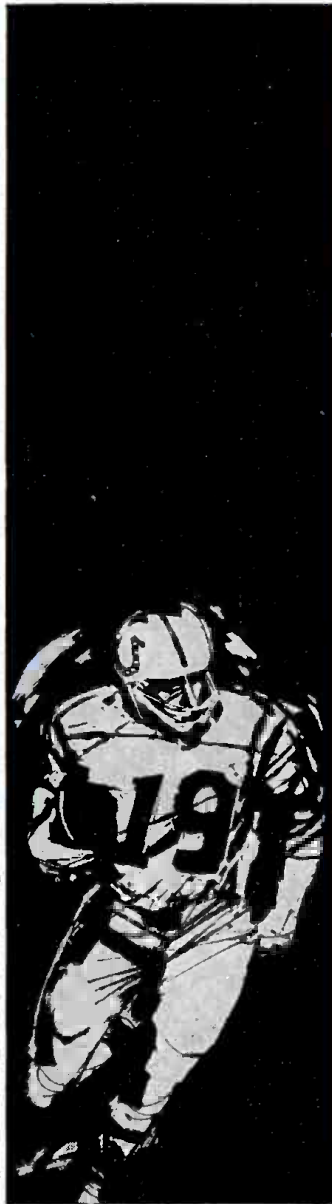
The Discophonic Scene

Jerry Blavat, America's upcoming teenage music idol hosts this variety series of 13 superbly produced shows with a cast of 100 teenagers. It's 60-minutes a go-go with the current crop of the biggest teen music stars in the guest spotlight.



Man In Space

The fascinating, timely and very commercial series of 6 one-hour TV Space Specials (5 in color) of the incredible story of man in space, his trip to the moon and its consequences. Programs include Gemini, Footsteps On The Moon, Probing The Unknown, That He May Survive, Beyond The Moon and Today, Tomorrow and Titan III.



The Professionals

A half-hour TV Sports Special filmed in color in the Los Angeles Coliseum and starring N.F.L. All-Pro Quarterback, Johnny Unitas of the Baltimore Colts and former New York Giants star, Frank Gifford, as commentator. The new "subjective camera" takes the viewer into the huddle and then behind center to see what Unitas sees just before the ball is snapped.



Out of the Inkwell

100 hilarious five-minute color cartoons featuring the many voices of comedian Larry Storch and starring Koko, Kokette, Kokonut and Mean Moe.



Boston Symphony

26 one-hour TV Concert Specials featuring the world renowned 104-piece Boston Symphony Orchestra and famous guest soloists. Conducted by Erich Leinsdorf, Charles Munch, Aaron Copland, William Steinberg and Richard Burgin.



Looney Tunes

191 cartoon adventures starring Porky Pig, Daffy Duck and their friends.



Big Night Out

Yeah! Yeah! Yeah! A swinging half-hour Beatles TV Special starring the extraordinary foursome in a command performance of their internationally famous hit songs and music. A great show!



For facts and figures on these TV specials, series and cartoons, please contact your nearest Seven Arts Television office.



Seven Arts Television

NEW YORK:
200 Park Avenue • YUkon 6-1717
LOS ANGELES:
9000 Sunset Blvd. • CRestview 8-1771
TORONTO:
11 Adelaide Street West • EMpire 4-7193
Seven Arts Productions International Ltd.
Roberts Building, East Street,
Nassau, Bahamas • Cable SEVINT

TV spending per family

TVAR finds average is \$14.56, up 51% from five years ago

Spot television advertisers spent an average of \$14.56 on every television family in the country last year.

This figure, based on FCC financial data released two weeks ago, represents a 51% increase over the average spot outlays per family of five years ago.

Market-by-market cost-per-family information was compiled and released last week by Television Advertising Representatives. As in previous years, TVAR's compilation shows that the largest markets get the heaviest per-family concentration of spot-TV dollars.

The top-20 markets in 1965 were blanketed with spot billings that averaged \$16.47 per television family; those markets below the top 40 received

\$8.16 per family.

TVAR noted that markets of similar size but with different numbers of TV stations may vary significantly in the spot monies they receive per family, those with more stations being apt to get more spot.

Dallas, the rep firm pointed out, with four stations got \$16.10 in spot billing per family while Cincinnati, of a similar size but with only three TV stations, received an average of \$11.38 a family.

SPOT TELEVISION BILLINGS PER TELEVISION FAMILY IN 1965

Market (1)	Spot TV Billings (in \$000) Source: FCC Report	Spot TV Billings per TV Family
New York	\$86,649	\$ 16.12
Los Angeles	64,359	21.54
Chicago	53,517	22.79
Philadelphia	31,882	15.24
Boston	25,013	14.93
Detroit	(a)	(a)
San Francisco	27,129	20.92
Cleveland	17,688	14.23
Pittsburgh	16,874	14.45
Washington	15,059	15.11
Baltimore	9,709	11.86
St. Louis	14,399	17.75
Hartford-New Haven-New Britain-Waterbury, Conn.	11,008	13.77
Providence, R. I.	5,735	7.39
Dallas-Fort Worth	12,355	16.10
Cincinnati	8,187	11.38
Minneapolis-St Paul	9,414	13.86

Market (1)	Spot TV Billings (in \$000) Source: FCC Report	Spot TV Billings per TV Family
Indianapolis-Bloomington	\$9,588	\$14.14
Atlanta	7,382	12.00
Miami	9,909	16.21
Seattle-Tacoma	9,898	16.32
Buffalo-Niagara Falls, N. Y.	11,567	19.27
Milwaukee	8,495	14.56
Kansas City, Mo.	9,511	16.31
Houston-Galveston	10,305	18.41
Sacramento-Stockton, Calif.	6,881	12.85
Dayton, Ohio	4,410	8.26
Charlotte, N. C.	4,318	8.54
Columbus, Ohio	7,208	14.38
Tampa-St. Petersburg, Fla.	5,615	11.72
Lancaster-Harrisburg-York-Lebanon, Pa.	3,257	6.89
Memphis	4,338	9.24
Syracuse, N. Y.	5,334	11.43
Portland, Ore.	6,798	14.71
Albany-Schenectady-Troy, N. Y.	5,247	11.38
Grand Rapids-Kalamazoo, Mich.	5,363	11.92
Denver	6,389	14.66
Johnstown-Altoona-Pa.	2,123	4.89
Nashville	3,290	7.63
New Orleans	5,367	12.53
Asheville, N. C.-Greenville-Spartansburg, S. C.	2,595	6.07
Charleston-Huntington, W. Va.	2,713	6.62
Flint-Saginaw-Bay City, Mich.	3,292	8.07
Louisville, Ky.	4,673	11.81
Greensboro-Winston-Salem-High Point, N. C.	2,380	6.07
Oklahoma City-Enid	5,823	16.16
Norfolk-Portsmouth-Newport News-Hampton, Va.	2,650	7.83
Wichita-Hutchinson, Kan.	2,719	8.19
San Antonio, Tex.	3,515	11.00
Tulsa, Okla.	3,579	11.32
Poland Spring-Portland, Me.	1,995	6.36
Omaha	3,523	11.24
Roanoke-Lynchburg, Va.	1,399	4.56
Phoenix	4,169	13.60
Salt Lake City-Ogden-Provo	2,981	10.01
Green Bay, Wis.	1,773	5.98
Richmond-Petersburg, Va.	2,276	7.74
Davenport-Rock Island, Iowa	2,184	7.43
Orlando-Daytona Beach, Fla.	2,259	7.76
Rochester, N. Y.	2,983	10.44
Shreveport, La.-Texarkana, Tex.	2,151	7.67
Scranton-Wilkes-Barre, Pa.	1,871	6.78
Little Rock, Ark.	1,784	6.66
Champaign-Springfield-Decatur-Urbana-Danville, Ill.	2,610	9.95
Cedar Rapids-Waterloo, Iowa	1,962	7.49
Mobile, Ala.-Pensacola, Fla.	1,831	7.03

(a) Data for Detroit have been excluded inasmuch as the FCC total for that market does not include billings for CKLW-TV. Excluding CKLW-TV, billings per family came to \$11.98 in 1965.



Auto sponsor returns to TV

Jim Moran (r), who built one of the nation's largest auto dealerships with television but quit heavy use of the medium two years ago because of soaring program costs, watches one of his new TV spots at WBKB-TV Chicago with Richard A. O'Leary, ABC vice president and WBKB-TV general manager.

Mr. Moran's Courtesy Motors is buying 42 spots a week this month and part of next to clear out 1966 models but he said he is back in television for good. He was on TV first in 1948, subsequently pioneering late night programs and movies. Courtesy agency is Malcolm Howard Advertising, Chicago.



Why do they love us like they do, **DO, DO**?

WE KNOW you're bored with all the rating claims you hear from broadcasters — but who tells you *WHY* people listen?

One reason our area is *mad* about us is that we spend more dough to produce truly **BIG-TIME** news, sports, weather and other local-interest stuff. For example, Norm Schrader, our News Director, just spent a month in Viet Nam, interviewing 127 Fargo-area servicemen, right up there in the fighting.

Another for instance, our twelfth Annual WDAY Band Festival on May 14 drew 86 high school bands to Fargo (nearly 6,000 bandsmen) — 80 girls in the beauty contest — *multiple* thousands of parents, teachers and friends for one of the biggest days Fargo ever saw.

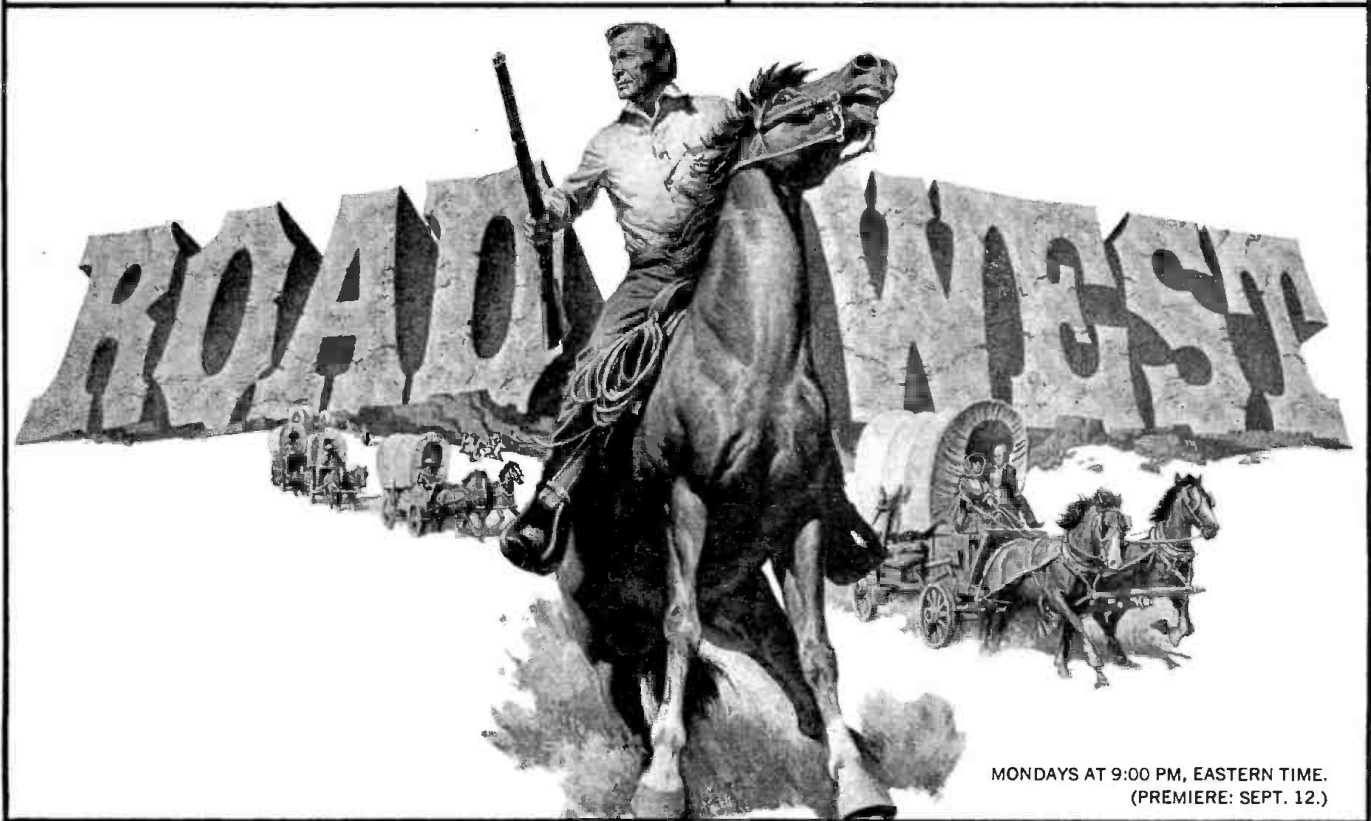
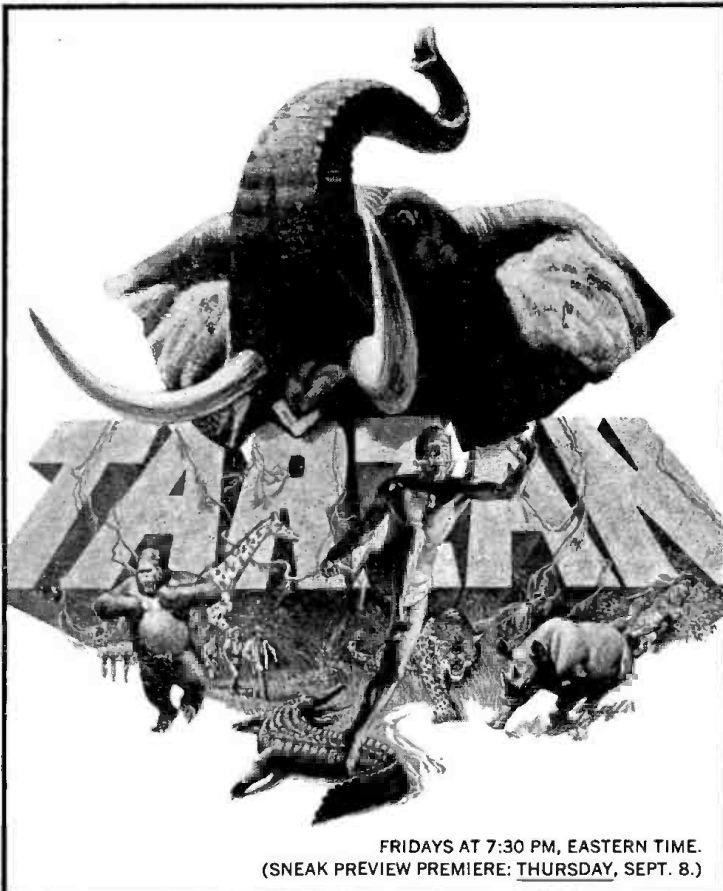
We could go on and on. *It's a story of community leadership and vitality that you ought to hear. Ask PGW!*

WDAY-TV • WDAY-AM **WDAY-FM / Stereo**

The Know-How Stations in
FARGO, N. D.



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





TUESDAYS AT 7:30 PM, EASTERN TIME.
(PREMIERE: SEPT. 13.)



FRIDAYS AT 9:30 PM, EASTERN TIME.
(PREMIERE: SEPT. 16.)

Where's the action?

Well, it depends on which of NBC's new adventure shows you're asking about.

On "Tarzan," most of the action will be taking place against a background of jungle foliage, giant waterfalls, rivers bulging with hippos, and hippos bulging with pride over the idea of appearing in so exciting a series.

On "Star Trek," a weekly excursion into the unknown of the future, the action will be set beyond our time and solar system. When the viewer joins the crew of the United Space Ship Enterprise each week, he won't know which landfall in space has been marked as his destination. If ever there was a far-out series, this is it.

On "The Road West," the arena of action belongs not to the future but the past. It's the frontier country west of the Mississippi—the land of the early sodbusters. It's here that pioneer Ben Pride and his family have come to search for a new way of life—against seemingly hopeless odds.

On "The Girl From U.N.C.L.E.," the action may take place just about anywhere, for this lovely agent's assignments to thwart Thrush will be taking her to every corner of the globe. (We know a globe has no corners, but let's not quibble.)

And just as unpredictable are the settings for "T.H.E. Cat," a series about a fearless and incredibly agile do-gooder. Over the weeks, the series' writers will confidently be whisking Mr. Cat from one dangerous mission to another. Around the studio, the writers are already being referred to as the Cat's whiskers.

Five new adventure shows in all—and all quite different. Yet, there is one specific answer as to where the action is during this new and exciting 1966-1967 season.

It's on the NBC Television Network.

You know it.

THE FULL COLOR NETWORK

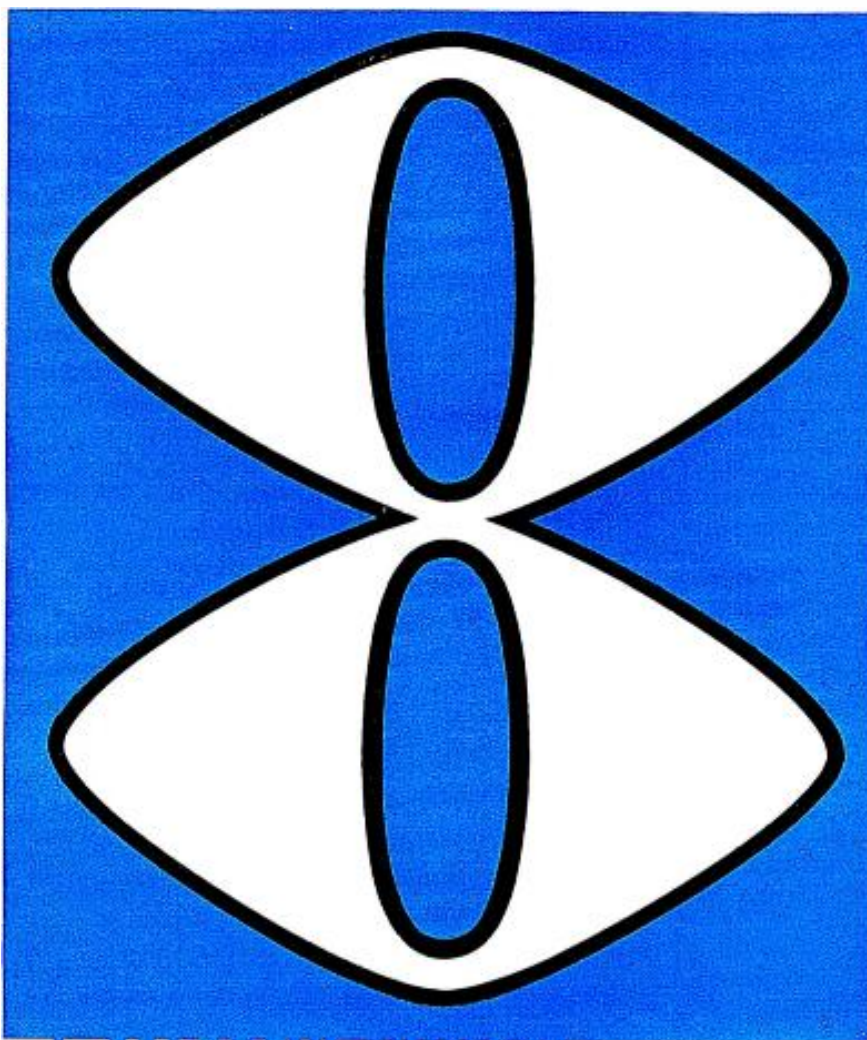


Market (1)	Spot TV Billings (in \$000) Source: FCC Report	Spot TV Billings per TV Family
Ames-Des Moines, Iowa	2,906	11.57
Spokane, Wash.	2,480	10.00
Knoxville, Tenn.	1,972	8.24
Madison, Wis.	1,472	6.33
Binghamton, N. Y.	1,258	5.44
Columbia, S. C.	1,433	6.35
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	1,481	6.71
Evansville, Ind.	1,240	5.66
Greenville-Washington, N. C.	1,135	5.19
Fresno, Calif.	2,709	12.52
Chattanooga	1,188	5.76

Market (1)	Spot TV Billings (in \$000) Source: FCC Report	Spot TV Billings per TV Family
Lincoln-Hastings-Kearney, Neb.	1,448	7.19
Youngstown, Ohio	1,286	6.64
South Bend-Elkhart, Ind.	1,181	6.27
Peoria, Ill.	1,557	8.43
Fort Wayne, Ind.	1,626	8.95
Albuquerque, N. M.	1,240	6.92
Beaumont-Port Arthur, Tex.	1,128	6.55
Austin-Rochester, Minn.-Mason City, Iowa	610	3.99
Honolulu	1,341	8.97
Montgomery, Ala.	929	6.26

Market (1)	Spot TV Billings (in \$000) Source: FCC Report	Spot TV Billings per TV Family
Charleston, S. C.	502	3.47
Amarillo, Tex.	937	6.69
Wichita Falls, Tex.-Lawton, Okla.	871	6.29
Fargo-Valley City, N. D.	861	6.71
Tucson, Ariz.	918	7.49
El Paso	936	7.68
Colorado Springs-Pueblo	894	7.50
Corpus Christi, Tex.	876	7.84
Bakersfield, Calif.	628	5.81
Odessa-Midland, Tex.	713	6.62
Las Vegas-Henderson, Nev.	393	4.49
Huntsville-Decatur, Ala.	380	4.42

(1) Market rankings based on net weekly circulation of the leading stations in the market. (Source: ARB, Television Market Analysis, 1965.)



A COLORFUL NUMBER

- ✓ First area local live color origination (1960).
- ✓ First local live color newscast.
- ✓ Only commercial 16mm color film lab in Florida.
- ✓ Total local live color (RCA TK42 cameras plus color video tape).
- ✓ First area spot news film in color
- ✓ 64,200 color TV Homes (12%, ARB).
- ✓ All film in color in every local newscast.
- ✓ Acknowledged color leader in Tampa-St. Petersburg.
- ✓ Continuous NBC color programming since 1955.

TAMPA-ST. PETERSBURG



Commercials in production . . .

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

Tele-Tape Productions, 135 South LaSalle Street, Chicago 60603.

Illinois Bell Telephone Co., Chicago (services); four 120's for TV, live on tape. Jim Hartzler, production manager. Agency: N. W. Ayer & Son, Chicago. Ted Schulte, agency producer.

Gene Lester Productions, 12642 Ventura Boulevard, Studio City, Calif. 91604

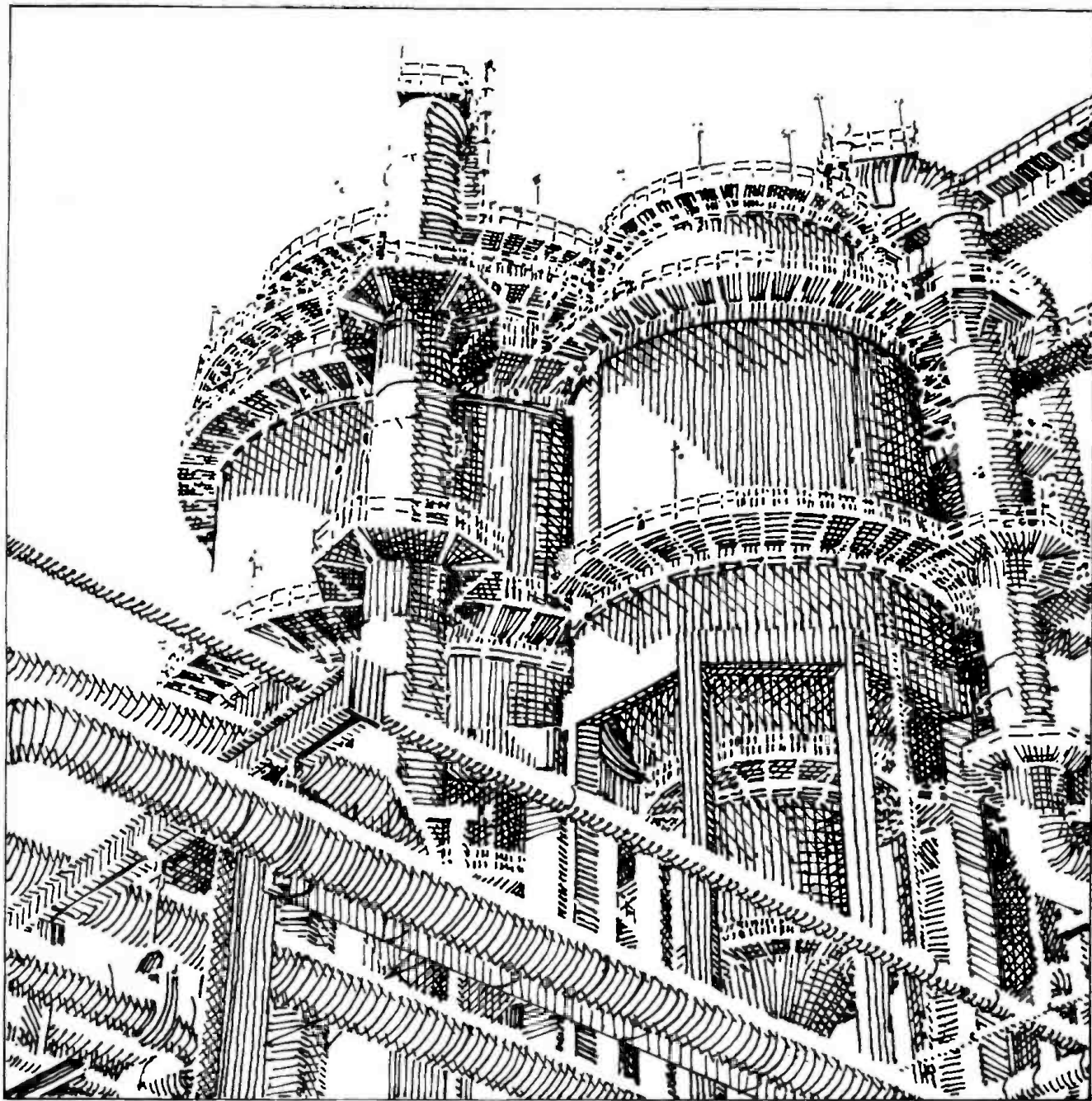
20th Century-Fox, Beverly Hills, Calif. ('Hombre'); three for TV, on film, color. Dan Bresler, production manager. Agency: Diener-Hauser-Greenthal, Los Angeles. Bernice Livingston, account executive. Approximate cost: \$15,000.

Business briefly . . .

Wool Bureau Inc., New York, through AC&R Advertising Inc. there, this week starts TV spot campaign to run into early September in 30 markets to promote pure virgin wool doubleknits. More than 2,700 color spots will be aired. A dozen fashion manufacturers are supporting the bureau's campaign.

Texaco, through Benton & Bowles, both New York, has purchased sponsorship in NBC-TV's *Flipper* and *Tarzan* for next season. **S. C. Johnson & Son,** Racine, Wis., through Needham, Harper & Steers, Chicago, has bought in *The Frank McGee Report*, *Tarzan*, *The Virginian*, *Daniel Boone*, *Laredo* and *Please Don't Eat the Daisies*.

Quality Courts Motels, Daytona Beach,



When a Big "Cat" Comes to Town

When Humble announced plans to build the world's biggest catalytic cracking unit ("cat cracker" in refinery parlance), it naturally created quite a stir at Baytown, Texas, where the big "cat" will be located. □ The people of Baytown have known Humble a long time, nearly fifty years now, and they have seen many changes in the refinery skyline as the need for more and better petroleum products required larger and more sophisticated equipment. But they must have felt a nostalgic twinge when

they saw old Cat Cracker #1, source of more than a billion gallons of World War II aviation gasoline, come down to make room for the big "cat."

□ One thing the citizens of Baytown knew from experience, however, was that the giant catalytic cracker, like every new piece of equipment in the refinery, would be as clean in operation as the most advanced technology can make it. Maintaining clean air and water is as important to us as it is to our Baytown neighbors.

HUMBLE

OIL & REFINING COMPANY... THE PEOPLE WHO "PUT A TIGER IN YOUR TANK!"



Piels' appeal in Spanish

Piel Brothers, New York brewers, has hitched its Spanish-market advertising wagon to Raul Marrero, one of the rising stars in Spanish show business.

Mr. Marrero's first assignment under an exclusive contract with Piels is a one-minute color commercial proclaiming Piels Real Draft as "the only beer my friends and I drink."

The commercial opens with Mr. Marrero singing a popular Spanish song on location in San Juan, P. R. Then, holding a bottle of the product, he says in Spanish: "Piels Real Draft, each sip a temptation," and other theme lines such as "Piels Real Draft, light to the eye, light to the taste."

The scene shifts to a swinging Puerto Rican party, with young lovelies offering to pour Mr. Marrero's Real Draft. The commercial returns to its original bayside location and closes with a product shot.

Piels, through Spanish Advertising and Marketing Services, New York, has scheduled the spot to appear in two weeks on WNJU-TV Linden-Newark, N. J., particularly on the stations' Spanish-language sports show, *Catedra Deportiva*. The commercial will also be used in Piels cinema advertising.

The spot was produced in the one-minute form and an edited 30-second version by Viguie Guastella Inc., San



Juan Sara Grimber of Spanish Advertising was the copywriter.

Fla., through The Marschalk Co., New York, will participate in NBC Radio's *Chet Huntley Perspective on the News* (Monday-Friday, 4:35 p.m. NYT) for 16 weeks, beginning Jan. 23, 1967.

General Foods, White Plains, N. Y., through Benton & Bowles, New York, is using spot TV to support its introduction of Post Fortified Oat Flakes into the eastern and central states.

Holiday Inns of America, through Beard, Lawson and Potter, both Memphis, for a third year has bought in CBS Radio's *Arthur Godfrey Time* for a 39-week campaign.

Schick Safety Razor Co. (div. of Ever-sharp Inc.), Milford, Conn., is to sponsor Sports Network Inc.'s TV coverage of the Schick Junior Golf Tournament at Pleasant Valley Country Club, Sutton, Mass. (Aug. 27, 2:30-4:30, EDT.). Compton Advertising, Los Angeles, placed the order.

on employe errors, Mr. Burden had observed that the practice was widespread among broadcasters, and, objected to being "singled out" on this issue. He suggested that the FCC prohibit this practice through a rule-making proceeding (BROADCASTING, July 25).

In his petition last week, Mr. Burden said that the bogus reports to advertisers be treated the same as the commission treats double billing. Double billing, the practice of charging a local advertiser a lower rate, then billing him at a higher, national rate so that the advertiser can collect a larger sum from the manufacturer as part of his allowance for cooperative advertising, was banned by the FCC last year (BROADCASTING, Oct. 25, 1965).

Mr. Burden suggested that the double billing rule (Secs. 73.124, 73.299 and 73.678) be amended to add the same ban on "any bill, invoice, affidavit, or other document . . . which misrepresents the time or the date or the number of times that such advertising was broadcast."

Home furnishers band together for TV show

A group of manufacturers has banded together to sponsor a television program geared to stimulate consumer interest in home furnishings. Five national and local home-goods manufacturers, who previously had not been television advertisers, began sponsoring a regular half-hour, Sunday morning show last week on KTLA(TV) Los Angeles. *The Better Living Show*, as it's called, has a 52-week commitment from the Golden West Broadcasters-owned station.

The program is pretaped and shown in color. It aims at informing viewers of latest trends in decorating, home-furnishings design, color trends, new materials and housing. It's integrated into and followed by an hour film travelogue-type program sponsored by the California Institute of Better Design, which has been running on KTLA for more than eight years.

The new series does not provide commercial breaks in a conventional way. In essence the entire program is a commercial featuring the products of the sponsors. Viewers are told where they may buy merchandise displayed on the show.

Among the sponsors for the opening weeks of the series are Kravet Fabrics, New York, maker of decorative materials; the Flintkote Co., New York, manufacturer of shingles, sidings, paper-board products and wall and floor tiles; Bob Mitchell Designs, Los Angeles, wallpaper manufacturer; Max Rawicz

Burden wants more teeth in double-billing rule

A radio broadcaster last week filed a formal petition with the FCC to institute rule-making proceedings to prohibit the very practice he is accused of using at one of his stations.

Don Burden, president of Star Stations of Indiana Inc. (WIFE-AM-FM Indianapolis), last week proposed that the FCC's double-billing rule be amended to include a prohibition on false affidavits to advertisers.

WIFE currently faces an FCC hearing on its license-renewal application largely on charges that it issued false affidavits to advertisers on the times and dates their commercials ran. The station is also accused of mishandling a contest (BROADCASTING, May 2).

In defending himself against charges of false reporting, which he acknowledged occurred but which was blamed



Know what it takes to "bring you in" from 37,000 feet?

In addition to a highly skilled crew, it takes a multi-million dollar airport with integrated communications and navigation systems.

It takes an air traffic control system, radar, towers and lighting.

It takes computers, radio communications, and a message center with teleprinters, telephones and intercoms.

It takes distance-measuring equip-

ment, radio altimeters and other precision airborne equipment.

Finally, it takes somebody to supply all this—specifically designed and engineered to the requirements of the airport authorities. That somebody is ITT.

For the past 30 years ITT companies have played a vital role in the evolution of the aviation industry.

ITT patents form the basis of modern

radar and other air navigation systems. The ILS (Instrument Landing System) is an ITT development. Every 30 seconds somewhere in the world an aircraft lands safely using ILS.

Without these, and many other ITT systems, air travel as we know it today would be impossible.

International Telephone and Telegraph Corporation, New York, N.Y.

ITT

Designs, Los Angeles, manufacturer and wholesaler of bedspreads and Mode Furniture Manufacturing Inc., Los Angeles. Reportedly negotiations are being concluded to add at least six more interior design companies to the sponsor list.

Also in advertising . . .

A new home ■ Harold M. Tulchin Productions, currently producing film spots for the Wool Bureau, through AC&R Advertising, and video tape commercials for Tidewater Oil Co., through Grey Advertising, has moved to new offices at 107 East 38th Street, New York, phone (212) 532-3453.

Permanent quarters ■ Firestone & Associates Inc., Philadelphia ad agency, using temporary offices at 6 West 57th Street since January, will establish permanent quarters at 595 Madison Avenue, New York.

NC&K named ■ Chesebrough-Pond's Inc., New York, reports it has assigned Angel Face cosmetics and Cutex lipstick and nail products to Norman, Craig & Kummel, New York. J. Walter Thompson Co. currently handles this business, estimated at \$1.5 million, of

which about \$100,000 is in broadcast. JWT continues as agency for more than \$2 million of Chesebrough business.

New offices ■ Eastman TV Inc., New York, will open a new office at 1447 Peachtree Street, N.E., Atlanta. Ed G. Lane III has been named manager.

New firm ■ Harry Sosnik, radio and television conductor, composer, arranger and former head of the music department at Ted Bates & Co., has formed a new company specializing in music for commercial clients and advertising jingles. The firm, Harbet Enterprises Inc., is at 40 East 49th Street, New York. Sosnik created the jingles for Tenderleaf tea, Viceroy cigarettes, and others.

Rep appointments . . .

■ KGGM-TV Albuquerque, N. M.: Blair Television, New York, effective Sept. 1.

■ WXHR-AM-FM Cambridge-Boston: C. Otis Rawalt Inc., New York.

■ KMTW(TV) Corona-Los Angeles, Calif. and WKBG Inc., Boston: Broadcast Communications Group Inc. (WKBG Inc. is seeking to buy WXHR-AM-FM-TV Cambridge-Boston.)

Duffy-Mott moves account

Duffy-Mott Co., New York, has assigned its \$2 million account to Rumrill-Hoyt Inc., Rochester, N. Y., effective Sept. 1. The transfer out of Tatham-Laird & Kudner Inc., New York, includes Mott's apple sauce and other apple products, Sunsweet prune juice, Mott's Figure Control foods, Clapp's baby food and fruits and vegetables line. Mott's subsidiaries, Lord-Mott vegetables and Tilghman seafood products, have already begun billing at Rumrill-Hoyt.

Zenith ups TV budget

Zenith Radio Corp., Chicago, through Foote, Cone & Belding is boosting its fall advertising budget in all media by more than 80% over last year. Color commercials are being expanded on all three TV networks, Zenith said last week, to be supported by the "biggest schedule of local-TV spot announcements in company history." Zenith spent over \$4 million in major media in 1965 with more than 40% going into TV, a substantial increase over 1964.

PROGRAMING

CATV ruling held up

California judge orders delay on rule forbidding importation of signals

A federal judge in California last week canceled the first FCC ruling that temporarily tried to stop existing CATV systems from expanding their services and continuing to provide distant-city TV signals to their subscribers.

U. S. Circuit Judge Walter Ely in Los Angeles issued a temporary restraining order against a July FCC order that imposed interim restrictions on three San Diego area CATV systems and their carriage of Los Angeles TV.

At the request of the FCC, and with the concurrence of the parties, he agreed, however, to hear arguments on his temporary stay on Aug. 22 in San Francisco.

The CATV systems are Mission Cable TV Inc. and Pacific Video Cable Co., both of El Cajon, and Southwestern Cable Co., San Diego.

Last month, the commission, acting on

a complaint by KFMB-TV San Diego, that the cable systems were adversely affecting it and the other San Diego TV stations, told the three CATV systems to curb expansion of their systems pending a hearing on the KFMB-TV allegations (BROADCASTING, July 25).

All three cable systems were operating before Feb. 15, the effective date of the FCC's Second Report and Order bringing CATV's under FCC jurisdiction. One of these rules prohibits CATV systems from importing TV signals beyond their grade B contour into any of the top-100 markets. San Diego is 54th.

A Matter of Timing ■ The FCC hearing will seek to determine the size of the systems as of Feb. 15, and again on March 17. The latter is the date the FCC Second Report and Order was issued and the first day the commission began enforcing the distant-signal rule.

The FCC's July order barred the CATV's from relaying the Los Angeles TV signals into areas that weren't being served on Feb. 15. The commission said, however, that the Los Angeles signals could continue to be provided to pre-Feb. 15 customers, and to new subscribers in the pre-Feb. 15 areas. It also said that in new areas, the Los Angeles signals could be served only to those subscribers who had signed for service before Feb. 15.

Where the CATV's expand into new

areas, the FCC said, they could only provide the signals of the San Diego TV stations. In addition to KFMB-TV, (ch. 8), San Diego also has KOGO-TV (ch. 10) and KAAR(TV) (ch. 39) and is served by XETV(TV) (ch. 6) and XEWT(TV) (ch. 12) both Tijuana, Mexico.

There were two other CATV's named in the KFMB-TV petition. One, Rancho Bernardo Antenna Systems Inc., La Jolla, was found to be serving a real-estate development, and adds new subscribers only when new homes are built. The other, Poway Cable TV, Poway, Calif., had been named in the KFMB-TV complaint, but reached an agreement with the station before the FCC acted.

KFMB-TV is licensed to Midwest Television Inc., a group broadcaster with headquarters at WCIA(TV) Campaign-Urbana, Ill. August C. Meyer is president.

In their appeals against the FCC's order to the Ninth Circuit Court of Appeals, the three CATV's contend that the FCC lacks statutory authority to regulate CATV; that the July order violates the free-speech and due-process clauses of the Constitution; that the commission unlawfully made the rules retroactive to Feb. 15 although it didn't adopt them until March 4 and they weren't published in the *Federal Register* until March 17; and that the temporary prohibitions imposed on the CATV's were

Eisenhower Expressway, 3:30 P.M.



Kennedy Expressway, 12:10 P.M.



Edens Expressway, 3:30 P.M.



It's always "drive time" in Chicago



Dan Ryan Expressway, 12:45 P.M.

Chicago has busy streets and busy expressways . . . almost any time of the day or night. That means it's always "drive time" for advertisers on WGN Radio, reaching more adults at home and on the road than any other Chicago station.*

**ARB Chicago Radio Audience Jan/Feb 1966*

WGN
IS
CHICAGO

A WGN Continental Broadcasting Company station dedicated to quality, integrity, responsibility and performance.

unlawful because the FCC did not make an official finding that "irreparable injury" would be done to KFMB-TV if the practices were continued until a decision was made after a hearing.

Senate CATV hearing resumes Aug. 25

The Senate Subcommittee on Patents, Trademarks and Copyright, which earlier this month began a hearing on CATV copyright legislation, announced last week that it would resume the hearing with testimony from the Justice Department and CBS.

Scheduled to appear for the Justice Department will be Edwin M. Zimmerman, first assistant in the agency's anti-trust division, who was to have appeared during the earlier session but had to be rescheduled. Richard Jencks was also to have appeared at the first sessions for CBS and will be called back when inquiry resumes Aug. 25.

The subcommittee is considering a legislative package to revise the nation's copyright laws and decided to hold a separate hearing on the CATV aspects of the measure because of what it felt was an urgent need to reach a determi-

nation on this subject because of related court decisions and legislative action.

At the first session the CATV industry, departing from its earlier pleas for exemption from copyright liability on the programs it rebroadcasts from TV stations, acknowledged liability in certain areas but warned it could be driven out of business if full liability was enacted. FCC Chairman Rosel H. Hyde and Register of Copyright Abraham L. Kaminstein both agreed that CATV should be granted some exemptions. A solid battery of witnesses from broadcasting, motion pictures, sports leagues and licensing organizations, however, opposed any such exemptions. No mention is expected on origination. The present copyright law applies to CATV when it originates programs.

When the hearing resumes Mr. Zimmerman is expected to testify that the Justice Department feels CATV should be granted full exemption from copyright applications because it feels the copyright owner, who already receives fees from the original broadcaster, should not collect a second reward when the CATV system retransmits the copyrighted program to its subscribers.

Meanwhile the House judiciary committee deliberating over the same piece of legislation reported it had held more executive sessions without reaching any final decision.

Fair trial vs. press subject at ABA meet

Recommendations looking toward possible resolution of the basic conflicts of fair trial and free press are to be made public about mid-September, according to a study group in the American Bar Association. Changes in the law are expected to be urged.

Judge Paul C. Reardon of the supreme judicial court of Massachusetts and chairman of the ABA advisory committee on fair trial and free press reported Aug. 6 to the National Institute on Bar Public Relations during the ABA annual meeting in Montreal, that the two-year work of the committee is about completed. He praised both media and bar groups for their cooperation in the extensive research effort, described as the most exhaustive on the subject to date and conducted both here and in England.

Judge Reardon declined to spell out what the recommendations will be. He did say, however, that "all hands—bench, bar and media—have agreed there is a problem" and "our studies and recommendations will endeavor to point the way to its solution. You may assume that the solution may call for statutory or rule changes in the

bulk of the jurisdictions in the U.S."

Meanwhile last week, in the area of pretrial publicity and its reputed adverse effect upon fair trial, a university jury trial experiment reported by the Illinois News Broadcasters Association showed that jurors follow the behest of the judge to be impartial despite pre-trial news exposure. The study was made by Rita James Simon, research associate professor, Institute of Communications Research, University of Illinois. The experiment was limited to newspapers.

Radio series sales . . .

The First Christmas (Woroner Productions): KWIX Moberly, Mo., and KRMG Tulsa, Okla.

July 4, 1776 (Woroner Productions): KWIX Moberly, Mo.

Tips on Tots (Woroner Productions): KELP El Paso, and KILE Galveston, both Texas.

Points on Pets (Woroner Productions): WTCA Plymouth, Ind.

Close-Up (Woroner Productions): WLOF Orlando, Fla., and CHER Sydney, N.S.

The Joe Pyne Show (Hartwest Productions Inc.): WBHP Huntsville, Ala.; KEEP Twin Falls, Idaho; WHFS(FM) Bethesda, Md.; WCLD Cleveland, Miss.; WKBK Keene, N. H.; WJAR Providence, R. I.; KDNC Spokane, Wash.; WVG Mount Dora; WFTW and WFTW-FM, both Ft. Walton Beach, all Florida; WFLB Fayetteville; WAGR Lumberton; WBBB Burlington-Graham, all N. C.; KWBA Baytown; KVOZ Laredo, both Texas, and WJMS Ironwood; WXOX Bay City, both Michigan.

Racing Weekly (Triangle): KGNU Santa Clara, Calif.; WILM Wilmington, Del.; WTXL West Springfield, Mass., and WSKY Asheville, N. C.

Audio Program Service (Triangle): WPLM-FM Plymouth, Mass., and KMUZ-FM Santa Barbara, Calif.

Earl Nightingale Program (Nightingale-Conant): WLAK Lakeland, Fla.; WLOP Jessup, Ga.; KORT Grangeville and KOZE Lewiston, both Idaho; KLOE Goodland, Kan.; KLPL Lake Providence, La.; WATP Marion, S. C.; KCBF Lubbock, Tex.; WBCI Williamsburg, Va., and WLOH Princeton, W. Va.

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

Close-Up; Points on Pets, and Your Green Garden (Hartwest Productions): KSMM Shakopee, Minn.

Tips on Tots (Hartwest Productions): KOWA Hastings and Shakopee, both Minnesota, and WLDR Traverse City, Mich.

Everyone loves a lover

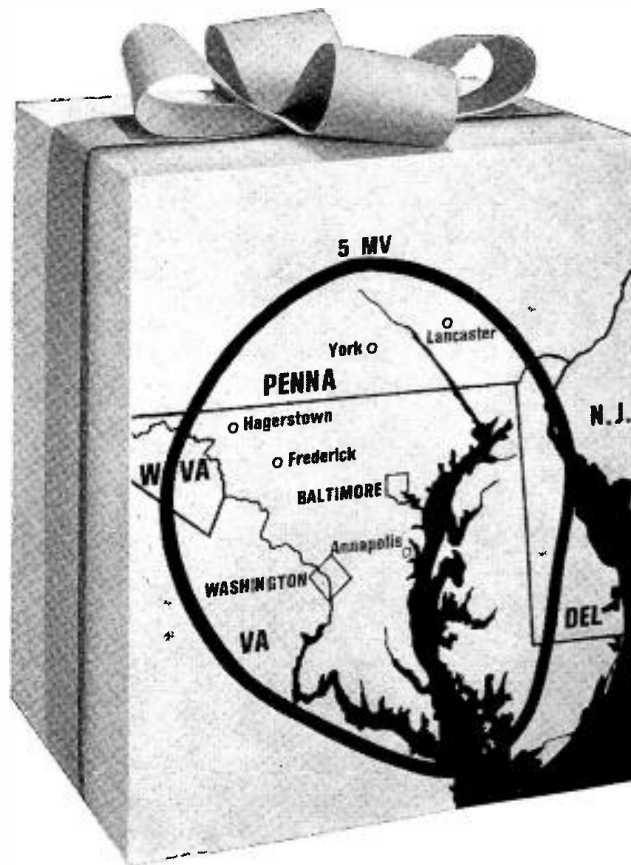
An estimated 55 million people tuned in during coverage by the television networks of the Aug. 6 wedding of President Johnson's daughter, Luci, to Patrick J. Nugent. The figure, estimated by NBC Research, represents sets in use far above normal viewing on a Saturday in August. According to one estimate, a 35-million network audience over the period of coverage (approximately 11 a.m.-2 p.m.) would normally be substantial.

A CBS-TV special telecast 10-11 p.m. on the eve of the wedding and dealing with the nuptials edged out NBC-TV's *The Man from U.N.C.L.E.* in the Arbitrons, but scored behind All-Star Football on ABC-TV. The Arbitrons placed NBC, CBS and ABC in that order of audience attraction during coverage of the wedding. NBC's rating was higher than the combined rating of the other two networks and its share equal to that of ABC's and CBS's combined.

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NBC signs for drama

Will have TV version of Broadway show shortly after its premiere

NBC-TV last week backed its faith in the developing "TV drama renaissance" by announcing that it will present "The Investigation," Peter Weiss's play about the 1964-65 Auschwitz trial in Frankfurt, Germany, early in 1967. The network reportedly paid \$500,000 to the play's Broadway producers.

The play opened last October in 17 German cities simultaneously, including East Berlin. It is, according to Don Durgin, NBC-TV president, "surely one of the most shattering dramas ever brought to the American stage."

"The Investigation" will have its American stage opening at the Ambassador theater in New York, Oct. 4. In announcing the TV production, Mr. Durgin commented that the presentation of a drama on television in the same season as its Broadway production is an "important innovation."

Ulu Grosbard, director of the Pulitzer Prize-winning Broadway play, "The Subject Was Roses," will direct both the Broadway version and the NBC-TV color production. The telecast, adapted

from the 140-minute stage script, is expected to run 90 minutes, but a two-hour time period is available if needed.

Producers for both stage and TV versions are Walter A. Hyman, Eugene V. Wolsk, Emanuel Azenberg and comedian Alan King. They have contracted to provide NBC-TV with a finished tape ready for broadcast.

Audience Puller ■ According to the producers, TV revenues will go "a long way toward covering production costs for the Broadway version." Moreover, Mr. King declared: "A successful viewing audience for the show would number between 15 and 20 million persons, giving us that many advocates to persuade the remaining 100 million persons in this country to see the show on the stage."

Mr. Weiss is the author of "Marat/Sade," last season's Drama Critic Award-winning Broadway production. His cast of 25 characters is drawn from trial transcripts. Guards and officials from Auschwitz prison camp were charged with the murder of millions of Jews during World War II.

NBC-TV's scheduled telecast is part of a recent upswing in network plans for quality drama. Against a background of NBC-TV's long-continuing *Hallmark Hall of Fame* series, which has included original drama among its productions for the last 15 years, Julian Goodman, NBC president, has announced a Sunday afternoon experimental theater series for NBC-TV early next year (BROADCASTING, Aug 8).

There's a possibility NBC-TV may also step up its program of developing

new dramatic talent by employing on-air "auditions" of prospective actors and actresses. The testing would take place within the framework of its *Tonight* show, which has served from time to time as a testing ground for new comedians and singers.

A spokesman for the network said last week NBC-TV's talent department and *Tonight* producers have discussed such a project "beyond the idea stage" but not to the point of firming details.

ABC will present *ABC Stage 67*, a Wednesday night series of one-hour dramas and musicals for the 1966-67 season. CBS has plans to show a series of *CBS Playhouse* original dramas in 9-11 p.m. time periods, possibly early in 1967. CBS is offering up to \$25,000 for acceptable *Playhouse* scripts (see story below).

CBS-TV gets wheels going on drama

CBS-TV, which has set aside \$500,000 in funds to lure original drama scripts (BROADCASTING, June 27), has four name producers signed for *CBS Playhouse*, the projected vehicle for showing original TV drama specials. The producers are Herbert Brodtkin, Fred Coe, Martin Manulis and George Schaefer. They will work with writers who under the *Playhouse* plan receive up to \$25,000 for a commissioned script.

It was reported last week that

ARB finds comedy is favorite viewing

A study released by American Research Bureau revealed that the evening comedy show was the most popular program type in the 1966-67 season. The National Television Audience Composition Report for 1966 showed westerns running sec-

ond with adventures in third place.

The study was conducted in January and March by ARB. The resulting figures were based on half-hour viewing averages for all network programs in 19 categories, classified according to program con-

tent.

The study is further broken down into men, women, teen-agers and children. Men preferred westerns; women evening game shows; children and teen-agers comedy shows. Following is the complete study:

Program type	TOTAL AUDIENCE BY PROGRAM TYPE (ARB's 1966 National TV Audience Composition— averages for each half hour viewing except for asterisks)					Program type	Total audience estimates				
	Total audience (000)	Men (000)	Women (000)	Teens (000)	Children (000)		(000)	Men (000)	Women (000)	Teens (000)	Children (000)
1. Comedy (eve.)	26,219	6,202	8,880	3,919	7,218	10. Public affairs (eve.)	8,994	3,566	4,590	610	228
2. Westerns	25,586	8,824	9,859	3,179	3,724	11. Sports	8,899	3,664	2,654	1,261	1,320
3. Adventure	24,652	7,025	7,913	3,666	6,048	12. Variety (day)	8,095	1,473	3,768	1,271	1,583
4. Games (eve.)	23,528	7,418	11,969	1,524	2,617	13. Childrens	6,730	350	597	753	5,030
5. Feature films	22,682	7,717	10,302	2,895	1,768	14. Games (day)	5,465	1,119	3,374	281	691
6. Drama (eve.)	18,349	6,215	8,771	1,918	1,445	15. Comedy (day)	5,367	641	2,119	280	2,327
7. Variety (eve.)	16,573	5,485	7,954	1,359	1,775	16. Drama (day)*	4,192	473	3,089	224	406
8. Documentary	12,708	4,559	4,684	1,194	2,271	17. News (day)**	2,690	627	1,631	121	311
9. News (eve.)*	12,106	4,902	5,874	709	621	18. Public affairs (day)	2,019	924	987	69	39
						19. Religious	416	123	238	11	44

* ¼ hr. viewing averages
** 5 min. viewing averages (only)

Reginald Rose, TV and motion picture writer, who had been associated with *Playhouse 90* among other dramatic vehicles, has been commissioned by CBS-TV to write a play for the new series.

Mr. Rose will receive \$25,000 for the drama script that is entitled "Dear Friends" and deals with four married couples who live in New York. Mr. Rose was associated with Mr. Brodtkin, who will produce the new play, in *The Defenders* series on CBS-TV a few seasons ago.

Mr. Brodtkin was executive producer of CBS's *The Defenders* in addition to credits ranging from *Studio One* to *Playhouse 90*. Mr. Coe has been producing on Broadway and in motion pictures, and was active in such TV series as *Philco Playhouse*, *Producers Showcase* and *Playhouse 90*. Mr. Manulis produced several *Playhouse 90* programs and has been producing motion pictures for major studios in Hollywood and currently is translating to film the Broadway hit, "Luv." He will be able to produce only one program for *CBS Playhouse* at present because of a commitment to Columbia Pictures. Mr. Schaefer is a director and producer of NBC's *Hallmark Hall of Fame* series and has lengthy Broadway credits.

Dr. Frank Stanton, CBS Inc. president, in a letter to CBS employees last week, noted that CBS-TV had received, in less than a month after the project's announcement, "more than 150 unsolicited scripts, an equal number of author inquiries, and nearly 100 scripts or outlines from established sources."

Banner sales top \$6 million in half-year

Banner Films Inc., New York, last week reported a 1966 half-year total of over \$6 million.

Charles McGregor, president, reported that domestic sales in that period reached an all-time high, particularly from sales of *Tarzan* and *Bold Journey*. Banner, he said, has sold five features to CBS-TV (including four "Tarzans") and renewed contracts with CBS-owned stations for the "Tarzan" features. He said the *Tarzan* color series, scheduled for NBC-TV this fall, has also been sold in Canada to Canadian Broadcasting Corp. and United Program Purchase Ltd.

The Banner executive said his company's foreign sales have exceeded \$1.5 million. In domestic syndication, he added, Banner will release two first-run features: "Too Hot to Handle" (color) with Jayne Mansfield, and "Sheena, Queen of the Jungle."

More education on air or else?

FCC's ETV chief says broadcasting must do more teaching or risk government regulation to make it serve young

Television and radio have created "a revolution" in education and if properly used can contribute to an even bigger one, an American Management Association conference on "Educational Realities" was told last week.

If not properly used, broadcasting may find itself under government regulation comparable to the safety laws being drafted for automobile manufacturers today, the conference was told by an FCC representative.

Robert L. Hilliard, chief of the FCC's educational broadcasting branch, drew the analogy between automobiles and broadcasting.

"Fifty years ago," he said, "the automobile was the message—so much so, that people by and large did not care how it was being used—or misused. So now the point has been reached, as it was on perhaps other legal and physical grounds many years ago for broadcasting, that the federal government is developing regulations for the automobile. . . . Will we permit the same need to develop for other technology as well—in this case educational technology?"

Dr. Hilliard and the Rev. John M. Culkin of Fordham University suggested that as an educational medium television should be essentially concerned with the young.

Dr. Hilliard said that "we can look forward to, within the next 10 years, a learning situation where every student—preschool, elementary, secondary, college, professional, adult—in the classrooms, in the home, in the community center, in the dormitory room, at work—will have at his fingertips every learning resource—teacher, experiment, demonstration, lecture, interview, observation, artifact, any visual or aural experience—from any place in the entire world."

Television's "primary effort," he said, should be aimed at helping children develop into better adults. And toward the same end, he continued, parents should "never, never allow a child to sit at a television set without a trustworthy interpreter."

Better Informed ■ He noted that the child who has watched TV is usually much better informed than the one who hasn't, but said the information is less important than learning how to use it properly. Parents, mass media practitioners and educators "must all assume some responsibility for the child in relation to television," he asserted.

"If you watch the programs your children watch, and find them dull and

tasteless," he continued, "then quite likely that program is not going to enrich your child's day, develop his taste or be worth his time. One must differentiate between audience ratings and value. The child may 'love' the program. But that is not the only criterion of its value, entertainment-wise or otherwise."

Dr. Hilliard also noted that parents frequently appraise the books their children bring home but not the television programs they watch. "If we did, for example, would we ever allow a child to watch *Batman*?" he asked. "The important question is, why do we exercise parental concern for our children when it comes to reading, but do not when it comes to television?"

Father Culkin, director of Fordham's Center for Communications in New York, hailed the development of communications satellites and the possibilities they offer in education.

Whether the specific plan advanced by the Ford Foundation (*BROADCASTING*, Aug. 1, 8) is adopted or not, he said, "the possibility of a satellite system which would generate revenue from commercial users and plow it into [educational TV] programming for kids fulfills Robin Hood's wildest ambitions. Just beautiful. Nowhere near as simple as it sounds, but just beautiful."

A Piece of Sky ■ Stressing that satellite planning must protect "a piece of sky for the kids," he said that satellites offer "a second chance" after "we blew our chances in television the first time around."

Seymour N. Siegel, director of communications for New York's Municipal Broadcasting System, examined satellite prospects and other developments including color TV, UHF, pay television and CATV and reviewed New York's use of broadcasting for educational and instructional purposes.

He speculated that the first use of satellite-to-home television might be "government supported and even government operated," perhaps for use by the military, Voice of America, the FBI, the medical or legal professions or "any other single discipline requiring specialized program service."

Nathan L. Halpern, president of TNT Communications, said the electronics age "has provided education with its greatest opportunities" even though "we are still in the process of learning about education by broadcast communications."

Closed-circuit TV, he said, is a still-growing, "emerging medium" that pro-

WJXT(TV) digs, sets off grand jury probe

In Jacksonville, Fla., WJXT(TV) is seeing the fruit of its continuing labors ripen as the Duval county grand jury nears the half-way point in a six-month investigation of alleged corruption and waste of public funds. The investigation was triggered by a series of investigative reports and editorials on WJXT (BROADCASTING, June 6).

To date three officials have been indicted as a result of the grand jury investigation. Other indictments are expected in the near future.

Bill Grove, news director of WJXT, said the digging began about 18 months ago with a look at the way officials were buying insurance. From that it spread into other areas of possible corruption and waste. There was a lot going on, Mr. Grove said, and the news simply wasn't being reported by the newspapers or the broadcast media. "We felt we were in a position to try and do the job," he added.

He attacked the problem by hiring an investigative reporter whose job

was to lock onto an area and bring the story in without worrying about a daily deadline. As things progressed, a second investigative reporter was hired.

Such investigations require full-time attention, Mr. Grove said. It can't be done by giving regular beat reporters an assignment on the side and telling them to go at it in their spare time, he added.

The special reports usually run four to five minutes and are inserted in newscasts. However, he pointed out, they don't go on the air until cleared by the station's attorneys. WJXT follows up the reports with editorials.

Last month a Florida newspaper, the *Tampa Tribune*, praised the station's efforts as being in the "highest traditions of American journalism" (BROADCASTING, July 18). Comments such as that one and the general reaction of the public in Jacksonville to the reports and the editorials, Mr. Grove said, "makes a lot of things worthwhile."

vides two-way communication beyond the capacity of broadcasting. "A one-way screening of the teacher or the manager is not the most effective educational use of TV," Mr. Halpern asserted.

Messrs. Siegel, Culkin and Hilliard spoke at a Thursday session on "Broadcasters' Communications: Past, Present and Future." Mr. Hilliard also spoke at a Tuesday session on "The Tools and Requirements for Progress."

New Gear ■ In exhibits accompanying the conference RCA demonstrated for the first time what it called "the most versatile electronic system yet designed for individual student playback and study of prerecorded TV-tape and film-lesson material."

The system, or study center, included an eight-inch TV monitor, a 10-inch film-viewing screen, audio-tape equipment for recording and playback, a speaker and headphones, and a dial for selecting lesson playbacks from remote sources.

Sony Corp. showed a video-tape recorder said to be capable of recording black-and-white pictures, with sound, and of playing them back immediately on a standard TV set after a "simple wire connection." Sony said the 45-pound unit, model SV-300, was designed specifically for the audio-visual training field and would be ready for

delivery about Sept. 1 at a price of \$1,250.

Ampex Corp. showed its new model 6275 video-tape recorder with video control center, described as a low-cost, high-fidelity unit that connects directly to the TV-antenna terminal of any existing television set.

I.C.S. Services, Scranton, Pa., included in its display the Educating FM radio instruction system, which permits listeners to respond to multiple-choice questions asked by a "radio teacher."

The meeting, the second international conference and exhibit sponsored by the AMA to explore educational problems and challenges, was held Tuesday through Friday in New York.

'Martian' sales good, despite late start

Wolper Television Sales last week reported that sales are on the climb for its syndicated *My Favorite Martian*, an off-network series (formerly on CBS-TV), despite the fact it was placed in syndication late in the selling season. Walter Kingsley, Wolper TV sales vice president, said the series has been sold in 15 major markets, and that many stations had scheduled *Martian* for a start next month instead of

January as originally contemplated by the Wolper firm.

Among stations scheduling the series for September are WGN-TV, Chicago, WNEW-TV New York, WJZ-TV Baltimore, KTTV(TV) Los Angeles, WAIL-TV Atlanta, KMBC-TV Kansas City, Mo., WLWD(TV) Dayton, Ohio, and WTTG(TV) Washington. Worldwide syndication rights were acquired last May by David L. Wolper, president of Wolper Productions Inc. (a division of Metromedia) from Jack Chertok Productions and marked Wolper's first acquisition of rights to a major network series.

Mental-health group hits 'funny farm' disk

The National Association for Mental Health (NAMH) is mounting a campaign against the broadcast of a musical recitation distributed by Warner Bros. Records for Jपालana Music Co., New York. The recitation, spoken with a drum-beat background, assertedly gives a detrimental image of the mentally ill.

NAMH headquarters in New York distributed a memorandum July 22 to 850 state and local chapters requesting them to complain about the record to station and program managers.

The record, "They're Coming to Take Me Away Ha, Haaa!", is published by the XIV Music Co., a subsidiary of Jपालana Music. It contains references to the "funny farm," "happy homes" and "white coats."

"In general, the record portrays the mentally ill as wild lunatics that have to be shut in an institution more like a prison than a hospital," Brian O'Connell, NAMH executive director, said last week.

Mr. O'Connell said that when NAMH contacted Warner Bros. Records, the company said it already had a distribution contract for the record that legally had to be fulfilled. Mr. O'Connell said Jपालana gave the NAMH "no satisfaction."

He added that preliminary reports from the association's chapters indicated that the station managers were listening "sympathetically" to requests that the record be denied air play. He had no reports, however, of station commitments not to play the record.

SESAC, of which XIV Music Co. is a publisher affiliate and which licenses the record, said its policy does not exercise jurisdiction over what its affiliates publish. The licensing firm said NAMH had not called the disk to its attention. Relationships between NAMH and SESAC have always been cordial, the licensing firm said.

Some state chapters of NAMH have sent letters to program directors, urging suppression of the record. The national chapter has circularized one

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letter, used by the Michigan chapter in a mail campaign to state radio stations. The letter makes no demands, but asks stations' concurrence in a drive to stop air plays.

W. Ben Mosley, executive director of the NAMH Georgia chapter, reports a cooperative response to his letter from a number of stations. Many say they "concur completely," several others report that they have not played the record and do not intend to. Mr. Mosley notes that "not one" station has responded negatively to his request.

One Georgia broadcaster, Edwin Mullinax, wrote BROADCASTING that he had sent a letter to SESAC protesting promotion of a song "than tends to belittle the unfortunates who are afflicted with some form of mental illness."

WTOP-TV schedules four-day festival

WTOP-TV Washington will pre-empt from one to two hours of prime-time programming each night for four successive nights next month to carry the *Pageant of Performing Arts*. Production costs for the shows were estimated at \$50,000. They'll be carried as sustaining hours. The series has also been offered to the National Educational Television network.

The opener features the National Ballet with "Swan Lake" and "Con Amore" on Tuesday, Sept. 6, from 8:30 to 9:30 p.m. The Washington National Symphony will be featured in the second program, Wednesday, Sept. 7, from 8:30 to 10 p.m. Howard Mitchell conducts the symphony with Andre Watts as guest pianist.

On Thursday, Sept. 8, the Opera Society of Washington will be seen in Mozart's "The Magic Flute" from 9 to 11 p.m. The final program in the series features guitarist Charlie Byrd, his trio

CBS-owned TV's to study teen-age marriages

The five CBS-owned TV stations will probe teen-age marriage and divorce and then canvass viewer attitudes toward this social phenomenon in the one-hour special, *Feedback: Marriage—A Game for Kids?*, Tuesday, Sept. 6 in prime time (WCBS-TV New York, WCAU-TV Philadelphia, KNXT-TV Los Angeles—10 p.m.; WBBM-TV Chicago, KNOX-TV St. Louis—9 p.m.).

CBS News Correspondent Harry Reasoner will narrate the documentary portion of the program. Area newsmen will present a question series over the air to viewers in the five metropolitan areas.

Ballots printed in major newspapers are to be returned to the stations and results will be announced in follow-up broadcasts in prime time, Tuesday, Oct. 11.

This is the first "Feedback" all five CBS-owned TV stations have

participated in since the format was originated by WBBM-TV in 1963. Filmed in the home cities of the five stations, the program interviews marriage counselors and participants in successful or broken teen-age marriages.

Merrill Brockway, producer of two Emmy-winning broadcasts for WCBS-TV and WCAU-TV, produced the program for the CBS-owned stations. He included among the youths interviewed Tommy Rettig, first master of TV's *Lassie* and now a 23-year-old with a wife and two children, and Gale Sayers of the Chicago Bears, 1965 pro football rookie of the year.

The local newsmen conducting *Feedback: Marriage — Game for Kids?* are Mort Dean, WCBS-TV; John Drury, WBBM-TV; Jerry Dunphy, KNXT; John Facenda, WCAU-TV and Max Roby, KMOX-TV.

and quintet on Friday, Sept. 9, from 9 to 10 p.m.

The Byrd show was taped at WTOP-TV, the others were recorded during regular performances earlier this year.

The series, said George Hartford, vice president and general manager, is designed to give the public a sample of the performing arts available in Washington and "dramatically points up the fact that these organizations, year in and year out, are available to Washingtonians."

Roy Meachum, drama critic for the station, will be host for the series.

Film sales . . .

Wyatt Earp (ABC Films): WFIE-TV Evansville, Ind.; KSBW-TV San Jose,

Calif., and WCAX-TV Burlington, Vt.

Doctor's House Call (Broadcast Sales): WMBD-TV Peoria, and WCIA (TV) Champaign-Springfield, both Illinois; WSVL-TV Harrisonburg, Va., and WMTW-TV Poland Spring-Portland, Me.

Firing Line (RKO General): WKBS-TV Burlington, N. J.-Philadelphia.

Hollywood Backstage (RKO General): WLWC (TV) Columbus, Ohio.

Tell Me, Dr. Brothers (Triangle): KABC-TV Los Angeles and WMTW-TV Poland Spring-Portland, Me.

Eyewitness (Triangle): WREX-TV Rockford, Ill., and WDBQ-TV Duluth, Minn.

Tarzan Features (Banner Films): WAFB-TV Baton Rouge and KGNC-TV Amarillo, Tex.

Bold Journey (Banner Films): WREC-TV Memphis.

Knockout (Turn of the Century Fights Inc.): KNTV (TV) San Jose, Calif.; WNYS-TV Syracuse, N. Y.; KENS-TV San Antonio, Tex., and WHTN-TV Huntington, W. Va.

Films of the 50's (Seven Arts): WGHP-TV High Point, N. C.; KCRG-TV Cedar Rapids, Iowa; WSIL-TV Harrisburg, and WREX-TV Rockford, both Illinois; KHOL-TV Kearney, Neb.; WMCT (TV) Memphis; WNDU-TV South Bend, Ind.; WBRZ (TV) Baton Rouge; WLEX-TV Lexington, Ky., and KMED-TV Medford, Ore.

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VTR Productions): WNEW-TV New York; KCOP(TV) Los Angeles; KPLR-TV St. Louis; KPTV(TV) Portland, Ore.; WTCN-TV Minneapolis-St. Paul; KTVT (TV) Fort Worth-Dallas, and KORK-TV Las Vegas.

Honey West (Four Star TV): KRON-TV San Francisco, and KXTV(TV) Sacramento, both California, and WBRC-TV Birmingham, Ala.

Burke's Law (Four Star TV); WHDH-TV Boston, WISH-TV Indianapolis and WWTV(TV) Cadillac, Mich.

P.D.Q. (Four Star TV): WTCN-TV Minneapolis-St. Paul, and KPLR-TV St. Louis.

Islands in the Sun, Wanderlust, Holiday, American West (Teledynamics Corp.): KTRK-TV Houston, WTTV(TV) Bloomington-Indianapolis and KPLR-TV St. Louis.

True Adventure (Teledynamics Corp.): WTTG(TV) Washington; KOTV (TV) Tulsa, Okla.; WHC-TV Pittsburgh; WROC-TV Rochester, N. Y., and WLWC (TV) Columbus, Ohio.

Treasure (Teledynamics Corp.): WTTG(TV) Washington and WROC-TV Rochester, N. Y.

AT&T asked for Telpak-sharing views

The FCC has asked AT&T for its opinion on whether news media should be allowed to share with one another in the communications package deal known as Telpak.

Telpak, which is used by some large broadcasters, currently offers reduced rates to AT&T customers who purchase a minimum package of 12 voice-grade circuits. These circuits are used for voice messages, teletypewriter, photo facsimile and other services.

AT&T now permits only regulated utilities and various government agencies to share Telpak services when they do not need the full 12 channels.

BCG newsletter offers case for editorials

John T. Murphy, president of Avco Broadcasting, calls for public action through broadcast editorials in a new issue of *BCG Communique*.

Mr. Murphy advises broadcasters to "express opinions, endorse, editorialize. We do less than a complete job if we

do not expose our audience to views they would not get otherwise."

In the same publication Ben Strouse, vice president and general manager of Avco's WWDC-AM-FM Washington, describes the method of rotating editorials through his stations' schedules to attain maximum cumulative audiences.

The views on editorializing are contained in an article titled "Radio Editorials: Good Citizenship or Good Business," which weighs the benefits and risks of carrying station opinion.

BCG Communique is published by Broadcast Communications Group, which represents Avco stations.

NYC council opens meetings

After years of veto, the New York city council has opened its sessions to news coverage by radio and TV.

Councilman Joseph Modugno (R-Queens) said the council action was voted on unanimously. Mr. Modugno quipped: "TV coverage of the city council may improve the quality of TV programs." he said: "Now instead of getting into politics through radio, television and movies, one can get into movies and television through politics."

Regulations on the radio-TV coverage will be drafted by the city's rules committee.

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Applications may force issue

Texas firm applies to FCC for microwaves to relay special CATV-only programs to cable TV systems

The issue of CATV's originating programs, which the FCC ducked and tossed in the lap of the Congress, may have to be decided by the commission long before the Congress gets around to acting.

Last Monday (Aug. 8), the FCC accepted the applications of Dal-Worth Microwave Inc., Dallas, for microwave links to other Texas microwave systems. The following day, the long-dormant Texas Television Broadcasters Association met in Dallas and voted to oppose the Dal-Worth filings.

There were 23 TTBA members present and the association had asked Douglas Anello, general counsel of the National Association of Broadcasters, to sit in on the session. Ray Herndon, KMID-TV Midland, president of TTBA, said the association, which was formed three years ago, hadn't seen a need to be called into session in recent months until Dal-Worth came up with its plan to originate local programming for CATV's.

Dal-Worth proposed to deliver three channels of programs that it would originate in the Dallas-Fort Worth area. One channel would carry only movies, another would have sporting and news events and the third would be educational and available to area colleges and universities.

It proposed to offer the services to four microwave systems: Andrews Tower Rental Inc. near Glen Rose, West Texas Microwave Co. near Aledo, KBC Corp. near Walnut Springs and East Texas Transmission Co. near College Mound. These, in turn, would presumably offer the local originations to the systems they serve in communities around Dallas, Fort Worth, Austin, Waco and Brownwood.

Dal-Worth also plans to serve Brownwood Television Cable Service Inc. Brownwood Cable has about 5,000 subscribers.

Dal-Worth originally made its proposal earlier this summer at the National Community Television Association convention in Miami (BROADCASTING, July 4). At that time it said it would seek FCC approval for microwave links to Tyler, Abilene, Waco, Brownwood and Lubbock and hoped to interconnect its system with other microwave facilities to ultimately serve 200,000 CATV homes in Texas and Oklahoma.

Up in Air ■ John G. Campbell, president of CAS Manufacturing Co., Dallas CATV manufacturer and one of Dal-Worth's founders, said last Thursday (Aug. 11) things were still very "indef-

inite"; that he was negotiating with program sources for material to fill the three channels if the FCC approves the microwave hops.

Last year when the FCC issued its rulemaking that asserted its jurisdiction over CATV's, the subject of local originations was not included. It was the commission's intent to let Congress cover the subject. But Congress has been slow to act.

Following a long hearing and several weeks of closed sessions, the House Commerce Committee finally approved a CATV bill, essentially the FCC's draft measure. This included a ban on CATV originations (BROADCASTING, June 13).

The House bill has since been stalled. It has not been voted out by the Rules Committee and there seems to be no rush about getting in on the floor for a vote in this session. The Senate Communications Subcommittee has shown no inclination to set a hearing date until the House takes action.

Calling all cars: NAFMB wants FM in all vehicles

The National Association of FM Broadcasters (NAFMB) is campaigning for an FM set in every American car, bus and truck, and is seeking to enlist some 1,500 FM stations to help.

With Lynn Christian, station manager of WPIX(FM) New York, as volunteer campaign director, NAFMB plans to pour 4,000 institutional commercials into the ears of FM listeners shortly before the September introduction of the 1967 line of cars and trucks. The commercials urge listeners to insist on FM sets in their new vehicles.

Mr. Christian and a score of other FM station managers around the country have been conducting a "Drive with FM" campaign that will serve as the national campaign model. Earlier in the month, Mr. Christian kicked off nationally with flyers and pledge cards to all 1,500 FM stations, NAFMB members or not.

Program notes . . .

Black Hawks signed ■ WGN-TV Chicago and the Chicago Black Hawks signed a new two-year agreement last week for telecasting of all away-games of the professional hockey team, a total of 35 games each season, plus the Stanley Cup road playoffs.

From the prisoner ■ KOLN-TV, Lincoln,



Bart McLendon (l) interviews a Marine colonel in Vietnam.

Teen-aged view of Vietnam

Stations in 12 markets are receiving taped reports from Vietnam from the youngest reporter on the scene, Bart McLendon, 19, the son of Gordon McLendon, president of McLendon Stations.

The teen-ager, who recently completed six months of active duty with the Marine Corps in California, has been in Vietnam since late May. His reports are carried on McLendon's KLIF and KNUS(FM) Dallas; KILT and KOST (FM) Houston; KTSA San Antonio, Tex.; KABL-AM-FM Oakland, Calif.; WYSL-AM-FM Buffalo, N. Y.; WNUS-AM-FM Chicago.

He is also carried on WIFE-AM-FM Indianapolis; KOIL and KICN (FM) Omaha; KISN Vancouver, Wash.; WGBS Miami; WLW Cincinnati; WOAI San Antonio; WMCA New York; WFLD(TV) Chicago; and he is read in the *Chicago Sun-Times* and eight college newspapers.

After the Vietnam tour, the younger McLendon will tour Australia, Russia, Sweden, Denmark and Germany—reporting from each country—before returning to the U. S. to enter the University of Chicago.

Neb., and its satellite station KGIN-TV, Grand Island, Neb., go to the source in examining the problems of crime and rehabilitation in a locally produced series entitled *The Prisoner Speaks*. In its first showing, an unidentified inmate of the Nebraska State Penitentiary traced his crime career and 20 years in prison in an interview with a prison psychologist. Rita Shaw was moderator.

Feature film sale ■ Television Enterprises Corp., Los Angeles-based TV film



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.

distribution company, last week announced the sale of its unusual "13 for '66" feature film package to a total of 80 markets. Films included in this package are being sold prior to their actual production for delivery following a two-year period of theatrical distribution. Among the stations that have contracted for the features are the five CBS-owned stations, Time-Life Broadcast stations, the Storer Broadcasting group, as well as 66 other TV outlets across the country.

Navy hot line ■ A news hot line has been set up at the Navy public affairs

office in Hollywood. Navy news from around the world, reported daily, including direct radio reports from Saigon, are being made available to news media by dialing area code 213 and then 688-2545. The public service audio reports are being presented around the clock, Monday through Friday.

Reports on Africa ■ Three half-hour documentaries are scheduled for prime time in August and September on KMTV (TV), Omaha. In the past month, KMTV news analyst John Hlavacek has been compiling information on various facets of Africa's politico-economic problems,

its culture and its relations with the world. The series will include interviews with the emperor of Ethiopia, officials in Rhodesia, Americans living in Africa and West African government officials on the progress of emerging nations.

International goodwill ■ WRVR(FM) New York, a noncommercial station, has designated October as International Radio Month and will devote approximately 12 hours of programs each day to a different country. The station has invited 90 broadcasting organizations to send it programing material. WRVR, owned and operated by the Riverside Church, will reciprocate with 12 hours of its programing for broadcast in other countries.

Advertiser tie-up ■ General Foods Corp., White Plains, N. Y., one of the few advertisers still involved in program development, is developing a half-hour comedy series for 1967-68. The projected series, *Ready, Willing and Able*, will be produced by Universal Television. The program has no network commitment.

Equal-time fight ■ Clifford Vaughs, West Coast regional director of the Student Nonviolent Coordinating Committee, was granted five minutes of uninterrupted time on KTLA(TV) Los Angeles to discuss civil rights issues. It was the outcome of a somewhat bitter controversy over whether he was entitled to the time under the equal time provision of the Communications Act. Mr. Vaughs had charged that on his July 24 appearance on the *Tom Duggan Show* on KTLA, he was interrupted repeatedly and his organization was insulted. The station denied the accusation but granted his request for rebuttal.

New series plot ■ Universal Television and producer-writer Roy Huggins, the team that produced *Run for Your Life* for NBC-TV, will develop a TV series for 1967-68, an hour program about a private detective. Tentative title for the series is *The Outsider*.

Another for Edwards ■ Ralph Edwards, who only last month announced that his *Truth or Consequences* series is returning to television this fall (CLOSED CIRCUIT, July 18) has signed a long-term contract with Screen Gems to develop prime-time live, tape and film audience-participation programs.

Three-way pilot ■ The man who helped make *Peyton Place* a mainstay on ABC-TV, is going to try to create a similar viewer attraction for CBS-TV. Vanadas Productions—whose principal is Paul Monash, executive producer of *Peyton Place*—20th Century Fox-TV and CBS-TV have agreed to produce a one-hour pilot firm for 1967-68. The spe-



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CBS News to go all-color

Seven months ago, CBS News executives were cautious as to how long it would take for newscasts to go all color (BROADCASTING, Jan. 3). But the definitive answer came last week.

Gordon Manning, CBS News vice president and director of news, announced on Aug. 10 that starting Aug. 29 all of CBS News's regularly scheduled hard newscasts on television would be presented in color. On that date a morning and a mid-day news program both featuring Joseph Benti along with an afternoon news show with Douglas Edwards will go color. Walter Cronkite's evening news show went color last Jan. 31, followed by Roger Mudd's Saturday evening news show on Feb. 5 and Harry Reasoner's Sunday news program on March 6.

cific project is still to be announced but the agreement is now effective, with pilot delivery set for Dec. 15.

Young people's program ■ A local program designed totally for a specific audience—those people in the 18 to 34 age bracket—premiered on KHJ-TV Los Angeles earlier this month. Broadcast live and in color, the new show is entitled *18-34*.

Expand distribution ■ Continental Productions Co., Chicago, and CBS Films Inc. have agreed on the latter distributing the syndicated color TV tape series *An Evening with* throughout the world with the exception of the U. S. WGN Continental will continue to handle domestic distribution. There now are 27 half-hours in the series.

WQXR separation ■ WQXR New York said last week it'll separate its new AM and FM programming on Jan. 1, 1967, broadcasting classical music on FM and lighter music on AM, 9 a.m.-6 p.m., Mon.-Fri., and 6 a.m.-6 p.m. on Sat. and 7 a.m.-6 p.m. on Sunday.

Historic Tribute ■ Columbia Records has released "Edward R. Murrow—A Reporter Remembers—Volume One: The War Years," a two-record set devoted to the late Mr. Murrow's World War II broadcasts from England, and his accounts of D-Day, the return to Germany and the celebration of VE-Day in Piccadilly Square. Assembled from CBS Radio and British Broadcasting Corp. transcriptions, the recordings were prepared and edited by Fred W. Friendly, Alvin Snyder and Sheldon

Hoffman with the aid of Professor Milo Ryan, University of Washington and include narrative announcements by Douglas Edwards.

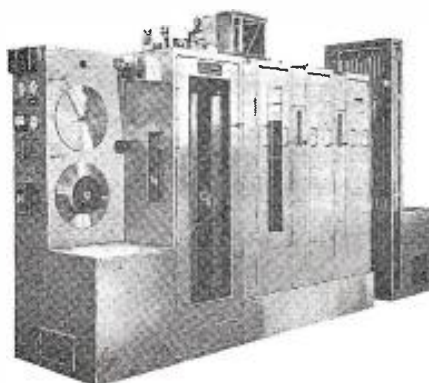
Bozo goes network ■ *Bozo at Marineland*, one-hour color special shown on KCOP(TV) Los Angeles earlier this year is being re-edited for possible network sale by Larry Harmon Pictures Corp., Hollywood. The re-edited film will include special footage not used in the local telecast. Larry Harmon, president of Larry Harmon Pictures, starred as Bozo in the special.

Halloween with Peanuts ■ CBS-TV is

scheduling a color special, *It's the Great Pumpkin, Charlie Brown*, on Oct. 27 (8:30-9 p.m., EDT), featuring the Peanuts gang. The program, sponsored by Coca-Cola Co., through The Marschalk Co., both New York, is being produced by Lee Mendelson-Bill Melendez Productions. The Halloween special will be written by artist-writer Charles M. Schultz, creator of the Peanuts comic strip.

Three-way deal ■ CBS-TV and Kayro Enterprises Inc., in association with Universal Television, have reached an agreement that may wind up giving the net-

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R-60S	Rev. & Neg./Pos.	B&W	16mm	60-100FPM
316DS	Neg./Pos.	B&W	16mm	60-100FPM
*ND100	Neg./Pos.	B&W (TV News)	16mm	60-85FPM
NP36	Neg./Pos.	B&W	16mm	90FPM
S-90	Neg./Pos.	B&W Spray	16/35	90FPM
S-120	Neg./Pos.	B&W Spray	16mm	135FPM
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work two new half-hour comedy series, one in 1967-68 and the other in 1968-69. Kayro, which is producing *Pistols 'n' Petticoats*, for CBS-TV this fall, has pilot commitments for the new comedy projects. Universal Television is Kayro's partner in the deal and its syndication arm, MCA Television, will be exclusive film distributor of the shows.

Great crimes pilot ■ Warner Bros. Pictures Television and ABC-TV last week agreed to a development deal for a new anthology series tentatively titled *Great Crimes of The Century*. A pilot is now being prepared for the hour series under the supervision of Warner's production head, Robert F. Lewine. The projected series is aimed at the 1967-68 season.

NAB to investigate suggestive lyrics

A "thorough investigation of questionable recorded material being sent to broadcasters" is underway by the National Association of Broadcasters Code Authority. The study follows some broadcasters' complaints about the type of records on the market and being played on the air.

The code's interest in the subject was disclosed last week in a letter from Howard Bell, code director, to J. C. Stallings, owner of KEEB Nacogdoches, Tex. Mr. Stallings had written the NAB: "It is time NAB help us to clean up the dirty, filthy, suggestive double-entendre records which are being played by so many" stations. He also asserted it was time "the broadcast industry clean its house morally before the government does it for us."

Mr. Bell said the subject of such lyrics had come up at the radio code board's June meeting and at that time the board reaffirmed a long-time stand that it is "the responsibility" of each code station to use caution in what

it airs taking into consideration "general standards of decency."

After the investigation, Mr. Bell added, the code authority may go before the code board with recommendations.

A main concern in this case is the code's reluctance to be a censor for stations. Staff members do not feel this is the code's function and Mr. Bell, on several occasions, has expressed his opposition to outright bans on any subject category.

Mr. Stallings said he thinks the answer to the "dirty" records problem lies with the NAB code which can form a committee "to screen suspect records and notify stations of its findings. The committee should be composed of knowledgeable radio men, hep to the undercover language of the gutter."

Most broadcasters, he said, "would welcome the excuse to cull the filth. It is pointless, however, for one station to police itself if its competitor does not."

NARA assesses role of Negro DJ's

Negro disk jockeys last weekend had an opportunity to seriously examine themselves and their work at the National Association of Radio Announcers' 11th annual convention in New York (Aug. 11-14).

Del Shields, NARA executive vice president, said the convention's basic theme was preparedness for the part the Negro plays and can play in broadcasting. NARA's purpose, he indicated, is to elevate the Negro's status in broadcasting and help him "throw off his entertainment crown" and become more sophisticated on the job.

NARA, whose 90% Negro membership includes some 500 Negro DJ's, has since 1965 taken up a more active program in improving the Negro, Mr. Shields explained. Its 1966 convention, he said, would serve as a

notice that "NARA is really here to stay."

Among the scheduled speakers on the four-day agenda were: William Booth, New York State commissioner on human relations, discussing Negro opportunity; H. Naylor Fitzhugh, vice president of Pepsi-Cola Co., expected to give NARA a \$1,000 scholarship for a Negro student in communications; Rev. Wyatt Tee Walker, president of the Educational Heritage Library, Yonkers, N.Y., and special assistant to Governor Nelson Rockefeller on urban affairs; and Ed Wright, NARA president and program director of WABQ Cleveland.

A last-minute assignment was given to Dr. John E. Allen III, director, research division of Dore and Allen Inc., New York. Dr. Allen was to talk about the Negro market and its importance. His firm is a station rep listing 39 Negro-oriented outlets among its clients.

An awards dinner was set for Saturday (Aug. 13), when presentations of distinguished service awards were to be made. According to Mr. Shields, the recipients would include WOL-AM-FM Washington for best one-year improvement; KGFJ Los Angeles for news coverage of the Watts riots; WCHB Inkster, Mich., affiliate WCHD(FM) Detroit, and its owner Dr. Haley Bell; and the Westinghouse Broadcasting radio stations (WINS New York, WBZ-AM-FM Boston, KYW-AM-FM Philadelphia, KFWB Los Angeles, KDKA-AM-FM Pittsburgh, WOWO Fort Wayne, Ind., and WIND Chicago), for their work in advancing equal opportunity for the Negro.

NARA convention activities also included a morning golf tournament (Aug. 12) at the Riverdale, N. J., country club with a variety show that night at the Waldorf-Astoria hotel, convention headquarters. On Sunday another variety program was set for the Village Theater, featuring 40 acts.

Through cooperation with various record companies, NARA is planning to release an album of 25 tunes, titled "R & B [rhythm & blues] Hall of Fame." These albums will be sold at \$2 each in the hope of raising \$200,000 to defray expenses, Mr. Shields said.

NARA, in addition to its Pepsi-Cola \$1,000 scholarship, has received a \$5,000 gift from Monument Records in Tennessee. The total of \$6,000 will be used as a scholarship fund for students in communications. Mr. Shields said NARA is working closely with Hampton Institute, Hampton, Va., on this project.

Interest in NARA's meeting had not been encouraging Mr. Shields indicated that letters written to the managements of 25 leading Negro-appeal stations had yielded only one reply. Even so, he said he expected an attendance close to 600 by the weekend.

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FM-250CS	250 watts	50-220 mc
FM-1G	1,000 watts	87.5-108 mc
FM-3G	3,000 watts	87.5-108 mc
FM-5G	5,000 watts	87.5-108 mc
FM-7.5G	7,500 watts	87.5-108 mc
FM-10G	10,000 watts	87.5-108 mc
FM-20G	20,000 watts	87.5-108 mc



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Congress to look into satellite questions

Pastore subcommittee to probe Ford-plan problems; Holifield will air Defense Department needs

Senator John O. Pastore (D-R. I.) used a hearing last Wednesday that was billed as an exploration into "progress and recent policy developments in space communications" as a launching pad for a full-scale inquiry by his Senate Communications Subcommittee into the complex issues of domestic satellite communications.

The next day, Senator Pastore announced that a hearing would be held Aug. 17, 18 and 23 and would include testimony from Ford Foundation officials, representatives of the communications common carriers, the Communications Satellite Corp., the television networks and the National Association of Educational Broadcasters, all of whom are involved in the complex question of who should operate any domestic satellite system.

Ford Foundation President McGeorge Bundy and Fred Friendly, former president of CBS News and now a television consultant to the foundation, are scheduled to be the leadoff witnesses Wednesday.

Also to testify that day are James McCormack, chairman and chief executive officer of the Communications Satellite Corp., and Joseph V. Charyk, Comsat's president. They are expected to comment on the surprise Ford Foundation proposal to establish a nonprofit domestic satellite communications system that would benefit educational television (BROADCASTING, Aug. 1, 8)

Not to Impinge on FCC ■ Senator Pastore told the hearing last week that the proposal had aroused much public and official attention and while the subcommittee would do nothing to impinge on the authority of the FCC in deciding the issue, the issues raised did involve subjects the subcommittee was interested in.

This week promises to be a busy one in the satellite communications field, for, in a related congressional development, the House Military Operations Subcommittee also announced it would hold a hearing on government procurement and use of satellite communica-

tions. The unit, headed by Representative Chet Holifield (D-Calif.), said the Defense Department and the military services would provide testimony during the first week of the hearing, beginning Aug. 15.

Later, representatives of the Office of Telecommunications Management, the FCC, major government agencies participating in the National Communications System, Comsat, AT&T and other carriers will also participate.

The controversy in this inquiry revolves around whether Comsat can contract with the Defense Department,



Senator Pastore

as it is planning to do, for the lease of satellite channels. The FCC in July agreed with the carriers' contention that they are the only authorized users of Comsat and that others, including government agencies, can deal directly with Comsat only in unusual circumstances.

The issue is similar to the one to be scrutinized by Senator Pastore's sub-

committee later in the week. Both hearings involve questions of who shall have the right to use or operate a communications satellite system.

Lay It on Table ■ Senator Pastore called the Ford proposal "interesting and intriguing," said it has tremendous national interest and that the best way to handle it was to lay it all on the table and scrutinize it.

He said the recent proposals for satellite operation filed with the FCC—particularly the Ford Foundation plan—raised important questions, such as whether the FCC now has sufficient authority to make a determination, whether the Ford plan represents an encroachment on free enterprise and whether it is the best way to benefit educational television. It is hoped the hearing will shed light on these questions, on what the impact of these plans would be and what legislation, if any, is needed to deal with the issues.

At the moment most of the parties involved are in disagreement on who should own any such domestic satellite system—carriers, including the Communications Satellite Corp., or noncarriers such as television networks or the Ford Foundation.

As a prelude to the next phase of the inquiry, FCC Chairman Rosel H. Hyde and James O'Connell, director of the Office of Telecommunications Management, last week reported to the subcommittee on the progress made to date and the problems facing the development of satellite communications on both a domestic and international level.

Chairman Hyde testified that while important decisions had been made in the past year on such issues as the technical characteristics of the basic global system, the ownership of satellites and U.S. earth stations and on who shall have access to Comsat's facilities, "other problems of equal complexity and far-reaching effect have arisen." He said this was to be expected in such a fast-developing field and that the FCC's goal in this area had always been "the effective integration of this new technology with the existing communications networks so as to achieve the most rapid, efficient and economic communications system, both domestic and worldwide."

Broader Issue Remains ■ Among the important questions that Mr. Hyde said the FCC faces was one that will be aired in the Pastore hearing. Mr. Hyde said that although the FCC had dismissed, on a technicality, an application by ABC Inc. to operate a domestic television satellite system, the broader issue

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NAB's Harvard '66 class graduates 71

Despite the airline strike 71 broadcasters from 26 states and Washington, managed to get to the National Association of Broadcasters Fifth Management Development Seminar at Harvard University, finish the two-week course and finally graduate.

The seminar covered such subjects as analysis of the executive's role and function; formulation of competitive strategy; costs and competitive pricing; planning, budgeting and controlling operations; managing human resources; implementing competitive strategy, and appraising and improving management performance.

The commencement address was delivered by NAB President Vincent Wasilewski.

The graduates, first row (l-r): Denson Walker, WFAA Dallas; Hilliard Gates, WKJG-AM-FM-TV Fort Wayne, Ind.; William J. Hart, WILX-TV Lansing, Mich.; Niell MacKay, KVOO Tulsa, Okla.; William W. Hansen, WJOL-AM-FM Joliet, Ill.; Arthur W. Arundel, WAVA-AM-FM Arlington,

Va.; Donald L. Dahlman, WLWD(TV) Dayton, Ohio; Manning Slater, KRAK Sacramento, Calif.; Thad M. Sandstrom, WIBW-AM-FM-TV Topeka, Kan.; Glenn M. Gormley, KOMO-AM-TV Seattle, and John J. Vacca, KOSA-TV Odessa, Tex.

Second row (l-r): Robert F. Hodous, WHIZ Zanesville, Ohio; Harold C. Stuart, KVOO-TV Tulsa; Daniel D. Hayslett, KIXL-AM-FM Dallas; Paul Blue, KLZ-AM-TV Denver; Dana Adams, KDOK-AM-FM Tyler, Tex.; Charles L. Brooks, KRGV-AM-TV Weslaco, Tex.; Frederic C. Bowen, WIBX Utica, N. Y.; George A. Foulkes, WAAC Terre Haute, Ind.; Thomas S. Dargan, KING-TV Seattle, and John Stilli, WFBG-AM-FM-TV Altoona, Pa.

Third row (l-r): Mr. Wasilewski; Norman L. Bacon, KMOX-TV St. Louis; Winthrop P. Baker Jr., KYW-TV Philadelphia; David C. Croninger, WIP Philadelphia; Alexander P. Hunter, KREM-AM-TV Spokane, Wash.; David H. Freedman, WMD Atlantic City; Don E. Fuller, WTRC-AM-FM, WSJV(TV) Elkhart, Ind.;

Earl C. Morgenroth, KGVO Missoula, Mont., and Roy B. White Jr., WBLG Lexington, Ky.

Fourth row (l-r): Paul Allen, KITE San Antonio, Tex.; Hayward L. Talley, WSMI Litchfield, Ill.; Eric S. Bremner, King Broadcasting, Seattle; Al Ross, KGEK Sterling, Colo.; Gary W. Sankey, WHEC Rochester, N. Y.; James W. Maurer, KWMT Fort Dodge, Iowa; Robert L. Proctor, WBGW Bowling Green, Ky.; John T. McCloud, WATE-AM-TV Knoxville, Tenn.; Wilfred C. Prather, WMAQ-TV Chicago; Bob L. McRaney Jr., WJDX-AM-FM, WLBT(TV) Jackson, Miss.; James W. Higgins, WWNV-AM-TV Watertown, N. Y.; Peter C. Newell, WPRO Providence, R. I.; James E. Jolley, WFBC Greenville, S. C.; James M. Ward, WLAC Nashville; K. James Yager, Cosmos Broadcasting, Columbia, S. C., and Norton Warner, KIMB Kimball, Neb.

Fifth row (l-r): Reid L. Shaw, General Electric Broadcasting, Schenectady, N. Y.; Dr. Sterling J. Livingston, Harvard; Harvey D. Back-

still remained whether noncarrier entities might construct and operate domestic satellite facilities for their own specialized needs, and if so, under what circumstances.

Chairman Hyde, pending the FCC decision, refused to comment on whether he thought the commission had the tools to make a determination in these issues. Senator Pastore, however, said that if the commission reached a dead-end in making a decision, it behooves Congress to act on remedial legislation. "I don't think we need to hire a lot of high-priced lawyers to make a determination when the Congress can act to resolve the matter," he said.

The international phase of the communications satellite field, Chairman Hyde said, is progressing at a "reassuring and encouraging" pace with 53 nations now joined with the U.S. as members of the international consortium to establish a world system.

He also said the FCC had endeavored to maintain close liaison with other government agencies, such as NASA, the State Department, the Director of Telecommunications Management and the Justice Department, in order to allow all to carry out their responsibilities in respect to Comsat in its role as the U.S. representative in the global consortium.

The FCC, Chairman Hyde also disclosed at the hearing, has granted Comsat authority to operate other U.S. earth

stations on an interim basis, as it does the three initial ground stations, so progress on the communications plans will not be impeded. He also said that the carriers, because of the savings resulting from the new satellite technology, are formulating appropriate rate reductions.

Forestalling Damage ■ Mr. O'Connell told the hearing that the progress in the satellite field to date had been "substantial," but added that the technology was developing much faster than the ability to exploit it. He also told of the needs for a satellite system by the government in general and for defense in particular and of the plans to meet these demands. He also cited the need to establish a permanent policy for use when the present international consortium agreement runs out in 1969 and the need to decide how to use the new technology without causing serious economic damage to the established carriers.

The recommendations of an intra-governmental group proposing legislation allowing international carriers to merge seem to offer the best hope for solving some of the economic problems, Mr. O'Connell said. His office is presently drafting such legislation and Senator Pastore's subcommittee will hold a hearing on it when it is presented.

Senator Pastore chided Mr. O'Con-

nell on the delay in drafting the bill and urged him to do some "ear-twisting" with other government agencies to convince them and Congress of the importance of his telecommunications office and of the need for support and speed in reaching decisions. He criticized procrastination in reaching some of these decisions in the past. He called communications the "blood vessel" of this country and said Mr. O'Connell, as the President's adviser, should be making some of these decisions.

Congress support grows for ETV's

Educational television, buoyed in recent weeks by the attention of benefactors such as the Ford Foundation, last week was the recipient of additional support from Congress.

Although the good intentions of the foundation proposal to create a non-profit communications satellite system that would serve the TV networks and use the profits to support ETV unleashed a deluge of mixed reactions, (see page 58) several influential members of Congress took note of the attention and acted to aid ETV efforts.

Senator John O. Pastore (D-R. I.),



man, KOOK Billings, Mont.; Earl W. Wendell, WSM-AM-TV Nashville; William A. Patton, KATC(TV) Lafayette, La.; Samuel S. Carey, WRVA-TV Richmond, Va.; Robert A. Stuart, KPX(TV) San Francisco; John S. Markward, WOOD-TV Grand Rapids, Mich.; Richard C. Landsman, WOKR(TV) Rochester, N. Y.; Thomas N. Waller, WLVA-AM-TV Lynchburg, Va.; Arch C. Harrison, WJMA Orange, Va.; Neal J. Edwards, WMAL-TV Wash-

ington; Roger L. Hoffman, WJEF Grand Rapids, Mich.; Jerome Bess, RKO General Broadcasting, New York, and James I. Scott, KAYC Beaumont, Tex.

Sixth row: Richard Nohl, Harvard; William L. Walker, NAB seminar coordinator; Eugene C. Litt, WCAU Philadelphia; Douglas P. Collins, WHOF Canton, Ohio; Peter V. O'Reilly, WTOP Washington; Jay Sondheim, WLYH-TV Lancaster-Leb-

anon, Pa.; Robert K. King, WKBW-TV Buffalo, N. Y.; Lloyd E. Cooney, KIRO Seattle; Marvin Reuben, WDAM-TV Hattiesburg, Miss., and Richard E. Reed, WLWC(TV) Columbus, Ohio.

Not present for picture were: J. Warren Burke, KRST Minneapolis; Tom N. Cooper, WTOE Spruce Pine, N. C.; Irvine B. Hill, WCMS-AM-FM Norfolk, Va., and Phil Lewis, WCCO Minneapolis.

chairman of the Senate Communications Subcommittee, which is holding a hearing on the domestic satellite system and the issues raised by the foundation's plan, urged prompt action to resolve the controversy and bolster ETV's sagging fortunes. Senator Pastore called the proposal a dramatic one made by a serious organization and added that educational television is "fast dying on the vine" and needs relief soon.

Senator Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee and architect of the Educational Television Facilities Act of 1962, which awarded \$23.3 million to the states to aid ETV, also came to the support of noncommercial television and restated his intention to hold an inquiry on the subject in the next Congress.

In a statement to the Senate, Senator Magnuson said that since educational television has no firm financial base on which to operate and as the government has not clearly described the methods by which ETV may support itself and expand, Congress should examine the areas in which the federal government can assist, as it has assisted in elementary, secondary and higher education, vocational rehabilitation and other specialized areas.

He said he had "noted with interest the imaginative proposal" of the foundation and said he was "confident that

whatever action the FCC takes it will be consistent with the policies" of the various communications laws and the "over-all public interest which gives the FCC broad powers."

He said the next phase for ETV would be an expansion from sectional to national network interconnections. He added that he had asked all interested parties to prepare views and recommendations for his hearing. The inquiry, he continued, would focus on the impact of the ETV act on the field's development, whether the formula of matching state funds with federal funds should be modified, whether the ceiling of \$1 million to any state should be raised or whether a new approach should be adopted.

Representative Claude Pepper (D-Fla.), had his own answer about whether the limit on grants to states should be raised. In a bill he introduced last week, he proposed that the \$1 million per-state limit be raised to \$3 million. The bill would also extend the existing program for an additional five years.

"I believe that one of the best mediums for restoring the sensitive ideal of the whole man to 20th century America is through the aid of educational television . . . and educational television can and must bring quality to the viewing audience so that they can intelligently participate more actively in society," he said.

Congress says 'no' to more FCC funds

The Senate last week went along with a House slash of \$181,500 in the FCC budget request for the fiscal year that began July 1 when it passed the appropriations bill for independent government agencies.

The cut in the request had also been recommended by the Senate Appropriations Committee when it reported on the bill. The amount approved, \$17,338,500, is identical to the appropriation for the previous fiscal year. The commission had made the request for additional funds to cover salary increases that became effective last year.

The difference will have to be absorbed by trimming some commission activities in the year.

Also included in the bill that passed by a 82 to 2 vote was an additional \$100,000 in the amount approved by the House for operating funds allotted to the Office of Telecommunications Management.

The Senate approved \$1.6 million for the office, compared with \$1.5 million approved by the House. Both the House and Senate figures, expected to be adjusted in conference, are far below the \$2,270,000 requested by the President

Johnson's first FCC votes; acid test to come

The FCC's brand-new commissioner, Nicholas Johnson, has taken his first steps; in the last two weeks he's begun to vote.

Appointed last June to a full, seven-year FCC term following the resignation of former Chairman E. William Henry in April, Mr. Johnson had declined to participate or has abstained from voting in any commission actions since he took his office July 1. He has been seen, however, assiduously briefing himself on the cases considered by the commission during those six weeks.

On Aug. 3, the former Maritime Commission administrator cast his first vote. With Chairman Rosel H. Hyde and Commissioner Robert T. Bartley, Mr. Johnson voted to grant an additional 10 minutes to KABL Oakland, Calif., in oral argument on an initial decision from a hearing examiner holding that it violated FCC rules in identifying itself with

San Francisco instead of Oakland and failing to correctly identify the sponsors of a commercial announcement. The examiner recommended a \$10,000 fine, following a hearing (BROADCASTING, May 11).

On Aug. 9, Mr. Johnson cast his second vote, again with the majority, staying the effectiveness of a June 22 initial decision recommending the revocation of the license of WHHL Holly Hill, S. C. An FCC hearing examiner found that WHHL had misrepresented to the commission its ownership and financial and technical status (BROADCASTING, June 27). In this action, Mr. Johnson joined Chairman Hyde and Commissioner Robert E. Lee. Commissioner Bartley dissented and Commissioner Kenneth A. Cox did not participate.

On Aug. 10, Mr. Johnson joined his fellow commissioners in a series of actions, including the grants of an

educational noncommercial television construction permit to West Virginia University and a new daytime AM station in Sparta, N. C., acceptance of applications for new daytime stations, change of facilities and a change of transmitter site of an FM station that would involve short spacing.

This week Mr. Johnson faces his first acid test; he will, if he continues participating from now on, cast the key vote in a number of vital decisions facing the commission at its mid-summer full-scale meeting Wednesday (Aug. 17) some of which have been hung up by a split among the other six commissioners. Among these cases are several radio stations accused by the FCC staff of overcommercialization and a CATV request for waiver of the nonimportation rule by a cable company in the Altoona-Johnstown, Pa., area.

for the White House office. Last year, Congress appropriated \$1,280,000 for the fiscal year just ended.

Joint House-Senate conference-committee action will have no effect on the FCC funds, as both branches have agreed on the amount to be granted.

Monroe stresses TV's role in civil rights

A greater involvement of television in breaking down barriers among millions of people to help solve the country's racial problems has been suggested by William B. Monroe Jr., director of

NBC News, Washington.

Mr. Monroe said that changing laws for civil rights has been the "easy part" but changing people is a task more difficult but one that TV, on the local and network level, must tackle.

TV has made the most impact of any medium in the civil rights effort, he said, noting, "Negroes looked to television to tell their story because it could convey in depth their strong feelings, it could convey them all across the nation, and because it was just about the only channel of communication genuinely open to them."

Because of TV's "demonstrated impact," he said the medium has a "greater concern than most other seg-

ments of the U.S. establishment over how we're going to meet the really tough part of the racial struggle that lies ahead." Mr. Monroe's observations were contained in an address Aug. 5 to graduate journalism students at Northwestern University in Evanston, Ill.

Radio down 17, TV even in latest code figures

From May 15 to June 15, 33 radio stations joined the National Association of Broadcasters radio code and 50 stations withdrew. In the same period two TV stations were added to the TV code and two were withdrawn.

WDHO-TV Toledo, Ohio, and KGGM-TV Albuquerque, N. M., joined the television code; WPHL-TV Philadelphia and KDIX-TV Dickinson, N. D., withdrew.

Radio stations added: WAVU-AM-FM Albertville and WSGN Birmingham, both Alabama; KIQS Willows and KMBY-FM, Monterey, both California; WINE-AM-FM Brookfield, Conn.; WALT Tampa and WTMC Ocala, both Florida; KYME and KATN, both Boise, Idaho; WNWI Valparaiso, Ind.; WKDZ Cadiz, WPKY Princeton and WSTO(FM) Owensboro, all Kentucky; WBRN-AM-FM Big Rapids and WTPS Portage, both Michigan; WDAL Meridian, Miss.; KPTL Carson City, Nev.; KJEM-AM-FM Oklahoma City;

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WCNR Bloomsburg and WNAK Nanticoke, both Pennsylvania; WBLC Lenoir City and WKGN Knoxville, both Tennessee; KBEC Waxahachie and KTER Terrell, both Texas; KSVN Ogden, Utah; WENZ Richmond, WHHV Hillsville, WIVE Ashland and WPUV Pulaski, all Virginia.

Radio stations withdrawn: WCTA-AM-FM Andalusia, Ala.; KLYD Bakersfield, Calif.; KDZA Pueblo, Colo.; WMMW Meriden, Conn.; WGMA Hollywood and WCOF Immokalee, both Florida; WHAB Baxley, Ga.; KTRG Honolulu; WXCL Peoria, Ill.; WGL Fort Wayne and WVTS (FM) Terre Haute, both Indiana; KUWS-FM Newton, Iowa; KBTO El Dorado and KRSL-AM-FM Russell, both Kansas; WYGO Corbin, Ky.; KFNW Ferriday, La.; KOLM and KWEB, both Rochester, Minn.; KBOW Butte, KURL-AM-FM Billings, KGLE Glendive and KGVW-AM-FM Belgrade, all Montana; KNLV Ord, Neb.; KVLV Fallon, Nev.; WJLJ Niagara Falls, N. Y.; WBAG-AM-FM Burlington, WCVF Murphy and WFLB Fayetteville, all North Carolina; KHEN Henryetta, Okla.; KWVR Enterprise, Ore.; WLAN Lancaster, WDAD Indiana and WCOY Columbia, all Pennsylvania; WAZS Summerville and WGD Chester, both South Carolina; WFWL Camden, WIDD Elizabethton, WJIG-AM-FM Tullahoma, WKRM Columbia, WLSB Copperhill and WPHC Waverly, all Tennessee; KMCO Conroe, Tex.; WRIS Roanoke, Va., and KPOR Quincy, Wash.

Box resigns his Balaban positions

John F. Box Jr., executive vice president of the Balaban Stations since 1957 and managing director of WIL-AM-FM



Mr. Box

St. Louis and KBOX-AM-FM Dallas, quietly resigned two weeks ago, it was disclosed Thursday (Aug. 11). He said he expects to announce a new affiliation within broadcasting after a few weeks of vacation. According to speculation by former associates, he may relocate in some area of sales, agency or program work rather than station administration. Mr. Box had been with the Bartell group before joining Balaban.

Mr. Box, however, has not yet resigned his industry radio station assignments with the National Association of Broadcasters and the Radio Advertising Bureau although those organizations acknowledged they were notified

that he no longer is with Balaban.

Mr. Box had his headquarters at WIL but made frequent trips to KBOX. He as well as Balaban officials said the parting was "very friendly." Former station associates, though, indicated his resignation may have been due at least in part to policy differences. The resignation was submitted in late July, effective Aug. 1.

It also was learned that Hale Bonduant, formerly with the Balaban group and onetime manager of KFBW Wichita, Kan., rejoined the organization Aug. 1 as general manager of WIL. For several months he had been at WIL on a consulting basis. Irene Runnels continues as station manager at KBOX.

WIL changed format earlier this year, going from top-40 to a contemporary good music pattern (Frank Sinatra, Barbra Streisand, etc.) and continuing a strong talk show in the evening.

Mr. Box was reached late Thursday at the Cape Cod summer home of Harry W. Chesley Jr., president of D'Arcy Advertising, St. Louis. Mr. Box said his decision to leave Balaban "had been under consideration for several months." He said he continues to retain a trust fund interest in the stations.

Changing hands . . .

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

■ KNTV(TV) San Jose, Calif.: Sold by Standard Radio and Television Co. to Allen T. Gilliland Jr. (73%) for \$957,825. Mr. Gilliland's late father, Allen T. Sr., was principal owner of KNTV, and Mr. Gilliland Jr., along with W. W. Jacka, Bank of America and National Trust and Savings Association, was executor of his father's estate. Remaining ownership is among family members. Mr. Gilliland is also in wholesale bakery business. KNTV(TV), founded in 1955, operates on channel 11 with 26.3 kw aural and 18.6 kw visual.

■ WTAC Flint, Mich.: Sold by Gene Milner and associates to Natco Communications Inc. for \$900,000. Natco Communications is subsidiary of Natco Corp., Pittsburgh (structural clay products). J. B. Fuqua owns over 25% of Natco. Natco Communications presently owns WROZ Evansville, Ind. Natco Communications has, pending FCC approval, purchased KXOA-AM-FM Sacramento, Calif., and WTVW(TV) Evansville from Polaris Corp. (BROADCASTING, May 30). WTAC is fulltimer on 600 kw with 1 kw day and 500 w night.

■ KFMU(FM) Los Angeles: Sold by Rogan Jones and associates to Storer Broadcasting Co. for \$325,000. KFMU

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gives Storer its sixth FM, along with seven AM's and seven TV's. Storer now has AM-FM combinations in Miami, Cleveland, Detroit, Philadelphia and Toledo, Ohio. KFMU, founded in 1947, operates on 97.1 mc with 58 kw.

▪ **KUBO San Antonio, Tex.:** Sold by Robert N. Pinkerton to Turner Broadcasting Corp. for \$300,000 plus agreement not to compete for five years within 50 miles. Turner Broadcasting is owned by Tom E. Turner Sr., his wife Mary and sons Tom Jr. and Fred A. It is also licensee of KTON Belton, Tex. Mr. Turner is a distributor of oil and gasoline in south Texas. Mr. Pinkerton is veteran southwestern broadcaster. KUBO is daytimer on 1310 kc with 5 kw.

COMMUNITY TELEVISION

▪ **New Philadelphia, Ohio:** Sold by TV Antenna Systems Inc. to Tower Antennas Inc., Coshocton, Ohio, for more than \$1.5 million. Sale has been approved by the boards of both firms and will become effective Sept. 1, upon approval by shareholders voting Aug. 23. Acquisition of TV Antenna, which serves 6,000 patrons, will give Tower Antennas a total of 20,000 subscribers. Tower Antennas operates systems in Coshocton, Sugar Creek, Cambridge, Caldwell, Ironton, Logan, Waverly, Gallipolis, Toronto and Warsaw, all Ohio; Beaver Falls-New Brighton, Pa.; and Weirton, W. Va. Claude Stevanus is president of Tower Antennas Inc.

Pair enjoined from radio jobs in San Antonio area

KONO San Antonio, Tex., has won a court injunction barring two former disk jockeys, Woody Roberts and Lee Sims, from working for any other radio station within a 50-mile area. Messrs. Roberts and Sims said they intend to appeal the decision handed down Aug. 3 in a Texas district court.

KONO contended the pair had walked off the job without notice in April and had gone to KTSA San Antonio. KONO claimed the move was a violation of its contract that prevents personnel from working for any station within 50 miles of KONO within 18 months after leaving the station.

CBS Radio's 243d

WINA Charlottesville, Va., will become CBS Radio's 243d affiliate, effective Oct. 30. The station, owned by Charlottesville Broadcasting Corp., is on 1400 kc with 1 kw daytime and 250 w nights. WINA, which holds a construction permit for 1070 kc with 5 kw (nondirectional day and directional night), is expected to switch to the new facilities on the day of the

CBS affiliation. At present, WINA, an NBC Radio affiliate, shares coverage in that area with WRVA Richmond, Va. Another Charlottesville outlet, WCHV, is an ABC Radio primary and MBS secondary affiliate.

NBC revamps its division lineups

The radio and owned-television operations of NBC will be revamped into the NBC Radio division and the NBC owned television stations division, effective Sept. 1, according to an announcement last week by Julian Goodman, NBC president.

Stephen B. Labunski, president, NBC Radio, and Raymond W. Welpott, president, NBC owned stations, will be the presidents of the radio and owned TV division, respectively (see page 10).

The radio division will be composed of the radio network, formerly a division by itself under Mr. Labunski, and also NBC-owned radio stations and NBC Radio Spot Sales, which with their TV counterparts have been in the NBC-owned stations division under Mr. Welpott. In the new alignment Mr. Welpott's division retains NBC-owned TV stations, NBC Television Spot Sales and NBC's community antenna

subsidiary, Kingston (N. Y.) Cablevision Inc.

The management realignment, said Mr. Goodman, recognizes the close functional relationship between the radio network and the owned and operated radio stations, as well as the importance of NBC's CATV interests and owned-TV stations.

CBS on June 10 realigned all its major operating divisions into the CBS/Broadcast Group and the CBS/Columbia Group (BROADCASTING, June 13). Unlike NBC's arrangement, the CBS-TV network and the CBS owned stations are subsumed in one group—CBS/Broadcast—along with CBS News and CBS Radio.

ABC operates its four broadcast divisions separately: ABC-TV, ABC Radio, ABC Owned Television Stations and ABC Owned Radio Stations. At both CBS and ABC the sales function comes under the respective division serviced.

The NBC owned television stations are WNBC-TV New York, WKYC-TV Cleveland, WRC-TV Washington, KNBC (TV) Los Angeles and WMAQ-TV Chicago. The NBC owned radio stations are WNBC-AM-FM New York, WKYC-AM-FM Cleveland, WRC-AM-FM Washington, KNBR-AM-FM San Francisco, WMAQ-AM-FM Chicago and WJAS-AM-FM Pittsburgh.

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Can dark sets be lit up

That's question raised by Harris ETV survey of sets not in use in N.Y.

A warning that commercial TV may be failing to entice uninterested but potential viewers among the better-educated, higher-income families is sounded by a Louis Harris and Associates Inc., New York, survey.

The survey covered the Greater New

York area under the commission earlier this year of WNDT(TV) Newark, N. J.—New York, a noncommercial station (CLOSED CIRCUIT, Feb. 21). WNDT is making the survey public today (Aug. 15).

Most viewers of noncommercial TV, at least in New York, were depicted as the community's more affluent, better educated and probably older members. The WNDT viewer is more likely to be a community leader. And contrary to popular belief he's less likely to be an egghead who is prejudiced against commercial TV and probably he's a viewer of a "fair amount" of commercial TV.

The Harris pollsters, using the diary and depth-interview methods, found a substantial number of people in favor

of financing educational TV through "limited commercials." The phrase was not defined, but WNDT has had limited sponsorships, or underwriting of programming, from such major TV advertisers as Shell Oil and Philip Morris. Bristol-Myers Co., New York, currently underwrites a series of programs on performing and fine arts on WNDT with tapes available to a number of other ETV stations (BROADCASTING, Jan. 17).

Among viewers of the noncommercial station, which the study indicated was developing a hard-core audience of its own, the greater percentage listed commercial TV as a desirable source of ETV support, and listed private foundations and industry along with wealthy individuals and boards of education next, followed by the general public, the federal and local governments and finally "limited commercials" (57%). A similar response was compiled from nonviewers of WNDT with the exception of a low score for the general public as the desirable financing source.

The report said 27% of the total New York audience were active viewers of ETV in December 1965 but that the figure had grown to 35% in April 1966. In its analysis the Harris company defined the active viewer as one watching the ETV station at least once every two weeks.

The study found that relatively few viewers watch the "big" commercial stations exclusively. Therefore, the report said, the success or failure of WNDT—like that of other stations—must depend on programing.

The study attacks what is called commercial TV's "numbers" technique of measuring "sets on" and "households watching," noting that the "real story of current television viewing and the best measure of the potential for channel 13 [WNDT] lies in the 'sets not on' and 'adults not viewing' results" uncovered in the surveying. In thus showing audience "missed" in quarter-hour periods, the Harris report points up the rise of TV sets turned off in homes where the income and education are higher.

The report observes: "The pattern is consistent and clear. From early until late evening, more than a quarter of the television sets of at-home families remained turned off. These silent sets belong to the better-educated, higher-income families.

"During prime television time—from 8:30 through 9:30—in one-third of college-educated families who are at home for the evening, the set is dark. During these same hours, the commercial advertiser is unable to deliver his message to almost one-third of those with the greatest degree of flexibility and expendable income."

The report based this conclusion on



Work starts on KDAL-AM-TV's new home

Ground was broken last Tuesday (Aug. 9) for the \$1-million KDAL Broadcast Center to be built in the downtown urban renewal area of Duluth, Minn.

Participating in the ground breaking ceremonies (l to r) were Governor Karl F. Rolvagg of Minnesota; J. Howard Wood, chairman of the board of KDAL Inc. (KDAL-AM-TV) and president of the Tribune Co.; Odin S. Ramsland, executive

vice president and general manager of KDAL Inc.; Ward L. Quaal, president of WGN Continental Broadcasting Co. and KDAL Inc., and Robert Dettman, vice president and chief engineer of KDAL Inc.

The center will include two color television studios, radio facilities and office space for 85 employees in 40,000 square feet of space.

Plans call for the center to be completed by January 1968.

a charting of New York viewing patterns on a Monday (Dec. 6, 1965) but noted that they were "repeated" through the week.

The report asserted that commercial TV would appear in an affluent society to depend "more and more on the lower-income, less-affluent groups." Moreover, it continued, "unless the tide can be turned, today's \$8,000-a-year household can be expected to react towards commercial television tomorrow the way his \$10,000-a-year neighbor is responding today. Yet, rather than reversing the trend, commercial television appears to be directing its efforts more and more toward its 'hard core' audience, the less educated, the less discriminating."

The study said that when the measurement of TV audience goes beyond sets in use and reports on individuals watching in the household, a "serious shrinkage" in the "character" of the TV audience becomes "patently clear" and that while the major attrition was among college-educated adults, there was a drop-off across the board.

Additionally, the study observed, when the male household heads and men and women of college education are watching television, it's more likely to be something other than the number-one program for that time segment.

But the study warned that all is not roses with the audience generally attracted to ETV. WNDT, while reaching its "target audience" in terms of affluence and education, has a serious flaw in the profile of its regular viewer: Its strength is with older viewers, not younger viewers, and the "most important group, over the long haul, is the one with younger men and women." Hence, the report observed, WNDT must begin to "score" via communicating with the young-married family households.

According to the report, the non-commercial-channel viewer is "social, active in the community, indulgent, busy at home listening to the hi-fi, reading a book or magazine, watching television" and turning to WNDT for programs not found elsewhere. Among the programs, the survey found WNDT viewers mostly looking for were drama and plays, more and better news commentary and more shows in the music-art-dance category.

Media reports . . .

Novel building ■ WDRG Hartford, Conn. will move to 750 Main Street in downtown Hartford, with studio's in one large circle so that the public may view the entire operation.

Moving days ■ Several Metromedia divisions have moved into larger quarters at 485 Lexington Avenue, New York. Metro TV Sales, Metro Radio Sales

and Metromedia Research were first to move into their new home, while direct-mail Dickie-Raymond and Wolper Productions will move by the end of the month. Organizations housed in the new quarters will have the new Metromedia telephone number: (212) 682-9100.

Urban vs. suburban shopping ■ McFarland Research Associates, Jacksonville, Fla., in studying buying patterns and shopping habits, discovered that "almost 75% of 500 homemakers interviewed buy most goods at suburban shopping centers rather than downtown stores. The principal reasons: transportation and convenience. WJXT(TV) Jacksonville sponsored the research and delivered the results to local agencies and retailers.

Gets more space ■ Television Information Office has moved its New York headquarters into larger offices at 745 Fifth Avenue. New telephone number: Murray Hill 9-6800.

NAFMB reveals plans for sales seminar

Making an agency presentation, selling the client and FM sales promotions that work will be among the topics at a one-day sales seminar to be held at the New York Hilton hotel by the National Association of FM Broadcasters Thursday (Aug. 18).

Speakers include Abe J. Voron, president, and Elmo Ellis, chairman, NAFMB; Donald Porter, vice president and account supervisor, BBDO, New York; Doug Burch, media director, P. Lorrillard Co., New York and Dick Paisley, national sales manager, WPBS (FM) Philadelphia.

A \$25 registration fee may be paid at the door an hour before the seminar opens at 9:30 a.m. Lunch and a cocktail party are included.

Journalism education group plans Iowa meet

University of Iowa in Iowa City will be the site of the Association for Education in Journalism's annual convention Aug. 28 through Sept. 1. Among the speakers at the five-day meeting will be Wes Gallagher, general manager of the Associated Press; Dr. George Gallup, head of the American Institute of Public Opinion; Maurice Mitchell, president of Encyclopaedia Britannica, and Clark Mollenhoff of Cowles Newspapers' Washington bureau.

On the agenda is a visit to WMT-AM-TV Cedar Rapids, Iowa. The meeting there will be divided into three sessions: one a discussion on newsroom design and architecture, a second on "Getting into Color News and Documentaries," and a look by professionals at broadcast teaching.

Missouri firms skirmish over CATV pole rights

A face off in the battle between CATV operators and telephone companies over pole-attachment rights may be in the making in a small Missouri city of 10,000.

The community is Warrensburg, and the protagonists are Warrensburg Cable Co. on one side, and United Transmission Inc. and United Telephone Co. on the other. Warrensburg Cable is principally owned by Telesis Corp., Chicago (group CATV owner). United Transmission and United Telegraph are subsidiaries of United Utilities Inc., Kansas City, a holding company for independent telephone companies. Both Warrensburg Cable and United Transmission, the CATV arm of United Utilities, received franchises from the Warrensburg city council last October.

The battle was joined last month

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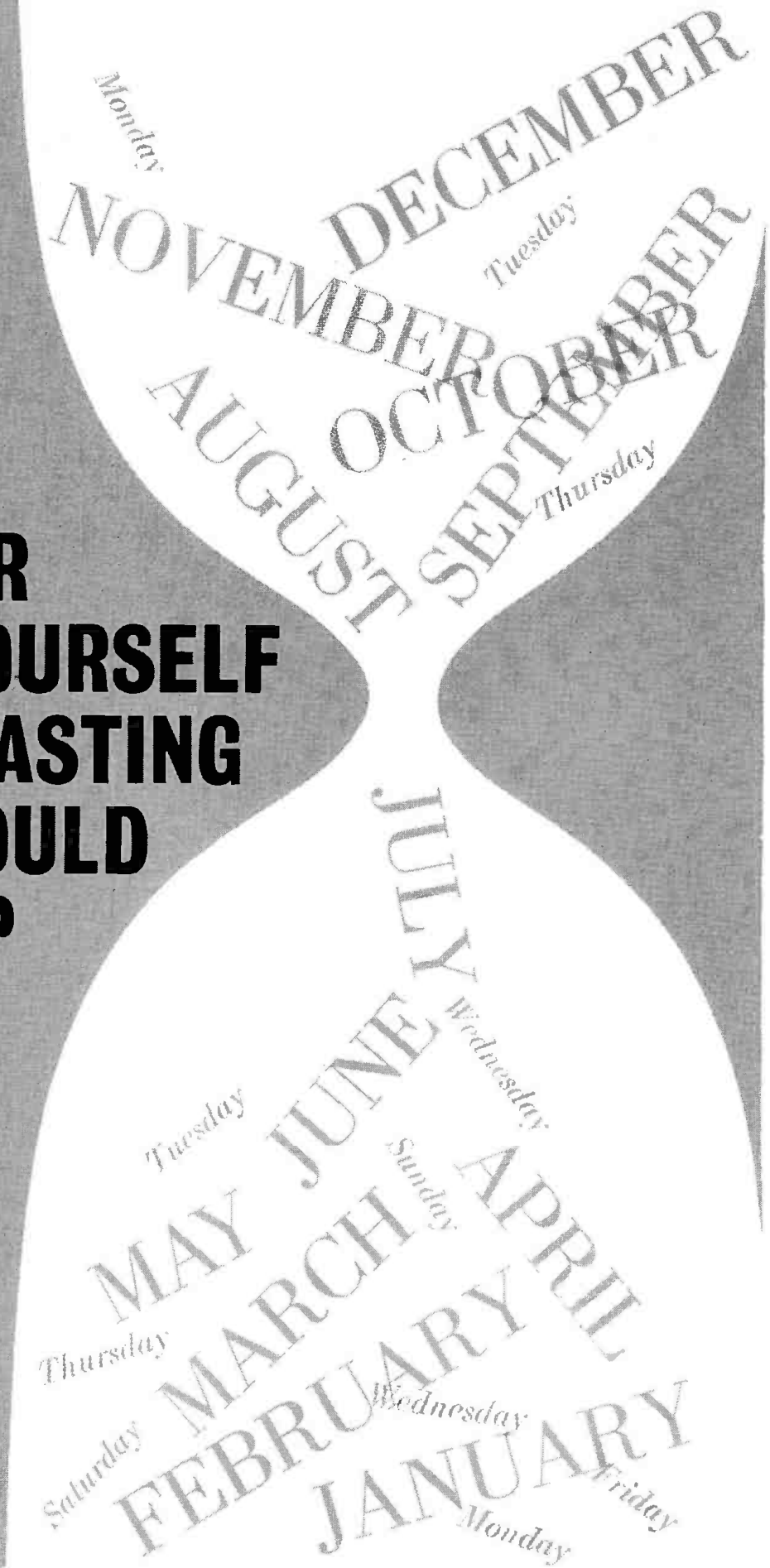
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Canadian TV Stations
Call Letters
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Experimental TV Stations
Transfers of Ownership
Newspaper Ownership
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TV Applications Pending
Community Antenna TV

EQUIPMENT AND FCC RULES
Product Guide
Equipment Manufacturers
Station Application
FCC Rules & Regulations

THE FACILITIES OF AM-FM RADIO
AM & FM Radio Directories
AM Station Call Letters
FM Commercial Call Letters
FM Education Call Letters
AM Radio by Frequencies
Canadian AM by Frequency
FM, Frequencies, Channels
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when Warrensburg Cable filed suit in state court against United Transmission and United Telephone, asking for \$135,000 in damages as well as an injunction prohibiting the two United companies from hindering it in its attempts to place cables on the poles jointly owned by United Telephone and the local power company.

In its complaint, Warrensburg Cable contends that the telephone company has refused to grant pole-attachment rights. It further charges that the telephone company has strung coaxial cable for United Transmission on the poles in a manner that makes it impossible for Warrensburg also to put its cables on the same poles without violating the National Electrical Safety Code with respect to distance from power lines.

Warrensburg Cable claims it has suffered \$10,000 in actual damages; asks also for \$50,000 in punitive damages, \$75,000 as treble damages under a state antitrust law, and attorney fees of \$2,500.

Paul Henson, president of United Utilities, declined to comment on the complaint.

Huntley's NBC contract prevents TV ownership

Chet Huntley's contract with NBC has prevented the news broadcaster from becoming a stockholder in a proposed TV station. But Mr. Huntley's agreement with NBC still permits him to retain a 25% ownership of Island Broadcasting System Inc., licensee of WRIV Riverhead, N. Y.

Island Broadcasting is an applicant for a new TV station on channel 55 in Riverhead and last week asked the FCC to postpone action on the application because of Mr. Huntley's new status regarding the TV application. Island's petition also noted that although Mr. Huntley has withdrawn his interest in being a part owner of the proposed TV station, he does not want to change his present 25% ownership in Island.

Island thus asked the FCC if the TV application could be amended to specify a new corporation in which all current corporation stockholders except Mr. Huntley would be stockholders.

While asking the FCC to postpone action on the application, Island stated that "for the first time, in connection with prosecution of the television application, the National Broadcasting Co. has approached Mr. Huntley and indicated that there might be a question of appropriateness for Mr. Huntley to own 25% of a television station. The grounds suggested . . . are unique contractual relationships between Mr. Huntley and NBC."

Expansion plans

WTVK(TV) Knoxville, Tenn., has announced a more than \$1 million expansion program. The new equipment includes a 50 kw transmitter, three live color cameras, two high-band color video-tape machines and a color-film chain which is already in operation. Also, WTVK is constructing a new 1,073 foot tower. Proposed completion will be Oct. 15., at which time the station will have an effective visual power of 1 megawatt.

FINANCIAL REPORTS

CBS gains 30% in half

2d quarter paces first half to record sales, earnings; daytime uptrend continues

CBS Inc. enjoyed a 30% rise in net income and a 15% gain in net sales for the first six months of 1966 compared with the like period of a year ago. Net income in first-half 1966 was \$28,463,359 and net sales were \$374,557,842.

The network also confirmed reports that CBS Inc. this year had its highest sales and earnings for any second quarter and first half in history. For the second-quarter period alone, net income was up to more than \$13.5 million, or 67 cents a share, and net sales were more than \$183 million.

A report issued last week by William S. Paley, chairman, and Dr. Frank Stanton, president, also pointed up that CBS sales over the last 10 years have increased 118%, from over \$300 million to almost \$700 million. They reported net income in the decade increased about 250%, with only two

deviations in the pattern: a dip during the 1960-61 recession, and another reflecting a slight decline last year.

CBS noted, however, that if adjustments were made for the shorter revenue year in 1965 (52 weeks) to compare with the 53-week year in 1964, earnings in 1965 would come close to those recorded in 1964.

CBS, in noting that 1963 was the first year for which "adequate" net time and talent revenue figures for each TV network were available, said that since that time CBS-TV has maintained a lead in revenues. For 1966, the report put the lead as 15% ahead of NBC and 46% above ABC.

The report said daytime revenues have been growing more rapidly than nighttime revenues during that period and said the trend was expected to continue (BROADCASTING, July 25).

At a board meeting Aug. 10, a cash dividend of 30 cents per share was declared on CBS common stock payable Sept. 9 to shareholders of record at close of business Aug. 26.

CBS meanwhile denied, through a spokesman, recurring reports that the company was holding discussions with the Curtis Publishing Co. on possibly acquiring the magazine publishing firm. A look at Curtis occurred nearly four years ago, it was acknowledged, but a decision was then made not to consider Curtis.

CBS has stated from time to time

that it has been on the lookout for diversification into various fields, including publishing.

For the CBS Inc. six months ended July 2:

	1966	1965
Net income per share	\$1.40	\$1.08
Net sales	374,557,842	326,788,032
Operating income	49,605,545	41,690,807
Other income	7,349,006	3,572,274
Other deductions	2,339,984	2,004,556
Income before income taxes	54,614,567	43,258,525
Federal and foreign income taxes	26,151,208	21,333,629
Net income	28,463,359	21,924,896

UA merger blocked, Paramount's OK'd

In the world of movie making, one merger was off last week and one on.

Consolidated Foods and United Artists abandoned their plan to unite and formal approval was given by directors for the merger of Paramount Pictures Corp. into Gulf & Western Industries.

The United Artists-Consolidated union fell under the weight of stockholder disapproval received by managements of both companies and the pressure of a sagging stock market which had seen the value of both companies' shares decline since first announcement of the merger plan several week ago (BROADCASTING, July 25).

Gulf & Western's purchase of Para-

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duces hum pickup, and offers a matte, satin chromium finish perfect for films or TV.

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mount Pictures, which will be accomplished through a transfer of stock valued at approximately \$125 million (BROADCASTING, July 4), must still be approved by shareholders.

Gulf & Western, a manufacturer of industrial products and aerospace-industry components and a wholesaler of automotive parts, also plans to merge with Gulf Sulphur Corp. through an exchange of stock.

Special stockholder meetings of all three companies will be held early in October to act on the proposed mergers.

Adverse shareholder reaction to the United Artists-Consolidated proposal came as an apparent disappointment to management. United Artists reportedly hoped that under the corporate umbrella of Consolidated it would be better able to carry out diversification plans within the entertainment industry.

United Artists has felt for some time that its market price relative to earnings has been undervalued, thus putting it at a disadvantage when it came to negotiating for properties that might be acquired through exchanges of stock.

Paramount last week reported a net loss for the second quarter of \$852,000 representing \$0.53 per share. In the comparable period last year the company earned \$2.46 a share. A Paramount statement pointed out that no television licensing of motion pictures had been accomplished in the second quarter this year as in last year's second period. However six-month operations this year were profitable.

Paramount's six-months ended June 30:

	1966	1965
Earned per share	\$1.51*	\$4.41
Net income	2,440,000	6,963,000

*Not including \$0.22 per share profit on sale of assets.

Murphy is chairman for Capital Cities

Thomas S. Murphy will replace the late Frank Smith as board chairman and chief executive officer of Capital Cities Broadcasting.

Mr. Murphy, who has been president of the group broadcasting company since 1964, was elected at a special meeting of the Capital Cities board



Mr. Murphy

late last week. He will also continue as president.

Mr. Smith died of a heart attack Aug. 6 (see page 84).

Mr. Murphy, 41, takes over a publicly owned company that has been highly successful in expanding its list of broadcast properties and in maintaining exceptionally strong earnings records. Its most recent financial report, covering the first six months of 1966 operations, showed profits up 27% on a 10% in-

crease in sales. (BROADCASTING, July 18).

Capital Cities is known to have been carrying on discussions with several major companies looking toward diversification outside the broadcasting field.

Mr. Murphy, a graduate of Cornell University and the Harvard Business School, was associated with the Kenyon & Eckhardt agency and Lever Bros. before joining Capital Cities.

The company operates WTEN(TV) and WROW Albany, N. Y.; WTVD(TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R. I.; WPAT-AM-FM Paterson, N. J.; WKBW-AM-TV Buffalo, N. Y.; WJR-AM-FM Detroit; WSAZ-AM-TV Huntington, W. Va. and KPOL-AM-FM Los Angeles.

ITT at record level in first half of '66

Sales and earnings at International Telephone and Telegraph Corp., New York, for the first six months of 1966 rose to the highest point in the company's history according to Harold S. Geneen, chairman and president. Sales and revenues increased 17.2% over the same period last year while earnings per share were up 15.2%.

ITT currently is awaiting FCC approval of its proposed merger with ABC.

For the six months ended June 30:

	1966	1965
Earnings per share	\$1.89	\$1.64
Sales and revenues	954,182,000	814,152,000
Net income	40,914,000	35,209,000

National General net up 18%

National General Corp., Beverly Hills, Calif.-based theater exhibitor and CATV operator, last week reported a record

SEC's July report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for July (all common stock unless otherwise indicated):

ABC Inc.—Herbert R. Hahn sold 600 shares, leaving 1,482.

Avco Corp.—Arthur E. Gilman bought 300 shares, giving total of 300.

Capital Cities Broadcasting Corp.—Harmon L. Duncan sold 1,000 shares, leaving 39,734. J. Floyd Fletcher sold 500 shares, leaving 62,082. Thomas S. Murphy bought 4,000 shares, giving total of 40,362. Donald A. Pels exercised option on 5,000 shares, giving total of 15,100. Frank M. Smith, holding 252,966 shares personally, sold 8,400 shares on wife's beneficially held estate, leaving none.

CBS Inc.—Arthur Hull Hayes sold 3,000 shares, leaving 7,000. Kenneth W.

Hoehn exercised option on 552 shares, giving total of 4,699, plus 511 beneficially held in trust for daughter and 1,020 beneficially held with wife. J. A. W. Inglehart bought 180 shares, giving total of 42,000.

Cox Broadcasting Corp.—Carner Anthony bought 300 shares, giving total of 1,600.

National General Corp.—Eugene V. Klein bought 11,308 shares, giving total of 278,295, plus 15,818 on beneficially held partnership and 3,120 on beneficially held foundation. Irving H. Levin bought 100 shares, giving total of 59,437, and sold 100 shares on beneficially held partnerships, leaving 49,314, plus 12,361 in beneficially held corporations, 110 on beneficially held trusts, and 104 beneficially held with wife. Samuel Schulman bought 6,100 shares, giving total of 84,328. Seymour F. Simon bought 600 shares, giving total of 2,104, plus 104 beneficially held with wife, and 2,521 on beneficially held L & S Associated account.

A. C. Nielsen Co.—F. K. Leisch sold 375 beneficially held class A shares as trustee, leaving 125, and sold 375 beneficially held class A shares as co-trustee, leaving 125. Harry E. Nickelson sold 200

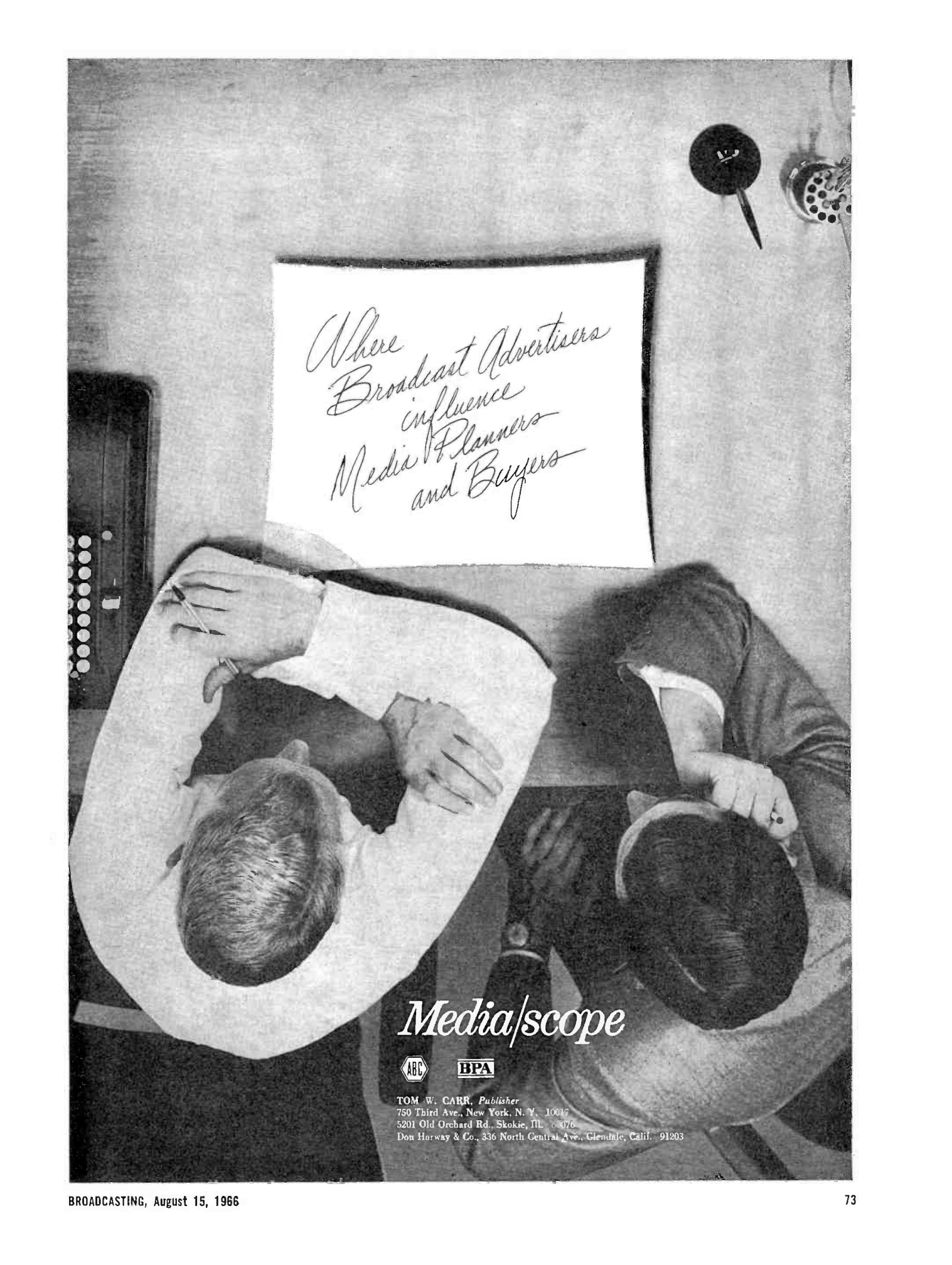
class A shares, leaving 6,400, plus 1,600 beneficially held as cutodian and 2,400 beneficially held with wife & child. Herman W. Stein sold 1,000 class A shares, leaving 1,000. Herman W. Stein sold 1,000 class B shares, leaving none.

Official Films Inc.—Louis C. Lerner bought 2,300 shares, giving total of 555,800; Mr. Lerner bought 1,800 shares on beneficially held Victoria Investment Co. account, giving total of 857,800, plus 2,000 beneficially held with wife; Mr. Lerner bought 2,000 shares on beneficially held SMTR Corp. account, giving total of 6,000, plus 25,000 on beneficially held Lerner & Co. Inc. investment account; and Mr. Lerner bought 3,850 shares and sold 1,300 shares on beneficially held trading account, giving total of 45,370.

RCA—John O. Cannon exercised option on 686 shares, giving total of 6,677, plus 100 beneficially held with wife.

Reeves Broadcasting—Morris Schechter sold 500 shares, leaving 1,500. Delores J. Russell disposed of \$5,000 in 6% subordinate convertible debentures, leaving \$15,000.

Storer Broadcasting Co.—Bernard E. Neary sold 200 shares, leaving 5,810.



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nine-month net operating profit and gross. For the 39-weeks ended June 28, net was up 18% from the year earlier figure, while gross increased more than 6%. Third-quarter results show net operating income of \$705,922 or 20 cents per share, up 45% compared with \$481,477 or 14 cents per share a year ago. Gross for the latest 13 weeks was \$15.9 million as compared to \$14.1 million for the like period in 1965. National General also reported nonoperating income of \$173,423 in 1966. The company currently is in the process of selling its CATV operations.

Nine months ended June 30:

	1966	1965
Earnings per share	\$0.72	\$0.61
Gross income	49,463,035	46,477,704
Net income	2,501,288	2,100,874

Gains control of KNTV(TV)

Allen T. Gilliland Jr. was granted control of KNTV(TV) San Jose, Calif., by FCC Aug. 5.

Mr. Gilliland, along with W. W. Jacka, Bank of America and National Trust and Savings Association, was executor of estate of his late father, Allen T. Sr. KNTV was wholly owned by Sun-lite Bakery, owned by Gilliland family.

Mr. Gilliland, who paid \$957,825 for

71% ownership, is president of KNTV, which operates on channel 11 with ABC-TV affiliation.

Bartell Media reports gain of 37% in net

Bartell Media Corp., New York, has reported net income in the first six months of this year 37% ahead of the comparable period last year.

Lee B. Bartell, president, also confirmed a report that Bartell Media had rejected a \$1.7 million bid for sale of one of its owned radio stations. The offer, he said, was "inadequate in view of the progress made by the station, its vigorous market and growth prospect."

Mr. Bartell said the company's CATV activities will soon include installation of facilities in several northeastern areas. The firm has already filed an application for a CATV system in Brooklyn, N. Y.

Bartell stations are WADO New York, WOKY Milwaukee and KCBQ San Diego, Calif. The company also owns Telecuracao and Telearuba, both in the Netherlands Antilles. Bartell's properties include consumer and trade maga-

zines, books and various publishing activities.

For the six months ended June 30:

	1966	1965
Earned per share	\$0.31	\$0.24
Net income	590,911	431,407
Shares outstanding	1,908,648	1,793,654

Realty Equities begins Schine transactions

The first in a series of transactions transferring the J. Myer Schine properties to Realty Equities, New York, in a \$75 million deal took place last week when Realty Equities took possession of 52 movie theaters and the Schine CATV systems in Massena, Potsdam and Canton, all New York. The purchase price was understood to be in the neighborhood of \$6 million.

Originally Realty Equities reported it intended to sell off some of the Schine properties (which includes the Ambassador hotel in Los Angeles and 10,000 feet of ocean-front land in Boca Raton, Fla.), including the CATV system and WPTR-AM-FM Albany, N.Y. The radio station has been sold, but approval by the FCC has been held up pending the outcome of a renewal proceeding.

EQUIPMENT & ENGINEERING

Production underway on home video-tape records

Audio Fidelity Records Co., New York, last week began producing TV tapes for use with home video-tape recorders.

The company's first efforts will be in the entertainment field, with plans for at least 25 different tapes during the first year, according to Herman D. Gimbel, president. But talks are underway, he said, looking toward leasing, prerecorded TV tapes from the networks and adapting them to home video-tape machines. Audio Fidelity may also arrange to tape educational films produced by publishers and teaching groups, he noted.

Mr. Gimbel said the tape process, called Audio 20/20, begins by recording a one-hour, informal recording session onto master tape, using standard TV cameras and studio facilities. The result is then edited for duplication.

The company's first tape, with country-and-western star Johnny Paycheck, features songs from his Carnegie Hall album. Mr. Gimbel said this session is being duplicated on 1/2-inch Sony tape. Audio charges \$49.90 for a tape recorded with the program. The Sony Corp. has set a price of \$39.95 for the equivalent reel of blank tape,

so in effect Audio Fidelity charges the customer \$9.95 for its program and the duplication service.

The firm plans to offer various tape sizes and speeds compatible with home video machines as they are marketed

Is space coupe next?

A tiny sliver of pure gold, about twice the diameter of a human hair, promises the reality of that long-term fancy of the Dick Tracy comic strip—a two-way wrist-watch radio.

It also has potential for the design of a miniature space TV camera.

The development was announced by Westinghouse Electric Corp. last week. The gold sliver, Westinghouse said, is a key part of a new transistor giving it completely new capabilities. The significance of the gold sliver, it was explained, is that it can vibrate in tune with integrated circuits.

Dr. William Newell, one of the new transistor's developers, said: "With further development, we will see the day of the true Dick Tracy wrist radio."

by other manufacturers. Availability of the different tape formats, Mr. Gimbel suggests, will depend on interest expressed by home VTR owners. The first release can be played on Sony's \$995 home unit or on General Electric Co.'s VTR (with a Sony deck) which GE plans to market in the fall.

UHF stick opposed on Empire State Building

WPix(TV) New York and the Association of Maximum Service Telecasters last week opposed applications filed for UHF channel 68 in Newark, N. J.

WPix, owned by the *New York Daily News*, contended that the two applicants propose to put their antennas on the Empire State Building thus frustrating the FCC's rules governing the assignment of TV stations to designated communities.

The applicants are Atlantic Video Corp., of Asbury Park, N. J., a wholly owned subsidiary of Walter Reade-Sterling, the theater chain, and Clifton S. Green, a Brooklyn liquor dealer and magazine publisher.

Both WPix and AMST claim in their filings that a channel 68 transmission from the Empire State Building would violate FCC rules, which state that the

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minimum UHF adjacent-channel separation distance must be at least 55 miles. Both assert that a transmitter site on top of the Empire State Building is only 40.5 miles from the transmitter site for channel 67 Patchogue, N.Y., and 52.2 miles from another proposed UHF outlet in the same area.

IEEE sets convention plans

The Institute of Electrical and Electronics Engineers last week outlined plans for its 1967 four-day International Convention and Exhibition (March 20-24) in New York, and named Donald G. Fink, IEEE general manager, as general chairman for the event. IEEE said approximately 300 papers will be submitted for over 60 technical sessions. As in the 1965 meeting, exhibits will be centered in the Coliseum and sessions will be held in the New York Hilton Hotel.

Technical topics . . .

Gets CATV contract ■ Entron Inc., Silver Spring, Md., CATV equipment manufacturer and system operator and builder, has received a \$500,000 contract to design and build a complete CATV system for Suffolk TV Cable Corp., North Braddock, Pa. Engineering and preliminary construction work began Aug. 1.

RCA-Whirlpool parting ■ RCA and Whirlpool have agreed to end the use of RCA's trademark on Whirlpool

products. The two firms were associated over the past 11 years. Sale of Whirlpool products with the RCA trademark will be phased out by March 1969. Termination of license agreement for use of the trademark followed announcement of Whirlpool's plans to acquire a majority stock interest in Warwick Electronics Inc., Chicago, which makes TV set, radios and other appliances for Sears, Roebuck & Co.

Switching literature ■ Dynair Electronics Inc., San Diego, manufacturer of video switching equipment, is distributing a free brochure, "Video Switching Techniques." The 26-page pamphlet details, with illustrations, common methods of switching audio and video information.

Color processor ■ The Houston Fearless Corp., Los Angeles, has introduced two configurations of the Colormaster high speed processing machine for reversal color film. One is for the Anscochrome AR-2, the other for the Ektachrome ME-4 process (and ECO-2 with optional scrubber).

'Ghost' study started at new N.Y. building site

A two-month engineering study of TV interference from the proposed 1,350-foot World Trade Center in New York City got the green light last week. Working on the study will be the TV Broadcasters All-Industry Committee, (a group of engineers and lawyers

from New York TV stations,) and the Port of New York Authority, builder of the Trade Center.

Eight TV stations are now committed to long-term contracts with the Empire State Building for transmission from atop its 1,475-foot-high TV antenna. It has been suggested that these stations' signals may bounce off the Trade Center and cause ghosting effects. Broadcasters first voiced concern over the proposed twin skyscrapers last February (BROADCASTING, Feb. 28).

Delco makes its 50 millionth radio

Delco Radio Division of General Motors, Kokomo, Ind., announced last week the 50 millionth car radio it has manufactured. Delco was started by GM in 1936, and began turning out auto radios from the beginning. During World War II, however, Delco turned out only 35,000 in 1942, none during 1943 and 1944, and just 2,300 in 1945.

It required four and a half years to produce the first million radios and 16 years to manufacture 10 million. On April 14, 1964, Delco noted the production of its 40 millionth. In the last two years, it made 10 million more.

Delco now produces AM, AM-FM and AM-FM-stereo car radios, in some 50 different models. It now also makes car-heater and air-conditioning controls, as well as transistors, rectifiers, digital equipment, and other solid state devices.

INTERNATIONAL

Jordan OK's TV start; operation set for next June

In line with plans to begin operation by June 1967, the Hashemite Kingdom of Jordan has awarded contracts for construction of television studios and administrative buildings in Amman, with transmitters to be installed in Amman and Jerusalem.

Three transmitters, studio equipment and a two-way communications system will be supplied and installed by the Marconi Company Ltd., London; Ampex will provide Videotape equipment.

The Jordan television corporation has awarded a contract to RTV International Inc., New York, a mass media and management consulting firm, to supervise the operation.

H. M. King Hussein of the Hashemite Kingdom of Jordan places the cornerstone for the new TV facilities being constructed.



Vietnamese complete USIA radio course

The Vietnam Radio Broadcasting System (VTVN) awarded diplomas to 90 training employees, certifying that they had completed a three-month course in radio writing, production and studio engineering. The course, requested by the Vietnamese government and sponsored by the Joint U. S. Public Affairs Office in Vietnam and the U. S. Information Agency, was officially opened last February by director John Chancellor, VTVN director Major Vo Duc Vinh and other government officials. The purpose in the training was to reorganize network operations and programming, to provide professional training for its staff and to modernize the Radio Saigon building as well as VTVN's technical facilities.

USIA instructors from Washington were: Michael J. D'Angelo, news editor and writer; Robert Eiden, studio engineer; Stefan Maksymjuk, producer, and

BBC ponders: How much should the telly tell?

A few months after Kenneth Tynan, British drama critic, mentioned the most unmentionable of four-letter Anglo-Saxon words on one of its programs, the British Broadcasting Corp. last month went into the subject in depth.

Exit 19, which the BBC billed as a documentary drama, showed a young couple in bed talking about their sex lives. The BBC ordered an investigation after hundreds of viewers complained.

Sample dialogue:

Boy: "When did you first make love?"

Girl: "At 17."

Boy: "Did you enjoy it?"

Girl: "Not very much."

The program's producer, Philip Saville, supplied the questions for the 45-minute program, but the actors, both amateurs, supplied their own answers.

On *Exit 19*, the participants, a 28-year-old film editor (male) and a 21-year-old art student (female), talked in detail about their sex habits and gave their attitudes toward homosexuality, incest and premarital love.

The BBC had ballyhooed the pro-



gram as a study to determine "if in the age of spaceships the British are

still living in the steamship age when it comes to sex and ethics."

Nguyen Huu Ai and Dinh Van Ban, adapter-translators of USIA's Vietnamese Service.

Network to revert to Argentine owners

The new military regime of Argentina's President Juan Carlos Onganía announced that The Argentine Government Broadcasting Network, including 36 radio stations and one of the four television channels in Buenos Aires, will be returned to private operation.

All stations were seized nearly 20 years ago by the Peron regime, and while some reverted later to private ownership, others were kept under government control.

Earlier the executive board of the Inter-American Association of Broadcasters had asked the new Argentine government to change or modify existing legal measures that do not give enough guarantees of freedom of information and expression (BROADCASTING, July 11).

Worldvision symposium spawns global road show

A series of presentations, drawn from its Worldvision symposium held last May in Mexico City, will be shown around the world by ABC International Television Inc. They will be seen in Los Angeles and San Francisco on Sept.

28 and 30 respectively, and in 22 other cities globally in October. In November, presentations are slated for Paris, New York and Chicago.

The symposium last May explored TV's role in the space age as "new opportunity for the global advertiser" (BROADCASTING, May 16). ABC International Television acts as purchasing and sales representative for 64 foreign TV stations in 26 countries.

FOOTBALL GUESSING GAME

SOLD

ON FIRST CALL IN 78 MARKETS!
WE SUPPLY ALL (except local prizes).

ONE PER MARKET! WIRE, WRITE, CALL
FOR DEMO TAPE AND SALES PLANS!

BROADCASTERS EXCHANGE ENTERPRISES, INC.

1015 Hartford Bldg., Dallas, Texas 75201
Riverside 1-1114 — Area Code 214

HURRY! FIRST CONTEST SEPTEMBER 24!

Speechless commercials sell in the Philippines

The young man and the woman in the TV commercial are dining in a smart restaurant. The man sips wine. The woman watches. In the Philippines, ladies don't drink in public. The man draws a pack of cigarettes out of his breast pocket. He doesn't offer the lady one. Filipino ladies don't smoke in public. In a sense he doesn't offer the viewer one either. For his hand covers the pack and there's no brand name visible. He lights up. Still there's no dialogue, no voice-over, no pitch. Soft sell? By American standards the sell is ridiculously soft. Finally, in the closing seconds of the commercial, the smoke comes spiraling back across the screen and billows into a pack of Philip Morris. End of commercial and end of sell.

The commercial tells a great deal about advertising in the Republic of the Philippines and about the native consumer. The consumer of the Philippines can't be badgered into a buy. Tell a Filipino to go out and buy something and it's as sure as rain in the monsoon season that he's been alienated.

It also may not be smart to try anything but visual communications with consumers. There are nine major native dialects spoken in the country and, although English is widely understood, there's no truly national language. And while the Philip Morris spot didn't suggest this, American products have to be tailored for the Philippine economy. Detergents can't be sold as washing-machine products. Washing machines are as rare as overcoats in the Philippines. Instead, Procter & Gamble sells Tide for hand-laundry use.

Producer of the Philip Morris commercial and fact bank for anything and everything about the Philippines is Luis Nepomuceno, a second-generation film-maker. Mr. Nepomuceno's father, Jose, pro-

duced more than 200 feature films, both silent and sound, during his lifetime in the Philippines. Luis Nepomuceno has somewhat followed in his father's footsteps by producing film commercials for his own company, Fame Inc. Luis Nepomuceno and Fame Inc. (stands for Film-Advertising-Media-Exhibitions) make the majority of film commercials in the Philippines.

One Of Many ■ Fame owns the largest studio in the Philippines, located in Markati, a suburb some five miles from downtown Manila, and currently has the exclusive contract for exhibition of film commercials in more than 95% of the movie houses in the country.

All of Fame's 65-to-75 commercials a year are shown first in theaters. Then about seven out of 10 of them make the transition to television. A smaller percentage put on still more mileage, being shown from film trucks in the provinces where neither movie theaters nor television are available.

Since they are shown foremost in movie theaters on big screens, all of Fame's commercials are filmed in 35-mm color. Afterwards 16-mm black-and-white prints are made for television. By next year at least one of the six commercial TV channels in the Philippines is expected to have color capability but for the present every commercial produced by Fame has to be re-edited into black and white.

Fame Inc. employs more than 200 permanent people. Its production division numbers a regular staff of about 60. The company has been making commercials since 1959, getting into the business about five years after the birth of the country's commercial television industry.

All of Fame's commercials are shot in 60-second length. Some sub-

sequently are edited down to 30-seconds for use on TV. The aim with every commercial is for a one-day shooting schedule. A 60-second color commercial produced by Fame Inc. in the Philippines will cost about \$5,000.

No Talk ■ Fame specializes in wordless commercials. If dialogue is used it likely will be English, or, perhaps Tagalog, the closest thing to a national language. Manila is mostly English and Tagalog-speaking and probably not more than 10,000 TV sets are located outside of the capital city-area.

Commercials for American products are often conceived and written in the Philippines, cleared with the agency in the U.S. and then produced and filmed back in the islands. Fame sends its film by jet airliner—a 15-hour trip via Hawaii—to General Film Laboratories in Hollywood for processing.

Most of Fame's spots are produced on location in the Philippines or Hong Kong or some other nearby Far Eastern countries. Behind-the-camera talent, all trained domestically (some by Luis Nepomuceno and his father), is said by people in Hollywood to be up to international standards. Performing talent for commercials also are natives, some of whom work in the movie business as well. When Caucasians are needed for commercials—as they occasionally are—they're recruited from the large American colony in the Manila area.

The company is branching out into feature-film production. Last month Luis Nepomuceno visited Los Angeles, where he announced plans for coproducing movies with international interests, international casts for international consumption. According to Mr. Nepomuceno, all of the features will be made with television intended as the eventual medium for presentation.

Abroad in brief . . .

M-E expands ■ McCann-Erickson International has announced purchase of 49% interest in Dobbs-Wiggins-Goldberg, New Zealand agency billing approximately \$2.5 million. The agency will be known as Dobbs-Wiggins-McCann-Erickson Ltd. ME International's agency operation now covers 33 coun-

tries.

World TV ■ Dates for Fifth International Television Symposium at Montreux, Switzerland, have been set for May 22-27, 1967. Satellite communications, color TV and educational TV will be among the subjects treated at the Swiss-organized symposium.

Spanish market ■ WNJU-TV Newark-

Linden, N. J., has named Movierecord Group of Enterprises as its sales representative in Spain and Portugal. WNJU-TV, a UHF station that programs in Spanish is seeking firms in those countries to advertise on its outlet. Movierecord Group, made up of 18 companies in Spain, Portugal, Switzerland and Germany, maintains a New York office. Its other activities include: a circuit of movie houses, commercial production

facility, recording studio, video-tape facility, exclusive rep for Portuguese national TV network (RTP), a radio network, outdoor advertising, publications rep and publisher.

International film sales . . .

Laredo (NBC International): Westward TV, Plymouth, Devon, United Kingdom; CHEX-TV Peterborough, and CFCH-TV North Bay, both Ontario.

Dick Van Dyke, Outlaws (NBC International): Channel 3 Monterrey, Nuevo Leon, Mexico.

Get Smart (NBC International): Channel 3 Culican, Sinaloa, Mexico.

Convoy (NBC International): Channel 5 Juarez, Chihuahua, Mexico.

The Nutcracker (Seven Arts TV): Telerama SRL, Argentina, and Televiscentro, Mexico.

Marine Boy (Seven Arts TV): Telecica, Costa Rica; Televiscentro, Guatemala; Televisora Hondurean, Honduras; Televiscentro, Mexico, and Televisora Nacional, Panama.

Night Train (Seven Arts TV): Telecica, Costa Rica, and Televisora Nacional, Panama.

Man in Space (Seven Arts TV): Televiscentro, Mexico; Television Espanola Madrid, Spain; Hessischer Rundfunk Frankfurt, Germany; CKNX-TV Wingham, Ont., and CJFB-TV Swift Current, Sask.

Out of the Inkwell (Seven Arts TV): Televiscentro, Guatemala; Televiscentro, Mexico; Televisora de Nicaragua, Nicaragua, and CJON-TV St. John's, Newfoundland.

Boston Symphony Orchestra TV Concert Specials (Seven Arts TV): CJON-

TV St. John's, Newfoundland; RTP Lisbon, and Oesterreichisches Fernsehen, Vienna.

The Professionals (Seven Arts TV): CFCL-TV Timmons, Ont.

Looney Tunes (Seven Arts TV): CJFB-TV Swfit Current, Sask.; CHCB-TV Kelowna-Kamloops, B. C., and CFCL-TV Timmons, Ont.

Colorful World of Music (Triangle): Radiotelevisione Italiana, Italy, and Ralph C. Ellis Enterprises, Canada.

The Andy Williams Show, The Bill Dana Show, Bonanza (NBC International): Darling Downs TV Ltd., Toowoomba, Australia.

I Spy (NBC International): Channel 5, Tegucigalpa, Honduras.

Astro Boy (NBC International): Channel 6, San Jose, Costa Rica.

FANFARE

Syndicator revises promotion copy

The syndicator of the Lucky Bucks promotional contest cited by the FCC in a letter of censure sent to a broadcaster last month (BROADCASTING, July 18) has revised its literature and advertising in an effort to meet commission objections.

Maurice Azrael, president of Azrael Productions, of Baltimore, said the changes were made to "make sure that stations shall not advertise our Lucky Bucks program in a misleading way."

The commission in its letter had criticized the station for carrying announcements that listeners could win "over \$6,000 in cash" each week when, in fact, it "was virtually impossible to win more than a small predetermined fraction of that total." It also said advertising in connection with another aspect of the contest was misleading in indicating that listeners who "trade dollar bills with the program's sponsor might receive a 'lucky buck' which might be worth up to \$500.

Mr. Azrael, in a letter to William Ray, chief of the commission's complaints and compliance division, said the company has "eliminated all advertising, both verbal and printed, which

claims prize offers of \$6,000 weekly or any other cumulative amount." "We have also deleted any advertising which implies that the listener who trades dollars with the sponsor might receive a Lucky Buck which 'can be worth up to \$500 if it is a Lucky Buck,'" the letter noted.

He added that scripts furnished to stations have been changed to eliminate such claims or implications, and that Lucky Buck users are being notified that they may not make those claims in their advertising.

Azrael Productions has syndicated Lucky Bucks contests to some 1,000 stations over the past 15 years—although not always with the same advertising—and is now furnishing the contest to some 40 outlets.

Drumbeats . . .

Link in a chain — "The artist's link for publicity and promotion" is the slogan of Marna Musicant Associates, a new publicity organization which will serve the public relations and promotional needs of entertainers in all phases of show business. Services include press relations, releases, fan club organizing and magazine articles. The firm's offices are at 37 West 72nd Street, New York.


Gone fishin' — Jay Kerekes, national sales manager for WEWS-TV Cleveland, and Richard Landsman, president and general manager of WOKR-TV Rochester, N. Y., are in line for a week-long, expenses-paid Canadian fishing trip. They are the winners of 20th Century-Fox Television's "Jim Thomas-Outdoors Sweepstakes," a promotion for a new hunting-fishing series.

Oh, 'dem golden slippers — Good foot-

wear news coverage has won Kitty Broman of WWLP-TV Springfield, Mass., a trip to Paris and a jereboam of champagne. Mrs. Broman also receives a pair of golden slippers, symbol of the National Shoe Institute's semiannual award.

A trick at the wheel — Bob Duke, pro-

for your tower requirements **ROHN** ✓
check



A complete tower erection service that has these special advantages:

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Eastern Office — 509 Webster Street
Marshallfield, Mass. — Phone 617-834-9521
Southern Office — Box 877, Richardson
Texas — Phone 214-AD1-3481
Factory — P. O. Box 2000, Peoria
Illinois, U.S.A. — Phone 309-637-8416

ZOOM LENS
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Fighting bad guys is only part of "The Wonderful World of the Good Guys."

SWING IN
"THE WONDERFUL WORLD OF THE GOOD GUYS."
wmca RADIO 57

Good Guys to saturate the subways

WMCA New York radio begins a five-month transit advertising campaign this week to highlight station activities. Keyed to the theme of "The Wonderful World of the Good Guys," a series of subway and bus posters will stress the station's emphasis on birthdays, bar-mitzvahs, weddings, lost dogs and editorials.

Some 3,000 46-by-60-inch two-sheet platform posters will be displayed in approximately 477 subway stations throughout the metropolitan area for two months. The two-sheet buy is said to be a record for any campaign on New York subways.

One hundred busses carrying New Jersey commuters will also feature WMCA placards, starting Sept. 1. Billboards on Times Square and other high-traffic locations will supplement the transit campaign.

The station says that because the buy is unprecedented there is no firm estimate for number of exposures expected. It adds, however, that according to Subway Advertising Co., New York, 1,800 placards would net 230 million exposure opportunities per month. Al Van Brunt & Co., New York, handling the campaign, estimates a half-billion exposures during the five-month period.

gram director for KGAR Vancouver, Wash., set an unofficial world's Ferris wheel record during a recent Cancer Fund promotion. Aboard a big 60-footer at a nearby park for 72 consecutive hours, Mr. Duke logged 12,155 revolutions. Proceeds from rides were donated to the fund.

Father of the year ■ Nick Joe Rahall, 85, retired Beckley, W. Va. businessman, has been awarded a plaque, gift certificates and the title "Father of the Year" by WHTN-TV Huntington, W. Va. Mr. Rahall's three sons operate WLCY-AM-TV Largo-Tampa-St. Petersburg, Fla.; WWNR Beckley; WKAP Allentown and WNAR Norristown, both Pennsylvania.

Back to school ■ Howard A. Stonesifer, a newsman at WFLA-TV Tampa, Fla., has received the 1966 RCA-NBC Fel-

lowship at Columbia University Graduate School of Journalism, New York. The fellowship, awarded annually to a member of the news staff of an NBC owned or affiliated radio or TV station, is selected by the faculty and staff of Columbia, and provides one year of study at the school.

Admen uber alles ■ A team of time-buyers from the New York offices of four leading advertising agencies trounced a team of WRGB(TV) Schenectady, TV personalities at their own game. The admen, Mike Woodward of Norman, Craig and Kummel; Bill Willis of Jack Tinker and Partners; Frank Roth of Benton & Bowles, and Alex Hazemey of Ted Bates, were guest panelists on the station's weekly *Answers Please*. The Madison Avenuers and the station's team of "experts," Earle Pudney,

Wendy Masino, Ginny Cairns and David Allen, were summer substitutes for the show's regular high-school teams. The admen donated their \$25 winnings to the Salvation Army.

Salute to visitors ■ A local-market radio station is running a promotional campaign that publicizes tourism rather than its call letters. The first visitor from out of state to call KOGO San Diego after his or her state is mentioned on the air is that day's winner of the "San Diego Visitor's Contest." Prizes are given daily.

ABC Radio begins series of public-service spots

With the sound effect of tires screeching, the click of a roulette wheel and the zoom of professional racing, ABC Radio has opened a 175-spot saturation drive for highway safety that will run through Labor Day.

Network personalities including newsmen and sportscasters are mostly used in the spots. Punch lines used in the campaign: "Time to Live."

Typical spots: Tom Harmon speaks of traffic warning symbols, Ron Cochran compares "Russian roulette" to "red light roulette," Don Gardiner talks of a "highway wheel of fortune," Bob Considine follows up the sound of squealing tires with the comment that time is needed "for others to stop," Howard Cosell compares Indianapolis Speedway racing to highway conditions and Edward P. Morgan philosophizes over highway hazards.

The campaign has an estimated time-value of some \$150,000. A typical week will have 15 one-minute and 30 30-second spots plus eight hitchhikes on sustaining programs.

The spots mark a new policy for a year-round effort keyed to seasonal activities. Next fall: back to school safety.

IRTS picks two winners for grad scholarships

The International Radio and Television Society (IRTS) has announced in New York that two graduate students in communications are the winners of this year's \$500 scholarships awarded by the IRT Foundation.

Larry Butler of Chelsea, Mass., communications major at the Harvard University Graduate School of Business Administration, and Elizabeth B. Johnson of Seattle, television major at Syracuse University, were selected on the basis of personal qualities and their essays on "the economic impact of broadcast advertising." The competition

was open to young men and women with at least two years of college and planning careers in broadcasting or advertising.

Miss Johnson spent two years on the staff of KIRO-AM-FM-TV Seattle before working in timebuying at J. Walter Thompson Co. and BBDO in San Francisco. She expects to receive her MS from Syracuse in August. San Diego University has offered her an assistant professorship in radio and TV.

Mr. Butler received his BA, magna cum laude, from Harvard in 1964. He expects to have his master's degree in 1967. This summer he is working at Benton & Bowles, New York, on special projects.

The IRT Foundation 1966 scholarship selection committee consisted of Robert H. Teter, WNHC-TV New Haven, Conn.; R. David Kimble, Grey Advertising, New York, and Sol J. Paul, *Television Age*.

SMPTÉ announces award winners

The Society of Motion Picture and Television Engineers (SMPTÉ) last week announced the 32 individuals to receive its 1966 awards for outstanding contributions to TV and motion picture

science.

The honors will be presented at the opening luncheon of the society's 100th semiannual technical conference in Los Angeles, Oct. 2-7.

Winners of the seven top awards are Dr. Wesley T. Hanson (Eastman Kodak Co., Rochester, N. Y.) progress medal award; Fred Hynes (Todd-AO Inc., Hollywood) Samuel L. Warner memorial award; Dr. Edward F. deHaan (Philips Research Labs, N. V. Phillips Gloeilampenfabrieken, the Netherlands) David Sarnoff gold medal award; Vernon J. Duke (NBC, New York) Herbert T. Kalmus gold medal award; Berlyn Brixner (Los Alamos Scientific Laboratory, Los Alamos, N. M.) E. I. du Pont gold medal award; Harold Wright (Canadian Broadcasting Corp., Ottawa) SMPTÉ Journal award, and Dr. Elmer W. Engstrom (RCA, Princeton, N. J.) honorary membership award.

Among the 25 winners of SMPTÉ fellow awards were the following persons associated with broadcasting companies or organizations: George Bartlett, National Association of Broadcasters; Edward Bertero, NBC; Joseph A. Flaherty Jr., CBS-TV; John Hayes, CBC; Peter Keane, Screen Gems; Howard Town, National Educational Radio & TV; John Whittaker, CBS-TV, and Harold Wright, CBC.

FATES & FORTUNES

BROADCAST ADVERTISING

Kenneth C. Mehrhof, with Fuller & Smith & Ross, New York, named VP.



Mr. Brown



Mr. Campbell

Russell G. Brown, VP at Lennen & Newell, New York, and Munson Campbell elected VP's of J. M. Mathes Inc., that city.

Larry Ottino, with Geer, DuBois & Co., New York, named VP and member of creative plans board.

Robert G. Debnam, VP and one of cofounders of Smock, Debnam & Waddell, Los Angeles, resigns from agency.

Frederic F. Manley, creative supervisor with Carson/Roberts/Inc., Los Angeles, joins Erwin Wasey, New York,

as VP and creative director.

A. E. McKeough and Frederick D. Montgomery, account supervisors, Leo Burnett Co., Chicago, named VP's.

Edward H. Puletz, director of production and traffic, Tatham-Laird & Kudner, New York; Stephen J. Chase-man, creative supervisor on General Telephone & Electronics account, and Ernest L. Byfield Jr., associate director of agency development, elected VP's.



Mr. Mabry

Richard A. Mabry, VP and director of radio and television for Bowman, Block, Fatin & Cook, Buffalo, N.Y., joins Flagler Advertising there as radio and television director and account executive.

Dick Perkins, director of radio and television for Carson/Roberts/Inc., Los Angeles, joins Grey Advertising Agency, Beverly Hills, Calif., as director of commercial production.

Allan S. Tarlow, research analyst, Nestle Co., New York, named special projects supervisor, research committee,

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We have what you want
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& Woodward, Inc.

9
WSTV/TV
A RUST CRAFT STATION

THE SHADOW
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BROADCASTING

1735 DeSales St., Washington, D. C. 20038

Johnson aides at FCC

New FCC Commissioner Nicholas Johnson, officially announces his first two staff selections today (Aug. 15).

Starting today as special assistant to the commissioner is Robert S. Thorpe, 26, who entered the federal service with the Maritime Administration in August, 1956. Hired by Mr. Johnson, who was then maritime administrator, Mr. Thorpe has served for the past year as Mr. Johnson's special assistant. He is a 1962 graduate of the University of Michigan.

Mrs. Doris Coles, 25, will begin working as a secretary in the commissioner's office on Tuesday. Mrs. Coles has been with the Civil Service Commission since September 1961 and attended Virginia State College.



Mrs. Coles



Mr. Thorpe

Foote, Cone & Belding, Inc., same city.

Harry Rauch, VP of Young & Rubicam, New York, joins Kalmus Corp. there as VP.

Jan Melchior, with wbgx Minneapolis, appointed sales promotion director.

Thomas O. Seeley, general manager of WSNY Schenectady, N. Y., appointed general manager of New York State Radio Network, Albany, N. Y.

Richard Bremkamp, account executive with WHK-AM-FM Cleveland, appointed local sales manager.

Gil Sheppard, with WCNW-AM-FM Hamilton, Ohio, named sales manager.

Daniel P. Mitchell, account executive of KEZY Anaheim, Calif., appointed local sales manager.

Larry G. Kingen, account executive, WOR-TV New York, appointed sales manager of WLIB, same city.

Robert J. Link, with Lando Inc., Pittsburgh, named supervisor of consumer media.

William Walker, VP-account supervisor, de Garmo Inc., New York, appointed account supervisor, Cunningham & Walsh, same city. **Gerald Hoffman**, with Geyer, Morey, Ballard, joins C&W, New York, as copywriter. **Joseph Barker**, broadcast media director with Gray & Rogers, Philadelphia, joins

C&W, New York, as senior media buyer.

Michael H. Stonehill, with Vick Chemical Co., New York, appointed assistant product manager of Leeming/Pacquin divisions of Chas. Pfizer & Co., that city.

Scott Richards, executive radio-television writer-producer at J. Walter Thompson, joins McRae and Bealer Inc., Atlanta, as account executive and creative director for radio-TV.

Edward O'Shea, assistant account executive with Kenyon & Eckhardt, joins Edward H. Weiss and Co., Chicago, as account executive.

Thomas E. Maples, formerly with KPIX(TV) San Francisco, and WKYC Cleveland, named account executive for WFAA-TV Dallas-Fort Worth.

William J. Morgan, with WHDH-AM-FM Boston, appointed account executive.

Leslie D. Goldberg joins Stone Representatives, New York, as account executive.

Louis Kraus, senior writer, Sullivan, Stauffer, Colwell & Bayles Inc., New York, appointed senior writer, Street & Finney Inc., same city. **Clifford Ray**, account executive at Geyer, Morey, Ballard, New York, named account executive, Street & Finney, on Colfax Laboratories division of Shulton Inc. **Frank T. Camp**, account manager, SSC&B, and **Wesley M. Buckner**, product manager, Warner-Lambert Pharmaceutical Corp., Morris Plains, N. J., join Street & Finney as account supervisor and account executive, respectively, on Colgate group.

June Gader, from BBDO, Los Angeles, joins Honig-Cooper & Harrington, same city, as copywriter.

Donn O. Carstens, with Tatham-Laird & Kudner, Chicago, appointed to sales staff of Advertising Time Sales, that city.

Henry Hirsch, director of promotion and public relations, WGR-TV Buffalo, N. Y., appointed to sales staff.

Charley Stookey, formerly with KMOX, KXOK and KWK, all St. Louis, joins sales staff of WIRA Ft. Pierce, Fla.

Doris D. Randall, with Tracy-Locke Co., Dallas, rejoins Aylin Advertising Agency, Beaumont, Tex., as copywriter and producer.

MEDIA

Dudley J. Cox, controller and assistant treasurer, Mutual Broadcasting System, New York, named treasurer, controller and member of board. **Gary J. Worth** appointed western manager of station relations for MBS, New York.

James M. Martinson, general manager of WWOX Charlotte, N. C., also named VP. Item BROADCASTING, July 25 did not indicate general manager status.



Mr. Lord

secretary-treasurer since February 1964.



Mr. Flynn

William J. Flynn, general sales manager of WITI-TV Milwaukee, appointed general manager of WIHS-TV Boston.

Harry Lipson, VP and general manager of WJBK-AM-FM Detroit, retires Aug. 31.

He will remain as stations' consultant.

Arthur D. Heiny, former manager of CATV systems in Binghamton and Vestal, N. Y., named general manager of Hightower of Poughkeepsie Inc., Poughkeepsie, N. Y.

W. E. (Mac) McClenahan, Midwest sales manager for Triangle Program Sales, New York, appointed assistant station manager of WFIL Philadelphia.

PROGRAMING



Mr. Linderman

successively as supervisor of client relations, production supervisor and sales manager.

John G. Rogers, VP in charge of special projects for Jayark Instruments Corp. New York, joins Crescent Film Laboratories, Chicago, as VP, operations.

Ethel Winant, supervisor of CBS Actors Workshop project, Hollywood, appointed director of casting for CBS-TV Hollywood.

Carl Olson, news director of WCCW Traverse City, Mich., appointed program director of noncommercial WKAR-AM-FM East Lansing, Mich. He succeeds **Gordon Gainer**, named assistant director of Michigan State University Development Fund.

Ray J. Shouse, with WTAR-TV Norfolk, Va., joins WSIX-TV Nashville, as

program manager.

Harold M. Schmeck Jr., with Washington bureau of *New York Times* and specialist in science writing, joins CBS Radio as writer for *Dimension on Health* series.

Dennis Richards, with WDEW Westfield, Mass., appointed program director.

Paul K. Taff, director of program operations for National Educational Television, New York, appointed director of children's programs.

Rick Chapman, with Videotape Center, New York, appointed to newly created position of manager of completion services.

Kent Schafer, film technician for KHJ-TV Los Angeles, named film supervisor.

Rex Barney, onetime pitcher for Brooklyn Dodgers baseball team, and later with Mutual Broadcasting System, and WOR-TV New York, joins sports department of WAQE-AM-FM Towson, Md.-Baltimore.

NEWS

Dean Brellis, NBC News correspondent in Vietnam for more than year, will return to U. S. and become anchorman of *Vietnam Weekly Review* (Sundays, 5-5:30 NYT on NBC-TV). He succeeds **Garrick Utley**, who becomes NBC News bureau chief in Berlin. **James Robinson**, who has headed Berlin bureau since May 1965, becomes NBC News' State Department correspondent in Washington.

Earl Ubell, science editor of former *New York Herald-Tribune*, named science editor for WCBS-TV New York.

Clancy Lake, news director of WAPI-AM-FM-TV Birmingham, Ala., appointed news director of KTVI(TV) St. Louis.

Robert G. (Jerry) Webb, news director at KSCB Liberal, Kan., named news director for KLEO Wichita, Kan.

Jay Manning named news director of WFAS-AM-FM White Plains, N. Y.

Robert Arel, WDBO Orlando, elected president of Florida Associated Press Broadcasters Association.

Tomas A. Breen, station manager WKBS-TV Burlington, N. J.-Philadelphia, named news manager of KTVU(TV) Oakland-San Francisco.

Lloyd Baldwin, newscaster with WKCY Cincinnati, named director of public affairs.

Kay Murray, traffic manager for Anderson-McConnell Advertising Agency, Hollywood, joins KHJ-TV Los Angeles as public affairs coordinator.

Dave Chase, program director for KCBN Reno, joins news department of KGO San Francisco as news writer, pro-

ducer and on-air broadcaster.

Doug Mauldin, news writer for KNBC (TV) Los Angeles, named news editor for station's *11th Hour News* program.

David C. Horowitz, newsmen for WMCA New York, joins KNBC as reporter.

Bob Gale, with WCOJ Coatesville, Pa., joins news staff of WIBG-AM-FM Philadelphia.

Don E. Wright, formerly with WIZE and WBLX, both Springfield, Ohio, joins news staff of KSHE(FM) Crestwood, Mo.

FANFARE

Dick Newton, with WIND Chicago, named director of information services and community relations at WBBM-TV there, effective Aug. 22.

Joseph Leeming, staff writer for news section of NBC-TV press department, New York, appointed director of public information, The State University of New York Educational Television Network.

Gary Alexander named PR director of WFAS-AM-FM White Plains, N. Y.

Jerry Collins, with CBS-TV press information, New York, since 1957, appointed manager, special programs publicity.

INTERNATIONAL

Allan Slaight, VP of CHUM Toronto, resigns to go into business in England as consultant in communications field.

Joseph L. Derocher, director of system engineering department of Cascade Electronics Ltd., Port Moody, B. C., named manager of contract sales. **Alan Shiel**, with Vancouver (B.C.) Cablevision Ltd., appointed manager of Cascade's system engineering department.

EQUIPMENT & ENGINEERING

Arthur D. Hall, with Bell Telephone Laboratories, Holmdel, N. J., named to newly created position of VP and chief engineer of Jerrold Electronics Corp., Philadelphia.

George Konkol, general manager-manufacturing, electronic tube division, Sylvania Electric Products, New York, named VP-operations. **William T. Buschmann**, general marketing manager for electronic components group of Sylvania Electric Products, Seneca Falls, N. Y., named VP-marketing, succeeding **Robert G. Lynch**, who becomes VP-military marketing for Sylvania Electronic Systems.

Fred Kornberg, assistant director of research at Radio Engineering Laboratories, Long Island City, N. Y., named director of research.

C. D. Sullivan, who has served in several sales and merchandising capacities for audio-visual product line, broadcast

and communications products division, RCA, New York, appointed administrator of educational planning in newly formed instructional and scientific electronics department.

Warren L. Anderson, with Ampex Corp., Redwood City, Calif., named promotional programs manager, responsible for company's audio, video and tape products advertising. **John A. Larson** and **Jackson V. Miller** named promotional programs manager and promotional services manager, respectively.

Elmer Smalling, chief engineer of WBUX Doylestown, Pa., joins engineering staff of WRCP-AM-FM Philadelphia.

ALLIED FIELDS

Harold Atwood, manager, building services, operations and engineering department, NBC, New York, appointed manager, plant maintenance and operations. He succeeds **Albert Humbert**, who has been appointed manager, facilities administration.

Professor Noel L. Jordan appointed chairman of newly organized mass communications department of University of Denver.

DEATHS

Edmond L. DePatie, 66, VP and general manager of Warner Brothers Pictures, died of heart attack Aug. 6 in

SPOTMASTER



PortaPak I Cartridge Playback Unit

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

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8800 Brookville Road
Silver Spring, Maryland

Frank Smith, Capital Cities chairman, dies at 56

Frank Milton Smith, 56, chairman of board and chief executive officer of Capital Cities Broadcasting Corp., died Aug. 6 of a heart attack in Baltimore. He was returning to his Pleasantville, N. Y., home after attending the funeral of Harmon Duncan, a Capital Cities vice president and co-general manager of WTVD (TV) Durham, N. C., who died of a heart attack Aug. 3 (see below).

Mr. Smith's death occurred at the peak of his broadcast career. The station group he had organized, starting with a single station purchase in 1954 in Albany, N. Y., (UHF WROW-TV, later Capital Cities switched to VHF WTEN[TV]), grew into a prominent broadcast entity as Mr. Smith and his associates added station properties throughout the country. Within a 10-year period, Capital Cities was listed (in 1965) on the New York Stock Exchange, and for the first six months of this year reported a net income of more than \$2.5 million, the earnings up 27% and revenue about 10%.

A week before his death, the company had added KPOL Los Angeles to its radio holdings. The full list of stations: WPAT-AM-FM Paterson, N. J.; WJR-AM-FM Detroit; WPRO-AM-FM-TV Providence, WKBW-AM-TV Buffalo, WROW and WTEN(TV) Albany both N. Y.; WTVD(TV) Durham, N. C.; WSAZ-AM-TV Huntington, W. Va., and KPOL.

A recent published report placed Mr. Smith's holding in the company as a little over 10.5% of the outstanding common stock.

Mr. Smith was born Jan. 26, 1910,



Mr. Smith

in Jellico, Tenn. He was a Phi Beta Kappa graduate from Washington and Lee University, and received an M. A. from Harvard University Graduate School of Business Administration.

His early background included stints with Lehman Brothers, New York, investment brokers; the former Biow Co., New York advertising agency; WNEW New York and, in 1935, WLW Cincinnati where he was general manager, and in 1937, the Gruen Watch Co., Cincinnati, as advertising manager. In 1939, he was a vice president of a radio program

production firm (Transamerican Broadcasting and Television Corp.), and during World War II produced *Victory is Our Business*, a radio program featuring Lowell Thomas and sponsored by General Motors. He was then with the War Manpower Commission and the War Production Board.

Later he became associated with Mr. Thomas, acting also as his business manager. With Mr. Thomas and Mike Todd and a number of financial investors, Mr. Smith in 1948 helped form and operate Cinerama Corp., three-dimensional motion picture screen process. He was its managing director until 1953.

All Capital Cities stations last week broadcast a 90-second tribute to Mr. Smith recorded by Mr. Thomas. In the broadcast, Mr. Thomas noted that he had lost his "closest and most intimate associate" and said he wanted to pay his highest compliment to his colleague "who was a genius if there ever was one."

Mr. Smith was a member of the Midtown Advisory board of the Chemical Bank New York Trust Co. in New York, president of Sleepy Hollow Country Club (Scarborough, N. Y.) and a member of Indian Creek Country Club (Florida). He is survived by his wife, Lisa; a son, Randall Smith; a daughter, Mrs. Helen Vieser, and three grandchildren.

Funeral services were held Aug. 9 in New York. A Frank Milton Smith Memorial Fund has been established at Phelps Memorial hospital, North Tarrytown, N. Y.

Chowchilla, Calif., while vacationing. Last year when Warner Bros. formed community antenna television subsidiary, Mr. DePatie was elected its president. He also was president of motion picture company's newest subsidiary, a cosmetics firm. He is survived by his wife, Marie, two sons and daughter.



Mr. Duncan

Harmon Duncan, VP of Capital Cities Broadcasting Corp. and co-general manager of WTVD(TV) Durham, N. C., died of heart attack Aug. 3. He was one of founders of WTVD in 1954.

In 1957 station became part of Capital Cities group. Mr. Duncan is survived by his wife, Virginia, daughter and four sons.

Alexander Browdy, 49, director of engineering and industrial relations for

KCOP(TV) Los Angeles, died Aug. 5 when his Piper Comanche plane crashed in Saugus, Calif. Mr. Browdy, with KCOP since 1948, was a founder of Society of Broadcast Engineers and at his death, officer of that organization. He is survived by his wife Sylvia, son and daughter.



Mr. Priaulx

Nicholas Priaulx, 76, retired VP, treasurer and director, ABC, died Aug. 8 in Shenango Memorial hospital. Mr. Priaulx was named VP-finance and later elected treasurer shortly after Blue Network was purchased from NBC in 1943 (later became ABC) by late Edward J. Noble.

Mr. Priaulx retired in 1953.

John F. Burke, 92, former West Coast radio station owner, died last week at

his Pasadena, Calif., home. Mr. Burke bought KFVD Pasadena (now KGBS) and operated it until his retirement in 1959. He is survived by his wife, son and daughter.



Mr. Rogers

Jack Rogers, 48, commercial manager of WBAP-TV Fort Worth-Dallas, died Aug. 5 of heart attack as he played in golf tournament at Wingfoot Country Club near Scarsdale, N. Y.

Mr. Rogers was past president of Association of Broadcast Executives of Texas. Surviving are his wife and two daughters.

Marshall S. Neal, 76, one of founders of kwkw Pasadena Calif., in 1942, died Aug. 4 in Good Samaritan hospital, Pasadena. He is survived by his wife and daughter.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 4 through Aug. 10, 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

APPLICATION

*Allendale, S. C.—South Carolina Educational Television Commission. UHF channel 14 (470-476 mc); ERP 557.2 kw vis., 111.4 kw aur. Ant. height above average terrain 804 ft., above ground 805 ft. P.O. address: c/o Charles S. Morris, director of technical operations, 2712 Millwood Ave., Columbia, S. C. Estimated construction cost \$438,310; first-year operating cost \$184,990. To be supported by state appropriations. Studio and trans. both to be located near Barnwell, S. C. Geographic coordinates 33° 11' 12.5" north lat., 81° 23' 53.5" west long. Type trans. RCA TTU-30A; type ant. RCA TFU-30J. Legal counsel Dow, Lohnes and Albertson, Washington, consulting engineer Robert D. Lambert Jr., Columbia, S. C. To be administered by Educational Television Commission. Ann. Aug. 9.

Existing TV stations

NEW CALL LETTERS ASSIGNED

Memphis—Memphis Telecasters Inc. Assigned WMTU-TV.
Kansas City, Mo.—Allied Broadcasting Co. Assigned KCIT-TV.

New AM stations

APPLICATIONS

Statesboro, Ga.—Farnell O'Quinn. 850 kc, 1 kw D. P.O. address: Box 389, Baxley, Ga. 31513. Estimated construction cost \$27,083; first-year operating cost \$36,000; revenue \$46,000. Mr. O'Quinn is 33½% owner of Cable Vue TV Inc., Baxley; 80% owner of WHAB Baxley and WCQS Alma; 100% owner of WUFF Eastman; 100% owner of CATV franchise in Glenville, and 50% owner of Jekyll Cable Inc., Jekyll Island, all Georgia. Ann. Aug. 5.

Lebanon, Tenn.—Vernon Broadcasting Co. 1170 kc, 500 w D. P.O. address: 311 S. Main St., Corbin, Ky. Estimated construction cost \$7,950; first-year operating cost \$30,000; revenue \$54,000. Principals: James Vernon (51%), William G. Reed (25%), John T. McCreery and Evans C. McCreery (each 12%). Mr. Vernon is licensee of WYGO-AM-FM Corbin. Messrs. McCreery are both employed by Metropolitan Life Insurance Co. Mr. Reed is owner of restaurants. Ann. Aug. 9.

Existing AM stations

NEW CALL LETTERS ASSIGNED

WHYE Roanoke, Va.—Impact Radio Inc. Assigned WPXI.
KRAC Alamogordo, N.M.—Radio Alamogordo Inc. Assigned KINN.
WSPZ Spencer, W. Va.—Community Radio Inc. Assigned WVRC.

APPLICATIONS

KENT Prescott, Ariz.—CP to increase D. power from 250 w to 1 kw; and install new trans. Ann. Aug. 10.

WCHL Chapel Hill, N. C.—CP to change hours of operation from D to U; using power of 1 kw and install DA-N. Ann. Aug. 8.

WJSO Jonesboro, Tenn.—Modification of license to change station location from Jonesboro, to Jonesboro-Johnson City, Tenn. Ann. Aug. 8.

WKSK West Jefferson, N. C.—CP to change frequency from 1600 kc to 580 kc; decrease power from 1 kw to 500 w; make changes in ant. system and make changes in ground system. Ann. Aug. 4.

New FM stations

ACTIONS BY FCC

Quincy, Calif.—Richard G. Anderson, Benjamin L. Bell, R. Murray Mattice and Thomas E. Newell db/as Wonderland Broadcasting Co. Granted CP for new FM on 95.9 mc, channel 240, 910 w. Ant. height above average terrain minus 720 ft. P.O. address: c/o B. L. Bell, P.O. Box 53, Quincy 95971. Estimated construction cost \$13,470; first-year operating cost \$9,000; revenue \$12,500. Principals: Richard G. Anderson, Benjamin L. Bell, R. Murray Mattice and Thomas E. Newell (each 25%). Mr. Anderson is owner of Anderson Mortuaries and has no present broadcast interests. Mr. Bell is owner of Sierra Enterprises, electrical, electronic and mechanical service engineering firm. Mr. Mattice is engineer for Feather River TV Cable Systems Inc. Mr. Newell owns "Thrifty TV and Appliance Service" in Quincy. Action Aug. 8.

St. Peter, Minn.—Seehafer and Johnson Broadcasting Corp. Granted CP for new FM on 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 129 ft. P.O. address: 1031 W. Grace St., St. Peter 56082. Estimated construction cost \$15,827; first-year operating cost \$6,000 (over AM); revenue \$16,000 (over AM). Principals: Donald W. Seehafer and Robert C. Johnson (each 50%). Applicant is licensee of KRBI St. Peter. Action Aug. 5.

*Las Vegas, N. M.—Board of Regents, New Mexico Highlands University. Granted CP for new FM on 91.1 mc, channel 216, 72 w. Ant. height above average terrain minus 215 ft. P.O. address: c/o Edward Prochniak, Las Vegas 87701. Estimated construction cost \$18,206; first-year operating cost \$21,900; supported by funds from university. Administered by board of regents. Action Aug. 5.

Grand Forks, N. D.—Valley Broadcasting Co. Granted CP for new FM on 94.7 mc, channel 234, 100 kw. Ant. height above average terrain 235 ft. P.O. address: c/o Robert E. Kleve, 24 N. 4th St., Grand Forks 58201. Estimated construction cost \$42,635; first-year operating cost \$41,472; revenue \$43,368. Principals: Richard M. Johnson (28.09%), Eugene R. Monson (22.47%), Marvin G. Hagen, Richard A. Brokke (each 16.85%), Bruce M. Brokke (11.24%) and Robert E. Kleve (4.5%). Mr. Johnson is salesman with KRAD East Grand Forks, Minn. Mr. Monson is accountant. Mr. Hagen is insurance agent. Bruce M. Brokke is industrial engineer. Richard A. Brokke is administrative assistant for savings and loan company. Mr. Kleve is lawyer. Principals have no other broadcast interests. Action Aug. 9.

Austin, Tex.—KVET Broadcasting Co. Granted CP for new FM on 100.7 mc, channel 264, 56.5 kw. Ant. height above average terrain 444 ft. P.O. address: c/o John R.

Kreiger, 113 West 8th St., Austin 78701. Estimated construction cost \$47,450; first-year operating cost \$24,000; revenue \$30,000. Principals: Roy A. Butler (60%) and Ann Showers Butler (40%). Mr. Butler is automobile dealer and financier. Mrs. Butler is in business with her husband. KVET Broadcasting Inc., is licensee of KVET Austin, Tex. Action Aug. 8.

Rosenberg, Tex.—Fort Bend Broadcasting Co. Granted CP for new FM on 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 232 ft. P.O. address: c/o W. J. Sloan Jr., P.O. Box 832, Rosenberg 77471. Estimated construction cost \$18,545; first-year operating cost \$10,000; revenue \$12,000. Principals: Mr. J. G. Cooper (23.33%), Julius E. Junker (17.5%), W. R. Shult, G. A. Kunkel and Mrs. D. I. Lowe (each 10%), Jack V. Cole and Mrs. Bobbie Wilson (each 9.17%), Jean E. Junker (5.83%) and Jefferson Amusement Co. (5%). Fort Bend Broadcasting is licensee of KFRD Rosenberg, Tex. Jefferson Amusement Co. is licensee of KJAC Port Arthur, Tex. Action Aug. 9.

San Angelo, Tex.—Solar Broadcasting Co. Granted CP for new FM on 94.7 mc, channel 234, 38.7 kw. Ant. height above average terrain 139 ft. P.O. address: c/o Walton Foster, Box 1269, San Angelo 76902. Estimated construction cost \$17,850; first-year operating cost \$26,350; revenue \$27,500. Principals: Walton A. Foster (40%), Arthur R. Foster (22%), Mrs. Leona D. Grupe (22%) and others. All principals are officers of Solar Broadcasting Co., which operates KWFA San Angelo. Action Aug. 9.

APPLICATIONS

Paris, Ky.—Paris-Bourbon County Broadcasting Inc. 96.7 mc, channel 244, 3 kw. Ant. height above average terrain 107 ft. P.O. address: c/o Jesse M. Alverson Jr., 19th East 4th St., Paris 40361. Estimated construction cost \$24,156; first-year operating cost \$5,900; revenue \$6,000. Principals: James E. Withrow, J. M. Alverson and Sanford A. Alverson (each 33½%). Paris-Bourbon County Broadcasting is licensee of WPDE Paris. Messrs. Alverson are also owners of Paris (Ky.) Enterprise. Ann. Aug. 5.

Starkville, Miss.—Joe Phillip, C. C. Hollinshead, Mrs. Harriet K. Hartness and Mrs. Margaret B. Imes, executrix of estate of Grady Imes, deceased, db/as The Starkville Broadcasting Co. 106.3 mc, channel 292, 3 kw. Ant. height above average terrain 218 ft. P.O. address: c/o Joe Phillips, WSSO, Starkville 39759. Estimated construction cost \$11,250; first-year operating cost \$3,000; revenue \$5,000. Starkville Broadcasting is licensee of WSSO Starkville, Ann. Aug. 8.

Existing FM stations

NEW CALL LETTERS ASSIGNED

Provo, Utah—KOVU Inc. Assigned KFMC (FM).

Carroll, Iowa—Carroll Broadcasting Co. Assigned KCIM-FM.

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 10

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,058	21	75	400
FM	1,493	21	264	213
TV-VHF	473	21	23	183 ¹
TV-UHF	91	31	98

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 10

	VHF	UHF	Total
Commercial	518 ²	220	738
Noncommercial	70	76	146

COMMERCIAL STATION BOXSCORE

Compiled by FCC, June 30, 1966

	AM	FM	TV
Licensed (all on air)	4,057 ³	1,494	558 ⁴
CP's on air (new stations)	18	21	55 ⁴
CP's not on air (new stations)	78	229	118
Total authorized stations	4,153	1,744	735
Applications for new stations (not in hearing)	309	180	142
Applications for new stations (in hearing)	66	50	68
Total applications for new stations	475	230	210
Applications for major changes (not in hearing)	193	42	25
Applications for major changes (in hearing)	37	0	7
Total applications for major changes	230	42	32
Licenses deleted	1	0	0
CP's deleted	1	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.

*Tacoma, Wash.—Pacific Lutheran University Inc. Assigned *KPLU(FM).

Ownership changes

ACTIONS BY FCC

KFMU-FM Los Angeles—Granted assignment of license and SCA from Rogan Jones to Storer Broadcasting Co., principally owned by George B. Storer. Storer Broadcasting is licensee of WGBS-AM-FM-TV Miami, WITI-TV Milwaukee, WSPD-AM-FM-TV Toledo, Ohio, and is 100% owner of licensee corporations of WIBG-AM-FM Philadelphia, and WHN New York. Storer has recently been granted transfer of WIHS-TV Boston. Consideration \$325,000. Action Aug. 8.

KNTV(TV) San Jose, Calif.—Granted transfer of control of licensee corporation Standard Radio and Television Co. from Allen T. Gilliland Jr., W. W. Jacka and Bank of America National Trust and Savings Association, executors of estate of Allen T. Gilliland Sr. to Allen T. Gilliland Jr. (none before, 73.1% after). Mr. Gilliland Jr. is in wholesale bakery business and is also president of KNTV(TV). Consideration \$957,825. Action Aug. 4.

KJOY Stockton, Calif.—Granted transfer of control of licensee corporation Joseph E. Gamble Stations Inc. from United California Bank, executor of estate of Joseph E. Gamble deceased, to Virginia M. Gamble, individually and as guardian for Joel E. Gamble. No consideration, stock transfer only. Action Aug. 3.

WTAC Flint, Mich.—Granted assignment of license from Whitehall Stations Inc. to NATCO Communications Inc., subsidiary corp. of NATCO Corp., of which J. B. Fuqua is 25.6% owner. NATCO Communications is new corporation and has no other broadcast interests. NATCO Corp. and J. B. Fuqua both have numerous broadcast interests. Consideration \$900,000. Action Aug. 8.

KDYL Tooele, Utah—Granted transfer of control of licensee corporation, Tooele County Radio and Television Broadcasting Inc., from Thomas Dee Tranter et al (all stockholders) (100% before, none after) to Wendell Timby Winegar (none before, 60% after) and Elaine K. Winegar (none before, 40% after). Mr. and Mrs. Winegar own

Tiny Tim's Hobby House. Consideration \$26,000. Action Aug. 9.

APPLICATIONS

KREL Corona, Calif.—Seeks transfer of control of licensee corporation, Major Market Stations Inc., from The Bible Fellowship Hour, World Literature Crusade, William J. Roberts, F. Demcy Mylar and Donald Horton (each 20%) to William J. Roberts (33 1/3% after), Marshburn Bros. (none before, 40% after), Mrs. Cella D. Webb (none before, 20% after) and Paul Crouch (none before, 6 2/3% after). Ann. Aug. 8.

KEYR Terrytown, Neb.—Seeks transfer of control of licensee corporation, Western Nebraska Broadcasting Co., from Robert T. Marland (100% before, none after) to Nebraska Rural Radio Association (none before, 100% after). Nebraska Rural Radio is nonprofit, nonstock membership corporation, owned by over 4,000 people, and is licensee of KRVN-AM-FM Lexington, Neb. Consideration \$29,800. Ann. Aug. 10.

WPAC-AM-FM Patchogue N. Y.—Seeks assignment of license from Patchogue Broadcasting Co. to Adams-Getschal Broadcasting Co., owned by Robert F. Adams (30%), Jimmie Lee Puthrese (20%), Lee Gilbert and Keith E. Puthrese (each 25%). Mr. Adams is owner of broadcast consultant service. Mr. Gilbert is general manager of WMVA Martinsville, Va. Messrs. Puthrese are together 78 1/3% owners of WCOY Columbia, Pa. Jimmie Lee Puthrese is also applicant for new AM in Catonsville, Md. Keith Puthrese is attorney. Consideration \$555,250 for WPAC-AM-FM and WAPC-AM-FM Riverhead, N. Y. plus mortgage of approximately \$52,000 on WPAC. Ann. Aug. 5.

WAPC-AM-FM Riverhead, N. Y.—Seeks assignment of license from Riverhead Broadcasting Co. to Adams-Getschal Broadcasting Co. See WPAC Patchogue above.

WAMG Gallatin, Tenn.—Seeks assignment of CP for new AM from Ellis F. Jones Jr. to Southern Broadcasters Inc., owned 100% by Ellis Jones. No consideration. Ann. Aug. 2.

KORC Mineral Wells, Tex.—Seeks assignment of license from Action Broadcasting Corp. to Régent II Corp., owned by Sam B. Harbison (40%), Mary M. Morrison (50%) and Lucretia Harbison (10%). Mrs. Morrison

is 30% owner of Morrison's Department Store in Graham, Tex. Mr. Harbison is general manager of Texas Electric Service Co., Graham. Mrs. Harbison is employe of Ihex Corp. Consideration \$85,000. Ann. Aug. 10.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Chester F. Naumowicz Jr. issued partial initial decision in proceeding on applications of Seven (7) 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 that city, which (1) adopted findings and conclusions on enlarged issues ordered by review board on April 5 to determine whether Seven League had failed by inadvertence or by design, to report changes in officers and contracts concerning future disposition or contract of its stock and if so what bearing that failure has upon its qualifications to continue as licensee of WIII, and (2) ordered that further hearing procedures be continued pending further order. Examiner concluded that Seven League's failure to file promptly pledge agreement with First National City Bank of New York and Arnold Friedman contract were violative of sec. 1.613(b) of rules, but that rule was violated by inadvertence rather than by design and that, for purposes of partial initial decision, "it is sufficient to conclude that, in the circumstances of this case, the public interest does not require the absolute disqualification of Seven League as a licensee of this Commission." Action Aug. 8.

■ Hearing Examiners Elizabeth C. Smith, Thomas H. Donahue and Sol Schildhouse issued erratum to their joint decision in consolidated proceeding limited to determination of issues relating to character qualifications of Fitzgerald C. Smith, to add following language to paragraph 2 of preliminary statement: "On March 10, 1966, however, the commission's review board added, in that proceeding, a series of issues going to Southington's program plans and technical proposal." Action Aug. 5.

■ Hearing Examiner Thomas H. Donahue issued erratum to his initial decision on application of Fitzgerald C. Smith, tr/as Southington Broadcasters, for new AM in Southington, Conn., to delete entire last paragraph and substitute following language: "Accordingly, it is ordered this 29th day of July that unless an appeal from this Initial Decision is taken by any of the parties, or the Commission reviews the Initial Decision on its own motion, Fitzgerald C. Smith, tr/as Southington Broadcasters, is found financially qualified to construct and operate a new Class II broadcast station in Southington, Connecticut." Action Aug. 5.

FINAL ACTION

■ Commission, by Commissioners Hyde (Chairman), Lee and Johnson, with Commissioner Bartley dissenting, and Commissioner Cox not participating, on Aug. 9 adopted order staying, pending commission review, effective date of June 22 initial decision which looked toward revoking license of Palmetto Communications Corp. for WHHL Holly Hill, S. C.

■ By memorandum opinion and order in proceeding on applications of Central Broadcasting Corp. and Second Thursday Corp. for new FM's to operate on channel 225 in Madison and Nashville, both Tennessee, respectively, in Docs. 16368-9, review board granted (1) petition by Broadcast Bureau and accepted its supplemental pleading; (2) joint request by applicants for approval of agreement whereby Second Thursday would reimburse Central \$5,926 for expenses incurred in prosecution of its application in return for its withdrawal; and (3) dismissed Central's application. Action Aug. 8.

■ Review board denied petition by WFTL Broadcasting Co. for stay of effective date of initial decision of July 1 and request for review of record pending court of appeals' decision on its petition for review of commission orders denying WFTL's intervention in proceeding on application of Boca Broadcasters Inc. for new FM in Pompano Beach, Fla. Action Aug. 5.

■ By memorandum opinion and order in consolidated proceeding on applications of WTCN Television Inc., Midwest Radio Television Inc., United Television Inc., all Minneapolis, and Twin City Area Educational Television Corp. St. Paul, review board denied petition by Associated Television:

(Continued on page 95)

PROFESSIONAL CARDS

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P.O. Box 4318 304-342-6281
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Washington 5, D. C.
Phone: 347-9061
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SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
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CLASSIFIED ADVERTISEMENTS

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

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only). 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge each for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager with family to help him operate unl. AM in central Florida. Excellent opportunity for right man with sales ability. Box H-162, BROADCASTING.

Immediate opening—Station manager with proven sales producing background. Call (601) 332-0526, Mr. John Gibson, WDDT Greenville, Mississippi.

Immediate opening for general manager, WELV Ellenville, New York. Write or call Mr. S. Lubin, (914) 292-5533.

Wanted: Experienced radio man to take full charge of FM, now programed, Country & Western. Only experienced man on sales and promotion. Salary commensurate with ability. Good possibilities for aggressive man who can take over. S. Bronstein, WOTW-FM, Nashua, N.H. Telephone 603-889-4900.

See "Man Wanted—Reward" ad in display—page 92. WSMD-AM/FM, LaPlata, Maryland.

Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

Salesman for leading eastern major market stereo station with excellent ratings. Good salary plus commission. Must know the business and be able to sell it otherwise don't apply. Opportunities for advancement. Box H-93, BROADCASTING.

Move up to sales manager at southeast Missouri station. Need creative salesman with ability. Box H-116, BROADCASTING.

Professional top-forty salesman needed immediately. One who is completely sold on, and can sell top-forty radio. Must be able to produce top sales ideas and promotions for full time Florida station. Must be able to run a good air show. Excellent starting salary plus commission. This is a secure company and only stable individuals need apply. Send complete resume with references, photo, tape and salary requirements. Box H-174, BROADCASTING.

Earn three ways—Salary, plus commission on sales, plus commission on billing. Upper Midwest. Box H-192, BROADCASTING.

Highly successful 5,000-watt NBC good-music station on the Gulf Coast has a money-making opportunity for a professional go-getting radio salesman. Liberal guarantee against top commissions. Send complete resume, including photograph, to Bo Mitchell, WCOA Radio, P. O. Box 1669, Pensacola, Fla.

Sales manager—WGNU Granite City, Illinois, C. Norman.

Madison, Wisconsin—Number 1 music/news station has career opportunity for young creative type salesman on way up. Seven station Midwest group seeks man with management ability. Opening result of promotion. We offer best pay, living conditions, opportunity for future management and stock interest. Consideration for Ill. and Mich. stations very possible. WISM, Madison, Wisconsin.

See "Man Wanted—Reward" ad in display—page 92. WSMD-AM/FM, LaPlata, Maryland.

Salesmen—33 1/3% commission—at only station in city of 26,000, pulling over 900 requests per week—817-283-3700—Simon Geller, WVCA, Gloucester, Mass.

Announcers

Morning man—midwest metropolitan market, opportunity for small market man to move up, pleasant working and living conditions, many benefits, contemporary format, no news, good salary. Send tape and resume to Box G-302, BROADCASTING.

Radio announcer-salesman. Pull announcing shift in AM, sell and service established accounts in PM. Excellent South Carolina small market. We are a professional operation. We guarantee you'll make \$100.00 weekly, salary and commissions. You should earn not less than \$125.00 weekly and more. This is a good opportunity. Send resume, photo and audition tape. We'll return them. Rush. Box H-25, BROADCASTING.

Daytime radio station located on the beautiful eastern shore of Maryland about to lose announcer because of draft. We present an exciting opportunity for a third class beginner or with some experience. Please send tape, resume and photo immediately to Box H-57, BROADCASTING.

Experienced better music air personality with mature voice for Ohio market under 50,000—modern facilities—complete fringe benefits—fine sound and service image—good pay—automatic raises. Box H-78, BROADCASTING.

Wanted: Announcer for midwest AM-FM. Fine community. Opportunity for production & news. Please submit tape & resume. Box H-115, BROADCASTING.

Wanted: Afternoon personality. Strong on conversation, Talk show oriented. Good music, medium market south offers good pay, copious fringe benefits. Send tape, photo & resume to Box H-137, BROADCASTING.

Major market fulltime AM is staffing. Need jocks, Newsmen, with an adult approach to contemporary format. Ala-Cordig/Phillips/Ingraham. Tape, resume to Box H-138, BROADCASTING.

Indiana FM-AM needs staff announcer. Opportunity to do some news. Please send tape & resume to Box H-140, BROADCASTING.

1st phone dj, major midwest market. Box H-141, BROADCASTING.

Experienced first phone . . . beautiful Utah . . . #1 station. Tape. resume. Box H-143, BROADCASTING.

South Texas station has immediate opening for a recent broadcast announcer. Send tape and resume of self. Box H-144, BROADCASTING.

Wanted: All-round announcer, experienced, with copy and production abilities. Good salary—great opportunity for advancement. Immediate opening. Write Box H-145, BROADCASTING.

Professional Top-forty. Only stable announcers need apply. Send complete resume with references, photo, tape and salary requirements. Florida. Box H-175, BROADCASTING.

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Experienced 1st ticket for southwest daytimer. Right now! Send tape. Box H-205, BROADCASTING.

Announcers—(cont'd)

Bright experienced dj with strong production ability for east coast outlet serving the Baltimore, Washington markets from beautiful Chesapeake Bay location. Send tape, resume and salary to B. Long, Box H-208, BROADCASTING. Tape will not be returned.

Girls!! East coast station going "All-Female." Interested? Send tape, resume, photo, salary desired. Attractive, new studios. Box H-209, BROADCASTING.

Within 150 miles NYC. Some station experience. MOR. Salary open. Box H-211, BROADCASTING.

Good music station wants experienced 1st class combo announcer. Must have superior voice, delivery & be able to follow strict format. Station located 60 miles from New York City. Salary starts at \$175 a week. Box H-214, Broadcasting.

Swinger . . . Box H-218, BROADCASTING.

KBUD Athens, Texas has immediate opening for mature, experienced announcer. No top 40.

Immediate opening for a staff announcer, third phone. Will train a beginning announcer. Contact KCHA Radio, Charles City, Iowa.

Present member of staff leaving for college. Need announcer with 3rd phone. Send tape and resume to Herb Withthauer—KDAK—Carrington, South Dakota.

Openings for 1st phone MOR announcers with flair for news, programing, and/or production. Send complete details or phone Gene Loffler, KGEZ Kalispell, Montana 406-756-4331. (No collect calls.)

Professional top 40 morning man with 1st phone. Salary plus hops will gross you between \$500 and \$600 per month. Contact Tom Elkins, KKJO, St. Joseph, Mo.

Announcer for middle of road station with bright sound. Immediate opportunity for ambitious, stable man in successful group operation. Salary based on experience and ability. We have a permanent position for a talented individual. Write KMNS, P. O. Box 177, Sioux City, Iowa 51102 or Call Ted Lauris, at 712-258-0628.

Earn \$90 to \$105 per week. staff announcing. Good future. Contact: Q. P. Coleman, KOLY-KEYD, Moberidge, South Dakota.

Morning man wanted immediately at middle-of-road single station market in the sunny southwest. Call or send resume, air check and salary requirements to Dale Bennett, KPIN, Casa Grande, Arizona.

Announcer with first-phone for board shift. Very little maintenance. Send tape and particulars to Paul Rahders, KSDN Aberdeen, South Dakota.

First ticket man to do board shift and keep up equipment at good music station in northern Louisiana. Mature man preferred. Write KVOB, Bastrop, Louisiana.

Join one of the 18 most successful all-talk stations. Must be informed, aware, strong on local news. Contact immediately WACE, 1-413-594-6654. No collect calls.

Position available Sept. 1st for experienced staff announcer with 3rd endorsed. Send tape and resume to WASA Havre de Grace, Md.

Michigan opening on staff for experienced announcer. Bright MOR format. 40 hour week. Benefits. Third class license. Contact Jack Loehr, Program Director, WBCM Bay City, Michigan.

Announcers—(Cont'd)

Night owl with an interest in music and news. 24 hour middle-of-the-road station in midwest. College town. Send tape to WBIZ, Eau Claire, Wisconsin.

For regional network operation 50 kw FM, 5 kw AM. Experienced craftsman, age 35-50 with family, seeking permanency. Send full resume references, recent photo and tape to Don Knowles, WDEA, 68 State Street, Ellsworth, Maine.

Immediate opening in America's vacationland for the swinger with a ticket for the 7 to midnight shift. We're a closely knit team and we want a good team member. Pay according to experience and ability, plus many hops. Call 1-218-722-3873 or send tape and resume to Dave Gordon, WBCB Duluth, Minn.

Opening for bright, ambitious, top 40 dj at top-rated station broadcasting from new show-window studios. Excellent opportunity for person interested in production and/or news. \$85.00 to start. Send tape, resume, photo to WELK Charlottesville, Virginia.

Immediate opening for play-by-play announcer. We are still looking for the right man to work afternoon shift and do play-by-play sports. Good pay and good hours. Send tape, references, and salary expected to William M. Winn, Program Director, WESB, Bradford, Pa.

Experienced announcer with good voice. Opening for 1st phone or 3rd. Salary depends on ability. Contemporary format. WFAW Fort Atkinson, Wisconsin.

WFVA-AM-FM, Fredericksburg, Virginia, losing fine announcer to executive job. Immediate opening: Announcer and/or newsman. ABC affiliate. Contemporary, but not hard rock sound. \$100 start plus generous fringes. Send tape (we'll return), full story and good references which we'll check thoroughly. No collect calls.

News and sports play-by-play needed immediately. Small town with big market. Good salary. WGLC AM-FM, Mendota, Illinois.

Announcer/engineer. First class. Family man, experienced intelligent announcer who likes radio and wants to work in nice small market. Good salary; congenial people. Write: Arch Harrison, President, WJMA, Orange, Va. 22960.

Immediate opening for nighttime personality announcer at WJTN, Jamestown, New York, one of the Goldman Group. Send resume and tape with news and commercials. Fine opportunity for right man.

Earn more pay—Join WKUL, top 50, call football, basketball, and advance in group operation as Sports director—DJ, morning shift. Send tape to WKUL, P.O. Drawer 620, Cullman, Alabama.

Do you like top 50 . . . Join WKUL, and earn more pay as rocking dj, 3-5 and 7-11 shift, advance in group operation. Send tape, to WKUL, P.O. Drawer 620, Cullman, Alabama.

Wanted immediately—announcer-program director for all country station. Good working conditions. Send resume and tape to: Greeley N. Hilton, WLXN Radio Station, P.O. Box 131, Lexington, N. C.

Experienced announcer, WPRS-FM-AM; Paris, Illinois. Send tape & resume, third class with endorsement required.

Philadelphia's fastest growing FM/stereo station wants an announcer with a good voice to join our small staff in the 4th largest market playing the world's most beautiful music. Approximately \$100 a week to start. Call 215-CH 8-4900, or send tape and resume to John Beaty, Station Manager, WQAL, 1230 E. Mermaid Lane, Phila., Pa. 19118. All tapes will be returned.

See "Man Wanted—Reward" ad in display—page 92. WSMD-AM/FM, LaPlata, Maryland.

Announcer for good music station. Need experienced man with ideas. Send information to P. D., WSRO, Marlboro, Massachusetts.

Staff announcer with good delivery for 6 a.m. to 12 noon shift. . . . Mr. Moler, WXVA, Charles Town, W. Va., P.O. Box 188, (304) 725-7055. Immediate opening.

Announcers—(cont'd)

Wanted: Announcer, first-phone required. 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, 703-647-8493 night.

Experienced announcer needed immediately. Good pay. Good hours. Good location. Call 475-8585, Kershaw, S. C.

Midwest openings for announcers, engineer and salesman. AM/FM separation and expansion. Can lead to administration. No phone calls. Resume first, tape later. Box 60, West Bend, Wisconsin.

Announcer for sign-on and morning shift, for good reader who can also deliver own news for middle road format. Phone 517-839-9988.

Wanted: Announcer, first-phone, desire to learn maintenance. Sept. 1st opening in northern lower Michigan. Call Norm Pike, 517-366-5364.

Technical

Young first class man who likes to construct and maintain good equipment. Good work environment with benefits and growth opportunity. Strictly engineering. East. Box F-245, BROADCASTING.

Florida good music 1 kw directional, pending FM, desires chief who can double in sales, news or announcing. Box H-187, BROADCASTING.

Need assistant chief engineer for 50,000 watt stereo FM and directional AM. Also two first phone holders. (Beginners trained). University city—excellent chance to work while attending school. 304-292-9488. No collect calls. Box H-215, BROADCASTING.

Immediate opening for qualified AM-FM first phone engineer. Prefer man with experience in maintaining studio equipment and transmitters. Call Gene Rader, Chief Engineer, KBIM-AM-FM & TV, 822-2120 Or write P. O. Box 910, Roswell, New Mexico.

Permanent—first phone for directional AM, going stereo FM. Announcing or sales helpful but not necessary. Send resume and details to Pat Murphy, KCRC, Enid, Oklahoma.

Man with first phone for transmitter. Will train beginner. Station WAMD, Aberdeen, Md.

Wanted to Hire immediately: An experienced congenial full charge chief engineer. WCCN FM, 100,000 watts and WCCN AM, 5,000 watts daytime non-directional has lost our engineer to TV after 9 years. Ours is a mighty successful radio station in a small city. We have new equipment, new buildings, new test equipment, and will soon locate our studios in our newly reconstructed Wisconsin Pavilion of the New York World's Fair at Neillville, Wisconsin. If you're a good engineer . . . can maintain and help install all of our equipment, and keep the lites burning in the World's Fair Pavilion, you need not announce ever. It's a permanent job in a small city. "We like it here." Salary, more than \$100.00 per week depending on your ability and interest. Contact Howie Sturtz II, President, WCCN, c/o World's Fair Pavilion, Neillville, Wisconsin. Phone 715-743-3333.

First class licensed operator for transmitter duty. 5 kw DA-2, 50 kw FM. No maintenance. Send resume and references to Don Knowles, WDEA Ellsworth, Maine.

First class licensed operator for 5 kw AM operation. Must have experience in fast control board operation. No announcing. Hitchcock, WDRC, P.O. Box 1360, Hartford, Connecticut 06112.

Engineer—First phone, contact Radio Station WFAH Alliance, Ohio. Telephone 821-1111.

WHWH, 5 kw DA-2. 6 twr array needs a fulltime first ticket engineer starting around Labor Day for transmitter watch. No weekends. Please contact Art Silver, Chief Engineer, Box 1350, Princeton, N. J. or call 609-924-3600.

Technical—(Cont'd)

Broadcast, chief engineer, with first class ticket, maintenance and construction only, no board, no announcing. 1 kw day and 0.25 kw night in stable, ideal Wilmington, Delaware. Full charge with apprentice for remotes. Experience and references essential. Send full particulars including availability and salary required. First letter, or call: Radio Station WILM, Ewing B. Hawkins, President, 920 King Street or (302) OL 4-7771.

Immediate opening 1st class licensed engineer, experienced in maintenance of directional array, to supervise all station operations. AM-FM. Write, wire or phone Howard B. Hayes, WPIK, Alexandria, Virginia.

Washington, D. C. area—WQMR, 1000 watts non-directional and WGAY, 50,000 watts stereo, is losing its chief engineer because of military obligation. We offer brand new studios and equipment, a salary of over \$9,000 to start plus insurance and hospitalization plans. We want an experienced, mature family man who will give us a full days work—no floaters need apply. Send resume to WQMR, World Bldg., Silver Spring, Md. 20910.

Have immediate opening for engineer with 1st phone. Must have some knowledge or interest in DA's, AM-FM transmitter and audio. For details, write Grady Dixon, Chief-Technical Department, WROK, 1100 Tamarack Lane, Rockford, Illinois.

University of Kentucky has openings for two chief engineers. 1. FM station, maintenance, knowledge of stereo essential. 2. Closed-circuit TV installation now in planning stage: Complete knowledge of studio and tape equipment necessary. Degree desirable for both positions, not mandatory, salary open. Don Wheeler, Director for Radio, University of Kentucky, Lexington, Kentucky 40506.

NEWS

News Director opportunity. Good salary, good future for right man. Must be experienced in gathering, writing and delivering local news. Write Box H-146, BROADCASTING.

Fulltime news director to gather, write, and air local news, challenging opportunity, college community. KHAS Hastings, Nebraska.

News director opening for WELV Ellenville, N. Y. Good pay. Call or write Al Dresner, 914-831-1260.

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 medium-market news operation will count heavily in absence of formal news training. Send short news tape, samples or writing, and resume. Durham Caldwell, News Director, WHYN Springfield, Mass.

Experienced newsman who can cover it, write it and report it wanted for central Pennsylvania, five station market. Opportunity to move into (talk) show. Salary commensurate with background/experience. Contact Lou Murray, WRTA Altoona, Penna.

Local news man, gather and do own material. No air shift. Full week on news. Good man, short on experience, here is your opportunity. Mr. Moler, WXVA, Charles Town, W. Va. . . . (304) 725-7055. Wanted now.

Production—Programing, Others

Traffic manager and news man, Must do typing. State salary. Box H-19, BROADCASTING.

Florida 5 kw rocker needs first phone announcer. Excellent pay, benefits, working conditions. Prefer young man wanting to grow with new broadcasting group. Box H-113, BROADCASTING.

Program director wanted immediately for new C&W station. Midwest. Must be able to program station, plan promotions, work air shift. Salary open. Box H-118, BROADCASTING.

Production—Programing, Others**continued**

Program manager: Take charge of inside operation of expanding Missouri radio station. Box H-139, BROADCASTING.

Talented, experienced woman air personality commercially oriented to do program on regional Gulf Coast NBC good-music station and contact clients. Replace highly successful personality fifteen years with this station leaving the market. Speed off-air tapes, ad lib copy, picture, references, and requirements. WCOA Radio, P. O. Box 1669, Pensacola, Florida.

Wanted—qualified program director for daytime, single station market in Ohio. Good pay and benefits. Include tape, resume and salary requirements in first letter. WTNS, Coshocton, Ohio.

RADIO**Situations Wanted—Management**

Cantankerous radio vet—over twenty years experience in all phases—will manage your operation with view towards eventual investment. Demanding, but fair. Not inexpensive but worth the price. Must have free hand. Can increase station cash flow. Wire or write. Let's set an appointment. Box H-75, BROADCASTING.

General manager successfully running No. 1 station. Large southwestern market. Produce maximum sales, ratings, personnel quality. Solid broadcast background. If you want a profitable and respected winner, I'm your man. 39, married, family. Want quality ownership. Box H-94, BROADCASTING.

General Manager. Outstanding experience, all phases, sales, management, programing. Exceptionally strong personal sales. Married, college, creative, leader, hard worker. Want full autonomy. Box H-147, BROADCASTING.

Capable, successful manager seeking position with group or station that should be doing better. Eight years profitable competitive top-40 management experience. Married. 43. Box H-158, BROADCASTING.

Reliable, productive sales manager adult format radio. Impressive record all phases. Interested assuming southern management responsibility. Box H-176, BROADCASTING.

Licensed husband-wife small market managers . . . experienced . . . complete qualifications on request. Box H-198, BROADCASTING.

Over 20 years of successful management ability now available for broadcasting and allied fields. West coast preferred. Will travel. Investment possible. Contact Box H-221 BROADCASTING.

Situations Wanted—Announcers

Wanted: Least sought after career in radio. Midnight til dawn with middle-of-the-road music. First phone. Experienced. Excellent references. Tape on request. Box H-37, BROADCASTING.

Experienced dj, announcer, authoritative newscaster, tight board, MOR, mature sound, not a floater. Box H-87, BROADCASTING.

Experienced top 40 dj, news, tight board, want to settle, versatile. Box H-90, BROADCASTING.

I'm free, (but expensive)—I rock—I sell, (all-nite!) Best—I'm available! Soonest! Box H-98, BROADCASTING.

DJ 7 years experience, at present station 6 years, need change. Seek position with top 40 station, have done morning, afternoon, and evening shows. Married, veteran, 31 years old. Tape, photo and resume on request. Box H-107, BROADCASTING.

Negro announcer/dj combo—beginner but well trained. Will relocate. 3rd phone, endorsed. Box H-117, BROADCASTING.

DJ—News. 22, single, broadcasting school graduate. Personality plus. Hard worker, will relocate. Service completed, 3rd, endorsed. Box H-120, BROADCASTING.

Mild winters wanted! Announcer, pro, forty, stable, family. Excellent salary. Box H-122, BROADCASTING.

Announcers—(cont'd)

Experienced football play-by-play broadcaster desires 1966 college football schedule in northeast. Tape available. Box H-123, BROADCASTING.

Experienced sportscaster interested in combining play-by-play sports with either travel time or evening sports interview-discussion show. Minimum \$200 weekly, including talent fees. Box H-130, BROADCASTING.

Negro dj/announcer. Real swinger. Broadcast school graduate. Will relocate. Box H-149, BROADCASTING.

D.J./newscaster. Negro. Third class endorsement. Tight board. One year experience. Will relocate on request. Box H-150, BROADCASTING.

Country dj . . . engaged—looking for permanent location . . . Draft exempt . . . Experience 2 years . . . 3rd phone endorsed . . . \$135.00 minimum. Presently employed . . . Hard and willing worker. Box H-153, BROADCASTING.

Attention San Francisco area! Announcer-copywriter with 3rd endorsed and programing experience available in Fall. Will audition at your station. Write for details: Box H-154, BROADCASTING.

1st class ticket. Prefer C&W station, no maintenance, available around Aug. 15th. Box H-156, BROADCASTING.

Announcer-dj . . . with 4 years of experience, also do play-by-play. Third phone. Draft exempt. 24, desire permanent location. Box H-167, BROADCASTING.

Seeking college or professional sports position. Five years play-by-play; TV, University of Illinois degree, 27, family. Box H-170, BROADCASTING.

DJ-announcer, authoritative newscaster—experienced—willing to travel. Box H-171, BROADCASTING.

Are you daring enough . . . to want something different??? I am!!! An incomparable 50 kw wakeup humorous showman . . . heckled by a team of characters (own creations)—Production pro—network delivery—Universal appeal—degree—Stable—Family. Established top ratings . . . salary . . . sponsors. Are you daring enough . . . to want the difference??? I am!!! Seeking a genuinely personality-minded, major station with integrity! Box H-177, BROADCASTING.

Announcer. R&B pro. Can swing. Relocate. Box H-178, BROADCASTING.

DJ-announcer. Experienced. College graduate. Mature voice but swings. Knows his records. Excellent health but draft exempt. Third endorsed. Wants California. Box H-180, BROADCASTING.

Attention Christian stations: Experienced, dedicated Christian announcer, single, broadcasting school grad., 3rd, End. Desires to relocate preferably in Florida. Box H-186, BROADCASTING.

1st phone. 6 yrs. combo. Desires permanent announcing, engineering or combo. Western Pa. area preferred. All considered. Box H-193, BROADCASTING.

Versatile, 3rd class endorsed. Middle of the road. DJ-announcer with tight show, looking for a home. Box H-199, BROADCASTING.

Radio-TV announcer. No prima donna or floater. Box H-200, BROADCASTING.

Negro female dj. Relaxed style. Smooth delivery. Good pace. Graduate broadcasting school. Will relocate. Box H-201, BROADCASTING.

Combo man—beginner. Hard worker. Will relocate. Draft exempt. 3rd ticket endorsed. Box H-202, BROADCASTING.

DJ-announcer. Bright happy sound. No prima donna. Box H-204, BROADCASTING.

Top 40 dj, looking for medium market. Prefer Iowa, or midwest. Three years experience as middle of the road disc jockey. Also experienced play-by-play announcer. Military obligation completed. Available September first. Write or call Mike O'Connor, Grinnell, Iowa, Telephone 236-4157, or 1404 Broad St.

Announcers—(Cont'd)

"A bird in the hand—gathers no moss". Major personality, first ticket—301-MU 6-1863.

Tri-linguist announcer. Single, 27, army reservist, mature voice, intimate style. Prefer good music or classical, late afternoon or night show. Speak German, French and English. Detroit Broadcasting School graduate. Wolfgang Schulz, 776 Seminole, Detroit, 48214. (313) 823-0018.

1st phone—top rated country & western dj/farm director. Excellent billing. Sober, dependable, family man. Presently earning \$150 salary weekly. Seeking sound incentive arrangement with solid, honest organization. Please send market statistics, coverage map to: P.O. Box 452, Crawfordsville, Indiana, phone 317-362-8568 after 2p.m. EST.

Technical

Consulting engineer wants permanent position as working chief. Box H-5, BROADCASTING.

Chief engineer. Extensive experience. High power directional, installation and operation. Administrative ability. Desire change with growth potential. Box H-152, BROADCASTING.

Experienced chief engineer seeks position with growing organization. 27 yrs. old—no draft problems; B.S. in electronics; A.A. in Liberal Arts; 6 years industrial, AM FM (SCA & stereo), and TV experience as DJ, strong on original construction, installation and maintenance, will relocate to east coast, available 10/1/66, require \$10,000/yr. plus relocation costs from San Francisco. Box H-179, BROADCASTING.

Desire position as chief engineer. Indiana or surrounding states only. Prefer AM-FM operation, but will consider others. Box H-183, BROADCASTING.

Experienced chief engineer—dj available, \$125 week. East. Box H-197, BROADCASTING.

First phone, experienced in transmitter watch and production. Available immediately. Box H-203, BROADCASTING.

Chief—5kw directional AM. Over 25 years electronic experience. AM/FM, television, microwave, missiles. Prefer radio or television maintenance. Present employer will recommend. Box H-212, BROADCASTING.

NEWS

Serious, thorough, and ambitious, newsman. College graduate. Experienced. First phone if required. Box H-127, BROADCASTING.

Aggressive young newsman seeks position with west coast operation. Five years experience gathering-writing-airing local and regional news. Family man—three years college. Presently in medium California market. Also strong sports including play-by-play. Available in early September. Box H-160, BROADCASTING.

Girl reporter. Experienced TV and radio. Major markets only. Box H-189, BROADCASTING.

Production—Programing, Others

Program & production manager. Sales down? Ratings down? Contemplating a format change? Let me put you on top & increase sales! Box H-77, BROADCASTING.

Announcer/copywriter, Quality copy. Deep voice best suited to commercials, news and better music. Box H-191, BROADCASTING.

Continuity Gal. One of the best writers in radio; young, fresh ideas; tops in production spots. Box H-194, BROADCASTING.

Program Director . . . Personality . . . 6 years. All phases—Professional—\$150.00. Box H-196, BROADCASTING.

Program executive and outstanding sports specialist wants locale change from New England. Twenty years in excellent markets. Available to quality operation in September. Box H-207, BROADCASTING.

TELEVISION

HELP WANTED

Sales

Management position soon to be available sales department of Washington, D. C. Television station. Need go-getter who knows the Washington-Baltimore market and can turn up business, as well as fine service. All replies to Box F-300, BROADCASTING will be given strictest confidence.

TV—Local/regional account executive needed by leading southeastern CBS affiliate on top-50 market list. An excellent opportunity for an experienced man. This is a quality market in one of the nation's fastest growing industrial areas. Fine schools and living conditions. Protected account list and compensation plan. Send complete resume, or call Sales Manager, WFMY-TV Greensboro, North Carolina.

Sales manager, CATV, Virgin Islands. Hard-hitting personal salesman, single man preferred, must do own promotion, sell personally, build and supervise staff. Challenging opportunity, building subscriber list, established CATV system, U.S. Virgin Isles. Unlimited growth as system expands. Coordinate with chief engineer. Must be confident would like island living. \$400 monthly plus liberal insurance benefits and expenses. Send resume, references, availability date, salary requirements to Shirley I. Roy, Virgin Isles TV Inc., Room 350, 400 Commonwealth Ave., Boston, Mass. 02215.

Announcers

Unusual opportunity for versatile, experienced announcer. Staff and talent. Major market television affiliate in midwest. Send resume and pic to Box H-151, BROADCASTING.

Strong southeastern VHF needs sports director and booth man. Salary plus talent. Will consider radio man with solid sports background. Call Operations Director, FAirfax 2-8828, Columbus, Georgia.

Technical

Needed immediately—Two control room engineers for expanding, full-color operation. First class license required. Experience helpful but not essential. Send all information, including salary requirements to: Chief Engineer, Box G-234, BROADCASTING.

Transmitter engineer for southwestern mountain top installation. Prefer minimum 2 years experience but will consider trainee with good technical schooling and practical background. Shift consists of 2½ days on, 4½ days off (40 hour week). Salary and allowance. Paid holidays, vacation and other benefits of group operation. Send resume, including record of past earnings, in confidence to Box H-12, BROADCASTING.

Florida VHF has opening for transmitter engineer. Maintenance experience and car necessary. Interested applicants please submit resumes to Box H-186, BROADCASTING.

Wanted immediately—Studio technicians with first class license. Top wages. Large market VHF station. Contact Arthur Bone, WJRT-TV, Flint, Michigan. 313-239-8611 collect.

WSBT & TV offers young technician the chance to join top-rated, progressive station. Many area firsts including local color transmission. Will train tech school graduate with first class license and military satisfied. Write personnel director, South Bend Tribune, South Bend, Indiana 46626.

Electronic equipment technician. Operation, service, repair to closed TV Circuit television installation at College. Test and service all types of electronic equipment. Analyze and operate equipment plans and operate equipment in performance of operation and repair work. Salary \$212.00 bi-weekly. Generous sick and vacation leave and retirement benefits. Write Business Manager, West Chester State College, West Chester, Pennsylvania.

Technical—(Cont'd)

The University of Michigan has an immediate opening for a studio TV engineer. Applicants should be experienced in installation, maintenance and operation of equipment. License preferred. Opportunity to enroll in part-time university studies may be arranged. Starting salary commensurate with experience and ability. Liberal benefit program. Send resume to R.C. Daggett: Personnel Office, University of Michigan, 1020 Administration Bldg., Ann Arbor, Michigan. An equal opportunity employer.

NEWS

Need young, aggressive newsman looking for a future. Some on the air work and much "beating the streets." Sixteen mm camera experience preferred, not essential. Please send resume and salary requirement to WALB-TV Albany, Georgia. No phone calls please.

UHF-TV needs newsman. Our last news director moved to larger market. If you have good delivery and appearance with a solid radio background we can promise you the TV experience you're looking for. Send photo, tape, resume to Don Tillman, Program Director, WTAJ-TV, P.O. Box 631, Marion, Indiana.

Production—Programing, Others

Wanted: By major television film syndicator, experienced, creative cameraman/editor. Background must include all phases of camera and editing techniques. Immediate openings in challenging positions for right people. Send complete details with first reply. Box G-205, BROADCASTING.

Wanted: Immediately by major television syndicator, film writer/producer to fill challenging position requiring professional film background. Varied film assignments need take-charge, creative filmmaker not afraid of tight schedules and hard work. Send complete details, sample scripts and films with first reply. Box G-206, BROADCASTING.

Creative Program director, 23-30, to head CATV programing effort in large city. New type venture that requires a man with bold and exciting ideas. Ground floor challenge. Produce and direct television programs aimed 100% at local community interests. Start \$750. Good prospects for advancement. Box H-173, BROADCASTING.

Director/switcher wanted by UHF television operation. Would prefer man with experience, however we are willing to train an individual who is familiar with studio and control room operation. Send resume with record of past earnings to Box H-219, BROADCASTING.

Production manager to supervise on-the-air operations, studio crewmen, video taping, switching and demands of position for expanding station. Creative, varied, professional background and experience and college degree in television on theatre required. Send photo, resume, references and minimum salary to Jeff Pemberton, Program Manager, KBMT-TV, P.O. Box 1550, Beaumont, Texas 77704.

Milwaukee ETV stations, WMVS/WMVT, have immediate opening for experienced television producer-director. College degree required. New facilities: remote truck, with color imminent. Excellent opportunity for stimulating work and growth. Write: Otto Schlaak, 1015 North 6th Street, Milwaukee, Wisconsin.

TELEVISION—Situations Wanted

Management

General manager of station or group. Thoroughly experienced in administration, sales, programing, production and promotion. Television—12 years; radio—13 years. Have developed five losers into profitable, prestige properties in southeast and midwest. Now selling VHF for twice investment. Accustomed to much responsibility. Capable of developing profitable, prestige station or group. Box H-30, BROADCASTING.

Management—(Cont'd)

Are you staffing a television station and need a real pro with over thirty years experience in all phases of broadcasting to handle news, program and announcing departments? Past twelve years television news commentator in major eastern market. Prefer southwest. Let's talk terms. Box H-172, BROADCASTING.

Sales

TV Sales manager. Highly experienced salesman/administrator with 20 years broadcast background. Successful in present position with important group but no growth possibility. Mature, stable, ethical, a professional. \$20,000. Box H-114, BROADCASTING.

Announcers

Experienced TV-Radio announcer. Telephone talk-show, and can gather, write and air authoritative news. Major market experience, prefer California, but will work in TV anywhere in U.S. for right opportunity. Box H-182, BROADCASTING.

Radio announcer, 8 years experience now desires position as TV announcer. Experienced newsman. Will relocate. Married, reliable. Box H-184, BROADCASTING.

TV gal (experienced) wants woman's show, or news. Friendly, enthusiastic personality. Box H-190, BROADCASTING.

TV staff announcer. Mature, long experience. Seeks major market. Box H-210, BROADCASTING.

Technical

Consulting engineer wants permanent position as working chief. Box H-6, BROADCASTING.

Family man wants to relocate. Variety of broadcast experience and education. Over 5 years with present station. Box H-136, BROADCASTING.

Chief engineer or director of engineering. Thirty years experience AM-TV-FM. Outstanding operations, planning, designing, installation in major market. Tops in management and administration. Fully cognizant of sales, programing, promotion, accounting and law. Reply in confidence, Box H-220, BROADCASTING.

NEWS

Well rounded newsman seeks Texas or midwest. Experienced all phases including on the air. Family. Responsible. Employed present job five years. Box H-159, BROADCASTING.

News director . . . Professional journalist-administrator. Top-rated major markets. Documentaries, editorials, commentary. Principals only. Box H-188, BROADCASTING.

A young man who can organize, write and edit news for broadcast seeks opportunity in television. Has two years experience this line with a major news service. English degree, age 25. Box H-195, BROADCASTING.

Production—Programing, Others

Production manager, on air kiddie show—commercial personality, wishes to relocate. 11 years all phases. Best references. Box H-92, BROADCASTING.

Creative position for imaginative art assistant/photographer. Production background. Box H-213, BROADCASTING.

WANTED TO BUY

Equipment

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

Wanted to buy—Immediately . . . Air-cooled 50 kw AM broadcast transmitter. Must be complete and preferably not over 10-12 years old. Contact WQIK, 1924 Main, Jacksonville, Fla. 904-354-4501.

Wanted to buy: 350 to 500 ft. self-supporting tower. Box H-157, BROADCASTING.

Wanted—Videotyper, Typewriter for teleprompter system. New or used. Half-inch type. Reply Box H-163, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

Cash! We urgently need AM transmitters 1kw, AM monitoring equipment, 5kw Hi-band TV transmitter, TV remote truck, 300' self supporting tower, Hi-band TV antenna, Continental, 1620 West 32nd Pl., Hialeah, Florida 33012—Phone 305-888-3511.

Wanted to buy: One 5kw FM transmitter. Send orders to United Broadcasting Co., 8 Baltimore Rd., Rockville, Maryland.

Wanted to buy 357A or 357B transmitting tubes. Write WHIN, Gallatin, Tennessee.

Used FM antenna, SCA equipment, junk GE FM transmitters for parts. Celetron, 770 James, Syracuse, N. Y.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-fund, 440 Columbus Ave. NYC

Co-axial cable—Heliac, 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.

New QRK turntables, all models available. Cash or will trade for any type of used equipment regardless age or condition. Audiovox, 4310 Sw. 75th Ave., Miami, Florida.

Let us serve your used equipment needs . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

Transmission line—950' of 3 1/4" Teflon, Andrew type 552-1 with expansion hangers. Contact KVTV, Sioux City, Iowa—Phone 712-277-2343.

3 RCA TK-60 camera chains—complete. Includes full lens compliments. One RCA TS-40 switcher-colored. Call LewRon Television, Baltimore, Maryland 301-727-3750.

For sale: Eight used towers. If we don't have the tower you want we will build it. U. S. Towers, 249 Bartow Lane, Petersburg, Va.

Kahn SP-58-1A Symetrapeak, excellent condition; Gates Sta-Level, excellent condition; Gates SA-39A limiting amplifier, good condition. New price \$933. Will sell complete package for \$500. KSTR, Grand Junction, Colorado.

For Sale. 1 RCA TRT-1B monochrome tape recorder. Complete with pixlock. Will be available Jan. 1967. Call or write John A. Carroll, Chief Engineer, WNY5-TV, Channel 9, Shoppingtown, Syracuse, N. Y. 13214, 446-4780.

Heliac Coaxial cable. HJ5-50 type, new 594 ft. FOB, E.E.E.E., P. O. Box 2025, La Mesa, California.

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. 26th Street, Brooklyn, N.Y. 11229.

Coverage maps, station brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Illinois 60515.

DEEJAYS! 6,000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

INSTRUCTIONS

G.I. Bill approved correspondence or resident preparation for your first class FCC license. Also, Communications Technology and A.S.E.E. degree programs. Accelerated (7 week) "first phone" resident classes begin: In Hollywood September 14, November 2, January 18; in Seattle, September 7, October 26, January 4. For full details, write Dept. K., Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

INSTRUCTIONS—(Cont'd)

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.

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.

ELKINS has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully GI approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

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, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer, 1st in announcing since 1934, National Academy of Broadcasting Bond Bldg., 3rd Floor, 1404 New York Ave., N.W. Washington, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$13 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Sept. 5—Oct. 10—Nov. 14. 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.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New England's only FCC 1st phone course. Revised evening course gives you training to pass F.C.C.'s new exams. 15 weeks. Class begins Sept. 12. Write now for information. Northeast Broadcasting School, F.C.C. Course, 883 Boylston Street, Boston, Mass. 02116.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory Class starting Oct. 3. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

See our display ad under Instructions. Don Martin School of Radio & TV.

RADIO

Help Wanted

MAN WANTED - REWARD

Young man determined to make radio his career, who has desire and ability to move into position of authority, responsibility and trust with growing small radio station. We need a man who has talent and ambition, but who can see no way where he is now to move into management bracket. He must be able to run a tight board, write copy, sell, do sports, news, production, programing, etc. We are growing steadily, and are the only station in the area. Since we are new, there are top openings in our organization not yet filled up. If you are the right person, you probably will only be with us for maybe two years, and then move to the big time. Do not apply if you are with a big city station now. Only apply if you seek a rare opportunity, have ability, energy, ambition, character and are honest, forthright, dependable, and imaginative. Don't apply if you "borrow" records, break equipment, prevaricate or procrastinate, or are hard to get along with. We've tried this and we've had enough. Surely somewhere there is a young man who qualifies and who can see the fine chance offered here. REWARD: Salary and authority in proportion to ability and productivity.

WSMD-AM/FM, LaPlata, Maryland

Help Wanted—Management

Low Frequency Daytimer in Pensacola, Florida

switching to C&W programing. Good salary and percentage plan.
Contact:

Joe Carson
New South Network
Meridian, Mississippi
Phone 601-482-6133

Sales

No. 1 Rated 50,000 watt

independent, top 40 market, located in Northeast needs top salesman. No. 1 Salesman's list is available . . . worth \$15,000, we'll guarantee \$10,000 plus. Need is immediate. Rush full details 1st letter.

Mr. Larry Curby
Local Sales Manager

WPTR
Box 1540, Albany, N. Y. 12205
518-869-9271

Announcers

CHICAGO

Solid middle of the road air personality with something to say! A talent who can grab'em. Also, a good newsman. Send tape and resume to:

Box H-165, Broadcasting.

PERSONALITY!

DJ who believes there's more to modern radio than time & weather. An entertainer who adds his personality to top 40 music. Housewife-time. Great Lakes. Send tape for full details.
Box H-217, Broadcasting

Announcers—(Cont'd)

Two men needed—

Top 40 DJ and News Director

Major market station has openings for above positions. 1st class ticket helpful but not essential. Excellent salary and fine working conditions. Chance to advance in growing chain.

Box H-206, Broadcasting.

**ANNOUNCER-
PERSONALITY**

For the first time in ten years WHAS is auditioning announcers for its TV-Radio staff.

Send comprehensive resume, recent photo and tape to:

ALAN WILSON

Personnel Department

WHAS, Inc.

Louisville, Kentucky 40202

TELEVISION—Help Wanted

Announcers

**MAJOR
EAST COAST
MARKET**

Immediate opening for experienced, sophisticated, male host. Also female feature reporter and male sports reporter. New morning TV show.

Send tape and resume to:

Box H-168, Broadcasting.

Help Wanted—Technical

**BROADCAST FIELD
ENGINEERS**

RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. E. C. Falwell, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

An Equal Opportunity Employer M&F

RADIO CORPORATION OF AMERICA

TV ENGINEER

Major Pharmaceutical firm is seeking a television engineer to operate and maintain color TV broadcasting equipment used in Medical Color TV programs. Position involves travel throughout the United States approximately 30% of the year. Applicant should have experience with color TV broadcasting equipment. Liberal salary program and excellent benefit coverage. Please send resume, including work experience and current earnings to:

ROBERT B. TURNBULL

Smith Kline & French Labs.

1502 Spring Garden Street

Philadelphia, Pa. 19101

An Equal Opportunity Employer

STAFF ENGINEER

Toledo Cincinnati

With a high ceiling of growth potential and equally high aspirations.

This may be the answer to your problem in career growth. In these operations, a promising engineer can attain a greater depth of technology and a more well-rounded experience essential to making a name in the TV industry.

Write to: **BY JORDAN**

Your confidence will be fully guarded. Please indicate minimum salary required.

Box H-169, Broadcasting

Technical—(Cont'd)

**TOP JOB FOR TOP MAN
UHF Group Seeking
TECHNICAL DIRECTOR**

Our man is now probably a Chief at a TV Station in a small to medium market where he supervised the installation of equipment he helped select. He planned and supervised building construction and layout. He knows TV production in all its phases by direct participation. He is qualified to select, build, and operate the most efficient plants attainable. He is a practical engineer. Reply to:

Box H-148, Broadcasting.

NEWS

**Major Eastern
Television Station**

desires experienced newsman/reporter who can be understudy for top man on growing news staff.

Box H-142, Broadcasting.

An Equal Opportunity Employer.

**Top Eastern
TV Station**

Offers bright opportunity for experienced professional sportscaster to become part of its news, weather, sports team.

Box H-164, Broadcasting.

An Equal Opportunity Employer.

Production—Programing, Others

METEOROLOGIST

Immediate opportunity for a meteorologist with successful television experience to work in various aspects of meteorology with emphasis on professional TV presentation.

Please send air check & resume to:

Mr. Harry Geise—Weather Director

WCBS-TV

51 W. 52nd St., N.Y., N.Y. 10019

INSTRUCTIONS

YOUR
1st CLASS FCC LICENSE
 in
6 WEEKS OR LESS
 at the
DON MARTIN SCHOOL

(established 1937)

**Next Class will begin
 OCTOBER 3rd.**

Train for your ticket at America's
 foremost School of Broadcast training

REGISTER NOW!!!

Call or write:

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 OF RADIO & TV
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 Hollywood, Calif. 90028

MISCELLANEOUS

**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. Re-
 corded lessons with tape exchange
 development by network calibre
 instructors. Tomorrow's announc-
 ers 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.



MISCELLANEOUS—(Cont'd)

**TIRED OF THE "SEARCH"?
 DIAL 312-337-7075
 "THE DIRECT LINE
 TO PEOPLE"!**

**DON'T DELAY. . . . LOOKING CAN BE COSTLY.
 RELAX. . . . AND LEAVE THE MANHUNT TO US.**

Nationwide Broadcast Personnel Consultants

645 North Michigan Avenue

Area code 312 337-7075

RON CURTIS—President



FOR SALE—Equipment

**Ideal for FM Operation
 or Semi-Automation of AM
 Excellent Condition**

- 1 Ampex 351 Schafer Make-up Unit,
 with 25 cycle oscillator
 - 1 Ampex 350 Recorder
 - 5 PB 2's, silence sense, photo cells
- \$6,750—Terms**

Also

- 2 BQ103A RCA automatic turntables
 with BA-26A transistor pre-ampli-
 fiers: \$650 each.

**Thoms Radio-TV Enterprises
 75 Scenic Highway, Asheville, N.C.**

**FOR PROMOTIONAL USE
 MINIATURE HELICOPTER
 FOR SALE
 MERCHANDISING VEHICLE**



Seats Operator and two Children; rises
 20 ft. on Hydraulic shaft; tilts and turns;
 rotor spins; Helicopter sits on trailer tow-
 able by car; Gas engine; in good running
 condition.

Perfect for merchandising food and other
 accounts; Natural for stations with Traffic
 reporting Helicopter.

**For information write/call:
 KONO Radio**

Ralph Petti or E. D. Isaacs
 317 Arden Grove, CA 6-5171
 San Antonio, Texas

EMPLOYMENT SERVICE



PLACEMENTS

A courteous confidential
 service for Broadcasters
 1615 California St., (303) 292-3730
 Denver, Colorado 80202

FOR SALE—Stations

MOTION PICTURE CO.

TV Commercials—Industrial & Sales Films

A well established, completely equipped
 facility. Equipment inventory \$105,000.
 Gross sales \$200,000. Price \$190,000.

Box G-258, Broadcasting.

**MAJOR MARKET
 FM FULL TIMER
 EXCELLENT GROWTH AREA
 ATTRACTIVE TERMS
 Box H-135, Broadcasting.**

CALIFORNIA DAYTIMER
 1 KW AM-FM cp
 Partnership difficulties
 Market Good—Potential tremendous
 29% down—10 year payout
 Box H-185, Broadcasting.

CENTRAL FLORIDA

1 kw Unl. with FM
 \$90,000 29% down
 Principals only.

Box H-161, Broadcasting.

N.E.	single	fulltime	\$120M	terms
S. Cent.	small	CATV	120M	nego
Gulf	medium	daytime	69.5M	SOLD
N.E.	suburban	daytime	650M	29%
N.E.	major	daytime	150M	nego

CHAPMAN ASSOCIATES
 2045 PEACHTREE, ATLANTA, GA. 30309

(Continued from page 86)

Corp. requesting review board to direct hearing examiner to make all grants in this proceeding subject to condition that grantees on UHF channels 23 and 29 be afforded opportunity to utilize one of tall towers which VHF's propose to construct and utilize. Member Nelson not participating. Action Aug. 4.

■ Members Berkemeyer, Nelson and Slone of review board on July 27 adopted decision removing directionalization condition attached to July 1, 1964, grant of application of WHAS Inc. to relocate transmitter of WHAS-TV, channel 11, Louisville, Ky., from its present site in downtown Louisville to location about 3.6 miles north of New Albany, Ind., increase ant. height from 490 ft. to 1,290 ft., and reduce vis. ERP from 316 kw to 133.5 kw, and authorizing WHAS-TV to operate non-directionally.

July 1, 1964 action conditioned partial grant to require WHAS-TV to directionalize its signal to protect protesting WLEX-TV, channel 18, Lexington, pending hearing on issues to determine impact upon WLEX-TV which would result from operation of WHAS-TV without directionalization.

Board concluded, among other things, that WLEX-TV has failed to sustain its burden of proof under impact issue, and to prove that WHAS-TV's proposed non-directional operation would significantly or otherwise adversely affect WLEX-TV's operation in Lexington.

OTHER ACTIONS

■ Review board granted petition by Triple C Broadcasting Corp., Thomasville, Ga., to extend time to Aug. 15 to file reply to exceptions to supplemental initial decision in proceeding on its AM application. Action Aug. 9.

■ In proceeding on applications of Jones T. Sudbury and Northwest Tennessee Broadcasting Co. for new FM's in Martin, Tenn., review board granted petition by Sudbury to extend time to Aug. 18 to respond to petition by Northwest Tennessee to enlarge issues, but dismissed its petition insofar as it requests extension of time to respond to opposition to petition for leave to amend application. Action Aug. 9.

■ Review board granted motion by Adirondack Television Corp. to extend time to Aug. 25 to file oppositions to its petition and that of Northeast TV Cablevision Corp. to enlarge issues in proceeding on their

applications for new TV's to operate on channel 23 in Albany, N. Y. Action Aug. 8.

■ Review board granted motion by Galveston Television Inc. to extend to Aug. 18 time to file responsive pleadings to petition by TVue Associates, Inc. to enlarge issues in proceeding on their applications for new TV's to operate on channel 16 in Galveston, Tex. Action Aug. 5.

■ Review board granted petition by KXYZ Television Inc. to extend time to Aug. 11 to file brief in support of exceptions to initial decision in proceeding on its application and that of Crest Broadcasting Co. for new TV's to operate on channel 26 in Houston. Action Aug. 5.

■ Review board granted motion by Chicagoland TV Co. to extend time to Aug. 5 to file oppositions to petition by Chicago Federation of Labor and Industrial Union Council to enlarge issues in proceeding on their application for new TV's to operate on channel 38 in Chicago. Action Aug. 3.

■ In proceeding on applications of RKO General Inc. for renewal of license of KHJ-TV Los Angeles and Fidelity Television Inc. for new TV to operate on that channel in Norwalk, review board granted motion by Fidelity to extend time to Aug. 5 to file reply to oppositions to its petition to enlarge issues. Action Aug. 3.

Routine roundup

ACTIONS ON MOTIONS

By the Office of Opinions and Review
 ■ Granted petition by Broadcast Bureau to extend time to Sept. 19 to file exceptions to initial decision in proceeding on application of Patroon Broadcasting Co. for renewal of license of WPTR Albany, N. Y. Action Aug. 3.

By Chief Hearing Examiner
 James D. Cunningham

■ Designated Examiner H. Gifford Irion to preside at hearing in proceeding on applications of Lynn Mountain Broadcasting and WBEJ Inc. for new FM's in Elizabethton, Tenn.; scheduled prehearing conference for Sept. 9 and hearing for Oct. 12, Action Aug. 8.

By Hearing Examiner Walther W. Guenther

■ On own motion, corrected in various respects transcripts of hearing in proceeding on AM application of Emerald Broadcasting Corp., Eugene, Ore., and Hi-Desert Broadcasting Corp., Twenty-Nine Palms, Calif. Action Aug. 9.

■ On own motion, corrected in various respects transcript of record in proceeding on applications of HGR Broadcasting Co. and Farmers Broadcasting Service Inc. for new FM's in Kinston, N. C. Action Aug. 9.

■ Granted request by Broadcast Bureau to continue from Aug. 15 to Aug. 26 time to file proposed findings and from Aug. 25 to Sept. 6 for replies in proceeding on applications of HGR Broadcasting Co. and Farmers Broadcasting Service Inc. for new FM's in Kinston, N. C. Action Aug. 4.

By Hearing Examiner H. Gifford Irion

■ Issued order governing course of hearing in proceeding on applications of T. V. Broadcasters Inc. and Tri-City Broadcasting Co. for new TV's to operate on channel 65 in Vineland, N. J., and scheduled certain procedural dates, with hearing to remain Sept. 14. Action Aug. 9.

■ Continued further hearing from Aug. 15 to Sept. 19 in Des Moines, Iowa, in proceeding on AM applications of Iowa State University of Science and Technology, Ames, Iowa. Action Aug. 9.

■ Granted verbal request of counsel for respondent and scheduled special further hearing for Aug. 8 to accommodate witness in proceeding on application of Iowa State University of Science and Technology, Ames, Iowa, with further hearing in Des Moines, Iowa, to remain as scheduled for Aug. 15. Action Aug. 1.

By Hearing Examiner Jay A. Kyle

■ Closed record in proceeding on application of Washington Broadcasting Co. for assignment of licenses of WOL-AM-FM Washington, to WOL Inc., and ordered proposed findings to be filed by Sept. 9 and replies by Sept. 19. Action Aug. 4.

By Hearing Examiner Forest L. McClenning

■ In proceeding on AM applications of Woodward Broadcasting Co., Wyandotte, Mich., and Storer Broadcasting Co., Cleveland, granted petition by Woodward and extended to Sept. 9 time to comply with local notice requirements. Action Aug. 5.

■ Granted request by Selma Television Inc., Selma, Ala., and extended procedural

dates as shown in proceeding on its application—from Aug. 1 to Aug. 15 for exchange of all exhibits to be offered into evidence, and from Aug. 19 to Aug. 30 for notification of witnesses to be called for cross-examination. Action July 29.

By Hearing Examiner
 Chester F. Naumowicz Jr.

■ In proceeding on applications of Trend Radio Inc. and James Broadcasting Co. for new TV's to operate on channel 26 in Jamestown, N. Y., granted petition by Trend for leave to amend its application as to its financial qualifications. Action Aug. 3.

■ In proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 38 in Chicago, granted motion by Chicagoland to extend time to Aug. 5 to reply to Federation's petition to dismiss. Action Aug. 1.

Broadcast Actions

By Broadcast Bureau

Actions of Aug. 9

WDAY-TV Fargo, N. D.—Granted mod. of license to reduce aur. ERP to 11.2 kw, and specify aur. trans.

WTAF-TV Marion, Ind.—Granted mod. of license to reduce aur. ERP to 2.19 kw.

WCHU(TV) Champaign, Ill.—Granted mod. of license to reduce aur. ERP to 1.1 kw.

WICD(TV) Danville, Ill.—Granted mod. of license to reduce aur. ERP to 2.63 kw.

KACE-FM Riverside, Calif.—Granted mod. of CP to make changes in ant. system and decrease ant. height to minus 150 ft.

Granted extensions of completion dates for following stations: KBHF(FM) Bozeman, Mont., to Feb. 3, 1967; WVFV(FM) Dundee, Ill., to Jan. 29, 1967; WVNJ-FM Newark, N. J., to Jan. 14, 1967; WFBC-FM Greenville, S. C. to Nov. 20; WNYC-FM New York, to Sept. 15.

Actions of Aug. 8

KBIM-TV Roswell, N.M.—Granted CP to make changes in ant. system and change transmission line length.

Actions of Aug. 5

WYFS(FM) Winston-Salem, N. C.—Granted CP to change ant.-trans. and studio location to Indiana Avenue extended, Ogburntown; operate trans. by remote control from ant.-trans. and studio location; install new trans., dual polarized ant.; increase ERP to 40 kw; ant. height to 280 ft. condition.

WSTV-FM Steubenville, Ohio—Granted CP to increase ERP to 12 kw.

KXLS(FM) Oklahoma City—Granted mod. of CP to change ant.-trans. and studio location; decrease ERP to 43 kw, increase ant. height to 170 ft.

Granted renewal of license for following station and co-pending auxiliaries: WHBI (FM) Newark, N. J.

Granted extensions of completion dates for following stations as shown: KDAY Santa Monica, Calif., to Feb. 13, 1967; WXLI-FM Dublin, Ga., to Feb. 26, 1967; WMYR-FM Fort Myers, Fla., to Oct. 15; WGAN-FM Portland, Me., to Feb. 15, 1967; WMPL-FM Hancock, Mich., to Sept. 16; WAQB-FM Atlantic Beach, Fla., to Dec. 31; WKOD-FM Hyannis, Mass., to March 22, 1967; KIBS-FM Bishop, Calif., to Oct. 1.

Granted extension of completion date for following station: WRFY-FM Reading, Pa., to Sept. 30.

Actions of Aug. 4

WBRB Mt. Clemens, Mich.—Granted CP to make changes in directional ant. system.
 KCRS Midland, Tex.—Granted licenses covering changes in ant.-trans. location and DA pattern.

Granted extensions of completion dates for following stations: WPGH(FM) Pittsburgh, to Oct. 15; WWQS(FM) Orlando, Fla., to Feb. 18, 1967; WXYW(FM) Suffolk, Va., to Jan. 27, 1967; WALL(FM) Middletown, N. Y., to Nov. 4; WPHD(FM) Norfolk, Va., to Oct. 30; WYFY-FM Columbia, Tenn., to Feb. 20, 1967; KIKS-FM Lake Charles, La., to Feb. 1, 1967; WCAS(FM) Knoxville, Tenn., to Feb. 1, 1967; KGAF-FM Gainesville, Tex., to Jan. 28, 1967.

Actions of August 3

Lynn Mountain Broadcasting, WBEJ Inc. Elizabethton, Tenn.—Designated for consolidated hearing applications for new FM's to operate on channel 267; ERP: 3 kw—Lynn with ant. height of minus 79 ft., and WBEJ with ant. height of 116 ft.

KJML(FM) Sacramento, Calif.—Granted

FOR SALE—Stations

continued

 * PACIFIC NORTHWEST AM-FM *
 * Grossing over \$135,000. Same owners *
 * 10 years. Excellent growth area. Major *
 * market. \$175,000. \$60,000 down. Balance *
 * 10 years. *
 * Box H-216, Broadcasting. *

LOS ANGELES AREA
 AM 5kw daytimer
 Excellent growth area
 Showing good profit
 \$235,000 with 29% down.
 Box H-155, Broadcasting.

La Rue Media Brokers Inc.
 116 CENTRAL PARK, SOUTH
 NEW YORK, N. Y.
 265-3430

extension of completion date to October 6.
KTVR(TV) Channel 13 La Grande, Ore.—Granted license covering new commercial TV station.
WFIL-TV Philadelphia—Granted license covering redescription of trans. location.
WAFB-TV Baton Rouge, La.—Granted license covering authorized installation of auxiliary trans. and ant. at main studio location, and changes in existing station.
KTVC(TV) Ensign, Kan.—Granted license covering changes in TV station.
KCRG-TV Cedar Rapids, Iowa—Granted license covering changes in TV station.
***KPNE-TV North Platte, Neb.**—Granted mod. of CP to reduce aur. ERP to 31.6 kw, change type of trans., type of ant., decrease ant. height to 1020 ft.; other equipment changes.
***WROH(TV) Rochester, N. Y.**—Granted mod. of CP to change ERP to vis. 832 kw, aur. 166 kw.
WNTL(FM) Memphis—Granted extension of completion date to Dec. 15.

Action of July 26

WZAM Prichard, Ala.—Remote control permitted.
 Action of July 25
WKBH La Crosse, Wis.—Remote control

permitted while using nondirectional ant.

Rulemakings

Petitions for rulemaking filed

KNDU-TV Yakima and KNDU-TV Richland-Pasco-Kennewick, both Washington, requests institution of rule making looking toward assignment of TV channel 27 for Wenatchee, Wash. Received July 25.

CATV requests for waiver

Empire State Cable TV Co., Binghamton, N.Y., requests waiver to carry WNEW-TV and WNDT(TV) both New York.
Cable TV Co. of Illinois, Gibson City, Ill., requests waiver to carry WCHU(TV) Champaign, WILL-TV Urbana-Champaign, WAND(TV) Decatur, WKBK-TV, WCIU(TV), WTTW(TV), WFLD(TV), WGN-TV all Chicago and WEEK-TV Peoria, all Illinois.
Total CATV Inc., Baton Rouge and East Baton Rouge parish, both Louisiana, requests waiver to carry WVUE(TV), WYES-TV, WWL-TV, WDSU-TV all New Orleans, KATC(TV), KLFY-TV Lafayette and KALB-TV Alexandria, all Louisiana, plus four TV's from Los Angeles, three from Houston and one from Fort Worth, and

any additional future TV channels in New Orleans and Baton Rouge.
Jackson TV Cable Co., Jackson and Blackman township, both Michigan, requests waiver to carry WKBD(TV), WTVS(TV), both Detroit, WTOL(TV) and WSPD-TV, both Toledo, Ohio.

New call letters requested

KEWB Oakland, Calif.—Metromedia Inc. Requests KNEW.
Lancaster, Ky.—Lancaster Broadcasters. Requests WIXI.
Pickens, S. C.—Pick Radio Co. Requests WSPC.
Eatonton, Ga.—Eatonton Broadcasting Co. Requests WXPQ.
Murray, Ky.—Service Broadcasting Co. Requests WAAW(FM).
KFAV-FM Fayetteville, Ark.—H. Weldon Stamps. Requests KFAV(FM).
Omaha—Ak-Sar-Ben Broadcasting Inc. Requests KABB(TV).
Omaha—Nebr-Iowa TV Inc. Requests KNIO-TV.
Lorain, Ohio.—United Artists Broadcasting Inc. Requests WUAB(TV).
***Norwich, Conn.**—Connecticut Educational TV Corp. Requests *WEDN(TV).

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Aug. 10. 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.

Mohave county, Ariz.—The franchise request from Western Electronics and Television has been denied.
Little Rock, Ark.—KTHV(TV) (ch. 11) and KARK-TV (ch. 4) have jointly applied for a franchise.
Marianna, Ark.—Ark.-Cable Inc., West Memphis, Ark., has been awarded a franchise. There will be an installation fee of \$5 and a monthly fee of \$5. The firm will pay the city 5% of its annual gross receipts. Ark.-Cable Inc. was recently granted a franchise in West Memphis.
Belmont, Calif.—Belmont Cable Television Co. has been awarded a franchise. Principals of the firm are Verne Laughton, owner of Verne's TV, Carlmont, Calif., and Victor E. Sharar.
Clayton, Calif.—Tele-Vue Systems of Dublin, Calif., has been awarded a franchise. The firm will provide 12 channels, charge a \$25 installation fee and a \$5 monthly fee.
Needles, Calif.—Storer Cable TV Inc. (group CATV owner) has applied for a franchise.
Orosi, Calif.—Fresno Cable TV Co. has been awarded a franchise. The firm is owned by Triangle Publications Inc.; Time-Life Broadcasting Inc.; Ralph Brody, Spalding Wathen, and George Thomas, all of Fresno.
Manitou Springs, Colo.—Colorado Cablevision (Rush Evans and Carl Williams, representatives) and Western Cable Co. have each applied for franchises. Monroe Rifkin, president of Western Cable Co. proposed to pay the city 2% of the firm's annual gross receipts.
Tequesta Village, Fla.—Bernup & Sims Inc., West Palm Beach, Fla. (CATV construction firm), has applied for a franchise. It suggests an installation fee of \$10 and a monthly charge of \$5.
Centralia, Ill.—Centralia Cable TV Inc. (Russell Zimmerman, representative) and Centralia Cable Corp. have applied for franchises. Centralia Cable TV offers free installation and 3% of gross receipts; Centralia Cable Corp., which offers 5% of gross, proposes a \$19.95 installation fee and \$4.95 monthly service charge. Other applicants: Top Vision TV Cable Co. Portsmouth, Ohio; L. R. Young Construction Co., Salem, Ill.; Egyptian Cable TV, Centralia; Mt. Vernon Cable TV, Tele-Cable Inc.; former Centralia Councilman Charles Gross; and James K. Donahue and associates, Boston.
Freeport, Ill.—Television Cable Co. of Stephenson County, formed by Television

Transmission Co., Peru, Ind., has been granted a franchise. The system will include channels 9, 11, 26, 20 and 32. Chicago; channel 4, Rock Island; channel 8, Moline; channels 13, 39 and 23, Rockford, all Illinois; channel 3, Madison, Wis.; and channel 6, Davenport, Iowa.
Gas City, Ind.—Marion Cable Television Inc. has been granted a franchise. Marion Cable has set a \$4.70 monthly service charge. Brown's TV Inc., Jonesboro, Ind., also applied.
Fairfield, Iowa.—Fairfield Cablevision Inc. has been awarded a franchise. The firm is owned by WMT-TV Inc. (WMTV(TV) Madison; and WSAU-AM-FM-TV Wausau, WKAU Kaukauna, all Wisconsin) and RF Inc., both 50%.
Smith Center, Kans.—Smith Center Cablevision Inc. has been granted a 20-year franchise. The installation fee will be \$12.95 to \$25 and the monthly charge will be from \$5.95 to \$6.95. The firm will provide a 12-channel system. FM, educational television and a weather-time channel.
Dunbar, Ky.—Murphy and Co. of Florida has been awarded a 20-year franchise. The firm will pay 3% of its annual gross receipts to the city.
Baton Rouge, La.—Total CATV Inc. has applied for a franchise.
Bel Air, Md.—Multiview Cable Co. has been granted a franchise.
Hagerstown, Md.—Antletam Cable TV Inc. has been granted a franchise. Monthly charges will be \$4.
Albion, Mich.—Calhoun Telephone CATV Co. has applied for a franchise. The firm proposes an 8-channel system initially plus educational television.
Lansing, Mich.—Gross Telecasting Inc. (WJIM-TV Lansing, Mich.) has been awarded a franchise.
Tecumseh, Mich.—Tahquamenon Cable Vision Inc. has applied for a franchise. The same firm has applied in Adrian and Lena-see county, both Michigan.
Hoboken, N. J.—All State Communications Co., Union, N. J., has applied for a franchise. The firm recommends a 25-year contract, an installation fee of \$50, a monthly charge of \$5, and a 12-channel system to be completed in a one-year period. All State also offered to guarantee the city \$2,500 to be applied toward 5% of its annual gross receipts. The estimated cost of the system is \$500,000 if 10,000 subscribers are signed. All State has operating systems in Cranbury and Ringwood, both New Jersey. The other applicant is Sterling Communications of New Jersey, a subsidiary of Sterling Information Services Ltd., which proposes an installation fee of \$70 and a monthly charge of \$6 for the first five-year subscription.
Las Vegas, N. M.—Clear Site TV Cable Co. has been granted a franchise. There will be an installation fee of \$14.95 and a monthly charge of \$6.95. Earl Hickam is principal owner. (Correction of Las Vegas, Nev. item, BROADCASTING, July 18).
Plattsburgh, N. Y.—Dimension Cable TV (W. Beardsley Van Etten, Morrisonville, N. Y., representative) has been granted a 10-year franchise. The city will receive a minimum of \$8,700 annually. Previous applicants included: RMC Cable Inc., a subsidiary

of International Telephone & Telegraph Co.; Rollins Telecasting Inc. (group CATV owner), Wilmington, Del., and Ausable Valley Telephone Co.
Upper Nyack, N. Y.—Good-Vue CATV Inc., New York (Phillip Beigel, president), is seeking a franchise.
Ashtabula, Ohio.—Ashtabula Cable TV Inc. (William Perfett, president) has been awarded franchise. The firm will charge no installation fee, but has set a \$4.95 monthly charge.
Rocky River, Ohio.—Cleveland Area Television has been granted a nonexclusive franchise. A \$25 maximum installation cost and \$5.90 monthly service charge have been set.
Hartshorne, Okla.—Raymond Willis has been granted a franchise. He also has a system in Haileyville, Okla.
Ponca City, Okla.—KVOO-TV, KTUL-TV of Tulsa, and Vumore Co., jointly, have been granted a franchise.
Alliquippa, Pa.—Centre Video Inc. (group CATV owner; James Palmer, president), State College, Pa., has been awarded a franchise.
Baden, Pa.—Color Cable Inc., controlled by Centre Video Inc., State College, Pa. (group CATV owner; James Palmer, president), has been granted a franchise. The firm charges \$4.50 monthly. Rego Industries (Viking Industries-group CATV owner) previously had applied.
Bethlehem, Pa.—Twin County Trans-Video Inc., Northampton, Pa., has been granted a franchise.
Edgeworth, Pa.—Color Cable Inc., controlled by Centre Video Inc. (group CATV owner; James Palmer, president), State College, Pa., has been awarded a franchise.
Hempfield, Pa.—WHJB Cablevision (Mel Goldberg, president), Greensburg, Pa. (WHJB), has been awarded an exclusive franchise to provide up to 12 channels, including local news and sports. Monthly service charge is \$4.95.
Lancaster, Pa.—Television Community Services Inc. (Steinman Stations) and Peoples Broadcasting Co. (WLAN-AM-FM Lancaster, Pa.) have been granted franchises.
Mechanicsburg, Pa.—West Shore TV Co. has been granted a franchise for which the city will receive 5% of gross revenues.
Osborne, Pa.—Color Cable Inc., controlled by Centre Video Inc. (group CATV owner; James Palmer, president), State College, Pa., has been granted a franchise; installation fee is \$5.
Belle Fourche, S. D.—Two franchises have been granted: South Dakota Cable Inc. and Multi-Pix, Inc., a Nebraska firm. South Dakota Cable Inc. proposed an installation cost of not more than \$25 and a monthly charge of not more than \$6. Multi-Pix Inc. proposed an installation charge of \$20 and a monthly charge of \$6.
Lead, S. D.—Multi-Pix of Alliance, Neb., has been granted a franchise. The firm will offer a 12-channel system.
Levelland, Tex.—Levelland Cable Television Co. (Wilson Copeland, president) has been granted a franchise. There will be a monthly charge of \$6.25. The firm will provide a 12-channel system, including a weather-music station.

BREEZY, glib, song and dance man, the image of the ideal salesman held by some broadcasters and many general citizens, is shattered by Morris Rittenberg.

Despite the tendency of some personnel directors to speak of "sales types," as opposed to "writing, accounting or research types," Mr. Rittenberg, director of NBC Domestic Enterprises and president of NBC Films, came into broadcast sales with a heavy accounting and research background.

The soft-spoken Mr. Rittenberg explains his leap from monitoring sales proposals in NBC-TV's controller's department to writing and pitching the proposals in the network's sales department thus: "I made such a nuisance of myself to the sales department that they hired me in self-defense."

"It took Joe Culligan (Matthew J. Culligan, then vice president, NBC-TV Network Sales, subsequently president and chief executive officer of the Curtis Publishing Co.) eight months to convince me to make the switch to actual selling . . . I felt I couldn't sell an aspirin to a man with a headache."

Mr. Rittenberg reported to NBC-TV sales in March 1956 and as a result of his sales success was named director of NBC Domestic Enterprises in 1960 and president of NBC Films in 1961.

Starting Point ■ The NBC executive's safari to merchandising and syndication began at New York University where he majored in accounting.

After a restless year (1940-41) with his family's accounting firm, Vulcan & Chontow, New York, he worked another year doing public opinion research for Elmo Roper. Next, Bernard Gimbel enjoyed the young accountant's abilities in financial analysis.

A yearning for government work and more direct contact with people propelled him into labor relations with the U. S. Department of Labor's New York office.

"An advantage of my nine years with Labor and a year of independent labor relations was I got to know every personnel director on the East Coast," Mr. Rittenberg comments.

In 1952, the wanderlust came again. Although Mr. Rittenberg had a labor-relations job lined up, a friend in NBC personnel asked him to consider "Manager of Financial Planning, NBC-TV."

"Something like 40 persons were interviewed by the controller. Because they didn't know what the job was, they picked me out of sheer frustration—they weren't going to interview any more," says Mr. Rittenberg with characteristic gentle self-irony.

Pricing and budgeting TV programs were included in the new job. The evolution to salesman was taken a step further when Mr. Rittenberg participated in the financial structuring of *America After Dark*, a transition show between

Accountant to salesman in one easy leap

Steve Allen's and Jack Paar's *Tonight* shows.

"When Steve went off *The Tonight Show*," says Mr. Rittenberg, "we worked up a replacement show. It was priced right; it was budgeted right: it bombed. This opened my eyes that it wasn't money that ruled. The real problem is talent selection."

Mike Dann, now CBS-TV programming chief but then NBC-TV vice president of special program sales, enticed Mr. Rittenberg into the green but land-mined field of sales. As manager of sales development he wrote and edited the

WEEK'S PROFILE



Morris Rittenberg—director, NBC Domestic Enterprises & pres., NBC Films; b. Detroit, Jan. 16, 1915; New York U. accounting, BS, 1939; certified accountant, Vulcan & Chontow, New York, 1940; public opinion researcher, Elmo Roper & Assoc., 1941; financial planner, Gimbel Bros., New York, 1942; economist, U. S. Department of Labor 1942-48; independent labor relations consultant, 1948-49; economist, U. S. Department of Labor, 1949-52; manager, financial planning, NBC-TV, 1953-56; manager of sales development, NBC-TV, 1956-57; manager of special program sales, NBC-TV, 1957-59; director, NBC Domestic Enterprises, 1960; pres., NBC Films, 1961; m. Muriel Paul D., 11; member, Players Club, New York; president, American Child Guidance Association, Boston; hobbies: golf, bridge and reading.

sales presentations delivered by the "sales types." "I was that back-room boy," says the NBC Films president.

Once Joe Culligan convinced his presentation-writing colleague to stop ghosting and finally appear at sales presentations, Mr. Rittenberg discovered, "I was a ham. I loved it; they couldn't get me off stage."

As director of NBC Domestic Enterprises, Mr. Rittenberg handles NBC's merchandising and diversification. The subsidiary conceives and markets children's toys and comic books, teen-age wearing apparel and hard-cover books, adult games and phonograph records, all based on NBC-TV programs and personalities.

The products are conceived in cooperation with major firms in the field. In past diversification activities, Domestic has backed Broadway plays.

NBC Films syndicates such off-network series as *Hennessey*, *87th Precinct*, *People Are Funny*, *Car 54* and *Richard Boone*. It also offers 80 feature films, 10 documentaries and foreign-produced, first-run cartoon series like *Astro Boy* (I and II), *Forest Ranger* and *Kimba the White Lion*.

When Mr. Rittenberg took the baton at Domestic Enterprises in 1960, the organization was "a sick department, financially."

Through the teen-age and adult-oriented merchandising that Mr. Rittenberg introduced to Domestic Enterprises, operations are now thriving. He is credited with virtually creating NBC Enterprises' domestic arm.

NBC's syndication subsidiary, then called California National Productions, was also down on one knee when Mr. Rittenberg took charge in 1961. The entire syndication business, associated at the time with first-run, high-budget production companies, was depressed by a flood of off-network shows and feature films.

Mr. Rittenberg restored the subsidiary's original name and took a new tack. He concentrated on marketing off-network shows and sent out feelers to low-budget foreign producers.

He also negotiated agreements for the nontheatrical distribution of NBC-TV documentaries and specials. Through the text-film division of McGraw-Hill Book Co., New York, and Encyclopaedia Britannica Films, Wilmette, Ill., over 140 films are distributed, chiefly to schools.

Wide-ranging interests in the products of the human mind and hand have given him what he calls the most important quality of salesmanship: empathy.

"I try to discern," he says, "what the client wants. The process is often more emotion than intellect. And if he wants print, that is what I sell him—NBC-TV programs and films clothed in the characteristics of print."

Exit, Mr. Rogers

THE sudden decision of Walter E. Rogers (D-Tex.) to leave Congress—after he had won his party's nomination for a ninth term—is a blow to many broadcasters. The militant Texan has been a champion of broadcasters' causes and had made communications his legislative specialty.

Until last year Mr. Rogers was the number-two man in the House on communications, second only to Commerce Committee Chairman Oren Harris, of Arkansas. When Mr. Harris left Congress to become a federal judge, Mr. Rogers, as chairman of the Communications Subcommittee, ostensibly moved into communications leadership. But the new full-committee chairman, Harley O. Staggers (D-W. Va.), himself assumed control over all subcommittee activities. The Rogers subcommittee hasn't held a hearing so far this session.

There are those, however, who relish Mr. Rogers's departure. The FCC's crack-downers, for example. He thwarted their efforts to limit broadcast advertising and has opposed FCC arrogation of program control.

Whoever succeeds Mr. Rogers as subcommittee chairman may find himself with little authority if Mr. Staggers continues to dominate all Commerce Committee functions. But it is nonetheless important to broadcasters to support designation of a legislator who is more interested in protecting the public's free broadcasting than in garnering headlines. One of several senior Democrats on the main committee could fill the vacancy with wisdom and distinction.

Whatever the reason for Mr. Rogers's decision to quit Congress, we wish him well in his private law practice.

The Austin story

IT wasn't very long ago that the broadcast newsman would be the last man anyone would call to find out what was going on when a big story unexpectedly broke in any community. Now he's apt to be the first.

Take, for example, the story that broke in Austin, Tex., on Aug. 1 when Charles Whitman began shooting from the University of Texas's tower. The main source of news for the nation and the world was KTBC-AM-TV Austin.

KTBC broadcast its first radio bulletin on the sniper at 11:59 a.m., four minutes after the first police report of firing, and its first television bulletin two minutes later. Within 20 minutes it went live, on both radio and TV, to the university campus, and stayed there until the assassin had been killed and taken from the tower. (KTBC-TV's coverage was enhanced by the use of a live camera provided by the educational TV facility at the university. KTBC has no live remote TV camera of its own.)

In addition to programing its own stations, KTBC provided audio feeds to CBS Radio and to hundreds (nobody kept an exact count) of radio stations that called from all over the U. S. and Canada. It supplied a four-minute edited television feed to CBS-TV and NBC-TV for their early evening news and provided action footage that was used later that night on a CBS-TV news special and the next day on NBC-TV's *Today* show and a special report.

For a while, during the siege on the campus, the United Press International bureau in Austin quit filing its own reports to UPI's Dallas regional office and simply put a radio set tuned to KTBC by a telephone connected to Dallas.

KTBC's own 6 p.m. regular evening news show was devoted entirely to coverage of the murders. At 10:30-11:30 p.m. the station broadcast an hour special that included tapes and films of the scenes of the shooting, live interviews with key figures in the story and reports on Whitman's

background and the notes he had left—a detailed wrap-up of a shattering story that had begun less than 11 hours before airtime.

KTBC was able to rise to an occasion it could never anticipate because of the journalistic talent it has attracted and kept—a dozen newsmen who can report, shoot film and appear on the air, headed by Neal Spelce, director of television news, and Joe Roddy, radio news chief. Several of the station's journalists have advanced degrees, and others are studying for them.

There are many other stations that could do as well—and for the same reasons. The spread of professionalism through broadcast journalism has made the difference between a medium that once took its news from someone else and a medium that everyone else now turns to.

It's a long time between stories as big and terrible as Austin's story of Aug. 1. But there is plenty of other news—less dramatic but probably more important—going on all the time in every community. It is worth covering as expertly as KTBC covered Whitman, and it demands quality work from qualified journalists.

Freebie TV

THE appeal of getting something for nothing, or for what appears to be nothing, is as strong to the television program manager as it is to anyone else. Indeed a whole business has been built in television upon the recognition of that principle, as the special report in this issue makes clear.

The "free" film—produced for exposure on television at no program cost to the station and no advertising charge to the sponsor—is now occupying television time that is worth some \$15 million a year. That is a lot of time, and it would take a great deal of money for stations to fill it with programs that they had to buy from some other source or produce for themselves.

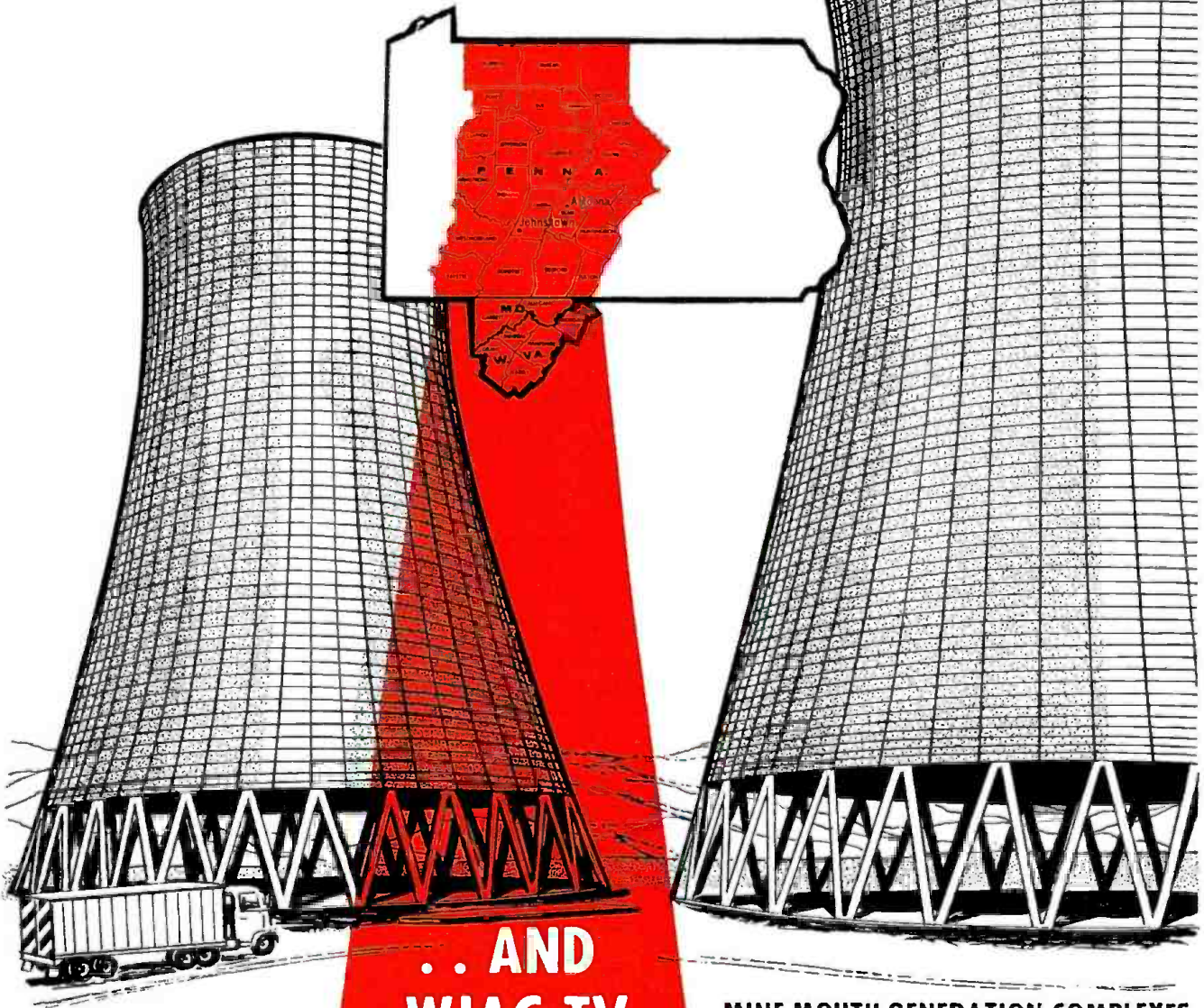
Still, the fact remains that the sponsors of these films are getting \$15 million worth of free advertising. That is a pretty long ride to take on a pass.

As the story in this issue reports, the bigger stations in the bigger markets seem to be getting choosier about the free films that they play. That, we suggest, is the mark of maturity as well as affluence. On the television station that can afford to exercise strong editorial control over its programing, the film supplied by a sponsor with a message to get across is bound to find less and less room.



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