



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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30112



Problems seen in dwindling supply of feature films. p27  
RAB takes aim at TV's best customers. p30  
FCC puts limits on TV holdings in first 50 markets. p50  
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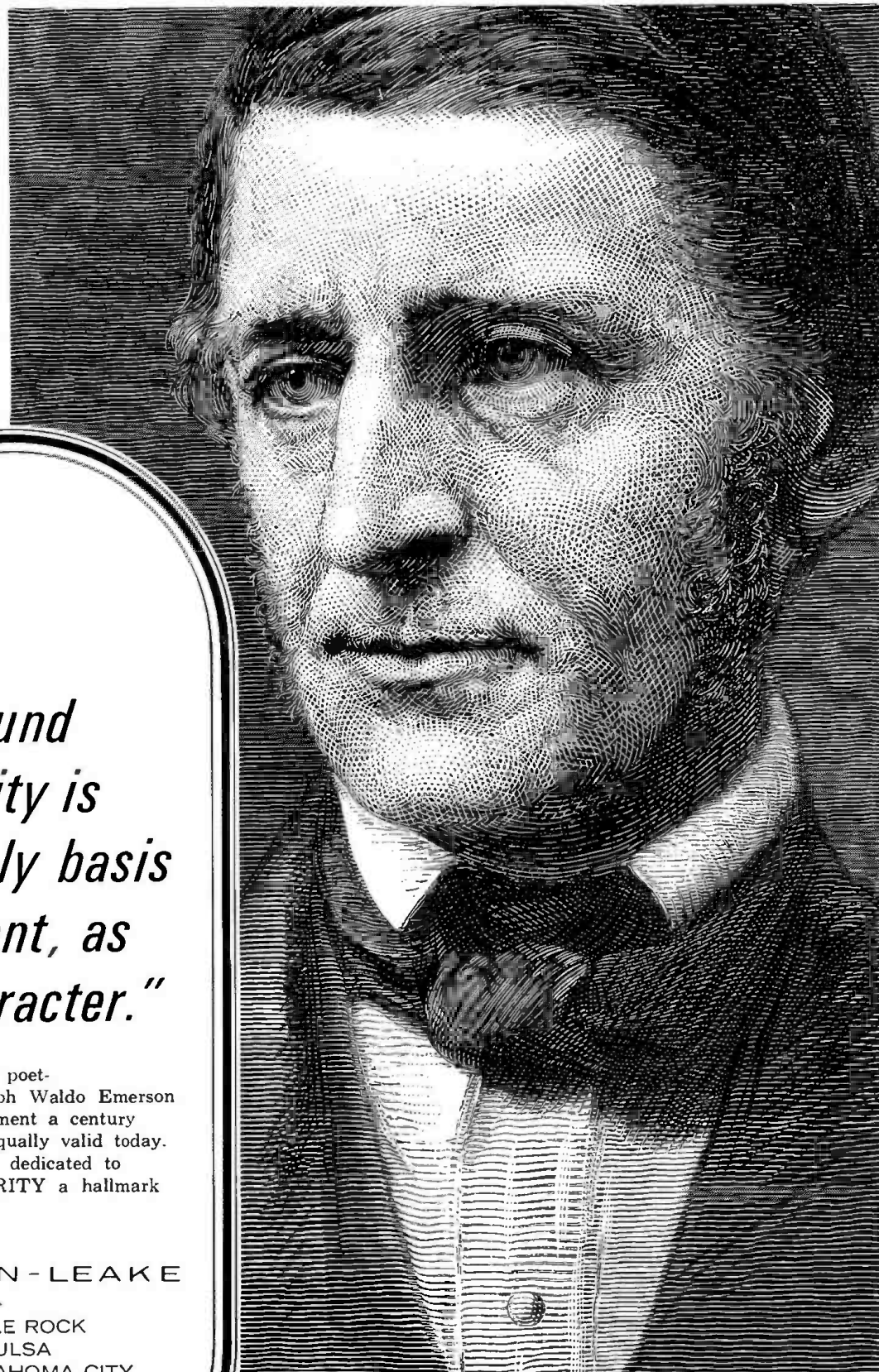
## Radio spreads the word fastest

What's going on in the Caribbean? People everywhere will hear about it first via Radio. Radio's vast news audiences are immediately available to advertisers. Spot Radio is the efficient way to reach these potential customers with your product message.

RADIO DIVISION

**EDWARD PETRY & CO., INC.**

THE ORIGINAL STATION REPRESENTATIVE



*"Profound  
sincerity is  
the only basis  
of talent, as  
of character."*

America's great poet-philosopher Ralph Waldo Emerson made this statement a century ago; but it is equally valid today. Griffin-Leake is dedicated to making SINCERITY a hallmark of its stations.

**GRIFFIN-LEAKE  
TV, INC.**

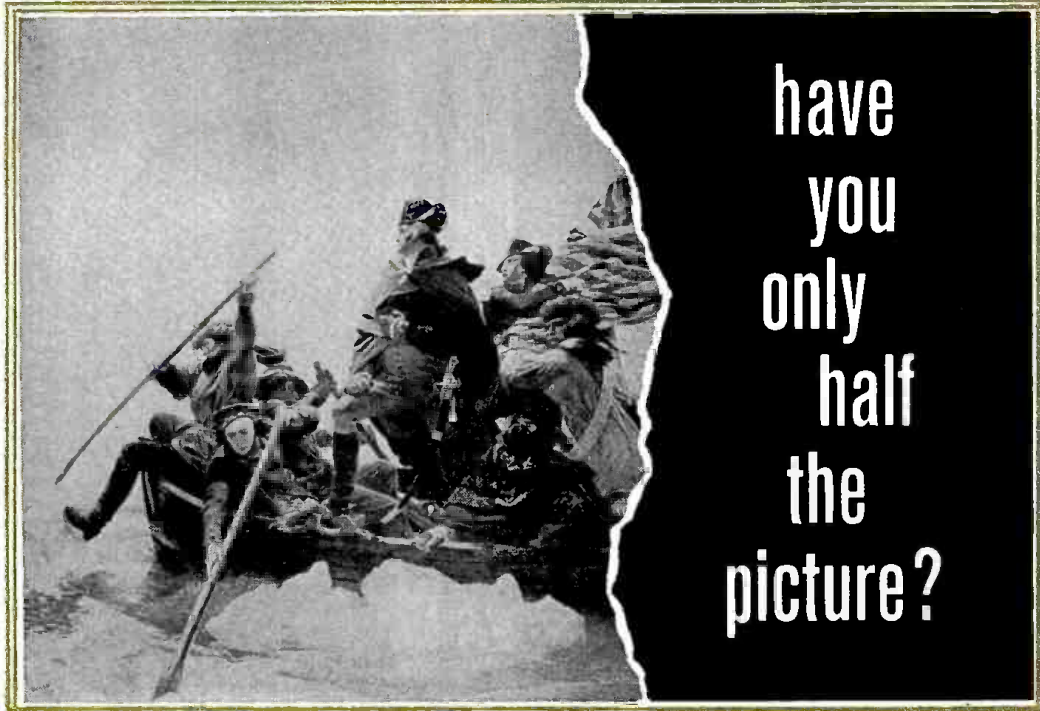
KATV-7, LITTLE ROCK  
KTUL-TV-8, TULSA  
KWTU-9, OKLAHOMA CITY





## A GREAT ROAD SHOW

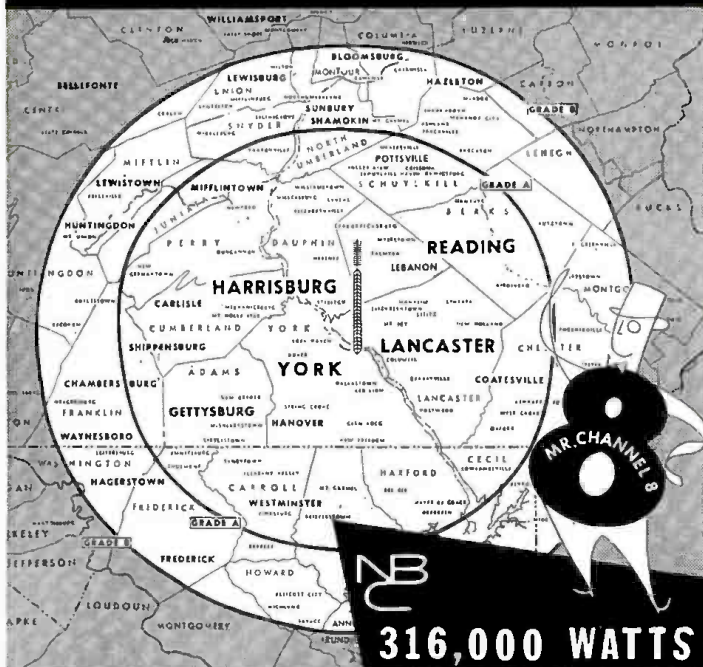
Wherever it goes, "Route 66", 116 hours of realism and romance, runs competitors off the highway. This four year network favorite, starring George Maharis, Martin Milner and Glenn Corbett is now available for local TV. Great for late afternoon or early evening stripping. For details contact **SCREEN GEMS**



have  
you  
only  
half  
the  
picture?

The Bettmann Archive

**MULTI-CITY TV MARKET**



Frequently manufacturers' sales figures show only cities where shipments are received by wholesalers and distributors. They do not show where these shipments are actually sold by retailers over a wide area. Ask your sales staff for the full picture of your retail sales in the Lancaster-Harrisburg-York area where WGAL-TV/Channel 8 offers total-market coverage to do your selling.

**WGAL-TV**  
**Channel 8**  
**Lancaster, Pa.**

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

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

Two matters of intense personal interest will claim attention of Dr. Frank Stanton, CBS president, in next few months: completion of new CBS headquarters and decision about his own future. Deadlines on both are rapidly approaching. By early fall at latest Dr. Stanton and other top CBS executives will occupy their finished suites in handsome new building that he has overseen in every detail since it was in talking stage with late Eero Saarinen, its architect who died after completing basic design. Before he is thoroughly settled in new quarters, Dr. Stanton's present contract with CBS will expire.

*Nine-and-half years ago Dr. Stanton signed 10-year deal providing salary, bonuses and stock options that have made him millionaire. Indications are that Dr. Stanton, now 57, has been so preoccupied with building project as well as other CBS operations and outside activities that he hasn't given much thought to approaching end of contract term. In past he's been known to think about government or academic service. Interesting footnote: No other CBS officer, so far as is publicly known, has personal contract with company.*

## Newspaper owners

FCC, which abandoned plans to propose limits on radio-newspaper cross-ownership before issuing its multiple-ownership rulemaking last week (see page 50), will have chance to express views on such ownerships in next few weeks. Nine cases are under study by staff in which licensee of only AM in town is seeking construction permit on only FM channel assigned to community. And in each case, AM is associated with town's only newspaper. Cases indicate difficulty in blanket approach to problem; staff reportedly feels some applications should be granted, while others should be set for commission hearing.

## Radio forms

After years of drafting, redrafting and debate, FCC's new program-reporting form for AM-FM applicants appears ready to emerge from bureaucratic incubator. Commission staff and Budget Bureau, which must give approval, have reached compromise on last minor point of difference, and document is being circulated among commissioners for approval. Last sticking point involved requirement in

form that proposed sellers provide programing information unless station license had been renewed in previous 12 months. Budget said period should be 18 months, and commission staff is agreeable.

*If no more hitches develop, plans are to make logging rules accompanying form effective Oct. 1, and to require use of form as of Aug. 1, by applicants for new stations and by those seeking to buy outlets, and as of Dec. 1, 1966, by renewal applicants and those proposing to sell stations.*

## Color symbols

ABC-TV and CBS-TV are working on new logos for their expanded color programing next fall. ABC's current logo has different-hued initials popping into place and CBS's most recent color identification used its eye with center pupil opening in kaleidoscopic effect. NBC is expected to retain its peacock, which has spread feathers representing colors of spectrum in advance of every color presentation for years. Dismissing report that NBC was considering discarding peacock symbol entirely, network spokesman said there was as much chance of that happening as U. S. history books "dropping Martha Washington."

*CBS has five different versions of new color identification which are now being revised to incorporate changes suggested by management and operational departments. Odds at CBS are on final acceptance by network of version with eye theme, though designs without eye are also being suggested. CBS is particularly concerned that color symbol look as good in black and white as in color. NBC, meantime, is reducing signature (closing identification after color programs) from six to three seconds next season, and CBS can be expected also to avoid signature that would eat seconds at program's close.*

## Money for code

National Association of Broadcasters' Finance Committee has told radio code to run on pay-as-you-go basis starting in fiscal 1966. Surplus for radio code will run out in current fiscal year which ends March 31, 1966. Committee has told Howard Bell, code director, to come up with ideas for bringing in more money by January board meeting in Palm Beach,

Fla. Committee is disturbed over stations that get billed as little as 75 cents per month, and it feels minimum fee should be instituted to make code self-supporting.

## Like old times

Deserting current trend of multiple-advertiser participation in single TV program, Beatrice Foods Co., Chicago, is preparing fall campaign calling for exclusive sponsorship of hour-long broadcasts of Desilu-syndicated programs in some 200 markets. Basic buy is *The Greatest Show on Earth*, with other Desilu shows substituted in markets where that one is not available. Don Kemper Co., Chicago, is handling station placement.

## A run on FM gear?

If FCC doesn't postpone effective date of its FM nonduplication rule or grant substantial number of pending waiver applications, result may be wildest scramble for equipment in recent radio history. Many waiver applicants reason that FCC's failure to deny their petitions—after months of pendency in many cases—indicates it will grant them (or delay effective date). Consequently these stations have not acquired facilities needed for separate FM operation.

*Some equipment suppliers say that if relatively few stations should decide to order now, "there wouldn't be any equipment left by Oct. 15." That is current effective date of nonduplication rules, which will require FM's in markets over 100,000 population to program separately from AM at least 50% of time. Of 195 stations that would be affected, 112 have asked for waivers (BROADCASTING, June 21).*

## All through the night

ABC Radio is getting closer to its announced objective of round-the-clock radio network service (BROADCASTING, March 22). Station clearances are being sought for through-the-night format offering five minutes of news before each hour from midnight to 6 a.m. EDT, with rest of that time filled by middle-of-road music. New service, titled *Tomorrow*, is tentatively set to start Sept. 6. One leading tobacco company reportedly has shown interest in sponsoring news reports.

In a 15 station market,  
why does WBAL get more  
than 1 out of every 4  
Baltimore radio dollars?\*



# Results!

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listen to WBAL than  
to any other  
Baltimore radio station.\*\*

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**1090**

Maryland's only 50,000 watt station / NBC affiliate / Nationally

represented by Daren F. McGavren Co. Inc. / or call 301-467-3000

\*BASED ON LATEST AVAILABLE FCC REPORTS \*\*HOLLANDER REPORT, 1964; NCS NO. 3

# WEEK IN BRIEF

Feature films, long backbone of local programing, continue to dwindle in backlog. BROADCASTING report finds foreign films replacing domestics and prices spiraling. Number down from 2,200 in 1961 to 1,000 at present. See . . .

## SCARCER AND SCARCER . . . 27

FCC's long-expected proposed rulemaking limiting ownership in top 50 markets to three stations, at least one UHF, issued on 4 to 3 vote. Concerned with 'growing concentration of control.' See . . .

## BAN ON BIGNESS . . . 50

DDB and production firm of N. Lee Lacy Associates lead U. S. agencies and producers to sweep Advertising Film Festival in Cannes, France. Grand prize for Laura Scudder potato chips only one of 21 gleaned by U. S. See . . .

## ALL CANNES' MARBLES . . . 38

Hearings on copyright bill sets off blasts by NCTA and AMST with NAB still in wings. Ford claims CATV 'extension of one's antenna,' but Jennes charges that system lessens value of copyright and hurts local stations. See . . .

## CATV VS. COPYRIGHT BILL . . . 66

Comsat's Early Bird rates were tentatively approved by FCC pending investigation to determine if costs are justified, and networks allowed to deal directly with firm to inaugurate service today. See . . .

## BY COMSAT BARRIERS . . . 63

NAB's television board calls for exclusion of CATV from any market in which three or more TV's are received and in which someone has applied for UHF, unless cable operator can show that CATV will not harm U. See . . .

## NAB FOR MORE RESTRICTIONS . . . 56

Schroeder tells board meeting at Buck Hill Falls, Pa., that NAB needs new objectives and tactics, and to rid itself of paralysis of bigness. Claims political compromise hurts force of association. See . . .

## NEW OBJECTIVES, TACTICS . . . 56

RAB's David says last-minute buyers of radio will find it sold out as is now case with TV. C-P expected to pour \$5 million into radio and other soap companies will follow suit. Aim for sales when TV locked up. See . . .

## RAB AIMS FOR TOP 100 . . . 30

NAB board votes to keep TIO separate autonomous body. but seeks closer liaison at both staff and board levels. Lost revenues from incorporation given as main reason for maintaining status quo. See . . .

## TIO TO CONTINUE . . . 57

Ampex Corp. shows home video tape recorders and predicts \$100 million market by 1970. Pieces are color compatible; two speed; cost from \$1,095 to \$2,495, and play for one to two hours depending on speed. See . . .

## AMPEX HOME TAPES . . . 60

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## Broadcasting

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The best of "Grand Ole Opry" now on tape for your market!

# The Bobby Lord Show

Now available for the first time in *your* market... 26 taped half-hours of the famed "Nashville Sound" with personable, young Bobby Lord and famous Grand Ole Opry guests! A unique program with new production values from the home of the Grand Ole Opry. Already selected by a national advertiser for participations in 88 markets! Contact Brad Crandall, WSM-TV, Nashville, today! (Area 615, 291-4975)

## WSM-TV

Nashville, Tennessee

BROADCASTING, June 28, 1965



## One-day old NAB stand on CATV reversed RADIO BOARD DOESN'T GO ALONG WITH TV BOARD PLAN

Strength of National Association of Broadcasters radio board was demonstrated Friday (June 25) at concluding session of NAB board meeting, when proposal that would have in effect put freeze on community antenna TV in certain markets was turned down by voice vote (see page 56).

Resolution of Future of Broadcasting in America Committee which was supported by television board Thursday would have put restrictions on CATV's entering three-or-more-station markets where UHF had applied or had intended to apply for channel. TV board's 9 to 4 approval of tougher line on CATV regulation had been expected to go through joint board, but radio board, at Friday morning session, although not voting formally on subject, recommended that resolution be dropped. After voting down resolution, joint board, on motion at Dwight Martin, WDSU-TV New Orleans, authorized Future of Broadcasting Committee of which Mr. Martin is chairman to informally advise FCC of "advantages and disadvantages" of proposals in defeated resolution.

Committee can take no stand for or against proposition but if it ultimately concludes that another approach to

FCC is possible, it must receive prior approval of full board. This course however is regarded as unlikely.

In other actions, joint board referred plan for new public relations program to radio public relations committee and executive committee; voted to support Representative Oren Harris's (D-Ark.) bill to create national boxing commission, and approved Washington as site for 1969 convention.

### Grab for CBS control started by Texan

Campaign to gain control of major TV networks began last Friday as David W. Dye of Lubbock, Tex., took aim at CBS. Mr. Dye had earlier given reason for "picking on" CBS as "all TV in free world has CBS film (BROADCASTING, Feb. 22).

Businessman and staunch conservative, Mr. Dye plans to gain control of 4 million shares of CBS stock by requesting 1,000 people each buy 200 shares of network's stock. Each person would in turn request 20 friends to also buy same amount. Proxy rights of shares would then be turned over to Mr. Dye, according to plan.

Mr. Dye had registered with Securities and Exchange Commission in February under name of Medias Unlimited Inc. According to SEC attorney registration is necessary if proxies are to be solicited.

Mr. Dye said that he was "incensed" by amount of "violence, crime, brutality, sadism and sex on TV," adding that he wanted to replace present programming with his own.

CBS said Friday that only comment it had on scheme was that charges against firm are not true.

### Personal product ban dropped from radio code

Radio board of National Association of Broadcasters removed bans on personal product advertising Friday. Decision to broaden radio code approach on such advertising came on 17 to 9 vote. Wording adopted had been offered and rejected at board meeting last January. It replaces outright ban

with standards of good taste. New section says all such advertising "should be treated with emphasis on ethics and canons of good taste and presented in restrained and inoffensive manner." Howard Bell, code director, urged agencies and advertisers to cooperate with code authority in "review and clearance of all commercial copy" in those areas.

Board also adopted amendments bringing about sweeping overhauls in code language on advertising and program standards, and approved increasing code board membership from nine to eleven members with four networks alternating in two new seats (BROADCASTING, June 21).

Radio board also heard report of All Radio Methodology Study conducted in Philadelphia under NAB-Radio Advertising Bureau auspices by Audits and Surveys Inc. Study of eight generic methods of audience measurement employed almost 400 interviewers who conducted more than 13,000 interviews from March 8 to April 23. Howard Mandel, NAB vice president for research, said results are being prepared for computers with findings expected in about four months. He emphasized ARMS did not test any existing radio services as such, but general methods of surveying.

### \$50,000 fine in Regimen case

Plea for leniency Friday by Kastor, Hilton, Chesley, Clifford & Atherton, New York, in fraudulent advertising case was met by imposition of maximum penalty of \$50,000 in U. S. district court in Brooklyn.

Agency had been found guilty on 41 counts of indictment charging it with knowingly preparing fraudulent advertising for Regimen "No Diet" reducing pills (BROADCASTING, May 10).

KHCC&A promptly filed notice of intention to appeal to New York appeals court.

Agency's attorney, Joseph Brill, asked John Bartels, district court judge, for "token sentence only" claiming guilty verdict had resulted in "legislation by prosecution" by imposing new insurer's responsibility on agencies for client product claims.

Attorney Brill said agency had already "suffered in public eye."

Judge Bartels meted out maximum \$1,000 penalty on each of 40 counts involving dissemination of fraudulent advertising and maximum \$10,000 pen-

#### Public's view of TV

Study undertaken by Schwerin Research Corp. indicates that television has about same over-all standing as medium with viewing public today that it had in 1959.

Sample of 954 respondents were more critical of programming than of commercials. Three-fifths of SRC's sample felt that programming either was unchanged in quality or better than it was in 1959 and one-third thought programming had deteriorated. Commercial criticism was dominated by objections to quantity sound levels and interruptions of programs, according to study which is included in June issue of *SRC Bulletin*.

To provide "control" medium, SRC asked same questions on attitudes toward magazines. Results indicated two media are "pretty well matched," SRC noted.

## WEEK'S HEADLINERS



Mr. Shapiro



Mr. Lee



Mr. Ferguson



Mr. Cobb

**Mike Shapiro**, general manager of WFAA-AM-FM-TV Dallas-Fort Worth, re-elected chairman of television board of directors of National Association of Broadcasters. **Robert W. Ferguson**, executive VP and general manager of WTRF-FM-TV Wheeling, W. Va.-Steubenville, Ohio, was chosen as vice chairman. Mr. Ferguson succeeds **John F. Dille Jr.**, president of Communicana Group, Elkhart, Ind., who becomes chairman of NAB's joint radio and television board July 1. **Jack W. Lee**,

VP of Capital Cities Broadcasting Co. and general manager of WSAZ-AM-TV Huntington, W. Va., elected chairman of radio board of NAB. He previously served board as vice chairman. **Grover C. Cobb**, VP and general manager of KVGB Great Bend, Kan., succeeds Mr. Lee. **Rex G. Howell**, president and general manager of KREX-AM-FM-TV Grand Junction, Colo., served as radio board chairman last year.



Mr. Spielmann,



Mr. Theiss

**Robert Spielmann**, account executive at George P. Hollingbery Co., New York, since 1954, named eastern VP for company with offices in that city. **Charles Theiss**, account executive since 1960, named VP for central region, and **Edgar White**,



Mr. White

account executive since 1959, named VP for western division. Messrs. Theiss and White will have offices in New York. Mr. Spielmann also worked for two years with New York office of NBC Spot Sales. Mr. Theiss previously was time buyer at Ted Bates & Co., New York. Mr. White previously was New York sales manager of *Philadelphia Inquirer* and had served with Tas-T-Nut Co. and Simmons Co. All men will continue on Hollingbery's television sales force.

**Thomas D. Tannenbaum**, VP and executive assistant to president of Wolper Productions, appointed VP, programs for new West Coast office of Seven Arts Television in Hollywood. Mr. Tannenbaum, who rejoins Seven Arts after absence of one year, will coordinate all West Coast activities for development of TV programming for network showing and syndication and acquisition of other TV properties for international distribution by company. Previously Mr. Tannenbaum had been with Metro-Goldwyn-Mayer and Famous Artists Agency in Hollywood.



Mr. Tannenbaum

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

alty on conspiracy count. Execution of sentence was stayed pending appeal outcome.

Drug Research Corp., which marketed Regimen pills, and its president, John Andreadis, were fined total of \$103,000 and Mr. Andreadis was sentenced to 18 months in prison on multiple counts, to run concurrently.

In statement issued Friday, agency said jury's finding that agency was guilty of conspiracy had not been supported by evidence, and asserted agency had acted "at all times in good faith."

## Common carriers protest FCC's Comsat ruling

FCC's order authorizing Communications Satellite Corp. to offer television service directly to networks on temporary basis was protested by four common carriers in FCC filing Friday (see page 63).

Carriers, in joint petition, asked com-

mission to grant them individually special temporary authority to lease Early Bird satellite channels from Comsat to provide television service to networks.

Carriers, in urging commission to rescind special temporary authority it gave in matter of providing television service, said commission had injected "serious new issues into an already complicated situation."

Carriers are AT&T, ITT World Communications Inc., RCA Communications Inc. and Western Union International Inc. Commercial Comsat service begins today (June 28).

## Hockey aims for TV exposure

Spokesmen for National Hockey League in New York reported Friday that plans are underway for national television contract in wake of expansion vote which sent teams to Los Angeles and St. Louis.

Hockey is largest major sport with no national TV coverage (BROADCAST-

ING, June 7), and league officials now feel that eight-team, coast-to-coast league could hold its own with most sporting fare.

## ABC-TV Philadelphia to carry NBC-TV show

NBC-TV's *I'll Bet* color program (Monday-Friday, 12:30-1 p.m. EDT) will show up on ABC-TV affiliate in Philadelphia—WFIL-TV—starting July 5. Westinghouse's KYW-TV, moved to Philadelphia in swap-back of Westinghouse and NBC stations in Philadelphia and Cleveland (BROADCASTING, July 14), is NBC-TV affiliate there but on July 5 plans to install WBC Productions' *Mike Douglas Show* in 12:30-2 p.m. spot. WFIL-TV is shifting local programming to carry *I'll Bet* and is considering taking NBC's *Let's Make a Deal*, another colorcast that will be pushed out of its 1:30-2 spot on KYW-TV by Douglas show.



**How can you  
schedule local  
color programming  
at such  
a low cost?**

**Easy...use our  
taped adventures.**

Sail the Spanish Main with Columbus. See the birth of the Atomic Islands. Tour the Village Beneath the Sea.

Call it adventure. Put it on color tape.

Make it available for across the board first run local programming. 260 hours of pure excitement. With Academy Award winner Colonel John D. Craig, world-renowned explorer-photographer, as your personal host.

Now call it: "Of Lands and Seas".

Indianapolis (WLW-I) will.

And Cincinnati (WLW-T) will.

So will Los Angeles (KHJ-TV).

New York (WABC) already has (under the name "Passport 7").

Viewers in these cities already have their tickets for five trips a week to Hong Kong, Viet Nam, Tokyo, Kenya, Istanbul. Around the world in gorgeous color.

Similar Monday through Friday programs snared 47% of the total adult audience against two other stations in Cleveland, 44% against three other stations in Detroit.

Now call it yours. Call us now. For an early fall start in your market.

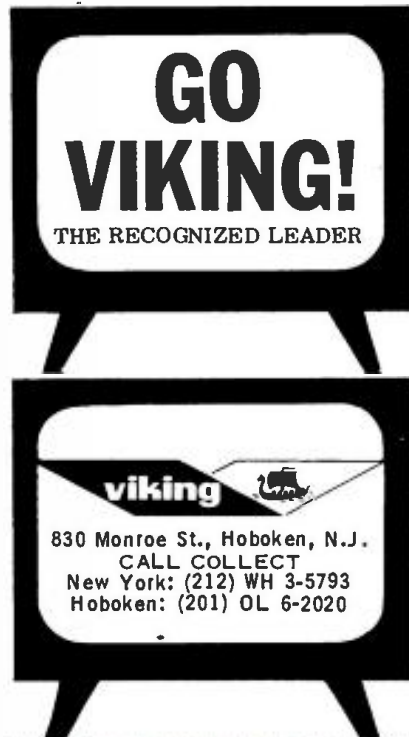
## **OF LANDS AND SEAS**

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When you go Viking, you go with the finest. Find out why Viking is the number 1 cable and equipment manufacturer for CATV. Find out why people in the industry turn to Viking to update their present systems or to provide television for a complete new system.

**FOR CABLE - GO VIKING  
FOR EQUIPMENT - GO VIKING  
FOR ALL YOUR SYSTEM NEEDS  
GO WITH THE BEST...**



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

\*indicates first or revised listing.

## JUNE

June 26-29 — Advertising Federation of America's 61st annual convention. Speakers include Mary Gardiner Jones, commissioner of Federal Trade Commission; Sargent Shriver, director of the Peace Corps, and director of office of Economic Opportunity, and Henry Schachte, executive vice president and board member, J. Walter Thompson Co., New York. Statler Hilton, Boston.

June 27-29—30th annual convention of Florida Association of Broadcasters. Speakers include Tom Murray, vice president. Campbell-Ewald, Detroit; Miles David, executive vice president, Radio Advertising Bureau; William Carlisle, vice president for station relations, National Association of Broadcasters. Jack Tar hotel, Clearwater.

June 27-July 2—First Advertising Agency Network annual meeting. The Equinox House, Manchester, Vt.

June 27-July 2—Advertising Association of the West's 62d annual convention. Hawaiian Village hotel, Honolulu.

June 29 — Kansas Association of Radio Broadcasters annual continuity clinic. Featured speaker is Harry Haslett of Radio Advertising Bureau, New York, on general topic "How to Make Radio Copy Sell." Kansas Gas & Electric Co. auditorium, Wichita.

June 29-30 — National Industry Advisory Committee, annual seminar. Subjects include consideration of state emergency broadcast plans as well as reports on use of radio and TV for alerting the public. Interdepartmental Auditorium, Washington.

June 29-July 1 — Annual convention of Electronic Industries Association. Consumer Products Division will meet in conjunction with National Association of Music Merchants and National Appliance & Radio-TV Dealers Association. Conrad Hilton hotel, Chicago.

June 30 — Deadline for entries in Iris Award contest, sponsored by the Women's Conference of the National Safety Council. Women actively engaged in radio-TV as writers, producers or broadcasters may qualify. Awards will be given in two categories: one for radio and the other for TV.

## JULY

July 1 — New FCC deadline for comments relating to frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna TV systems. Former deadline was April 1.

July 6—House Commerce Committee hears testimony by FCC Chairman E. William Henry in the first day of hearings on a bill introduced by Representative Oren Harris (D-Ark.) to establish a federal boxing commission with power to prevent the broadcast of bouts influenced by bribery, collusion or racketeering. Washington.

July 9—New FCC deadline for filing comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems. Former filing date was June 25.

July 9-11—American Women in Radio and Television's educational foundation board of trustees meeting. Statler Hilton, Boston.

July 9-11—Ohio Associated Press Broadcasters Association semi-annual meeting. Imperial House South, Dayton.

July 14—New deadline for comments on

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

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

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

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

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

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

July 19-20 — Annual summer meeting of New York State Broadcasters Association. The Otesaga, Cooperstown.

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

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

July 26—New deadline for reply comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

July 29—New FCC deadline for filing reply comments on the joint petition for rulemaking by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. The former deadline for replies was June 10.

## AUGUST

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

Aug. 2—New deadline for comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in techni-

# What makes a great station? People.



Carl Zimmerman



Robert Guy



Richard Dietrich

People like Carl Zimmerman, Robert Guy and Richard Dietrich. Winners of special, \$1,000 creative awards in the Alfred P. Sloan 1964 Radio-TV Highway Safety program.

Carl Zimmerman is Director of News and Public Affairs for WITI-TV. His series of 26 editorial scripts on traffic accidents in the Milwaukee area won the special award for writers. His citation reads: "Mr. Zimmerman's forthright, practical approach to accident prevention through the broadcast editorial meets the highest standards of journalism."

Robert Guy is Program Development Manager, Television Division, Storer Broadcasting Company, and Richard

Dietrich is a director at WJBK-TV. Their production of "The Michigan Massacre," a shocking, yet honest visual analysis of their state's highway accident toll, won the special award for producers. Their award citation describes the program: "Ingenious techniques of presentation heightened the impact and realism of this penetrating documentary."

"Highest standards of journalism"... "Ingenious techniques of presentation"... Storer Broadcasting Company is extremely proud of Carl Zimmerman, Robert Guy and Richard Dietrich. They have demonstrated the high standards of broadcasting excellence which guide all of the Storer stations.



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



# figure it out!

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

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

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

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

## WHEC-TV

CHANNEL 10 • ROCHESTER, N. Y.

Member of the Gannett Group

# FREE GATES CATALOG!



New 224-page hard-bound catalog covers extensive line of Gates AM, FM, TV and Audio Broadcast equipment. Write today on your company letterhead.

## GATES

GATES RADIO COMPANY

A Subsidiary of Harris-Intertype Corporation

123 Hampshire Street • Quincy, Illinois 62302, U.S.A.

cal violation of the commission's multiple-ownership rules. Former deadline was June 14.

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

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

Aug. 6—New FCC deadline for filing reply comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems. Former filing date was July 26.

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

Aug. 20-22—Annual fall meeting and election of officers of West Virginia Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Greenbrier, White Sulphur Springs.

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

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

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

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

### SEPTEMBER

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

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

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

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

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

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

Sept. 19-21—Annual fall meeting and election of officers of Nebraska Broadcasters Association. Speakers include Vincent T.

### NAB CONFERENCE SCHEDULE

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

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

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

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

Oct. 25-26—Statler Hilton, Boston.

Nov. 11-12—Sheraton-Chicago, Chicago.

Nov. 15-16—Brown Palace, Denver.

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

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

Wasilewski, president, National Association of Broadcasters. Blackstone hotel, Omaha.

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

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

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

### OCTOBER

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

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

■Oct. 14-23 — 12th annual meeting of MIFED, Milano International Film, TV Film and Documentary Market, including the first presentation of the TV Pearl awards for the best feature or serialized film and the best short film produced for TV in 1964-65. During the meeting MIFED is sponsoring EXCOT, the Congress and Exhibition on World Progress in Electronics for the Cinema, TV and Associated Industries. For further information contact MIFED-Largo Domodossola 1, Milano, Italy.

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

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

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

■Oct. 22—New deadline for comments on the FCC's notice of inquiry to determine if stereophonic sound transmissions could and should be used in television broadcasting. Former deadline was Jan. 16. However, commission has granted a nine-month extension at the urging of the Electronic Industries Association.

■Indicates first or revised listing.

**THE TRULY GREATS** are yours in **Showcase**

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



# BURT LANCASTER

**"A CHILD IS WAITING"**

also starring

**JUDY GARLAND**

RUNNING TIME: 102 MINUTES



**"THE KENTUCKIAN"**

as

also starring

DIANNE **FOSTER** • DIANA **LYNN**

RUNNING TIME: 104 MINUTES • COLOR

**"APACHE"**

also starring

**JEAN PETERS**

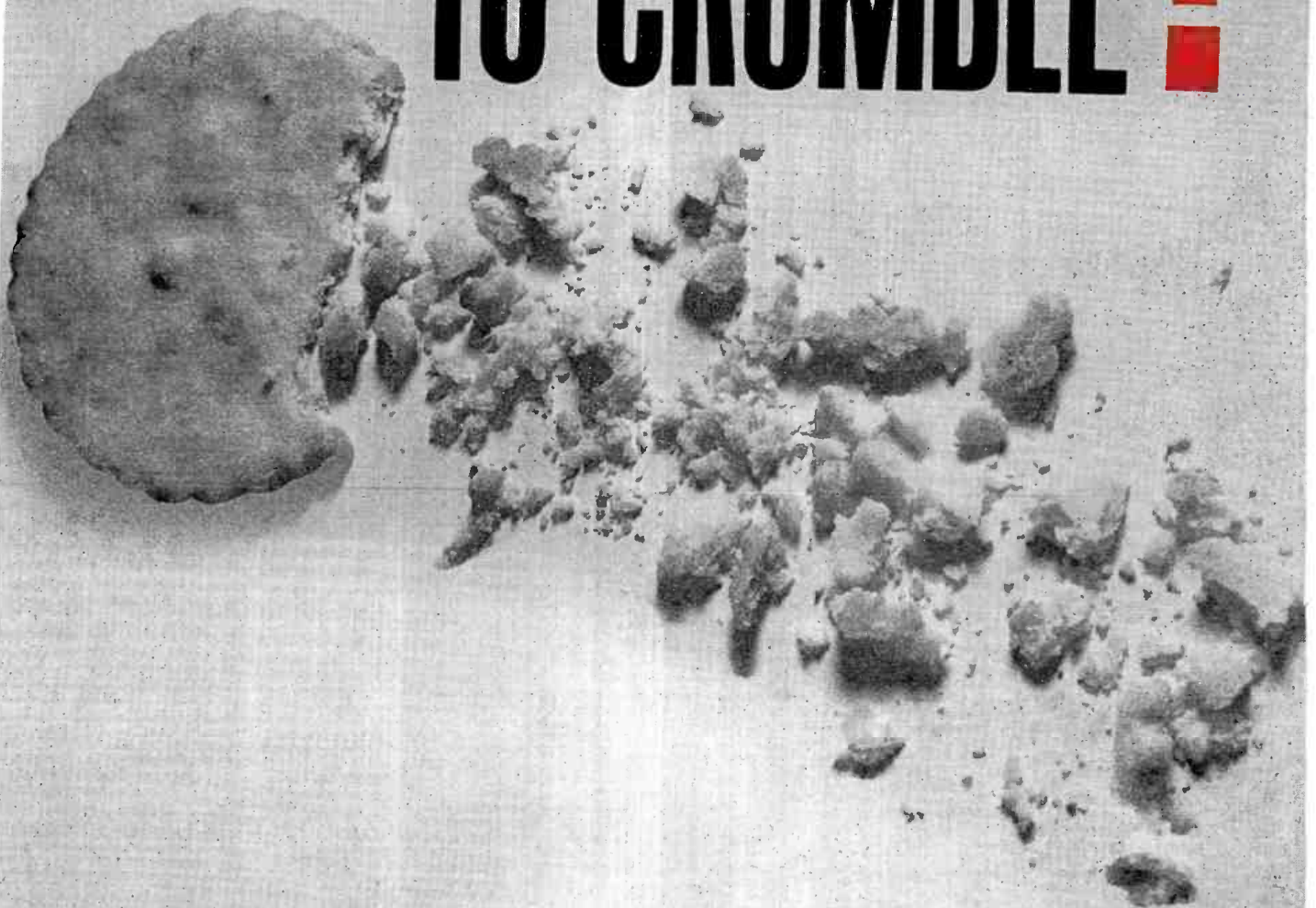
RUNNING TIME: 91 MINUTES • COLOR



**WRITE, WIRE, PHONE**

555 MADISON AVENUE, NEW YORK, N. Y. 10022 Area Code 212 688 4700

**WHY  
WAIT FOR  
THE COOKIE  
TO CRUMBLE?**





The way the cookie crumbles doesn't have to be accepted with resignation. A better philosophy is to find out *why* it crumbled and what made the buying decision go against you.

In most cases, it's a matter of not getting your full story through to enough of the right people at the right advertiser and agency levels. Logically, it pays to safeguard against such informational gaps in salesmanship by regularly stating the facts about yourself through the pages of a well-read broadcast business publication.

**BROADCASTING** for example. You couldn't pick a better atmosphere wherein your message has such added immediacy and significance . . . where it **actually** reaches so many of the men and women responsible for broadcast buying decisions—and at the opportune moment when they're thinking about television and/or radio.

A good business publication (such as **BROADCASTING**) fills an indispensable place in their lives. It is just as indispensable as part of your own promotion and selling pattern. No amount of personalized selling, individual presentations or willy-nilly direct mail can possibly cover all the obvious bases—much less the hidden ones—in this complicated advertising business.

**BROADCASTING** more than any other journal, carries your story to **all** levels of decision-makers at the very times they're thinking about, planning, formalizing their investments in radio-TV markets and stations. It reaches them **quickly . . . frequently . . . thoroughly . . .** while they're **receptive** to ideas . . . with enhanced **believability** and **memorability**. For **BROADCASTING** imparts a special urgency to all they read within its pages.

Use other business publications if your budget allows. But **BROADCASTING** is **basic**—the sure ingredient of your campaign that will keep the cookie from crumbling unpredictably. And at a **far lower cost** per contact than salesman's calls or individual presentations.

The many people you have to sell regularly **pay** to receive **BROADCASTING** every week. They do so because they **want** and **need** **BROADCASTING**. You **want** and **need** their approval. So the wisdom of talking to them through their **favorite** broadcast business publication is obvious.

 **Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO  
1735 DeSales Street, N.W., Washington, D. C. 20036

# Nobody in Washington argues about which is the important station.



## OPEN MIKE<sup>®</sup>

### Defines the reluctant ones

EDITOR: Your special report on FM programming June 21 was headlined: "FM's drag feet. . . ." It might better have been headed: "AM's drag feet. . . ."

We FM broadcasters have none of the timidity and lack of enthusiasm described in your report and attributed to the simulcasters and AM representatives. . . .

All you need is courage, imagination, resourcefulness, perseverance and that great American desire to be a pioneer.

Come on in fellas! The water's great! —*Abe J. Voron, chairman of the board, National Association of FM Broadcasters, New York-Washington.*

### Valuable FM story

EDITOR: This is just a "thank you" for the thorough article on the FM situation in the June 21 issue which, I am sure, is going to serve a real purpose for a good many broadcasters who are concerned with the problem.—*James Schiavone, general manager, WWJ-AM-FM-TV Detroit.*

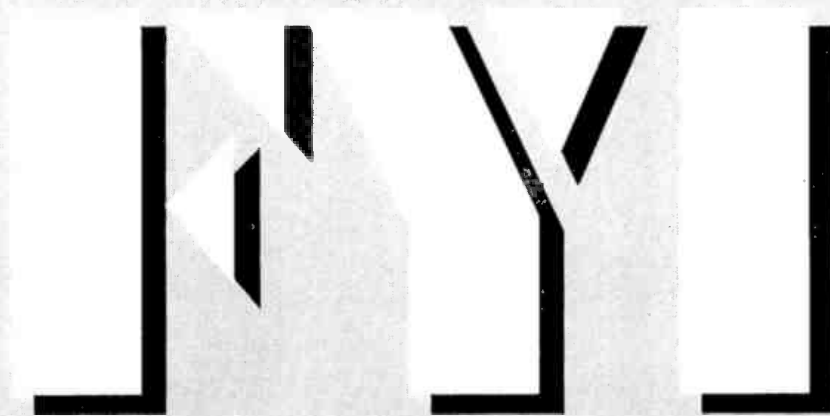
### 'Slanted' CATV reporting

EDITOR: The article in BROADCASTING May 31 entitled "Is CATV free ride nearing end" has finally prompted me to write you regarding your editorial policies and slanted reporting designed to prejudice television station owners against community antenna television systems and to arouse their fears of future losses of revenue resulting from the growth of CATV systems. . . .

First, I should like to point out that to date there has been nothing "free" about the "ride" of CATV systems. The capital investment required to install CATV systems is extremely large, and it is only fair that CATV systems should charge a service fee for the use of the service their plants provide.

Second, advertisers are already paying for CATV audiences, whether programs are sold to include these audiences or not. It is only logical that the owners of copyrighted material should charge for advertiser's exposure to these expanded audiences reached by CATV. A field check will prove to you that this is already occurring.

Third, if CATV systems were required to pay copyright fees for the use of programs transmitted by television stations, then it is only fair that CATV's be permitted to insert their own advertising material in place of the advertisements emitted from the



WDAF-TV and WDAF RADIO, Kansas City  
announce the appointment of  
The Katz Agency, Inc.  
as national sales representative  
effective, July 1, 1965

---

TAFT BROADCASTING STATIONS, WDAF AND WDAF-TV ARE NBC AFFILIATES

---

# An Evening with...Color!

*"An Evening with . . . Julie London,"* just one of scores of star shows WGN Television currently is producing and presenting in color.



An Evening with...Gretchen Wyler



An Evening with...Hildegarde



An Evening with...Earl Wrightson and Lois Hunt



An Evening with...Phyllis Diller



An Evening with...Louis Prima



An Evening with...Dennis Day



**Every night is color night on WGN Television.**  
 But some nights are extra special when we present an evening with one of the greats of show business. These half-hour color specials, produced right here in Chicago by WGN Television, again illustrate the wide variety of color programming presented every day on Chicago's color station. WGN Television originated over 3,000 hours of color in 1964, more than any other station in the nation. And there's more to come.

*"An Evening with . . ." is another example—along with "Great Music," "The Barn Dance" and "Big Bands"—of the quality color programming WGN Television is making available via syndication to the nation and to the world.*

**WGN**  
**IS**  
**CHICAGO**  
*the most respected call letters in broadcasting*



Louisburg Square on Beacon Hill makes English visitors think of London. The charming little park belongs to the proprietors of the Square. The street is also private. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

# Buy Boston like a Bostonian...Buy WHDH

TELEVISION: CHANNEL 5  • RADIO: AM 850 KC 50,000 WATTS  FM 94.5 MC  
REPRESENTED NATIONALLY BY BLAIR TELEVISION RADIO

BROADCASTING PUBLICATIONS INC.  
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 ASST. TREASURER ..... JOANNE T. COWAN

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

EDITOR AND PUBLISHER  
 Sol Taishoff

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New York: 444 Madison Avenue, 10022. Tele-  
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 nor R. Manning; EASTERN SALES MANAGER:  
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Chicago: 360 North Michigan Avenue, 60601.  
 Telephone: 312 Central 6-4115.  
 SENIOR EDITOR: Lawrence Christopher; MID-  
 WEST SALES MANAGER: David J. Bailey; AS-  
 SISTANT: Rose Adragna.

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

Toronto: 11 Burton Road, Zone 10. Tele-  
 phone: 416 Hudson 9-2694. CORRESPONDENT:  
 James Montagnes.

ASSISTANT PUBLISHER  
 Lawrence B. Taishoff

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 1965: Broadcasting Publications Inc.

BROADCASTING, June 28, 1965

television stations. I think the implica-  
 tions vis-a-vis the advertising agencies  
 and the television stations in regard to  
 this matter are clear, and as soon as  
 these two groups become fully aware of  
 the implications of the proposed  
 copyright laws, I am sure they will let  
 it be widely heard in Washington that  
 CATV's should not be required to pay  
 copyright fees for the use of programs  
 picked up from television stations  
 either by microwave or "off-the-air."

I hope I will not have to cancel my  
 subscription as I consider the coverage  
 in the magazine to be excellent. I,  
 therefore, look forward to some fair  
 and unslanted editorials and reporting.  
 —Lawrence Flinn, Jr., president, *Ves-  
 taling Video, Inc.*; vice president, *Wash-  
 ington Cable Co. Inc.*; vice president,  
*Video Cable Co. Inc.*; director, *New  
 York State CATV Association.*

(Mr. Flinn's complaint of anti-CATV re-  
 portage in BROADCASTING may be read  
 with interest by the several broadcasters  
 who have complained of pro-CATV re-  
 portage in BROADCASTING.)

## Sports coverage applauded

EDITOR: Enjoyed the completeness of  
 your June 7 issue featuring sports. We  
 were especially intrigued by the portion  
 of the article dealing with local base-  
 ball telecasts versus the ABC *Game of  
 the Week*—Ray A. Karpowicz, sales  
 manager, KSD-AM-TV St. Louis.

## TV reaches employees

EDITOR: YOUR "MONDAY MEMO" of  
 June 14, by John Z. Ickes, is a positive  
 demonstration of still another way in  
 which television can be used as a val-  
 uable tool of communication. Would  
 it be possible for us to obtain permis-  
 sion to make copies of this article for  
 distribution to people who we think  
 will share our interest?—Robert A.  
 Kuller, *Directions Inc.*, New York.

(Permission granted. Mr. Ickes, public re-  
 lations manager of Aerojet-General Corp.'s  
 Sacramento, Calif., plant, related how the  
 plant used prime time television, rather  
 than have a mass meeting, to talk to its  
 15,000 employees and their families.)

## Book Note


"*Television Acting and Directing*,"  
 by Walter K. Kingson and Rome Cow-  
 gill. Holt, Rinehart and Winston Inc.,  
 383 Madison Avenue, New York,  
 10017. 298 pp. \$7.00

This new handbook for use in class-  
 room workshops is a good foundation  
 for teaching the fundamentals of tele-  
 vision technique. The authors have  
 supplied instruction for beginners in  
 TV direction, production and acting  
 including basic material in technique, a  
 glossary of common terms, sample  
 scripts and illustrations.

"COMPELLING ...  
 hauls off with  
 striking power!"  
 —Life Magazine

TOM  
 COURTENAY  
 MICHAEL  
 REDGRAVE  
 in

# THE LONELINESS OF THE LONG DISTANCE RUNNER

ANOTHER QUALITY  
 MOTION PICTURE FROM  
 WALTER READE / STERLING, INC.   
 241 E. 34TH STREET, N.Y.C. 10016

## RESTAURANT VOISIN

One of the Great  
 Restaurants of the World  
 Presents

# THE CLIENT LUNCHEON

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

At the prix-fixe price of \$5.50

FOR DINNER AND  
 LUNCHEON RESERVATIONS  
 MICHEL LE 5-3800

Restaurant Voisin  
 30 East 65th Street  
 New York City

## Are only the very rich entitled to prime-TV time?

Sealy is the largest user of spot TV in the bedding industry and accounts for nearly half of the \$1,196,000 spent by mattress makers in 1964, according to the TVB-Rorabaugh report. Sealy's spot-TV spending also was one-quarter of the total for the entire home furnishings industry.

We would like to spend more than our annual \$500,000 in TV but factors beyond our control prevent us from doing so.

Our business stake in spot TV is an important one to us. We suspect too that many medium-size advertisers, like us, spend less in TV than they would like to spend.

The problem, simply stated, is that there are more buyers than there is prime time available on local station schedules. Network programming in these hours magnifies the shortage. The combination of ingredients keeps rates at an artificially high level and many advertisers out of television.

**Top 100 Club** ■ The facts are that prime time is open only to the top 100 companies who can afford to buy the networks and because of TV's cost the medium is effectively reducing the number of potential customers for its product.

It may be that TV business is just too good. Sold-out saturation positions are wonderful for stations but they are most discouraging for medium-size advertisers. Many now do not even plan for TV despite television's proven selling power.

Buying network is difficult if not impossible for companies our size. While our sales of \$81.4 million last year rank us as a leader in the home furnishings industry and our marketing budget is substantial, less than 15 commercial minutes in prime network time would use our entire TV budget for a year.

There are obstacles in network apart from financial for the medium-size advertiser. For many products network doesn't provide the marketing flexibility needed to cope with regional, local or seasonal selling conditions. The advertiser's marketing pattern may not always match network coverage. Advertisers have weak territories and so do networks. Trying to match these strengths and weaknesses is a further complication.

**'Ins' and 'Outs'** ■ The network situation today also is such that unless you are a member of the "in" group you don't receive offers of availabilities un-

til they have been shopped around. Thus only second and third rate shows hit our desk.

Earlier this year one network, by telephone, offered us sponsorship of a special, a commitment involving several hundred thousand dollars, and asked for an instant response. It doesn't seem to us that many companies our size, no matter how sophisticated, can do business on a moment's notice.

As a result Sealy in recent years has tried instead to gain marketing impact via spot buys in major population centers, using both nationally and locally produced commercials in all lengths. For years Sealy has been a participating sponsor of local news and weather shows.

Sealy actually is a radio-TV advertising pioneer. We were the first bedding company to sponsor a network radio show in 1927. We were an early user of network TV in the 1950's.

**Purchase Profile** ■ Prime time is important in our case because a mattress is a major family purchase and a carefully considered one in which both husband and wife participate. The family expects the bedding to last for a number of years and they want to be convinced that the set they select will meet their expectations. Bedding is a relatively "big ticket" item and requires deliberation.

We obviously could buy spots during mid-morning to mid-afternoon but we would not then be in communication with our best prospects. Without the best time we also lose maximum merchandisability to our trade.

Because of these buying problems in TV we have turned to magazines, newspapers and radio to help reach our customers. There are some interesting contrasts in the attributes of the print

and broadcast media as we see them.

Each major national magazine has an editorial format and personality distinctively its own. It is the responsibility of the editorial staffs to keep their product lively and attractive within those formats. Advertising is part of this personality and an integral part of the total appeal of a publication.

It is a revealing exercise to see a national magazine with the advertising pages removed. It is immediately evident that advertising adds color, pace, liveliness and attractiveness.

**TV's Anomaly** ■ A magazine's pages also are expandable. This creates opportunities for the advertiser that are not always possible in television. TV, of course, offers the viewer the excitement and impact of events happening in his home. Yet even with this power, the TV commercial still is looked upon as an interruption or a distraction. The exception is where the sponsor makes a special effort to have his commercial editorially compatible with the show.

Television also is a government-regulated medium, like a utility, and has limitations on the number of commercial minutes in a given period. One result has been the "totem pole" approach of product commercials piled up on top of one another. This rigidity is TV's unique problem but it is one for the advertiser too.

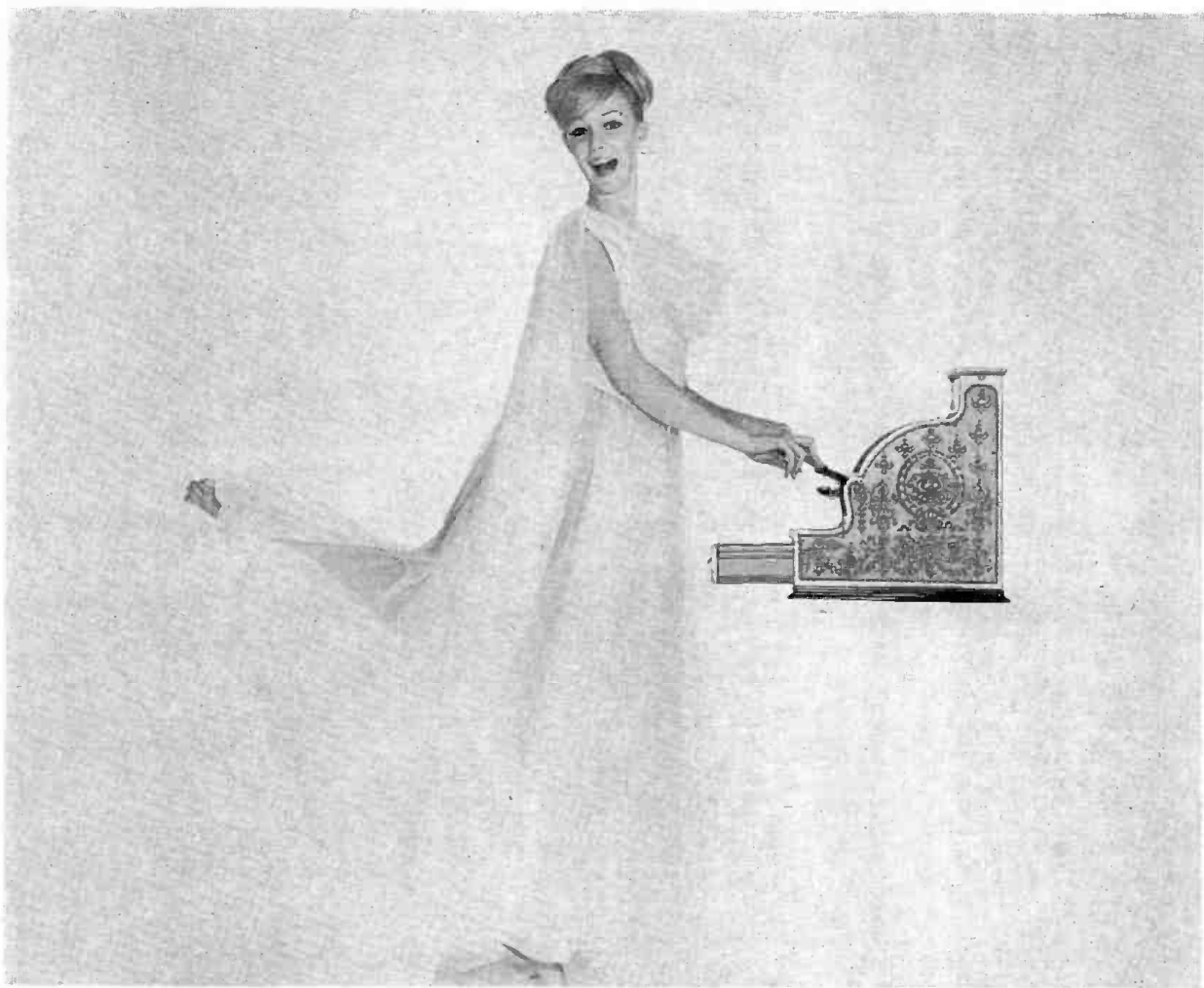
We're hopeful that in a free economy supply and demand eventually will take over so that spot advertisers will have greater opportunity to use this powerful advertising medium within a competitive framework that medium-size companies can live with.

It seems to us that the local station has a responsibility to make time available in prime hours to nonnetwork advertisers.



Howard G. Haas has been marketing vice president of Sealy Inc., Chicago, since April 1962. He joined the firm in 1959 and earlier had been in sales executive and promotion posts with Mitchell Manufacturing Co. and "Esquire" magazine. Sealy has 37 plants in the U. S., Canada, Puerto Rico, Mexico and Japan. Its national agency is Earle Ludgin Co. but it uses 27 regional agencies too. Total advertising and promotion budget: \$6.5 million including local dealer co-op.





## how to ring up DEPARTMENT STORE sales

### Reach more of your charge account customers with Detroit's leading radio station

WKNR's new Detroit Qualitative I proves that we reach more households with department store charge accounts than any other Detroit station.

We're first with Sears, Montgomery Ward, Federal's, K-Mart and E. J. Korvette

charge account households.

WKNR's Detroit Qualitative I is the first in-depth study of the Detroit Market by Pulse, Inc. It shows more than fifty characteristics of our audience as well as substantial market data. It's sure to be of use in developing your client's marketing strategy.

For a copy call your Paul Raymer man or your WKNR salesman.

# WKNR

THE STATION THAT  
**KNOWS DETROIT**



## KNORR

BROADCASTING CORPORATION

Mrs. Fred Knorr,  
President

Walter Patterson,  
Ex. V. P. & Gen. Mgr.

Represented nationally by the Paul H. Raymer Co.

# EQUATION FOR TIMEBUYERS

$$\frac{\text{ONE BUY}}{X} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \text{MOBILE ALABAMA}}$$

\*PICK A SURVEY --- ANY SURVEY



Represented by H-R Television, Inc.  
or call  
C. P. PERSONS, Jr., General Manager



# Film supply scarcer and scarcer

Backlog of new features drops from 2,200 in 1961 to 1,000 in 1965, but distributors think foreign film, reissues and new film for TV will fill needs

Feature films, historically a staple of local television programming, are moving into a new era that promises to keep the dwindling supply generally adequate, but higher priced and derived more from patchwork sources.

With expanded network use of features claiming the cream as well as a substantial block of the movies not yet seen on TV, distributors and producers are scrambling to meet the combined network-and-station demand with an infusion of the old, the new and the different.

A canvass by BROADCASTING last week indicated that the old element will be reissues of selected black-and-white features already shown in syndication, plus features to be released into syndication after their network appearances. The new will represent a combination of movies not yet released to TV, foreign films, and features to be produced with TV as well as theaters in mind. And the different will be color prints of features originally released in black-and-white.

The size of the problem is indicated by estimates that the backlog of films still to be released to television dropped from 2,220 in the summer of 1961 to 1,500 in the summer of 1963 and currently totals less than 1,000, many of which are not acceptable by TV standards.

**What's Next?** ■ The consensus of distributors and station buyers interviewed last week was that although a shortage of features exists, the drying-up stage has not been approached and perhaps never will be. It was acknowledged, however, that fresh approaches may be required in the use of films by stations and in the procurement and release of product by distributors.

A minority view, however, stubbornly insisted that the bottom of the film well is being scraped. These sources stressed that the demand for films far outweighs the supply and that in some markets, especially the major ones, stations have sparse backlogs to fill their movie time

periods.

What is the blueprint of things-to-come in the feature film field? A sampling of distributors and station buyers pointed to these likely developments:

■ The growing use of color on the air will breathe new life into color-produced films originally released to TV in black and white. Distributors will be investing millions of dollars in producing color prints of features already on the market in B&W.

■ There will continue to be reissues of selected black-and-white features, consisting of popular films that can be

reissued thematically (musicals, westerns, war presentations).

■ Off-network movies will form a solid basis. In the past two years and for the foreseeable future, most top films went to or are headed for networks and they will be reissued to syndication in batches of 30, 40 or 50.

■ New-to-television features will be released at a rate of about 200 a year, with the bulk to networks, though a portion will go into syndication.

■ Foreign films are expected to play an expanded role, especially at independent stations and in filling fringe feature periods at many stations.

■ There will be continuous experimentation in producing features primarily for TV in the U. S. and for initial theatrical exhibition abroad. The success of initial efforts planned in this area will dictate whether these experimental projects will continue.

Though competitive considerations make companies reluctant to give out precise figures on the number of unreleased-to-TV films available, most authorities estimate there are between 800 and 900 features of major U. S. companies still untapped by TV. They point out that probably more than 200 of these presentations may not be released for TV immediately for a variety of reasons, including unacceptability of theme, poor production quality or theatrical reissue potential.

This slim reserve of films must suffice for the growing needs of networks, which in 1965-66 will exhaust approximately 120 titles in four weekly presentations, and the requirements of hundreds of stations, which are paying steeper prices for first-run-to-TV films.

Supplementing this supply will be features produced each year by major companies, which have been numbering between 135 and 150 annually. To protect theater exhibitors there is usually at least a two-year "breathing spell" before new pictures are released to TV.

**Prices Zoom** ■ Perhaps the most

## Features not seen on TV

Although the supply of feature films never before released to television has dropped from an estimated 2,200 in 1961 to about 1,000 this year and the price has risen in proportion, many film executives believe the supply is still adequate for network and station needs.

As of last week a BROADCASTING survey revealed that the supply of first-run feature film programming still available from major American companies was as follows:

Paramount .....175 features.  
MGM .....200 features.  
Seven Arts .....300 features.  
United Artists .....50 features.  
Universal Pictures ..50 features.  
Warner Brothers ....50 features.  
Columbia Pictures ..50 features.

This estimated total of 875 feature films includes some not suitable for television showing and others which will be held back for theater presentation. It does not include available foreign film and features being prepared especially for TV.

## FILM SUPPLY SCARCER AND SCARCER continued

noteworthy development arising out of the tight supply and high demand for top quality Hollywood-made features is the zooming price structure. MCA TV reports that it will gross approximately \$30 million from the 102 post-50 features released several months ago to syndication, undoubtedly the largest and the last sizeable assortment of films going the station route.

This average of \$300,000 per title is said to be \$50,000 more for each film than was attained in any comparable

there are an estimated 200 in its backlog. An executive of Seven Arts placed its untapped supply at 300, a portion of which was bought from 20th Century-Fox and the remainder from independent producers here and abroad.

Other major companies, including United Artists, Universal Pictures, Warner Brothers and Columbia Pictures, have about 50-60 unreleased movies each, while Fox is reported to have depleted its reserve under its agreement with Seven Arts.

have reissue value in a large number of markets throughout the country.

**Reissue Trend** - Other distributors, endowed with scant reserves of fresh-to-TV films, emphasized a growing trend to reissue popular features, particularly those in color; a larger use of selected foreign productions and the incipience of producing features especially for TV.

The continuing value of reissues was underlined by Erwin H. Ezzes, executive vice president of United Artists Associates. He maintained that a sizeable number of quality films can be



Mr. Firestone



Mr. Dinsmore



Mr. Seidleman



Mr. Dudelson



Mr. Friedland

## Where distributors are looking for new features

With an apparent reduction in the number of American features available for first-run television there is increasing interest in available foreign films. Len Firestone, vice president and general manager of Four Star, says his company is working out pre-production deals with known European producers as a means of acquiring suitable television product.

Richard Dinsmore, vice president and general manager of Desilu Sales, reports that his company has acquired TV rights for some 100 pictures from foreign producers and

expects to continue acquiring foreign films at the rate of 50 each year.

Robert Seidleman, vice president for syndication for Screen Gems, thinks stations will have to consider more extensive use of foreign films as well as reissues. Stanley Dudelson, vice president for distribution, American International Television says his company has been acquiring top-quality foreign films for the past year in recognition of the shortage coming up in American product.

Two advocates of the value of reissues of films already

package. First-run features reportedly are bringing 25% to 50% more than a year ago.

Television networks will be investing an estimated \$35 million for features in 1965-66, when CBS will join ABC and NBC in offering movies, as compared with approximately \$23 million invested by NBC and ABC in 1964-65. Some outstanding features command more than \$350,000 for network showing, as compared to about \$165,000 four years ago.

In terms of available first-run feature film programing, the strongest companies appear to be Paramount, Metro-Goldwyn-Mayer and Seven Arts Associated. A Paramount spokesman said his company has about 175 features in its vault. An MGM official reported

The chances are slim that any substantial number of films in the Paramount and MGM backlog will be channeled to stations directly. Spokesmen noted their companies had made favorable deals with networks over the past two years and indications are that network options have been made on the top features in their catalogue.

Donald Klauber, vice president and general sales manager of Seven Arts, observed that the company had not sold features to networks in the past, and for the present intends to market its films by syndication. Approximately 50% of features still on the shelf are in color, according to Mr. Klauber.

He noted that the company has released to TV more than 500 post-1950 features in recent years, and these films

re-released, and cited as an example UA-TV's library of pre-1948 films, numbering 750 titles. Slightly more than a year ago the company reissued about 350 of these films, according to Mr. Ezzes, and "we have been getting better prices than during their first run." These reissues brought in an estimated \$5 million to UA-TV.

Mr. Ezzes added that the current accent on color is proving to be another asset to rerun features. He noted that UA-TV is investing about \$500,000 to produce color negatives and prints of features originally offered to TV in black and white.

There was a consensus that color will add new life to old features. According to the Broadcasting Information Bureau, there are approximately 2,000

features that were produced in color (including foreign imports). A sizeable portion of this group will find acceptance by stations in these increasingly color-conscious times, distributors maintained.

A stronger accent on foreign films is predicted by some distributors. Though major studios are inclined to scoff at the sales impact these imports may achieve, stepped-up activities by several syndication organizations indicate that films from abroad will play an expanded role in feature films, though admittedly these imports rarely

producing but was earmarking funds for initial TV rights prior to the start of production. Mr. Firestone's view on the feature-film situation generally was that with selected reissues, particularly those in color, foreign imports and some first-run product, stations can meet their scheduling needs.

Desilu Sales is accelerating its feature acquisition program, largely from overseas producers, according to Richard Dinsmore, vice president and general manager. He points out that Desilu has been in the features syndication business for a year; has obtained the

this acquisition program and obtain reissues of films from U. S. producers and features from European sources, and to co-produce features in the U. S. and abroad. Mr. Koerner stressed that many reissues, particularly those in color, have "substantial appeal at the station level."

**Features for TV** ■ Among companies that have disclosed plans to produce features primarily for TV in the U. S. (with release to theaters abroad) are Embassy Pictures, Screen Entertainment Corp. and Official. MCA TV has several TV feature projects going with the



Mr. Ezzes



Mr. Koerner



Mr. Klauber



Mr. Saperstein



Mr. Graff

shown on television are Erwin H. Ezzes, executive vice president of United Artists Associates and Lou Friedland, vice president and director of syndication of MCA TV. Mr. Ezzes points to the sizable library of quality pre-1948 films which his company is finding still in demand. Mr. Friedland finds that reissues are doing fairly well.

Howard W. Koerner, vice president-operations, Official Films believes that many reissues, particularly those in color, will have substantial appeal to stations.

Donald Klauber, vice president and general sales manager of Seven Arts, says his company has sold more than 500 post-1950 features to stations in recent years and believes they have reissue value in many markets.

Henry G. Saperstein, president of Screen Entertainment Corp., sees a good market for modestly budgeted features both on television and in theaters. His company plans 13 pictures in the next 15 months and will be budgeted at about \$300,000 each. His prediction is that they will help to relieve any TV shortage.

E. Jonny Graff, vice president for TV at Embassy Pictures, reports his company has contracted for 12 pictures with budgets from \$300,000 to \$1.5 million. Most of the films will be produced abroad and in color. The more expensive films will probably be released to theaters first and then to television. Less expensive pictures will be shown first on television.

will occupy prime-time movie slots.

**The Foreign Market** ■ Among companies that have made concerted thrusts into the foreign-features market are Desilu Sales Inc., Four Star Distribution Corp., Official Films Inc. and Independent Television Corp. It has been only in the past year that these distributors have become active in feature-film syndication, and undoubtedly the overseas area was their logical move in view of the shortage of domestic product.

Len Firestone, vice president and general manager of Four Star, noted that his organization is working out some pre-production deals with various European motion-picture producers as a method of acquiring features for TV. He stressed that Four Star was not co-

TV rights for approximately 100 motion pictures from foreign producers and intends to acquire at least 50 features a year for the next three years.

Within the next few weeks, Mr. Dinsmore added, Desilu will release a package of 20 features, called "Tornado 20," which includes such international star favorites as Eddie Constantine, Lee Marvin, Mai Britt and Petula Clark. He said Desilu has encountered little or no resistance to foreign product from TV stations in contrast to the attitude toward such films a few years ago.

Official Films recently acquired eight motion pictures previously shown on TV as its initial step into the feature-film syndication area, according to Howard W. Koerner, vice president-operations. Official intends to accelerate

networks (NBC-TV and CBS-TV) but currently is not considering this approach for the syndication market.

Lou Friedland, vice president and director of syndication for MCA TV, said that in his view the economics of the syndication market cannot support a system of producing features for TV. His opinion is that selected reissues of black-and-white and color films will continue to do fairly well. He added:

"The time may not be far off when production of first-run syndicated series of a half-hour or an hour in length may be possible. I still haven't been able to convince my management that the time is ripe, but my own feeling is that it will come."

Henry G. (Hank) Saperstein, president of Screen Entertainment Corp.,

contents there is a market for modestly budgeted features to be released in the U. S. to TV and to theaters abroad. His company already is at work on the first of 13 pictures to be produced over the next 15 months. They will be produced by an electronic process on film. Features will be budgeted at approximately \$300,000 each. Mr. Saperstein believes these films will be "satisfactory TV fare" and, in a modest way, relieve the new-to-TV features shortage.

Embassy Pictures has signed producer Bert Gordon to make 12 features, most of which will be earmarked initially for TV and others for theaters, according to E. Jonny Graff, vice president for TV. Budgets will vary from \$300,000 to \$1.5 million with more ex-

pensive films distributed first to theaters. Currently in production is the "Village of the Giants," budgeted at \$750,000. Most of the films will be produced abroad in color.

An official of Warner Brothers Television claimed there is no serious shortage of features. He felt that foreign features are becoming more acceptable and reissues of features in color will attract large audiences as color set penetration increases. Though Warner has no plans in this direction, he predicted that some producers will become more active in making films for \$1 million or less, releasing them theatrically to break even and show a profit on TV sales.

Robert Seidelman, vice president in

charge of syndication for Screen Gems, reported that since the top pictures are headed for the networks, TV stations will have to "re-evaluate their thinking." They will have to consider more extensive use of foreign films and so-called exploitable features plus selected reissues in color and black-and-white.

The shortage of feature films today is primarily in the major markets, according to Stanley Dudelson, vice president in charge of distribution for American International Television. AI-TV has been acquiring "top-quality" foreign films over the past year for both theatrical and TV release and has placed approximately 50 motion pictures into distribution to TV during that period.

## BROADCAST ADVERTISING

### RAB aims for TV's top 100

Tries to attract business sold-out TV networks can't accommodate

The Radio Advertising Bureau last week undertook to divert to radio "millions in billings" that the TV networks may not be able to accommodate next season, and at the same time announced an all-out campaign to go after TV's biggest customers.

RAB also predicted a move to "franchise buys" in radio—heavy corporate purchases of time in which major advertisers rotate their various products—that could lock other advertisers out of desirable radio slots.

Miles David, RAB executive vice president and general manager, said "advertisers who wait till the last minute to buy will encounter sold-out conditions in radio as well [as network TV]."

Mr. David predicted the big three soap companies — Colgate-Palmolive, Procter & Gamble and Lever Bros.—would be in radio on a significant basis before 1965 is over. In the case of C-P, RAB estimated an expenditure of more than \$5 million for this year. An outlay of that size would be of major significance since C-P was virtually out of the medium for a number of years.

**A Mix** ■ The thrust of the bureau's announcement last week was in support of a radio-TV mix for major advertisers and there seemed to be no doubt RAB intends to carry the fight for radio dollars to the doorsteps of tele-

vision's major customers.

A new presentation developed by Robert Alter, RAB's sales vice president, stresses the advantages of mixing radio and television and includes data indicating radio picks up a lot of listening from television's lighter viewers.

Data gathered by R. H. Bruskin Associates, New Brunswick, N. J., in a recent national AIM study was released by RAB last week (see table page 35) to show that in each major day part except 6 p.m. to midnight all but the heaviest 20% of televiewers spend considerably more time listening to radio than watching television.

From 6 a.m. to 6 p.m., according to the Bruskin figures, the average TV quintile spends 68 minutes with television and 111 minutes listening to radio. It was noted that 40% of adult viewers account for about 70% of viewing and 46% of viewers spend more time with radio than television.

**The Targets** ■ Mr. David said heavy radio use is essential for television ad-

vertisers because television "concentrates most of its reach among the same people over and over, while failing to adequately cover major marketing targets."

The current network television sales situation, with all three TV networks approaching sold-out status for the fall season, should accelerate a trend to more radio use in combination with television buys, he asserted.

Mr. David suggested that the inability of a big television advertiser to get its desired volume of network television time should be considered secondary to the obvious marketing reasons for using radio. But, he continued: "It will open the door psychologically to more use of radio."

Referring to the expectation of franchise buying, Mr. David said that a competitor who waits too long to turn to radio could find itself barred from many time periods when it finds another advertiser has a 52-week lock on the very periods it wants. He also

### BAR estimates for 16 markets

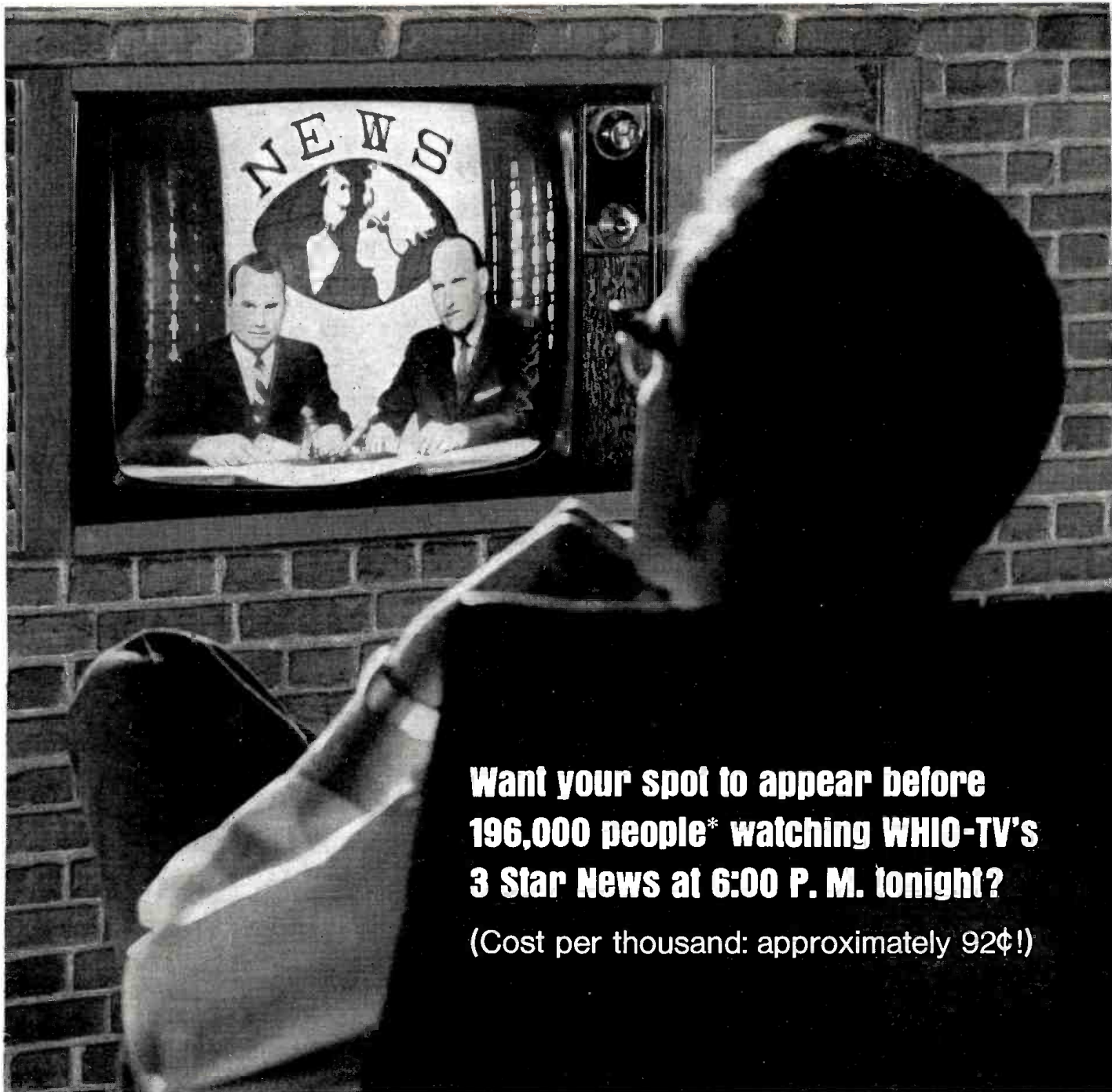
Estimates of the dollar volume of nonnetwork television business on the air in 16 U. S. markets during the week ended June 4 are reported below as compiled by Broadcast Advertisers Reports. The estimates are based on monitoring, using discounted-rate formulas.

Numerals in parentheses immediately following the market name indicates the number of stations monitored. Dollar figures are for amounts received by stations, before commissions and are BAR's estimates of all national spot, regional and local business on the air during the week in-

dicated.

Week ended June 4:

Atlanta (3)	\$ 187,537
Baltimore (3)	278,810
Boston (3)	690,505
Cedar Rapids, Iowa (3)	69,263
Charleston, W. Va. (3)	126,593
Chicago (4)	1,556,084
Cleveland (3)	496,717
Denver (4)	198,798
Fresno, Calif. (4)	100,170
Greenville, S. C. (3)	74,982
New Orleans (3)	149,471
New York (6)	2,533,739
Norfolk, Va. (3)	124,893
Phoenix (4)	118,121
Portland, Me. (3)	73,080
Wichita, Kan. (3)	92,965



**Want your spot to appear before  
196,000 people\* watching WHIO-TV's  
3 Star News at 6:00 P. M. tonight?**  
(Cost per thousand: approximately 92¢!)

Tom Frawley (left) and Don Wayne report the local news at 6:00 on WHIO-TV, followed by weather, sports and business news before Huntley and Brinkley take over at 6:30. If you want the Dayton market (over \$4 billion in annual disposable income) you need WHIO-TV.

\*NIELSEN STATION INDEX ESTIMATE (MARCH '65)

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

*WHIO-TV*



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



## Two necks— same noose

An open letter to broadcasters  
about CATV, from  
Milton J. Shapp,  
Chairman and President of  
The Jerrold Corporation,  
Philadelphia, Pa.

In the early days of radio, manufacturers of phonograph records moaned that they would be driven out of business by the "wireless boxes." Later, when television was born and took hold in American homes, theatre operators cried that they would be forced to lock their doors and go out of business.

Today, with CATV in its ascendancy, we hear the same moans and laments about a new industry forcing an old one out of business. At best, this is shortsightedness.

Let's put CATV in proper perspective. Last year was the biggest in CATV's 15-year history. Approximately 175 new systems were constructed, bringing the total number in operation to about 1,600.

Some 300,000 new subscribers ordered service, increasing the total number to perhaps 1,800,000. Most systems, except those in their early years of operation, were profitable.

This year should be even bigger. CATV franchises are being



sought in some 1,000 municipalities. New starts should number 250 to 300, and as many as 500,000 new subscribers will order service. For the foreseeable future, each passing year should see further CATV expansion. It's a good business.

If CATV should prove successful as it moves into bigger cities with all-network broadcasting, the industry could grow by 1975 to serve perhaps 9 or 10 million subscribers.

**Broadcasting grows faster**

The NAB and FCC seem to have little faith in the vitality and potential of the television broadcast industry. They view CATV's growth as a crippling disease. This is sheer nonsense. Worse, the medicine being recommended by them to prevent the non-existent malady from striking, represents a more grave threat to the future profits of the broadcasters than if the malady were indeed real.

Let's look at a few facts.

Last year, over 10 million new television sets were purchased by the American public, increasing the total in operation to about 67 million. In response to the great growth in viewing audience, broadcasters have raised advertising rates as much as 133 percent and an average of 31 percent over the past five years.

In 1963 telecasting profits increased to \$343 million before taxes, a sum equal to 96 percent of the total depreciated value of all TV broadcasting stations. Financial figures for 1964 are not yet available, but profits will undoubtedly be higher.

During the next ten years, at least 100 million (perhaps as many as 125 million) new television sets will be purchased. Many of these sets will be replacements. A large percentage will be portables for outdoor viewing; some for installation in the rear of automobiles. These will represent direct market expansion. The viewing audience will more than double, and possibly triple. Broadcaster revenues, even for today's marginal stations, will zoom to new heights.

**All would be hurt by fight**

CATV's period of greatest growth and that of broadcasting have occurred simultaneously. Under favorable conditions, CATV and broadcasting will continue to grow together in the future, because the public has an insatiable appetite for a greater diversity of programming and for higher-quality reception. However, if our industries continue to fight each other, both will be hurt and the public will be denied extra services.

*There is only one possible way in which TV broadcasters (and the networks) can reverse the strong, steady trend toward increased profits. That is by conducting their affairs in such a fashion that they bring about rate regulation and/or program control for the broadcasting industry.*

And strangely enough, in an attempt to limit competition, and in the misguided fear that CATV will render economic harm to broadcasters, that is exactly the road the NAB is treading.

Earlier this month, the Subcommittee on Communications and Power, of the House Interstate and Foreign Commerce Committee, held Hearings on HR 7715—the Harris Bill on national television policy. All TV broadcasters should read carefully the full transcript of these Hearings, particularly the proceedings on June 3 and 4 when the NAB, individual broadcasters, and the AMST testified. Here, for example, is one colloquy that took place between the Chairman of the Subcommittee, Congressman Walter Rogers of Texas, and Mr. Douglas Anello, General Counsel for the NAB.

Mr. Rogers: Now, Mr. Anello (you believe the FCC presently has jurisdiction over CATV) on the proposition that if CATV is permitted to operate without any restraint at all, it has the power to create such an economic impact, that it could destroy the license holders under the Federal Communications Commission.

Mr. Anello: Not only an economic impact, Mr. Chairman, but also destroy the policies that the Commission . . . has established for dissemination of communications. As we (the NAB) indicated in our testimony, it would be a simple matter to have only stations in, say, New York or Los Angeles interconnected, and thereby bring in nothing but New York or Los Angeles programming in every city of the United States. . . .

Mr. Rogers: Your position is that the Federal Communications Commission does have jurisdiction based upon the economics involved in these different operations.

Mr. Anello: That is partially correct, but I would like to expand on it, sir, if I may.

*The Commission has the obligation, as the courts have interpreted the Communications Act, to determine whether or not the economic impact would be of such force that it would cause the station to go off the air and thereby be deleterious to the public interest. They are not to look at whether a profit or loss is to be made, but whether the economic impact could result in the demise of that station.*

Mr. Rogers: Now we are getting right to the point. How are you going to reconcile your position that the license holder is entitled to protection from an economic standpoint that will enable him to stay in business, but then say at the same time that economics is not involved insofar as the extent of the profits to be made by the station?

**In other words, you are advocating a fuller economic situation that will enable a man to stay in business, to prevent competition from affecting him to the point that they might put him out of business, but you are not putting any ceiling on the profits to be made by that same licensee to protect the public from him.**

The above exchange is but one example of this Congressional concern. Repeatedly throughout the Hearing, Chairman Oren Harris and other Committee members stressed that requests for economic protection could well result in greatly increased controls over broadcasting.

At one point, Chairman Rogers admonished Mr. Wasilewski, president of NAB:

Mr. Rogers: Don't you find yourself (NAB) in the position that you are saying you subscribe to all jurisdiction that the Commission wants to take which will help you, and you are against all that might hurt you?

**Mr. Broadcaster, whose neck is near the noose?**

Stated clearly and bluntly, on the vague, specious assumption that CATV will force TV stations to go off the air and leave "nothing but New York or Los Angeles programming in every city of the United States," the NAB is supporting legislative proposals that can lead directly to rate regulation and reduced profits for your business.

As a matter of principle, no trade association should ever advocate the extension of government jurisdiction over any industry. Particularly, the NAB should not support proposals for added regulation of any aspect of communications.

**CATV's benefit to broadcasters**

Still, there might be some justification for this action if indeed the economic impact of CATV could be severe enough to destroy the business of FCC license holders. But let's look at the true nature of the economic-impact question that was revealed when Mr. Mitchell Wolfson, President of Wometco Enterprises, a group television station owner, testified.

Mr. Rogers: Mr. Wolfson, now in the television stations in which you are associated, are your rates the same?

Mr. Wolfson: No, sir. It depends on the audience—on the circulation.

Mr. Rogers: . . . Now, in Miami for instance, suppose you find that a CATV operation is picking up your signal. Do you increase your advertising rates to the people on your Miami station?

Mr. Wolfson: . . . If we had, say, for instance, 10,000, 20,000, or 50,000 people, it would very well justify an increase in rates because the advertiser would be getting more exposure.

Mr. Rogers: Well, now, who would that money go to, you or the CATV operator?

Mr. Wolfson: The money would go to us, or to the agencies that, you know—.

Mr. Rogers: Who make the arrangements?

Mr. Wolfson: Yes, sir.

Mr. Rogers: Actually, although the CATV operator does not pay your station for this additional coverage, you are getting paid for it, are you not?

Mr. Wolfson: Yes, sir, and we encourage this not only because of the money that we get out of it, but because of the public service. . . .

Mr. Rogers: . . . So actually, Mr. Wolfson, what you are saying is that if CATV could be confined to the amplification of the program to others . . .

Of prime importance is this: The FCC operates to too great an extent in an isolated vacuum. Too few of its key personnel have ever spent a full day visiting—let alone operating—a TV station or a CATV system. Practical decisions are impossible.

people

+

money

=

a major market

ORLANDO  
DAYTONA BEACH  
CAPE KENNEDY

the Mid-Florida Urban Complex  
has MORE of both

**WESH-TV**  
FLORIDA'S CHANNEL **2**

FLORIDA'S No. 3 MARKET

## House okays its own version of smoking bill

A bill requiring health warnings on cigarette packages passed the House by voice vote last week, one week after passage of a similar measure in the Senate.

The two bills agree on the warning—"Caution: cigarette smoking may be hazardous to your health"—but differ in several other respects that will have to be ironed out by a joint House-Senate conference committee.

Both bills prohibit regulation of cigarette labeling or advertising by any other agency of the federal, state or local governments. In the House legislation, the ban is permanent. The Senate measure forbids such action for three years, and Senate conferees are expected to fight for at least a five-year compromise term. Since Federal Trade Commission rules establishing standards for cigarette advertising and labeling go into effect July 1, in the absence of congressional action, the senators may win their point.

Neither bill would prevent the FTC from policing false or deceptive advertising or labeling. In fact, the agency is directed by the Senate Commerce Committee's report to take action against any statements tending to negate the warning message.

Placement of the warning statement on packages is another area of difference. The House wants it on the side, in type slightly larger than standard typewriter type, in a color contrasting with the background. The Senate bill puts the warning on the front or back.

Representative James Roosevelt (D-Calif.) made an attempt to amend the bill to allow individual state regulation of advertising. He said people would ignore a package warning, therefore there should be cautionary statements in advertising, including radio and TV commercials.

## N.C. meet hears about cigarette bills

Representative Horace R. Kornegay (D-N. C.) told a spring meeting of the North Carolina Association of Broadcasters that Federal Trade Commission proposals to require health warnings in cigarette advertising would cost broadcasting \$250 million a year.

"I believe people will continue to smoke," he said, "but I doubt very seriously that cigarette manufacturers will continue to advertise if they have to put health warnings in their advertising."

Mr. Kornegay reminded his audience that there are bills pending in Congress

ing cigarette manufacturers to use "self-defeating" advertising.

He also reported that the House Commerce Committee is now attempting to reach an "amicable understanding" in the CATV controversy.

The three-day conference, which began June 15 at Nags Head, was also host to Dan K. Moore, North Carolina's governor.

## Ballantine increases its radio-TV budget

P. Ballantine & Sons, Newark, N. J., a heavy regional radio-TV advertiser, has increased its advertising with a new campaign aimed at young adults that was to begin on radio and television over the past weekend (June 26-27).

The new campaign, which also will appear in other media, has as its theme: "There's more spirit" to Ballantine beer. Its TV commercials are in color. The campaign calls for saturation use of radio and TV, including regional network cut-ins, in the 18-state marketing area Ballantine covers.

The brewery says the budget is one of the largest in Ballantine's history, but officials refused to disclose specific figures. The company's 1964 advertising budget was estimated at \$6 million (\$5.5 million in radio-TV).

Television commercial features an original score by Broadway composers Jerome Bock and Sheldon Hornick. Humorous radio commercials are built around a "2,500-year-old brewmaster."

According to the company, the new effort is the first long-range campaign prepared for Ballantine beer by Young & Rubicam, New York, since the agency gained the account from William Esty, New York, last February.

## Elman lists some FTC problems

Federal Trade Commission Commissioner Philip Elman told members of the Federal Communications Bar Association that the federal courts which have appellate jurisdiction over federal agencies should concern themselves only with the express particulars of the case as already presented in findings of the agency, and not start digging up other matters to influence or shade the decision.

Mr. Elman, speaking in Washington at a luncheon meeting of the FCBA last Wednesday (June 23), discussed the workings of the FTC apart from the other regulatory bodies. He related problems of working with an agency and determining whether the public interest was served when one agency acted as both prosecutor and judge.



**TRIANGLE STATIONS**

Announce the Appointment of  
**EDWARD PETRY & CO., INC.**

as Exclusive  
National Sales Representatives  
for their Radio Stations

**WFBG** Altoona  
**WNBF** Binghamton  
**KFRE** Fresno  
**WNHC** New Haven  
**WFIL** Philadelphia

EFFECTIVE JULY 1ST

# U.S. TV takes the marbles at Cannes

## SCUDDER'S AD GETS GRAND PRIZE AT INTERNATIONAL FESTIVAL

U. S. advertising agencies and production companies won the grand prize and 21 other television awards—one-third of all those presented—at the 12th International Advertising Film Festival in Cannes, France.

The winners were announced June 19 after a week of screening 1,041 TV and cinema advertising entries.

Doyle Dane Bernbach, New York, and the production firm of N. Lee Lacy Associates, Los Angeles, won the TV grand prize with a commercial for Laura Scudder's corn chips, while first prizes in different categories were won by Campbell-Ewald, New York, and VPI of California Inc., Los Angeles, for a Chevrolet commercial; Lennen & Newell, New York, and its own production staff for a Newport cigarette message, and Young & Rubicam and the EUE (Elliot, Unger & Elliot) division of Screen Gems, both New York, for an Eastern Air Lines spot (see pictures).

U. S. companies also won four other major prizes (second, third or fourth place) and 14 diplomas of recognition

for excellence, as follows (the agency and production company offices involved are in New York unless indicated):

Second prizes went to Ogilvy, Benson & Mather along with Movietone and VPI, Los Angeles, for the "Railroad Mileage" commercial for Super Shell gasoline (in the live-action, over-60-seconds class), and Benton & Bowles and PGL Productions for the "On The Rocks" sequence for Heublein's Byrrh wine (60-second live-action class).

Ogilvy, Benson & Mather also won third prize, along with Televideo Productions, for the "Sleeping Man" commercial for General Foods' Maxwell House coffee (one-minute live-action). Fourth prize, also in the one-minute live-action class, went to McCann-Erickson and the EUE division of Screen Gems for the "Harry" commercial for Westinghouse light bulbs.

Diplomas of recognition:

Gilbert Advertising and Libra Productions for "Kiss" commercial for Guerlain's Chant D'Aromes perfume; Needham, Harper & Steers and VPI of

Illinois, both Chicago, for "Destruction" film for Morton's salt; Doyle Dane Bernbach and Eastern Films for "Parts" spot for Volkswagen; Richard K. Manoff Inc. and Wylde Films for "Primer" message for Welch Frozen Grape Juice; Richard K. Manoff Inc. and Audio Productions for "Billy Bam Tennis" spot for Welch grape drink; Doyle



A woman eating all her Laura Scudder corn chips before reaching a check-out counter was grand prize winner. It was one of a series within two one-minute live action commercials.

## 'Best of the West' honored

AAW presents annual awards for radio and TV ads at Hawaiian meeting

A radio commercial for F&P canned fruits and a TV commercial for Good-year's Life Guard tires won top honors in their respective categories in the craft competitions of the Advertising Association of the West for the "Best of the West" ads produced and broadcast or published between April 15, 1964, and April 15, 1965.

The awards are to be presented tomorrow (June 29) by H. E. Cassidy, senior vice president, Botsford, Constantine & McCarty, Los Angeles, at a luncheon session of the AAW 1965 convention, being held this week (June 28-July 2) at the Hilton Hawaiian Village hotel, Honolulu.

The top radio spot, "Hooray for the Blue, White and Red," was written by Alan Alch and produced by Alan Alch

Inc., Los Angeles, for California Canners & Growers (F & P food products), through Botsford, Constantine & McCarty, San Francisco. The top TV spot, "Foggy Road," a color commercial, was produced by John Urie & Associates and Filmfair, Los Angeles, for the Goodyear Tire & Rubber Co., through Young & Rubicam, San Francisco, with Dee McCrea and Mike Slosberg as copywriters and Lear Levin and Reed Springer responsible for the visual treatment.

The radio awards were sponsored by the AAW, Southern California Broadcasters Association, San Francisco Broadcasters Association, a number of individual radio stations and the Vancouver Advertising and Sales Bureau, which presented the top radio award, the Perpetual Trophy. Other radio winners are:

### Regional/National

Second: Sick's Brewing Co., Seattle; Dave Little, adv. mgr.; Doyle, Dane, Bernbach Inc., Los Angeles; Chuck Blore Creative Services, Los Angeles, copywriter and producer; for "The Canary Returns."

Third: Ice Capades; R. M. Klosterman Inc., Los Angeles; Chuck Blore Creative Services, Los Angeles, copywriter and producer; for "Broadway on Ice."

Honorable mentions: Gettelman beer (Div. of Miller Brewing Co., Milwaukee); Clyde McDannald, adv. mgr.; Hoffman-York Inc., Milwaukee; Richard Clorfene, copywriter; Mel Blanc Asso-

ciates Inc., Hollywood, producer; for "Stereo."

Mission Pak, Los Angeles; Stanly Pfiaum, adv. mgr.; Carson/Roberts, Los Angeles; Ben Foster, copywriter; Bob Emenegger, Los Angeles, producer; for "Chant."

Jos. Schlitz Brewing Co., Milwaukee (Burgermeister beer); Francis L. Smawley, adv. mgr.; Post-Keyes-Gardner Inc., San Francisco; James D. Deasy, copywriter; Heller-Ferguson Inc., Hollywood, producer; for "Agent Zero."

### Local Radio

First: Hoffman's Candies, Los Angeles; Anderson-McConnell Advertising, Hollywood; Chuck Blore Creative Services, Hollywood, copywriter and producer; for "Sittin' and Rockin'."

Second: Bekins Van & Storage Co., Los Angeles; Robert Heyn, adv. mgr.; Doyle Dane Bernbach, Los Angeles; Chuck Blore Creative Services, Los Angeles, copywriter and producer; for "Harry."

Third (tie): Van Nuys Savings & Loan Association, Van Nuys, Calif.; Mike Woods, adv. mgr.; R. M. Klosterman Inc., Los Angeles, agency and producer; Janet Marie Carlson, copywriter; for "Diaper Service."

Santa Maria Savings & Loan Association, Santa Maria, Calif.; Lorne Carlson, adv. mgr.; R. M. Klosterman Inc., Los Angeles, agency and producer; Janet Marie Carlson, copywriter; for "Wood Wax."

Honorable mentions: Inglewood East, Seattle; Clint Morrow, adv. mgr.; Friel/Willey Inc., Seattle; Bob Willey, copywriter; Commercial Productions, Seattle, producer; for "76 Years Ago."

KSFO San Francisco; Al Newman and Mark Blinoff, copywriters; Al Newman, producer; for "Sob Story."

The television awards were sponsored by the AAW in conjunction with the

Dane Bernbach and Televideo Productions for "Airport" sequence for Clairol hair product; J. Walter Thompson Co. and VPI of California, Los Angeles, for "Drop for Life" spot for Ford trucks.

Also McCann-Erickson and On-Film Inc. for "Interview" spot for National Biscuit's Fig Newtons; Young & Rubicam and Filmex for "Farm Mobile" for Chrysler; J. Walter Thompson Co. and Trylong Films for "Once Upon a Time" for Eastern Kodak movie cameras; Campbell-Ewald and VPI Productions of New York for "Fog" for Chevrolet; Doyle Dane Bernbach and Littlejohn Productions, Malibu, Calif., for "Rain Tire" for U. S. Rubber; Gardner Adver-



For Chevrolet's first prize winner, the top of a car is lifted away to dramatically show the underworkings. Category was live action from 60 to 240 seconds.

tising, St. Louis, and Pacific Title and VPI, both Los Angeles, for "Bottle Strip" for Anheuser-Busch's Bavarian beer, and Benton & Bowles and Pablo Ferro Films for "Fruit Sours" for Beech Nut Life Savers.

Great Britain won 16 awards, Germany, France and Italy won six each, Switzerland won three, Spain two, and Canada and the Netherlands one each. Some of the foreign winners were associated with U. S. agencies; first prize in the 41-to-60-second live-action class, for example, went to McCann-Canada and Robert Lawrence Productions Ltd.

This was the first year that production companies received awards and



Newport's first prize winner was a "Pack and Jingle" commercial with a girl offering a light to an unseen smoker. Category was mixed techniques over 30 to 240 seconds.

diplomas along with advertising agencies.

The festival also honored outstanding cinema advertising films, which produced relatively few U. S. entries. One U. S. entry, however, a film by Campbell-Ewald and Jacques Lemoines Associates for Chevrolet, received a diploma in the over-40-metres live-action cinema category.

The television entries were judged by an eight-man jury whose U. S. member was Alfred M. Scott, head of the international broadcasting division of J. Walter Thompson Co., New York. More than 1,600 delegates attended the festival and screenings.



Eastern Air Lines' first prize winner, for live action series over 20 to 240 seconds, includes an aerial view of the U. S. Capitol and is part of the "America, America" series of Eastern.

Television Bureau of Advertising. Winners are:

#### Animated—60-second

First: Georgia-Pacific Corp. (Tissue Products Div.) Portland, Ore.; George Smith, adv. mgr.; McCann-Erickson, Portland; Richard Pruitt, copywriter; Paul Kamman, visual treatment; John Urie & Associates, Los Angeles, producer; for "M-D: Living Dolls."

Second: United Vintners, San Francisco; John Emmart, adv. mgr.; Honig-Cooper & Harrington, San Francisco; Bruce Gale, copywriter; Bill Nelson, visual treatment; Imagination Inc., San Francisco, producer; for "Lejon Champagne Cellars."

Honorable mention: Pacific Vegetable Oil Corp., San Francisco; Warren L. Overlid, adv. mgr.; Johnson & Lewis Inc., San Francisco; Dan Lewis, copywriter; Ed Hamilton, visual treatment; John Urie & Associates, Los Angeles, producer; for "Bread in Basket."

#### Animated—20 second

First: Pacific Telephone Co., San Francisco; Harry L. Bright, adv. mgr.; BBDO, San Francisco; Hal Atkins, copywriter; Dick Snider, visual treatment; John Urie & Associates, Los Angeles, producer; for "Tree."

Second: Crocker-Citizens Bank, San Francisco; Monroe A. Bloom, adv. mgr.; Doremus & Co., San Francisco; Dan Bockman, copywriter; Curtis Fields, visual treatment; N. Lee Lacy/Associates Ltd., Los Angeles, producer; for "Layaway Plan."

Honorable mention: Ford Dealers Advertising Association of the Phoenix District, Phoenix; C. O. Swift, adv. mgr.; J. Walter Thompson Co., Los Angeles; William L. Bateman Jr., copywriter; Playhouse Pictures, Los Angeles, visual treat-

ment and producer; for "Peace Pipe."

#### Animated—ID's

First: KDKA-TV Pittsburgh; Peter Thornton, adv. mgr.; Alan Barzman, copywriter; Tom Woodward and Bill Melendez, visual treatment; Klein/Barzman, Los Angeles, producer; for "Psst. We're Being Watched."

Second: Bank of America, San Francisco; Charles R. Stuart Jr., adv. mgr.; Johnson & Lewis Inc., San Francisco; Dan Lewis, copywriter; Ed Hamilton, visual treatment; Filmfair, Studio City, Calif., producer; for "Wallet."

Honorable mention: Western Airlines, Los Angeles; Bert D. Lynn, adv. mgr.; BBDO, Los Angeles; Allen R. McGinnis, copywriter; Walter E. Criswell, visual treatment; Playhouse Pictures, Los Angeles, producer; for "Rope Trick."

#### Live Action—60-second

First: Goodyear Tire & Rubber, Akron, Ohio; John Kelley, adv. mgr.; Young & Rubicam, San Francisco; Mike Slosberg and Dee McCrea, copywriters; Gerry Severson and Mit Kitagawa, visual treatment; Filmfair, Studio City, Calif., producer; for "Woman Stranded/No Man."

Second: American Honda Motor Co., Gardena, Calif.; Martin Simons, adv. mgr.; Grey Advertising Inc., Beverly Hills, Calif.; Courtenay Moon, copywriter; Richard Swenson, visual treatment; Petersen Co., Hollywood, producer; for "School."

Honorable mention: Hunt Foods Inc., Fullerton, Calif.; F. Ohliger, adv. mgr.; Young & Rubicam, Los Angeles; Petersen Co., Los Angeles, producer; for "Great News."

#### Live Action—20-second

First: Laura Scudder's, Anaheim, Calif.; Art Katan, adv. mgr.; Doyle Dane Bernbach, Los Angeles; Janet Boden, copywriter; Bernie Rowe, visual treatment; Signet Productions, Hollywood,

producer; for "Jackhammer."

Second: Pacific Telephone Co., San Francisco; Harry L. Bright, adv. mgr.; BBDO, San Francisco; Jim Allen and Fred Manley, copywriters; Jim Allen and John Norall, visual treatment; Signet Productions, Hollywood, producer; for "Grandma."

Honorable mention: Bank of America, San Francisco; Charles R. Stuart Jr., adv. mgr.; Johnson & Lewis Inc., San Francisco; Bill Hackney, copywriter and visual treatment; John Urie & Associates, Los Angeles, producer; for "Airlines."

#### Live Action—ID's

First: Laura Scudder's, Anaheim, Calif.; Art Katan, adv. mgr.; Doyle Dane Bernbach, Los Angeles; Janet Boden, copywriter; Bernie Rowe, visual treatment; Signet Productions, Hollywood, producer; for "I Don't Know."

Second: Bank of America, San Francisco; Charles R. Stuart Jr., adv. mgr.; Johnson & Lewis, San Francisco; Dan Lewis, copywriter and visual treatment; Lee Lacy, Los Angeles, producer; for "Woman."

Honorable mention: Gettelman beer (Div. of Miller Brewing Co.) Milwaukee; Clyde McDannald, adv. mgr.; Hoffman-York Inc., Milwaukee; Richard Clorfene, copywriter; Noel Blanc, visual treatment; Mel Blanc Associates, Hollywood, producer; for "Gong."

#### Local

First: Arizona Public Service Co., Phoenix; Sherman Payne, adv. mgr.; Curran-Morton Advertising, Phoenix; Fred Glimpse, copywriter and visual treatment; Charles Abbott, Phoenix, producer; for "This is Energy."

Second: Colorado National Bank, Denver; Campbell-Mithun, Denver; Richard Crouser, copywriter and visual treatment; Alexander Film

Co., Colorado Springs, producer; for "Boy."  
 Honorable mention: Matson Navigation Co., San Francisco; Dudley Burchard, adv. mgr.; Campbell-Ewald, San Francisco; Earl Shorris, copywriter; Walter Schenk, visual treatment; Imagination Inc., San Francisco, producer; for "Conventional Cargo."

**Color**

First: Cole of California, Los Angeles; Barbara E. Kelly, adv. mgr.; R. M. Klosterman Inc., Los Angeles; Janet Marie Carlson, copywriter; Iz Liebowitz, visual treatment; John Urie & Associates, Los Angeles, producer; for "Scandal Suit."

Second: General Motors Corp., Chevrolet Div., Detroit; William Stacy, adv. mgr.; Campbell-Ewald Co., Los Angeles; Gerald Schnitzer Prods., Hollywood, producer; for "Some Wheels to Grow On."

Honorable mention: Knudsen Creamery Co., Los Angeles; John Gosney, adv. mgr.; Grey Advertising, Beverly Hills; Elizabeth Pierce, copywriter; Richard Swensen, visual treatment; Petersen Co., Hollywood, producer; for "Magic & Uses."

## Creators visit agencies

Tell them why they should get outside help on radio commercials

The use of humor in radio advertising was demonstrated earlier this month by four expert practitioners in the creation of humorous commercials to groups of creative people at nine San Francisco advertising agencies. The occasions were not competitive presentations, but seminars in creative radio set up by Robert M. Light, president of the Southern California Broadcasters Association. A trial appearance at Foote, Cone & Belding, Los Angeles, which admitted to never having employed outside talent in the creation of radio commercials, evoked so much interest that the San Francisco trip was scheduled.

As explained by Mr. Light: "We feel that by displaying some of the more outstanding current creative efforts in radio we are stimulating greater use of our medium. Certainly, exposure to fine advertising is the most effective and memorable way of exhibiting the selling possibilities of any medium."

"The presentation of each commercial during our workshop is in the nature of a case history. First the problem is established, then one commercial of a series is played. When available and not confidential, sales results are given."

The commercial creators—Alan Alch, Alan Barzman, Chuck Blore and Dallas Williams—presented examples of their work for an assortment of clients rang-

ing from ale (Rainier's) to water softeners (Culligan) and including credit cards (BankAmericard), candy bars (Cup o' Gold) and brake linings (Firestone). The concentration on humor was not planned but probably came about because, as Mr. Williams commented: "It's easier to make people laugh than cry when all you've got is a one-minute spot."

**Only a Tool** ■ Humor is only a tool to be used to accomplish an advertising task, the creators agreed, not an end in itself. Its chief use is to attract the listener's attention and to hold it through the commercial while the sales message makes its point. They also agreed that they aren't called on by the client or agency unless there is a problem to be solved that calls for the skill of a specialist not normally possessed by an agency copywriter.

The question of their relationships to the agency and client was discussed at some length. Some agencies take them to the client, saying in effect: "Look at the special talent we've called in to work on your problem." Others want the fact that an outside creative service is being used to be kept secret. Still other agencies are willing to have the outside service identified as the producer of the spots, but not as creator.

In general, the commercial specialists agreed that their status is better today than 10 years ago and that it is better in the West than in the East. They also concurred that radio is more respected as an advertising medium, and is more successfully used, in the West than in New York, where auto radios and outdoor transistor listening are not as much a part of normal living as on the Pacific Coast.

In San Francisco, the agencies visited by the SCBA touring party (part of the time with the full quartet, part with only three members) were: BBDO; Campbell-Ewald; Cunningham & Walsh; Guild, Bascom & Bonfigli; Honig-Cooper & Harrington; McCann-Erickson; Post, Keyes, Gardner; J. Walter Thompson, and Young & Rubicam. The agency sessions, three a day for three days, lasted from 75 minutes to two hours each with a median attendance of about 20.

**Enthusiasm vs. Reluctance** ■ The group presentation was reportedly received with interest by all the agencies and with enthusiasm by some. Several of the agencies visited said they have never called in outside help, chiefly because of a feeling that the agency-client relationship requires the agency to possess an intimate knowledge of all of the advertiser's practices and problems, knowledge which they felt could not properly be passed along to an outsider and yet essential to the creation of the right kind of advertising for the

# Joe Hartenbower is Vice President and General Manager of KCMO AM FM TV in Kansas City

He is typical of local Meredith leadership.

**KANSAS CITIAN**

reprinted from the KANSAS CITIAN



**the Meredith bunch**

MEREDITH BROADCASTING

KANSAS CITY KCMO AM FM TV;  
 OMAHA WOW AM FM TV;  
 PHOENIX KPHO AM TV;  
 SYRACUSE WHEN AM TV



E. K. Hartenbower

## ★ LEADER

EVERY TOWN, no matter how large or how small, needs to have a few men who can be counted upon for a consistently conscientious effort for the community good.

In Kansas City, one of those whose name comes most readily to mind when such circumstances are mentioned is E. K. (Joe) Hartenbower, general manager of KCMO Broadcasting House. Few men have, in the past 20 years, exerted the influence for good in Kansas City that he has.

He has served on nearly all of the important civic boards at one time or another.

He recently finished a term as a director of the Chamber of Commerce of Greater Kansas City. During that tenure, he served all three years as vice president in charge of public relations and it was under his guidance that several exceptional improvements were made. It was while he headed the public relations department, for instance, that The Kansas Citian magazine was converted to the full color publication which so effectively tells Kansas City's story today.

Among the many other Kansas City organizations that have made good use of Joe Hartenbower's many talents is the American Royal Live Stock and Horse Show. Hartenbower recently finished his first term as president of the big exposition, only to be reelected for another term as the head of an event which annually brings national attention to Kansas City.

In addition, he is first vice president of the Advertising and Sales Executives Club of Kansas City (the largest club of its kind in the world); he is vice president of the Electric Association of Kansas City; he is vice president and chairman of the Production Committee of the Starlight Theatre Association, Inc; he is president of the Saddle and Sirloin Club of

Kansas City; and he is a board member of the Better Business Bureau of Kansas City.

Among the many honors that have been bestowed upon him are the Printers Ink Silver Medal Award for 1962, recognizing his lifetime contribution to advertising, and the "Aviation Man of the Year" award for 1963, recognizing his contribution locally to the aviation industry.

Hartenbower is an avid golfer and fisherman, but his real hobby is his work. He literally "eats" and "sleeps" every phase of the electronic medium.

He is past vice chairman of the Radio Board of Directors of the National Association of Broadcasters and past chairman of the Radio Research Committee of the National Association of Broadcasters. For the past two years, he has been chairman of the NAB Television Code Review Board, and he currently is serving as president of the Association on Broadcasting Standards and as a director of the CBS Radio Affiliates Association.

This man—meticulous in dress, intense in desire, tireless in effort, and rich in ability—is one of those on whom Kansas City and Kansas Cityans have learned to rely. He is in large part responsible for Kansas City's greatness today and for its hope for tomorrow.

John Latshaw, President  
Chamber of Commerce of Greater Kansas City

\*LEADER—Webster says: "A chief commander." In addition, we say: "One who accomplishes good for Kansas City without thought of credit or compensation, dependable under the most trying of circumstances, and respected through action and deed."

client. The creative quartet replied that they too have much the same problem and, like the agencies, do not accept competitive accounts.

Commenting on the reluctance of agencies to seek outside creative services, Mr. Light observed that it "too often results in radio getting short-changed. The average good agency creative mind is too deeply immersed in other, and usually visual, media for sufficient concentration on radio. The creation of a good radio ad requires a high degree of specialization—a penetrating knowledge of the auditory approach. If an agency would willingly hire a nationally renowned artist or a well-known color photographer, why not a specialist in sound? Hopefully our creative sessions will help dispel some of this unfortunate resistance."

## Large-scale coffee promotion planned

A newly formed U. S.-Canada Technical Committee of the World Coffee Promotion Committee, New York, said last week it would spend \$3 million in advertising to promote coffee drinking in this country and Canada. The campaign will begin later this year. In addition, the committee intends to allot another \$2 million for international

coffee promotion.

A spokesman for the committee said the promotional organization is currently considering presentations from at least five advertising agencies, but will probably not appoint one "for a few months."

The technical committee represents members of the Pan-American Coffee Bureau, the National Coffee Association and the Inter-Africa Coffee Organization, all located in New York.

## Rep. appointments . . .

- KGUN-TV Tucson, Ariz., and WEHT(TV) Evansville, Ind.: Avery-Knodel, New York.
- WEAW Chicago; WORL Boston; WILM Wilmington, Del.; KDNC Spokane; WEXT Hartford, Conn.; WMAS Springfield, Mass.; KDEN Denver; WNUW Louisville, Ky.; KCKC San Bernardino, Calif.; WGKA Atlanta: Broadcast Time Sales, New York.
- WGR Buffalo, N. Y.: The Katz Agency, New York.
- WPBS (FM) Philadelphia: Advertising Time Sales, New York.
- WCCM Lawrence, Mass: Spot Time Sales, New York, national representative. Bill Creed Associates continues as New England regional representative.
- WLOB Portland, Me.: The McGavren-Guild Co., New York.

▪ KKJO St. Joseph, Mo.: Mid-West Time Sales, Kansas City, Mo., as regional sales representative.

▪ WFLM(FM) Fort Lauderdale, Fla.; Fine Music Hi-Fi Broadcasters, New York.

▪ WSUB Groton, Conn.: Harold H. Segal & Co., Boston, as New England representative.

▪ KCEY Turlock, Calif.:Jalco-The J. A. Lucas Co., Los Angeles, as West Coast representative.

▪ KUBA Yuba City, Calif.: Bernard Howard & Co., San Francisco.

▪ KITT(FM) San Diego, Calif.: Quality Media, New York.

## Agency appointments . . .

- Westinghouse Broadcasting Co., New York, is expected to name Delehanty, Kurnit & Geller, that city, as its agency. Effective date has not been disclosed. The account, which reportedly bills nearly \$500,000 a year, has been at Grey Advertising, New York. Westinghouse stations are WBZ-AM-FM-TV Boston; WINS New York; KYW-AM-TV Philadelphia; WJZ-TV Baltimore; KDKA-AM-FM-TV Pittsburgh; wowo Fort Wayne, Ind.; WIND Chicago and KPDX(TV) San Francisco.
- The American Home Foods Division

## Soft-drink TV spending up 36.3% by top 10

Ten major soft drink companies and their bottlers spent \$55,378,000 in TV last year, it was reported today (June 28) by the Television Bureau of Advertising.

Coca-Cola and Pepsi-Cola, together, topped the TVB top 10 chart (see table) spending \$39,253,700, more than half of the list's total

TV dollars, most of which were in spot TV. For magazine and newspaper advertising, the 10 advertisers only spent \$17,327,100 and \$8,258,000, respectively.

TVB also said that in 1965's first quarter, Pepsi-Cola already has boosted its spot TV expenditures by \$1 million over the same period a

year ago.

Pepsi showed an earnings jump of 37% with sales moving from \$57 million in 1964's first quarter to this year's \$62 million. Although the company's sponsorship of network TV remains at one-fifth of Pepsi's total TV dollars, the soft-drink advertiser has planned 15-weekly network shows and sponsorship of the *Miss America Pageant* on CBS-TV, Sept. 11. In addition, Pepsi is continuing its "Shopping Spree" promotion that encompasses the use of 20,000 TV spots over a six-week period.

Coca-Cola earnings in the 1965 first quarter totaled \$14,567,009, or \$1,758,046 more than the comparable period last year, representing its highest level for any first quarter.

One small soft drink firm not listed, Frostie Co., scored a 34% rise in first-quarter sales this year, over that period in 1964. The company and its bottlers invested \$82,200 in TV spots last year, compared to \$50,300 in 1963.

1964  
Soft Drinks  
Top 10 TV Advertisers  
(Ranked by Total TV Expenditures)\*

Company	1964	1964	1964	1963	%
	Spot TV	Net TV	Total TV	Total TV	
Coca-Cola (bottlers) .....	22,489,800	2,113,400	24,603,200	16,610,000	+ 48.1
Pepsi-Cola (bottlers) .....	10,977,900	3,672,600	14,650,500	11,164,700	+ 31.2
Royal Crown Cola (bottlers) .....	7,629,800	—	7,629,800	3,764,600	+103.0
Seven-Up (bottlers) .....	4,157,700	—	4,157,700	4,411,100	- 5.8
Canada Dry (bottlers) .....	1,001,300	—	1,001,300	2,157,900	- 53.6
Schweppes (USA) (bottlers) .....	837,500	—	837,500	393,000	+113.1
Cott Corp. (bottlers) .....	623,700	—	623,700	566,900	+ 10.0
Dr. Pepper Co. .....	717,500	503,700	1,221,200	950,400	+ 28.5
Squirt Co. (bottlers) .....	327,300	—	327,300	266,800	+ 22.7
Faygo Beverage Co. .....	325,800	—	325,800	338,500	- 3.8
<b>TOTALS: .....</b>	<b>\$49,088,300</b>	<b>\$6,289,700</b>	<b>\$55,378,000</b>	<b>\$40,623,900</b>	<b>+ 36.3</b>

\*Sources: Spot TV (gross time) TVB/Rorabaugh  
Network TV (net time & program) TVB/LNA-BAR



Want to be first to get  
the world's most-read newspaper  
woman on your radio station?

Get a pair of scissors fast!

**Mr. John Wright  
King Features Syndicate  
235 East 45th Street  
New York, N.Y. 10017**

**Gentlemen:**

**Please send audition disc and terms for the  
new Heloise radio program.**

**Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Call Letters** \_\_\_\_\_ **City** \_\_\_\_\_

**"Here's Heloise"**



"Hints from Heloise" is the most astounding success in the newspaper business today... 500 client papers in three and one half years.

And now we're bringing Heloise to radio in a new five minute M-F series. Same subject: Housekeeping hints. No fancy frills: Just plain heart-to-heart woman talk, the same kind that sold more than a million copies of her book, "Heloise's Housekeeping Hints," and in only three months.

Title of the new show: "Here's Heloise!" Give it a listen. Mail coupon today for audition disc and details.





**JULY 11, 1964**  
British Open Golf  
Championship



**JULY 18**  
Irish Sweeps Derby



**JULY 25-26**  
U.S./Russian Track  
and Field Meet



**AUGUST 1**  
Cheyenne Frontier Days  
Rodeo



**AUGUST 7**  
College All-Star Football  
Game



**AUGUST 15**  
National AAU Swimming  
and Diving Championships



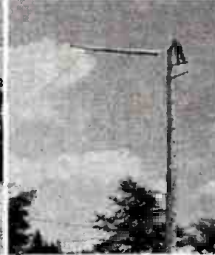
**OCT. 3**  
National Drag Racing  
Championships



**OCT. 10**  
World Land Speed Record



**OCT. 17**  
Pendleton Roundup Rodeo



**OCT. 24**  
National Lumberjack  
Championships



**OCT. 31**  
Grand Prix of Mexico



**NOV. 7**  
National Air Races



**DEC. 25**  
North-South Shrine  
All-Star Football Game



**JAN. 2, 1965**  
Gator Bowl



**JAN. 9**  
Hula Bowl



**JAN. 16**  
International Ski  
Jumping Championship



**JAN. 23**  
World Barrel Jumping  
Championship



**JAN. 31**  
The American Sportsman



**MARCH 13**  
International Toboggan  
Championship



**MARCH 20**  
Bud Werner Memorial  
American International  
Skiing Championship



**MARCH 27**  
Australian Surfing  
Championships



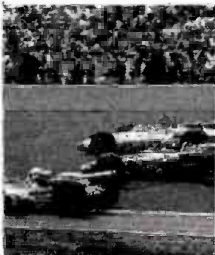
**APRIL 3**  
World Light-Heavyweight  
Championship Fight:  
Pastrano vs. Torres



**APRIL 10**  
Tournament of Cham-  
pions Bowling Classic



**APRIL 17**  
Premiere Telecasts of  
Major League Cham-  
pionship Baseball



**JUNE 5**  
Indianapolis "500"



**JUNE 12**  
Grand Prix de Monaco



**JUNE 19-20**  
Le Mans Grand Prix  
of Endurance—Live via  
Early Bird



AUGUST 22-23  
American Golf Classic



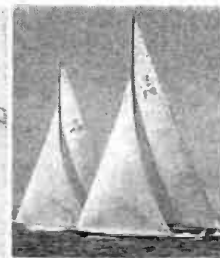
AUGUST 29  
Little League World Series



SEPT. 3-4  
Olympic Swimming and  
Diving Trials



SEPT. 12-13  
Men's Final Olympic  
Track and Field Trials



SEPT. 19  
America's Cup Yacht  
Races



SEPT. 25-28  
Davis Cup Tennis  
Championship



NOV. 14  
Floyd Patterson Analysis  
of Liston-Clay  
Championship Fight



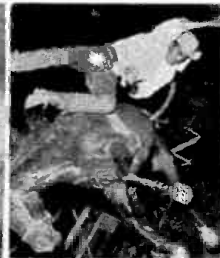
NOV. 21  
Peter Snell's World  
Record Mile Run



NOV. 28  
Grey Cup  
Canadian Professional  
Football Championship



DEC. 5  
National Surfing  
Championships



DEC. 12  
National Finals Rodeo



DEC. 19  
Liberty Bowl



FEB. 6  
Philadelphia Inquirer  
Games Track Meet



FEB. 13  
World Four-Man Bobsled  
Championship



FEB. 20  
National Figure Skating  
Championships



FEB. 27  
Daytona "500" Stock  
Car Championship



MARCH 7  
World Figure Skating  
Championships



MARCH 10  
Grand Award of Sports



APRIL 25  
NBA Championship  
(Boston Celtics vs.  
Los Angeles Lakers)



MAY 1-2  
Tournament of Cham-  
pions Golf Classic



MAY 8  
National Kite Flying  
Championships



MAY 15  
National AAU  
Synchronized Swimming  
Championships



MAY 22  
San Francisco Giants-  
Houston Astros from the  
Astrodome



MAY 29  
Second Clay-Liston  
Championship Fight  
and Review

## How many of these thrilling sports events did you watch on ABC during the past year?

Not a week goes by without an outstanding sports event on ABC. Whether it's ABC's Wide World of Sports, a sports special or season-long coverage of a major sport, ABC ranges the world in search of the moment when an athlete pits himself against the elements, against another man, against time, or against his own best past performance—and converts it to the most exciting sports coverage on television. It makes for the kind of viewing that brings just one show, ABC's Wide World of Sports, into 5,610,000 homes on Saturday afternoon (versus 4,790,000 and 3,520,000 homes for the multi-events sports shows on the other networks).

Now ABC has added new dimension to imaginative sports coverage techniques—live from Europe via Early Bird Relay Satellite. The 1965 LeMans Grand Prix, shown June 19 and 20. The Irish Sweeps from Curragh, Ireland, June 26. And coming July 31 and August 1, the US/Russian track meet, live from Kiev, USSR—exclusively on ABC. Week in and week out, year in and year out, keep watching ABC for the most exciting sports events most imaginatively presented.

# ABC Sports

Source: NTA, Average Audience Estimate, Jan. 1—April 11, 1965. Subject to limitations of sample size, and other qualifications available on request.

**NEXT  
EARLY BIRD  
TRANSMISSION:  
LIVE FROM RUSSIA  
U.S./Russian  
Track Meet  
July 31 and August 1**



of American Home Products, New York, has appointed Cunningham & Walsh, New York, as its agency for Franklin Nuts, Jiffy Pop Popcorn, Guld-en's Mustards, G. Washington's Broth and Seasoning and several test products. The appointment, which is effective Oct. 1, involves approximately \$2 million in billings, (about \$1.7 million in TV). Franklin Nuts and Jiffy Pop Popcorn currently are with Grey Advertising, New York, while the agency for G. Washington and American Home's new products is Richard K. Manoff, also in New York.

■ Johnson Motors Inc., Triumph distributor in the 19 western states, appoints the Koblitz Co., Los Angeles, as agency. A new advertising campaign, with a budget of \$200,000, will start in October, with the announcement of the 1966 models of the British-built motorcycles. Radio will be used at the local level for the 250 western Triumph dealers.

## Commercials in production . . .

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

agency with its account executive and production manager.

**Mel Blanc Associates Inc., Hollywood and Vine, Hollywood 90028.**

Certified Grocers, Chicago (groceries); six 30's for radio, humorous. Noel Blanc, production manager. Agency: Tobias-Olendorf, Chicago. Bill Olendorf, account executive. Approximate cost: \$7,000.

Puget Sound Power & Light, Seattle (all-electric rate); six 30's for radio, humorous. Noel Blanc, production manager. Agency: Frederick F. Baker, Seattle. Jeng Wolfe, account executive. Approximate cost: \$7,000.

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

Casite Inc., Grand Rapids, Mich. (auto products); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Norman, Navin & Moore, Grand Rapids. Neal Torrey, account executive.

May Stern & Co., Pittsburgh (department store); one 60 for radio, jingle. Ernie Bernhardt, production manager, placed direct.

Bowman Lumber Co., Lubbock, Tex. (lumber products); four 60's for radio, jingles. Bud Smalley, production manager. Placed direct.

**Quartet Films Inc., 5631 Hollywood Boulevard, Hollywood 90028.**

Green Giant Co., Le Sueur, Minn. (foods); four 60's for TV, animation, color and black-and-white. Stanley L. Walsh, producer. Agency: Leo Burnett, Chicago. George Bole, agency producer.

Kellogg Co., Battle Creek, Mich. (Froot Loops); five 60's for TV, animation, color and black-and-white. Arnold Gillespie, producer. Agency: Leo Burnett, Chicago. George Bole, agency producer.

Foremost Dairies Inc., San Francisco (ice milk); one 60, one 20 for TV. John Mattias, production manager. Agency: Guild, Bacom & Bonfigli, San Francisco. Bob Gips, agency producer.

Continental Oil Co., Houston (Conoco gas);

two 60's for TV. Stan Walsh, producer. Agency: Clinton E. Frank, Chicago. Lee Langlois, agency producer.

Theo. Hamm Brewing Co., Minneapolis (Hamm's Beer); five 60's, two 20's for TV, live and animation on film, color. Michael Lah, producer. Agency: Campbell-Mithun, Minneapolis. Cyde Cosse, agency producer.

American Oil Co., Chicago (oil and gas); four 60's, six 20's for TV, live and animation on film. Arnold Gillespie, producer. Agency: D'Arcy, Chicago. Russ Young, agency producer.

Hot Shot Quality Producers, Memphis (bug killer); four 20's, two 10's for TV. Michael R. Lah, producer. Agency: Simon & Gwynn, Memphis. Milton Simon, agency producer.

**Screen Gems, EUE Division, 1334 North Beachwood Drive, Hollywood 90028.**

General Motors Corp., Flint, Mich. (AC spark plugs); two 60's for TV, live on film. Roy Hollingsworth, production manager. Agency: D. P. Brother, Detroit. Jack Rellis, account executive and agency producer.

**Snazelle Productions Inc., 155 Fell Street, San Francisco.**

Harvey's Resort Hotel, Lake Tahoe, Nev.; nine 60's for radio. E. E. Gregg Snazelle, production manager. Agency: Richard N. Meltzer, San Francisco. John Mercer, agency producer.

AC Transit Authority, Oakland, Calif. (transit system); three 20's for TV on film. E. E. Gregg Snazelle, production manager. Agency: Scott-Hermansky, Oakland. Harvey Scott, agency producer.

**Erwin Wasey Inc., 5045 Wilshire Boulevard, Los Angeles 90036.**

Carnation Co., Los Angeles (Instant Breakfast); twenty-five 60's and 40's for TV, live on film, color. Steve Banks, production manager. Agency: Erwin Wasey, Los Angeles. Ed Harris, account executive.

Carnation Co., Los Angeles (Coffee-Mate); eight 60's, 40's, 70's for TV, live on film, color. Steve Banks, production manager. Agency: Erwin Wasey, Los Angeles. James Vandiveer, account executive.

## FINANCIAL REPORTS

### Outlet Co. to vote on stock split

The board of directors of the Outlet Co., Providence, R. I., late last week announced a proposed 2-for-1 stock split, and an increase in cash dividends on its common stock. The stock split will be voted on at a special stockholders meeting on July 20 and if approved will become effective July 21. Outlet's president, Joseph Sinclair, said that the group broadcasting and retail sales firm earned \$201,850 or 40 cents a share during the first quarter of fiscal 1965.

Recently the firm has paid a cash dividend of \$1.20 a share with a quarterly dividend of 25 cents plus a year end extra of 20 cents. Under a new dividend policy adopted last week, year end extra dividends will be discontinued in favor of increasing quarterly distributions.

The Outlet Co. also announced the election of William L. Reiff, president

of Almac's Inc., New England food chain, to the board of directors. He replaces Alfred E. Darby, who resigned.

### Rust Craft has profit in 1st quarter of '65

Rust Craft Greeting Cards Inc., Dedham, Mass., reported last week at the annual stockholders meeting that the company had improved earnings and sales for the first quarter of fiscal 1965. Net operating earnings were \$91,000 or 13 cents a share as opposed to a loss of \$111,900 during the same period last year. Net sales rose to \$8,207,000 up from \$7,386,000 last year during the opening quarter.

Rust Craft owns WSTV-AM-FM-TV Steubenville, Ohio; WRCB-TV Chattanooga; WRDW-TV Augusta, Ga.; WPIT-AM-FM Pittsburgh; WSOL Tampa, Fla.; WJKS-TV Jacksonville, Fla.; WWOL-AM-FM Buffalo, N. Y., and WROC-AM-FM-TV Rochester, N. Y., along with its greeting card operations.

### Jerrold has record earnings in 1st quarter

Milton J. Shapp, president of Jerrold Corp., told stockholders of the company that the firm experienced the best single quarter in its history.

Mr. Shapp said that profits for the first quarter of the current fiscal period amounted to more than \$600,000. He added that sales for that period reached \$9 million, up 50% over the same period last year.

Robert H. Beisswenger, executive vice president, said the total backlog of orders is now \$5.3 million. He said that CATV operations are at an all-time high, adding that the market for transistorized equipment continues to expand.

He added that "a significant order" from General Electric has been received for Jerrold's new line of Coloraxial home antennas. GE plans to use the antennas to promote both black-and-white and color-set sales.



## Did you watch the race on closed circuit TV?

If you did, you were watching us. We originated the Indianapolis 500-Mile Race telecast which MCA distributed to 180 theaters coast to coast.

It was a big job. Took thirteen cameras, nine miles of cable, fifty staff

people, and a total of sixteen years of experience.

No other TV station in Indianapolis could have handled it . . . few in the nation would have even tried. In fact, we have the only facilities in Indiana for telecasting live action from the

track, and we actually fed most live action to the other stations in town.

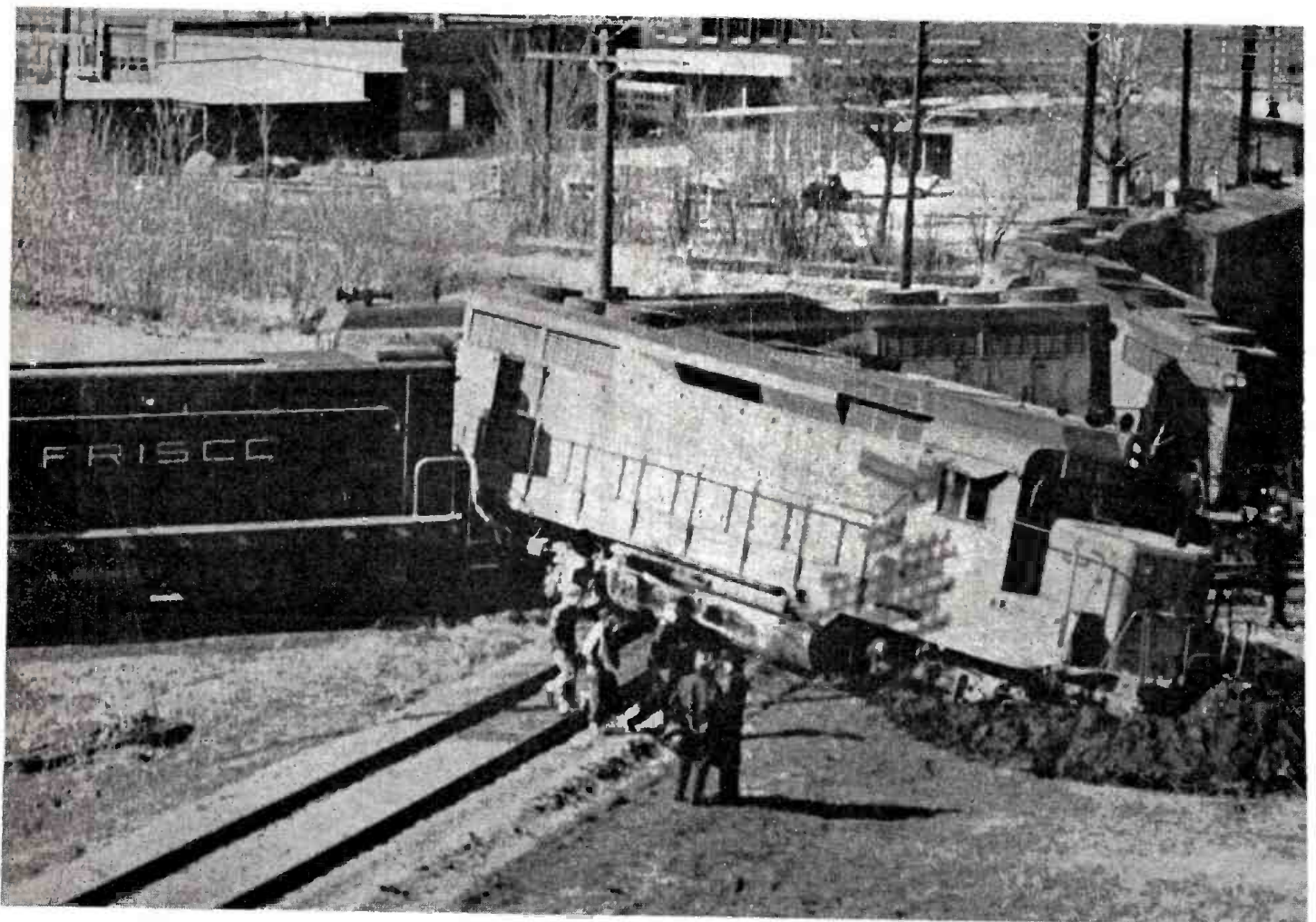
If this suggests that we are the number-one station in Indianapolis, let us carry the suggestion one step further :

We are also the number-one advertising buy. Ask your Katz man.

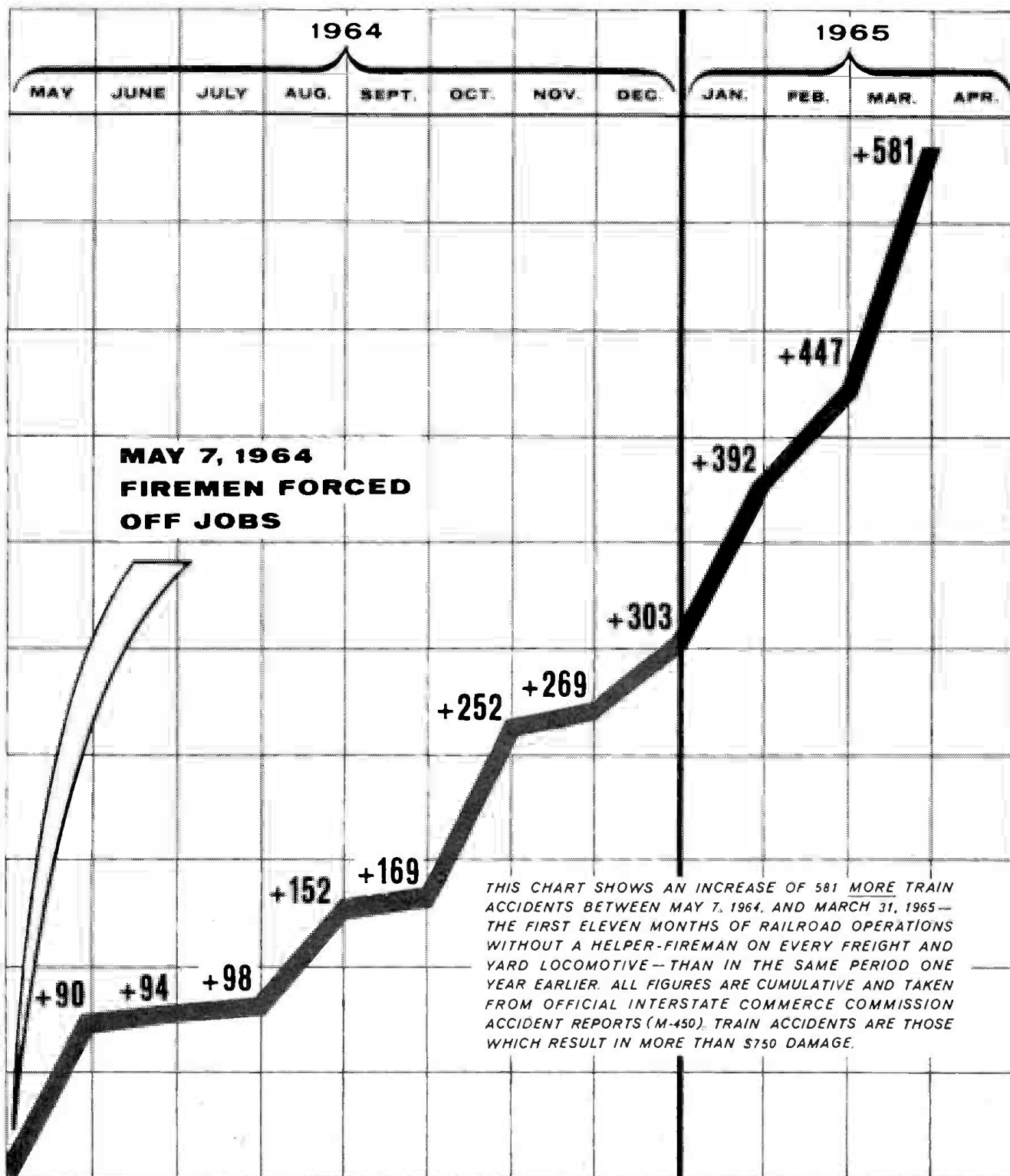
**WFBM-TV** INDIANAPOLIS **TIME LIFE BROADCAST**

AMERICA'S 13TH TV MARKET - REPRESENTED BY THE KATZ AGENCY

# **IS THIS RAILROAD SAFETY?**



# Train accidents increasing sharply in '65 with helpers-firemen "OFF" locomotives



**BROTHERHOOD OF LOCOMOTIVE FIREMEN AND ENGINEMEN**  
 H. E. GILBERT, PRESIDENT • 3-18 KEITH BUILDING, CLEVELAND, OHIO 44115

# FCC issues its ban on bigness

It puts the brakes on group-station growth with freeze now and rules proposed to limit everyone but present owners to two V's in top-50 markets

A sharply divided FCC took a step last week toward putting new curbs on television ownership in the nation's largest markets and, in the process, initiated a major debate on the issue of bigness in American television broadcasting.

The commission, expressing concern about a "growing concentration of control", issued its long-expected notice of proposed rulemaking aimed at limiting ownership in the first 50 markets to three television stations, no more than two of them VHF's.

At the same time the commission put the provisions of the proposal into effect immediately, in the form of interim policy, to be followed until the rulemaking proceeding is concluded.

The vote on both actions was 4 to 3. Chairman E. William Henry and Commissioners Lee Loevinger, Kenneth A. Cox and Robert T. Bartley were in the majority. Commissioners Robert E. Lee, Rosel H. Hyde and James J. Wadsworth dissented.

The commission offered its proposal

as a means of holding open major markets for the development of more, if smaller, broadcast entities. It pictured the major markets—containing the majority of the nation's population—as being increasingly dominated by multiple owners.

It said that while the total number of VHF stations in the top-50 markets increased from 130 to 156 between 1956 and 1964, the number of separate owners increased by only three and the number of single-station owners decreased from 55 to 45. The number of stations licensed to multiple owners jumped from 75 to 111.

The commission also said that of the 91 separate owners in the top-50 markets, 28—or 31%—control 93 VHF stations, or 60% of the total. It expressed concern that, unless new limits were imposed on ownership, the figure of 91 might be reduced to a "much lower number."

**Basic Policy** ■ "It is axiomatic," the commission said, "that American industry generally should be effectively

competitive and that undue concentrations of power should be avoided. These propositions are accepted national policy."

It added that "basic competitive principles are particularly important in the licensing of broadcast stations: First because we are dealing with the most influential of all communications media; and second, because we are required for technical reasons to limit and control entry into the broadcast field."

But the question already being raised is whether the government can foster competition in major markets by barring the development of major new groups that could compete on a more equal footing with the networks and other large owners.

One communications attorney calls the proposal "the most anticompetitive factor ever introduced into broadcast regulation."

As in many major issues involving the regulation of broadcasting, the debate on multiple-ownership rules changes will be conducted not only at

## The 19 'haves' who could keep what they've got

If the FCC's proposed rule to limit television station ownership in the top-50 markets is adopted, 19 licensees would continue to own more stations in those markets than anyone else could acquire. Each of the 19 owns at least three VHF's—and some own UHF's, as well—in the top markets. The proposed rule would bar ownership of more than three television stations in the top-50 markets, no more than two of them VHF's. But divestiture of existing stations to meet the proposed limits would not be required.

The 19 licensees and their TV properties (with top-50 market rankings in parentheses) are:

ABC: WABC-TV New York (1), KABC-TV Los Angeles (2), KGO-TV San Francisco (7), WKBK Chicago (3), WXYZ-TV Detroit (6), all VHF's.

CBS: WCBS-TV New York (1),

KNXT Los Angeles (2), WBBM-TV Chicago (3), WCAU-TV Philadelphia (4), KMOX-TV St. Louis (12), all VHF's.

NBC: WNBC-TV New York (1), WRC-TV Washington (10), WMAQ-TV Chicago (3), WKYC-TV (formerly WRCV-TV Philadelphia) Cleveland (8), KNBC-TV Los Angeles (2), all VHF's.

Capital Cities Broadcasting: WTEN Albany (39), WKBW-TV Buffalo (22), WPRO-TV Providence (11), WSAX-TV Huntington, W. Va. (44), WTVD Durham, N. C. all VHF's; WDCB-TV Adams, Mass., a UHF.

Chris Craft Industries: KCOP Los Angeles (2), KPTV Portland, Ore. (32), WTCN-TV Minneapolis (16), all VHF's.

Corinthian Broadcasting Corp.: WISH-TV Indianapolis (18), KHOU-TV Houston (26), KXTV Sacramento (30), KOTV Tulsa, Okla., all VHF's;

WANE-TV Fort Wayne, Ind., a UHF.

Cox Broadcasting: WSB-TV Atlanta (23), WHIO-TV Dayton (27), WSOC-TV Charlotte, N. C. (29), KTVU San Francisco-Oakland (7), WHIC Pittsburgh (9), all VHF's.

Crosley Broadcasting: WLWT Cincinnati (15), WLWD Dayton (27), WLWC Columbus (31), WLWI Indianapolis (18), all VHF's. (In addition, Crosley has purchased, subject to FCC approval, WOAI-TV San Antonio, which is not one of the top 50 markets.)

Hearst Corp.: WBAL-TV Baltimore (17), WISN-TV Milwaukee (21), WTAE Pittsburgh (9), all VHF's.

Metromedia Inc.: WNEW-TV New York (1), WTTG Washington (10), KTTV Los Angeles (2), KMBC-TV Kansas City, Mo. (19), all VHF's; WTVH Peoria and WTVP Decatur, both Illinois, both UHF's.



the FCC but on Capitol Hill. The Senate Communications Subcommittee touched on the matter briefly in a hearing last week, and is expected to get into it in more detail in the months ahead.

The FCC proposal—which would provide for the first major change in the multiple-ownership rules since 1954—would not alter the present maximum that permits ownership of seven television stations, no more than five of them VHF's. Neither would it require divestiture by the 19 licensees who now own more properties in the top 50 markets than would be permitted under the proposed rule (see box below).

Thus, one effect of the proposal would be to assure these owners of a "privileged" position, as one critic of the commission's action put it, with the knowledge that newcomers would not be able to achieve their level of station ownership. Both Commissioners Hyde and Lee commented on the "protection" they said the proposal would afford the large group owners.

**Dilemma** ■ Commission officials say that, so long as the 19 do not sell off any stations, this argument is valid. But they say the commission majority faced this dilemma: They were sufficiently concerned about the trend to concentration of control to consider applying the brakes, but they were also aware that while compulsory divestiture might bring about an ideal situation of equality, it would be politically unrealistic for the commission to attempt it.

The commission, in recognition of the importance of the rulemaking, said it will hear oral arguments on it after

comments are received. The deadline for comments is Oct. 1, and for replies, Nov. 1.

The proposed rulemaking doesn't exhaust the commission's concern with multiple-ownership matters. The FCC is expected to issue a notice of inquiry in the next few weeks dealing with ownership of television stations within a state and with cross-ownership of radio, television and newspaper properties.

The proposed rulemaking was originally drafted to include limits on such ownerships (BROADCASTING, May 31; CLOSED CIRCUIT, June 14). But Chairman Henry and Commissioners Cox and Loevinger agreed to split them off and hold them for a notice of inquiry when such a move became necessary to get Commissioner Bartley's vote for the balance of the rulemaking.

**Limit on Service** ■ Besides the issue of competition, critics of the proposal say that, keeping broadcasters at a "comparatively low economic level," it would deny them the opportunity of doing the kind of communications job society requires of them. "It takes communications back to the days of the 19th century hand press, at a time when the communications needs of the country are enormously complex," said one communications attorney.

Brokers, however, feel the proposal may have little practical effect.

One noted that there has been "little sales activity" in the top-50 markets—that the multiple owners who have most of the stations in those markets don't sell, except to trade up "and there is no room for that," he added.

As a result, he said, the commission's proposal, if designed to stimulate competition, comes late. "The big guys won't be able to get any bigger," he said, "but neither will the little guys."

**Hyde's Dissent** ■ Commissioner Hyde, in a dissenting statement, suggested that, despite the commission majority's disavowal of compulsory divestiture, multiple owners with properties in excess of those that would be permitted by the rule might have reasons for concern.

Mr. Hyde said the proposed rule would commit the commission to theories which would be incompatible with the present structure of the television industry. "Operating units of the structure . . . will face tests against the proposed new policy at each renewal date," he added. "They may also face the challenge of competing applications designed to capitalize on the situation."

The commissioner also said that the proposed rule is not based on "an adequate investigation of the matter" and that "there is nothing to indicate that application of the proposed rules will conduce to more effective competition."

**Another Reaction** ■ Commissioner Lee, who a year ago had proposed a notice of inquiry on the feasibility of relaxing the multiple ownership rules as they apply to stations, found it "ironic" that the commission should now propose a rule that would "result in a substantial deterrent to the further development of UHF."

He also saw the proposal as a bar to a fourth network. "The most urgent problem before the commission with respect to television station ownership," he said, "is the continuing development of stations in the UHF band, inherent in which is the creation of a favorable climate for a fourth commercial network. This is done by inducing capital to UHF station ownership in the top markets. The notice [or rulemaking] offers no such inducement."

The commission takes note of some of the criticism in several collateral questions on which it asks comment:

Is multiple ownership necessary for a licensee to undertake program production in competition with networks and other program suppliers?

Will the proposed rules have any effect on the possibilities for establishment of a fourth network?

Is there any correlation between a licensee's ability to present "quality" programming and multiple ownership?

Given the fact that compulsory divestiture is not contemplated, what long-term increase in diversity of ownership may the proposed rules be expected to accomplish?

Specifically, what increases in the number of individual owners in the

**Newhouse Broadcasting Co.:** WSYR-TV Syracuse (41), WAPI-TV Birmingham (35), KOIN-TV Portland, Ore. (32), KTVI St. Louis (12), all VHF's; WTPA-TV Harrisburg, Pa. (28), and WSYE-TV Elmira-Corning, N. Y., both UHF's.

**RKO General Broadcasting:** WOR-TV New York (1), WNAC-TV Boston (5), KHJ-TV Los Angeles (2), WHBQ-TV Memphis (36), CKLW-TV Windsor, Ont.-Detroit (6), all VHF's; WHCT Hartford, Conn. (13), a UHF.

**Scripps - Howard Broadcasting:** WEWS Cleveland (8), WCPO-TV Cincinnati (15), WMCT Memphis (36), WPTV West Palm Beach, Fla., all V's.

**Storer Broadcasting:** WJBK-TV Detroit (6), WSPD-TV Toledo (33), WAGA-TV Atlanta (23), WJW-TV Cleveland (8), WITI-TV Milwaukee (21), all VHF's; WGBS-TV Miami (24), a UHF.

**Taft Broadcasting:** WKRC-TV Cincinnati (15), WTVN-TV Columbus, Ohio (31), WBRC-TV Birmingham

(35), WGR-TV Buffalo, N. Y. (22), WDAF-TV Kansas City, Mo. (19), all VHF's; WKYT-TV Lexington, Ky., WNEP-TV Scranton, Pa., both U's.

**Time-Life Broadcast:** KLZ-TV Denver (47), WOOD-TV Grand Rapids, Mich. (34), KOGO-TV San Diego, WFBM-TV Indianapolis (18), all VHF's; KERO-TV Bakersfield, Calif., a UHF.

**Triangle Stations:** WFBG-TV Altoona, Pa. (38), WFIL-TV Philadelphia (4), WNBF-TV Binghamton, N. Y., and WNHC-TV New Haven-Hartford (13), all VHF's; WLYH-TV Lancaster-Lebanon, Pa. (28) and KPFE-TV Fresno, Calif., both UHF's.

**Westinghouse Broadcasting:** WBZ-TV Boston (5), KYW-TV Philadelphia (4), KPIX San Francisco (7), KDKA-TV Pittsburgh (9), WJZ-TV Baltimore (17), all VHF's.

**WKY Television System:** KTVT Fort Worth (14), WKY-TV Oklahoma City (49), and WTVT Tampa-St. Petersburg, Fla. (40), all VHF's.

top-50 markets may be expected as the result of assignments and transfers and the growth of UHF?

**Hearings Due** ■ In applying the provisions of the proposal as an interim policy, the commission will designate for hearing applications that, if granted, would result in the applicant owning more properties than the proposed rule would permit. A grant would be made without a hearing only if a "compelling affirmative showing" were made that the public interest would be served.

The policy supersedes one adopted last Dec. 18, when the commission began in earnest its work on revising the multiple-ownership rules. That policy required a hearing whenever an applicant sought a second VHF in the top-50 markets (BROADCASTING, Dec. 21, 1964).

It was never applied, as no applications that would have brought it into play were ever filed. And Senator Vance Hartke (D-Ind.), a member of the Senate Communications Subcommittee, said that the new policy would have the same result—that "a ban" is in effect that is as complete as if the proposed rule were already adopted.

FCC Chairman E. William Henry, to whom he made the remark, didn't dispute it. But he said that, in view of the commission's concern about a trend to concentration of control, it cannot make the required public interest finding in such cases without a hearing. He said that "even without the notice of rule-making we'd have to hold a hearing."

The exchange occurred Wednesday, during a hearing on routine bills. Both Senator John O. Pastore (D-R. I.), subcommittee chairman, and Senator Hartke had been sharply critical of the Dec. 18 interim policy during an appearance by the commission before the subcommittee in February (BROADCASTING, March 1). But Senator Pastore last Wednesday left the hearing room as Senator Hartke, the only remaining subcommittee member present, began questioning Chairman Henry about the proposed rule-making.

**Freeze Criticized** ■ Senator Hartke was critical of the length of time the commission had taken to issue its proposed rulemaking. And when Chairman Henry acknowledged that the commission had developed no "new facts" since the February hearing, the senator accused the commission of imposing a "ban," through its interim policy, "without knowing where you're going."

Chairman Henry said "all the facts" concerning numbers of stations and concentrations of ownership were developed in the February hearing. But he said the commission expects to get "full facts" through the rulemaking process.

In adjourning the hearing, Senator

Hartke said the commission would be invited back for a further exposition of the matter. Senator Pastore has invited multiple owners to request a hearing if they want to air their side of the issue (BROADCASTING, March 1). And this offer appears certain to be accepted.

A group of the multiple owners are scheduled to meet in Chicago July 20-21 to plot strategy in opposing the proposed rulemaking. A spokesman said the question of whether to ask for the Senate hearing will be decided then.

The proposed rule would constitute the first change in the multiple-ownership rules since 1954. Before that time, the rules permitted ownership of seven AM's, seven FM's and five TV's. The 1954 amendment permitted the addition of two UHF stations.

## Court challenge on CATV rules

### Midwest Video petition says FCC acted without statutory authority

The FCC rules governing microwave-fed community antenna television systems, which are already under scrutiny in Congress, were faced last week with their first court challenge.

Black Hills Video Corp., a common carrier serving CATV's, and its parent corporation, Midwest Video Corp., owner of 10 CATV's in five states, asked the U. S. District Court of Appeals in St. Louis to review the rules and set them aside.

The Black Hills-Midwest petition says that the commission in adopting the rules acted without proper statutory authority, that it did not follow proper administrative procedures and that the rules adopted are not reasonable. The two companies have their main offices in Little Rock, Ark.

The principal owner of Midwest is C. Hamilton Moses, whose Little Rock law firm is one of two representing the petitioners. The other is a Washington firm with which Max Paglin, former FCC general counsel, is associated.

The court case was initiated a month after the House Communications Subcommittee looked into the commission's CATV policy in a hearing on a CATV bill offered by another Arkansan, Representative Oren Harris, chairman of the parent Commerce Committee. The measure (HR 7715) would give the FCC authority to regulate CATV's, but only under congressional review.

**Protection** ■ The FCC rules, based

on the commission's jurisdiction over microwaves and the carriers that use them, require microwave-served CATV's to carry the programs of local television stations and to refrain from relaying programs of distant stations that duplicate those broadcast locally. The nonduplication protection extends for 15 days before and after a local broadcast (BROADCASTING, April 26).

The commission has also proposed adopting the same rules for CATV's that do not use microwaves. The notice of rulemaking says the commission has initially concluded that it has jurisdiction over all CATV's, regardless of whether the systems rely on microwaves.

The rules affecting microwave-fed CATV's became effective June 1. However, the commission said it would not implement them for existing CATV's until it is ready to act on all CATV's.

The Black Hills-Midwest petition recites many of the charges already made by opponents of the commission's CATV policy. It asserts that the rules constitute an unwarranted use by the FCC of authority reserved to Congress and that they discriminate in favor of television broadcasters.

The petition also claims that the "substantive policy determinations made and the substantive regulatory action taken by the commission . . . were not supported by substantial evidence or data, by necessary and proper fact-finding inquiries or investigations, or by the appropriate and required administrative process . . . and do not set forth adequate bases for the action taken, all in violation of due process of law. . . ."

It adds that the commission failed to consider evidence available to it which would be "more valid, meaningful, complete, current and accurate than the data relied upon" and that it did not give sufficient weight to the value of CATV service and to the unnecessary complications which would flow from the new rules.

The petition also attacks the interim policy, imposed by the commission Dec. 12, 1962, pending the adoption of CATV rules, under which common carriers seeking microwaves to serve CATV's were asked "voluntarily" to assure the commission that local television stations would be protected from CATV competition.

That policy, the petition says, was imposed on Black Hills "unlawfully and under duress, upon pain of not having applications processed and granted by the commission, unless said conditions are 'voluntarily' accepted."

Black Hills owns four microwave systems serving CATV's in Victoria, Tex.; Rapid City, S. D.; Chadron, Neb.; Clovis, N. M., and Poplar Bluff and Dexter, both Missouri. The CATV's in



## ***METAL MASTERS***

Why do metals get "tired" under stress? Questions like that are the daily province of these General Motors metallurgists. They are working here with a 600-ton press capable of exerting 2,000,000 pounds of pressure per square inch at temperatures as high as 7,000 degrees Fahrenheit. Under such conditions, metals behave in peculiar ways. Crystal structure and electrical properties change. Strange chemical reactions occur. New materials form.

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## A pause to recall a 1944 war zone mission

Twentieth annual reunion of the U. S. Broadcast Mission to European Theatre of Operations during World War II was held in Detroit with John E. Fetzer (seated, third from left), head of Fetzer Stations and owner of Detroit Tigers, as host. Group, which represented the War Department and which in 1945 brought back the first radio tapes invented by Germans, was about half-strength at the reunion.

Seated, (l to r); Lester Lindow, Assn. of Maximum Service Telecast-

ers, Washington; Clair R. McCollough, Steinman Stations, Lancaster, Pa.; Mr. Fetzer; Harry Wilder, retired broadcaster, Phoenix.

Standing (l to r): Don Kearney, Corinthian Stations, New York; Robert D. Swezey, former broadcast executive Purcellville, Va.; John S. Hayes, Post-Newsweek Stations, Washington; Sol Taishoff, BROADCASTING-TELEVISION, Washington; Morris Novik, consultant, New York; Ted Bergmann, producer-consultant, New York.

Victoria, Rapid City, Clovis and Poplar Bluff and Dexter are owned by Midwest. Other Midwest CATV's are in Greenville, Miss., and Austin, Bryan, Paducah and Paris, all Texas.

Midwest has a contingent association with Texas Broadcasting Co., the company principally owned by the family of President Johnson, in the Austin CATV, Capital Cable. Texas Broadcasting, which owns KTBC-AM-FM-TV Austin, has an option to acquire a 50% interest in the CATV. The option runs until January 1966.

## CATV systems to get FCC questionnaires

All community antenna TV systems known to be in existence in the U. S. which haven't received a questionnaire and a covering letter from the FCC seeking certain specific information, can expect one shortly.

According to a commission announcement last Thursday (June 24), more than 1,300 questionnaires which

have been reviewed and approved by the National Association of Broadcasters and the National Community Television Association, were mailed.

The questionnaire, asks for information to determine if a transition period should be afforded some CATV systems with limited channel capacity before requiring their full compliance with the CATV rules relating to carriage of all local TV stations (BROADCASTING, April 26).

The information being sought includes each system's effective channel capacity, the local TV signals which might fall within the carriage provisions of the FCC's rules, and the number of channels in use for nonlocal TV signals or other purposes.

## WBRT's termination extended one month

The FCC has extended the shutdown date of WBRT Bardstown, Ky., from June 21 to July 21. The commission on May 13 told WBRT's owner, Lawrence

W. Adams, that the station would have to leave the air upon termination of its present license (BROADCASTING, May 17).

The FCC said it would not renew the license because of failure to respond to correspondence relating to updating ownership records, financial statements and license renewal application.

Since that time Mr. Adams has responded, the FCC said, adding that the extension is to allow time for a review of the submissions.

## Toledo CATV loser says it will go to court

Woodruff Inc., Toledo, Ohio, an unsuccessful applicant for a community antenna television franchise in that city, has notified the successful applicant, Buckeye Cablevision Inc., that it will seek financial damages in the civil courts.

In a June 17 letter to *The Toledo Blade* and Cox Broadcasting Co., owners of Buckeye, and to city officials, Everett A. Sisson, president of Woodruff Inc., claimed the exclusive franchise given Buckeye violated the city charter of Toledo and effectively excluded Woodruff Inc. from obtaining a franchise.

Buckeye Cablevision Inc., officials had no comment on the matter and as of last Thursday (June 24) no legal action had been taken by Woodruff Inc. which is owned by Edward Lamb Enterprises Inc., Toledo.

## O'Konski regains TV sought in Rhinelander

Representative Alvin E. O'Konski (R-Wis.), who early this year lost his construction permit for a new TV signal on channel 12 at Hurley, Wis., when the FCC reallocated the proposed station to Rhinelander, Wis., has again been granted a CP for the same channel at its new location.

The commission action, adopted June 18, granting the congressman's uncontested application was announced last Monday (June 21).

The incident stems from a petition for rulemaking filed by Representative O'Konski in late 1963 seeking to reassign channel 12 from Hurley to Merrill (BROADCASTING, Dec. 9, 1963). He later amended the petition to specify Rhinelander in lieu of Merrill, and the proposal was granted last December (BROADCASTING, Jan. 4).

The new grant was made after the commission denied the congressman's request that the CP he formerly held for Hurley could not be transferred.



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# NAB calls for more CATV restrictions

## TV board wants rule prohibiting cable TV from markets with three TV's and application for UHF

The National Association of Broadcasters reasserted last week its pleas for protection against competition from community antenna systems—and proposed a new restriction it had not advocated before.

The NAB's television board, acting on a recommendation of the association's Future of Broadcasting Committee, voted to support federal regulation prohibiting CATV's from entering any market where three television stations are already operating and where anyone has announced an intention to apply for a UHF station.

The committee's recommendation had been made on a 4 to 3 vote at a meeting in Washington last Monday. The television board, at its meeting Thursday in Buck Hill Falls, Pa., adopted the recommendation by a vote of 9 to 4, with one abstention. The television board's action was expected to be approved by the joint meeting of the television and radio boards last Saturday.

The NAB has already endorsed the proposal of the FCC to assume jurisdiction over all CATV systems and to impose tight restrictions on their development and operations. It will present its newest suggestion for CATV regulation in comments to be filed on the FCC's notice of inquiry into CATV controls.

The TV board members who voted against the resolution were David Adams, NBC-TV; Otto Brandt, King Broadcasting; Gordon Gray, WKTV(TV) Utica, N. Y., and William B. Lodge, CBS-TV. Abstaining was Charles Tower, Corinthian stations, who reportedly wanted a still harder line to come out of the board.

**No Entry** ■ The resolution adopted last week by the television board read in pertinent part:

"That a CATV should not be permitted a franchise in a market already having three or more operating TV stations where there are UHF applications pending, except after a clear showing by the CATV that such grant would not adversely effect the UHF applicant. . . .

"That if no application has been

made for an assigned UHF channel in such communities, a public notice should be issued whereby any responsible party could oppose the franchise grant on the basis that it intended to apply for the UHF channel within a specific and reasonable time and upon which showing the burden of proof would be on the CATV applicant to prove that the franchise grant would not adversely effect the UHF applicant."

The action of the television board on CATV restrictions was taken a day after the joint boards voted to look into the possible threats that CATV presents to radio.

The joint boards adopted a recommendation, also submitted by the Future of Broadcasting Committee, for a study of the audio services that CATV's now or may provide and of the problems of competition they might create.

The study will be an extension of a postcard survey of AM stations already conducted by the NAB (BROADCASTING, June 14) and described last week to a radio board meeting by Sherril Taylor, NAB vice president for radio.

**Radio and CATV** ■ The postcard survey showed 1.689 returns or 41.5%

from a mailing to 4,070 licensees. Of the respondents 719 said there was a CATV system operating within 20-30 miles of their transmitter sites and 970 said there wasn't. Of the 719 slightly more than half—364 or 50.6%—said the CATV carried radio signals.

There were 41 stations that said the system carried over five, "various" or "many" signals. Eleven stations said the systems carried five signals; 18 said four signals; 21 reported three signals; 53 said two signals, and 143 said only one radio signal was carried.

More than half of those stations with CATV's in the vicinity (57.3%) said the systems did not carry time and weather service with 35.9% saying they did; 6.8% did not answer.

Fifty-eight stations said the CATV's in their areas sell advertising.

Although only 292 respondents commented on their attitude toward CATV, the pro-and-con split was almost even. There were 143 stations favorably inclined toward CATV even to the extent of active ownership; 149 were opposed to cable systems.

Among the comments favoring the systems were: no effect on our listenership; very cooperative; one of our better advertising sponsors; we run spots for them all the time; good friends and customers of ours; we like extended coverage; no threat to us, we perform different functions.

Opposition comments included: CATV will be a threat to radio; unfair advantage; regional and national advertising is harder to get; complaints as to quality of signal carried; believe they are almost in direct competition with radio industry especially with music service; a growing menace; should be tightly regulated to allow only local signals to be carried.

## New objectives, tactics needed

### Schroeder outlines earlier memo for joint boards; Wasilewski

### says team has worked well; McGannon reports on rating study

The need for "strong executives with the vigor, drive and imagination to introduce new and different objectives and tactics as conditions dictate" was stressed by Willard Schroeder, joint board chairman, in his report to the combined boards.

The WOOD-AM-FM-TV Grand Rapids broadcaster told the group meeting in Buck Hill Falls, Pa., he saw no need for a wholesale overhaul of the association but admitted that the NAB "is plagued in some degree with a paralysis of bigness." With 3,400 members, the chairman said, a philosophy of "political compromise—trying to please

all the members all the time" sometimes harms the association's force. Referring to his three memos to the board (BROADCASTING, April 12, May 10, 24) Mr. Schroeder pointed out eight "imbalances and shortcomings:"

1. "Procedures should be established for constantly re-evaluating the work areas of the staff and the committees."

2. "There should be continuing evaluation of station services including specific functions like conventions, seminars, etc."

3. "Special attention should be given to improving liaison with other associations."

4. "The merits of reducing the size of the board and increasing its degree of involvement should be considered. The board is too big and too remote."

5. "Aside from the improved liaison between NAB and other associations we would improve communications between NAB staff and committees and individual NAB staff executives."

6. "Executive responsibilities are of sufficient size and complexity to require both a president and working chairman. The two are needed to provide both good management and advance planning. Before too long the responsibilities of the two chief executives may need more specific definition by this board."

7. "We need an enlarged government relations capacity."

8. "Increased effort should be given in support of a strong radio and TV code authority."

Mr. Wasilewski said he felt the balancing of duties between the president and chairman as decided by the board at its January meeting, has "worked out quite well." He said the possible problem of a confused image, caused if there were two men speaking for the association, never materialized because "Mr. Schroeder has felt the president should be the spokesman and has not moved in on the president's authority." In the area of authority, Mr. Wasilewski said the bylaws clearly spell out that the board has the final authority in all matters. However, he added "if the president is to be the spokesman for NAB his authority must continue to be on par with his title."

The NAB president said performance efficiency and morale of the staff was very high and that the association appears healthy from nearly every point of view. Of all problems confronting the association, Mr. Wasilewski said that "CATV is potentially the most disruptive." He noted that a variety of opinions among broadcasters as to the direction NAB is pursuing on CATV regulation (see page 56) has caused "some stresses" within the association, but a course had to be selected.

**Rating Probe Progress** - Donald H. McGannon, president of Westinghouse Broadcasting Co., New York; said the first normal audit of the four ratings services, Hooper, Nielsen, Pulse and ARB, had been completed but there had been no action yet on accreditation by the Broadcast Rating Council. There is some probability that accreditation of the services will be withheld until a second survey. The BRC will decide this matter at its next meeting, which will probably be in early July.

Howard Mandel, NAB vice president for research, said the broadcast editorializing study is now in the field (CLOSED CIRCUIT, May 31) and preliminary results should be in before

Aug. 1. The pilot study being conducted the Opinion Research Center at Princeton University is being made among a random sample of station executives and will be the basis for a self-administered questionnaire which NAB will send to all radio and TV licensees. Mr. Mandel described the project is intended to show who does or doesn't editorialize, why, subjects, reaction, type of personnel used, etc.

Mr. Mandel said work is also going on in two other research projects authorized by the board in January.

In the continuing study of broadcasting and the public he said a major problem is to maximize efficiency and avoid duplicating the work of the Television Information Office. He said a formula that would let the two groups complement each other's work is being sought. Mr. Mandel said the study of research and local TV audience will be a systematic comparison of measurements of ARB and Nielson sweeps to show if they are alike or different. If they are different, he noted, the study will give clues as to where the different criteria will be found.

The finance committee, of which former Radio Board Chairman Ben Strouse, WWDC-AM-FM Washington, is co-chairman, recommended against a suggestion made by outgoing Joint Board Chairman Schroeder, that the NAB's budgets be consolidated and simplified. Mr. Strouse's committee recommended that the present five-division budget be maintained on the ground it was difficult to lump the separate funds dealing with the radio and television codes into a single report. The present budgets amounting to \$2.1 million for the current fiscal year are divided into general fund, radio fund, television fund and separate radio and television code funds. The finance committee approved a \$15,000 appropriation for the retention of an architect to draw up preliminary plans for a new NAB headquarters building in Washington to occupy either the present parking lot site adjacent to existing headquarters or for a larger structure to occupy both sites (BROADCASTING, June 21). Approval of the full board is expected at the Saturday session. Other finance committee matters related to NAB pension and retirement fund revisions of a routine nature.

Following the meeting of the combined boards, the television board:

Approved a \$10,000 contribution to the Advertising Research Foundation. Approved a staff recommendation that opposes the FCC's proposed restrictions on station ownership in the top 50 markets. Voted to oppose the FCC's proposed rule restricting network program and syndication control. Approved opposition to a sharing of television frequencies with land mobile services."

## TIO to continue present status

### Proposal to incorporate it into NAB killed after expense is explained

A movement to incorporate the autonomous Television Information Office into the structure of the National Association of Broadcasters was stopped last week. The NAB's television board, which created the New York-based TIO six years ago, voted last week to keep it in its present status.

The NAB's TV board meeting in Buck Hill Falls, Pa., endorsed TIO's organizational concept and affirmed its assignment to perform the television public relations function of the NAB. The board thus rejected any notions that the NAB's own public relations operations would be expanded to encompass both radio and television.

Roy Danish, TIO director, and Willard Walbridge of KTRK(TV) Houston, chairman of the Television Information Committee, told the television board that it would cost the NAB about \$350,000 a year if TIO were woven into the NAB organization and its services supplied to all NAB members. (CLOSED CIRCUIT, June 21).

The NAB now contributes \$75,000 a year to TIO. The three networks contribute a total of \$195,000. The rest of TIO's annual budget of \$550,000 comes from dues paid by individual station subscribers. Those dues would be lost if TIO became an NAB function.

After Messrs. Danish and Walbridge presented their report, the NAB's television board took less than five minutes to decide to adhere to present arrangements.

**Endorsement** - In a four-point resolution the board voted "that the present autonomous structure of TIO be maintained," that "maximum meaningful liaison be established between NAB and TIO and board and staff levels," that "joint projects be undertaken by the Television Code Authority and TIO [TIO is preparing a series of air promotions for the code]" and that "TIO shall continue as the repository of NAB's television information function."

The board also ratified the reappointment of all members of the Television Information Committee but one. Robert Wright of WTKR-TV Meridian, Miss., who is no longer a member of the NAB's television board, was replaced on the information committee by Robert W. Ferguson of WTRF-TV

Wheeling, W. Va. (Mr. Ferguson was also elected vice chairman of the NAB's television board [see WEEK'S HEADLINES, page 10]).

**More PR** ■ With the future of TIO settled by the television board's endorsement, the combined radio and television boards were scheduled last Saturday to consider an ambitious expansion of the NAB's own image building as proposed by John Couric, vice president for public relations.

The Couric plan which had the endorsement of Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., chairman of the NAB's joint board, did not carry a price tag, but it was understood that the plan would involve doubling the present five-man staff and would cost about \$300,000. The plan was submitted to a joint board meeting last Wednesday, but action was deferred until Saturday.

Prefacing the public report Wednesday, Mr. Schroeder said the NAB's public relations operations "isn't very impressive" and the PR plan would help "the public to be better informed about commercial broadcasting. We believe that the better the public understands broadcasting, the more likely it is that it will appreciate it and defend it against some of our well-identified adversaries."

**Needs Explanation** ■ Noting that broadcasting is a complex activity that is not easy for the general public to understand, the chairman added: "Somehow we're going to have to make them understand it if we're to respond to their wants or needs. If they don't understand it, they'll delegate the responsibility of shaping our future to the FCC and that segment of our egg-head community that is chronically hostile to the entire concept of a commercial broadcasting system. We should proceed on the premise that commercial broadcasting is a service of real value that is too little understood by too many people."

Mr. Couric outlined the basic objectives of the expanded program, listing some of the projects he would expect it to undertake.

Among the suggested activities were the employment of an outside public relations agency to help project and promote the importance and responsibility of radio among business leaders and to attempt to place stories in national business publications.

Other proposals were the preparation of six situation papers each year to give radio and television editors background material; arranging for telephone interviews with the NAB president by columnists in selected markets;

the distribution of tapes and films of speeches made by NAB executives to audio and visual news services; arrangement for appearances of the NAB president and other NAB executives on networks and local radio and TV stations and building a professional studio in Washington for production of NAB promotion material.

He also proposed several plans for on-air promotion for radio and TV, the codes and the NAB organization. His plan would include aid to local public relations efforts by NAB member stations.

## CATV disagreement causes NAB resignation

A difference of opinion on regulation of community antenna television has prompted KBND Bend, Ore., and KLMR Lamar, Colo., to resign from the National Association of Broadcasters.

Douglas D. Kahle, president of the stations, told the NAB he felt the association's position favoring FCC regulation of CATV "could open a Pandora's box to more drastic future legislation against the radio and television" industries. He added that broadcasting and CATV should have a chance to compete on their own merits in a free enterprise system without undue FCC interference.

Mr. Kahle, who has substantial interests in CATV's in Colorado, Idaho and Nebraska, said the NAB's stand, which was adopted 34 to 3 at a special board meeting in May, does not have full membership support. He also attacked the association as being "too well stacked by its TV membership to fight the policy from within."

The NAB last week said it had received cancellations from a few radio stations because of the CATV issue, although no TV stations had resigned because of this. A spokesman for NAB pointed out that the vote supporting the FCC's regulation came from the radio and television boards and there are radio-only members on NAB's Future of Broadcasting Committee. The committee has undertaken a survey of AM stations to learn what effects CATV is having on them.

The CATV issue was on the radio board's agenda last week in Buck Hill Falls, Pa. (see page 56).

## Changing hands

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

■ WBIV(FM) Wethersfield Township, WMIV(FM) South Bristol Township, WEIV(FM) Ithaca, WORV(FM) De Ruy-

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ter Township, and WJIV(FM) Cherry Valley Township, all New York: Sold by Ellis E. Erdman and associates to Chenor Broadcasting Co., for \$700,000. Chenor Broadcasting is wholly owned subsidiary of Chenango and Unadilla Telephone Corp., William S. Kingman, president. Chenor Broadcasting owns several CATV systems and WMCR Oneida, N. Y. WBIV broadcasts on 107.7 mc with 5.4 kw, WMIV broadcasts on 95.1 mc with 5.3 kw, WEIV broadcasts on 103.7 mc with 5.6 kw, WOIV broadcasts on 105.1 mc with 5.3 kw and WJIV broadcasts on 101.9 mc with 5.4 kw. Broker: Edwin Tornberg & Co.

▪ **KOPY** Alice, Tex.: Sold by Robert N. Aylin and associates to Tom E. Foster, Tolbert Foster and associates, for \$200,000. Messrs. Foster own KDET Center, Tex., and are veteran southwestern broadcasters. Mr. Aylin owns advertising agency in Houston. **KOPY** is full-timer on 1070 kc with 1 kw. Broker: Hamilton-Landis & Associates Inc.

▪ **WLFH** Little Falls, N. Y.: Sold by Mrs. Carmen H. Gaines to Leonard R. Auerbach and associates, for \$100,000. Mr. Auerbach is president of Ohio Station Representatives Inc. **WLFH** broadcasts on 1230 kc with 1 kw day and 250 w night. Broker: Chapman Inc.

**APPROVED** ▪ *The following transfers of station interest were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 79).*

▪ **WRVM** Rochester, N. Y.: Sold by James M. Johnston and Francis G. Taylor to Robert Wright and Milton Maltz, for \$325,000. Messrs. Wright and Maltz own WTTF Cablevision, Tiffin, Ohio; WBRB-AM-FM Mt. Clemens, Mich.; WTTF-AM-FM Tiffin, and have minority interest in WERB Garden City, Mich., with minority interest in WOKY Milwaukee; WADO New York, and KCBQ San Diego. **WRVM** is 250 w day-timer on 680 kc.

▪ **WRAL** Raleigh, N. C.: Sold by A. J. Fletcher and associates to Robert E. and Harry D. Stephenson, for \$290,000. Messrs. Stephenson are partners in application for new AM in Lexington, N. C. **WRAL** broadcasts on 1240 kc with 1 kw day and 250 w night.

▪ **WCUM-AM-FM** Cumberland, Md.: Sold by Wallace L. Hankin and associates to Clifford S. and Harry M. Brown and Pauline M. and Marie A. Brown, for \$240,000. Messrs. Brown own WTTT-AM-FM Towanda, Pa. **WCUM** broadcasts on 1230 kc with 1 kw day and 250 w night while **WCUM-FM** is on 102.9 mc with 1.25 kw.

▪ **WDLB-AM-FM** Marshfield, Wis.: Sold

by Judith S. Scofield, Hartley L. and Margery S. Samuels to Nathan L. and Robert W. Goetz, for \$203,250 and \$30,000 covenant not to compete. Messrs. Goetz own WFAW-AM-FM Fort Atkinson, Wis., and KMAQ Maswuketa, Iowa. **WDLB** broadcasts on 1450 kc with 1 kw day and 250 w night, while **WDLB-FM** is on 106.5 mc with 2.75 kw.

### New TV stations

As of June 24 there were 120 television construction permits outstanding for stations not yet on the air. Of these 20 were commercial VHF's, 69 were commercial UHF's, 7 were educational VHF's and 24 were educational UHF's.

### KWK given another month

**KWK** St. Louis, whose license was revoked for "willful misconduct" in connection with the broadcast of two treasure hunt contests in 1960, has been given an additional 31 days to remain on the air pending the FCC's decision to name an interim operator (**BROADCASTING**, April 5 et seq.). The station had been ordered to be off the air by June 30.

## Appeals court sticks to its ch. 12 order

The U. S. Court of Appeals in Washington last week rejected requests for rehearing of its decision last month reopening Jacksonville, Fla., channel 12 to new applicants.

The petitions were filed by Jacksonville Broadcasting Co., which is seeking the channel, and WFGA-TV, which has been operating on the facility since 1957.

The case is one of a series in which FCC awards were clouded by charges of ex parte contacts in the 1950's. The commission awarded channel 12 to WFGA-TV in 1956. Three years later, a congressional investigation revealed that ex parte contacts involving the late Richard Mack, then a commissioner, had been made in the case.

The commission in 1963 readopted its earlier decision, concluding that Jacksonville was disqualified because of ex parte activities but that WFGA-TV had not been tainted.

The appeals court upheld these conclusions in its decision, and said that WFGA-TV should be considered on an equal basis with other applicants for

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the channel (BROADCASTING, May 10). In directing that the case be reopened, the court held that the commission had erred in readopting a decision in which Mr. Mack participated.

Jacksonville asked for a rehearing by the full nine-member court. It said it should not have been disqualified. It said the commission should have disqualified WFGA-TV.

The station, which asked either the full court or the panel that acted on the original appeal to rehear the case, said the court exceeded its authority in directing the commission to reopen the case for new applicants.

The court gave no reasons for rejecting the requests for rehearing.

Counsel for both parties indicated last week that appeals to the U. S. Supreme Court are being considered.

### Media reports . . .

**Florida FM to begin** ■ WDPB(FM) West Palm Beach, Fla., will begin broadcasting July 4 with a format of minimum music interruption. Operating with 27 kw on 107.9 mc, WDPB will have no duplication in programming

with its sister station, WIRK-AM. Joseph S. Field is president and general manager of the stations. WDPB station manager is Charles M. Higgins.

**Visiting lecturer** ■ Hyman H. Goldin, FCC economist and assistant chief of the commission's Broadcast Bureau, has begun a seven-week tour as visiting lecturer at Boston University's School of Public Communications. He will also confer with the school's faculty and graduate students on educational television.

**Radio affiliation** ■ Wivi Christiansted, St. Croix, Virgin Islands, will become a CBS Radio affiliate for that area, effective July 19. The station is not currently affiliated with any network. Wivi, owned and operated by Radio American West Indies Inc., Christiansted, is on 970 kc with 5 kw day and 1 kw night.

**New AM** ■ WSMD La Plata, Md., has announced it will go on the air sometime this summer. WSMD will operate daytime only on 1560 kc with 250 w. WSMD-FM, on the air since 1961, will continue to broadcast after dark.

## EQUIPMENT & ENGINEERING

### Ampex shows home video tapes

Color compatible, two-speed recorders will be seen  
at Chicago show; \$100 million market predicted by 1970

A new line of compact home video tape recording systems was announced by Ampex Corp. last week. The units are to be demonstrated in Chicago this week at the National Association of Music Merchants show. The home recorders are monochrome only but use standards which will make their tapes compatible with future color models.

Ampex will produce the recorders at its factory in Elk Grove Village, a Chicago suburb, and expects to begin delivery in the fall. The company will market a line of vidicon cameras and accessories for use with the home recorders and will expand the line next year to include educational systems for use in schools and hospitals.

The world market for such home recorders during the next year was estimated at \$10 million by William E. Roberts, Ampex president, who predicted a market of more than \$100 million by 1970. Ampex pioneered video tape recording for the broadcast field. The new home recorders are not compatible with professional machines.

The new Ampex home VTR line starts with a one-speed table top recorder at



\$1,095 and a two-speed model at \$1,295. Furniture console systems which include the recorder, camera and TV receiver range from \$1,795 to \$2,495. The high end system includes a color receiver.

The home system uses a one-inch tape moving past rotary recording and

Playback heads at speeds of 9.6 inches per second (high frequency performance compatible with color recorders). At fast speed 2,900 feet of tape will play for one hour (two hours slow speed) and will retail at \$64.95. Other tape sizes range down to \$9.95 (six minutes).

Another home video recorder exhibitor at the music show will be Sony Corp. which announced its new line a fortnight ago (BROADCASTING, June 14). Sony priced its video tape recorder, including a recording unit and a 9-inch TV receiver, at \$995; its walnut cabinet model with an automatic device for recording a program while the owner is away from home, at \$1,250; and a camera-microphone kit for use with the recorder, at \$350. Prices for Sony tapes, which record at 7.5 inches per second, include \$21.95 for a 30-inch tape and \$39.95 for a one hour reel.

## All-channel group asks for technical changes

The technical group of the Committee for the Full Development of All-Channel Broadcasting last week urged the FCC to revise its rules and regulations with respect to propagation curves and the methods used in predicting the field strength of TV signals. However, the committee told the commission that the present grade A, grade B and principal city coverage concept of TV service should remain the same.

These recommendations were contained in a report submitted by the technical committee of the CAB. The studies were made on UHF broadcasting and reception covering all-channel receivers, UHF antennas and receivers, transmitting and studio equipment.

Publication of the technical study was announced by the CAB chairman, FCC Commissioner Robert E. Lee. Dorman D. Israel is the head of the technical committee.

The technical group said that there is a need for new UHF propagation curves since those now in use are "uncertain, especially at distances beyond 30 miles." Present FCC standards require the use of the 63 mc curves to establish UHF propagation patterns. The same 63 mc curve is used to predict patterns for VHF channels 2-6.

Concerning coverage predictions, the committee said an alternative method should be required rather than permitted, as is now the case, when natural and man-made structures alter the terrain and as a result alter the coverage predictions to such an extent as to make prediction invalid. The group added that the FCC should give sources for alternative methods and techniques for



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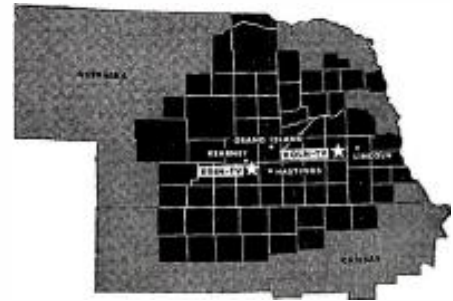
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OMAHA "A" .....	61,100
OMAHA "B" .....	41,600
OMAHA "C" .....	39,200
LINCOLN-LAND "B" .....	13,000
LINCOLN-LAND "C" .....	12,800

\*Lincoln-Hastings-Kearney



\*ARB Ranking. Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

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WEST GRAND RAPIDS  
WJIM GRAND RAPIDS-KALAMAZOO  
WHTF-FM CADILLAC

**TELEVISION**  
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WHTF CADILLAC-TRaverse CITY  
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## New model of 'dancing colors' available

Color-TV engineering buffs who patiently paced the exhibit halls of the National Association of Broadcasters' conventions during the FCC freeze years of the early 1950's may recall one pioneer color product exhibitor who shared their anguished expectations—Maurice Wetzel, owner of Musicolor Inc., Chicago, and inventor of the machine that made colors dance to music. He is still in business and his machine is still dancing in infinite color variations.

Mr. Wetzel has announced a new compact model of the musical color effects machine. He is hopeful that perhaps after all these years 1965 really will be the year of color. Priced at \$385, only a fraction of

the cost of the earlier more complex models, the new unit is like the small color effects machine that he has been marketing to the dental profession for audio-video analgesia. It will synchronize to any music source and function in stereo too. Some 300 units have been sold to dentists.

Several years ago the machine was used by the Jam Handy Organization to produce background effects for color film commercials featuring Dinah Shore for Chevrolet through Campbell-Ewald Co., Detroit. A former broadcaster who for many years was salesman for RCA The-saurus, Mr. Wetzel uses the Chicago address of P. O. Box 3576, Merchandise Mart.

estimating coverage under such circumstances.

The group, however, was opposed to any change in the grade A, grade B and principal city coverage concept. He said that although the terms have lost their mathematical meaning, their use has taken on practical and useful meanings.

## National microwave service organized

Formation of Transamerican Microwave Inc., specializing in the communications field, was announced last week by Jack Kent Cooke, president of Jack Kent Cooke Inc.

Mr. Cooke said that the chief objective of Transamerican would be to supply national microwave service. Additionally, research and development in every phase of the microwave field are planned.

Transamerican president will be William R. Lastinger, formerly president of American Television Relay, Phoenix, who entered the microwave field in 1954 and who has pioneered in the operation of community antenna TV systems. Mr. Cooke, who will be chairman of the board, is also head of American Cablevision Co., owner and operator of CATV systems.

Offices will be at 9888 Wilshire Boulevard, Beverly Hills, Calif.

## Technical topics . . .

**New equipment** ■ Midwestern Instruments Co. has a new remote control station (\$58) and relay control transport (\$175) for its 1021, 1022 and

1024 model tape recorders. The transport converts the standard electro-mechanical button to touch-button control and the remote control station allows remote control of all modes: rewind, record, stop, cue, play and fast rewind.

**Combination viewer** ■ General Electric Co. (Consumer Electronics Division, Utica, N. Y.) has added a "Triple-Treat" radio-phonoviewer to its children's educational and entertainment products. Available this fall at a suggested retail cost of \$34.95, the Show 'N Tell unit (A610) is equipped with a six-transistor radio and all-transistor four-speed phonograph. Its primary use is for color pictures in time to words and music.

**Hefty catalog** ■ SOS Photo-Cine-Optics Inc., New York and Los Angeles, has issued its new 40th anniversary catalog of its line of equipment for TV and motion picture professionals. SOS handles the sale, lease or rental of all types of TV production equipment, the 228-page catalog notes.

**New color tube** ■ Sylvania Electric Products Inc. said last week it is making available on a limited basis a 19-inch 90-degree rectangular color tube using rare earth coatings. Production is at its Seneca Falls, N. Y., plant.

**Repeater amplifier** ■ Entron Inc., Silver Spring, Md., is offering the R-1, a new fixed gain, fully transistorized repeater amplifier covering the low VHF, FM and high VHF bands. The new unit is designed for use in community antenna television trunklines in conjunction with ALC amplifiers and is available for 28 or 60 VAC. Other features include 22 db gain and variable tilt.

## New processor for color television film

Houston Photo Products Inc., Yuma, Ariz., has announced a new Tele-Color line of film processing machines designed for use in TV, particularly for stations planning to produce local color programs and commercials.

In announcing the new line, which is priced in the \$10,000-\$13,000 range, H. W. Houston Sr., company head and veteran designer of professional film processing machinery, noted that new chemical processes developed by Eastman Kodak (ME-4) and General Aniline Film (AR-2) have cut the processing time for color film in half, from 40 to 20 minutes, dry film to dry film. A spiral feed process runs 16mm film through the Houston processor at 20 feet a minute, enabling a station to get color newsfilm of local events on the air in short order.

The new processes, Mr. Houston said, in addition to reducing processing time 50%, will "allow the processing machinery industry to produce practical color machines which will stand up to the rigors and necessary speeds of a demanding television market."

## Record shipments of TV equipment reported

Unprecedented demand for color and monochrome TV sets in the last quarter of 1964 sent factory shipments of electronic components by U. S. producers to an all-time high, superseding the previous quarter by more than 14%, and topping the same quarter of 1963 by more than 12%, the Department of Commerce reported last week.

Television picture tubes accounted for \$80,154,000 in 2,811,000 units.

The report was issued by the Business and Defense Services Administration of the Department of Commerce, Washington.

## Help for UHF permittees

Electronics Leasing Corp. and Kamen Associates, both New York, have announced a joint plan to provide equipment and advice to UHF television permittees to help them get their stations on the air.

Ira Kamen, president of Kamen Associates, an engineering firm, described the program as a "turn key" service which would provide a complete station organization advice on financial arrangements, equipment purchases, selection of communications attorney and programming plans.

# FCC brushes by Comsat barriers

Approves tariffs and allows networks to deal directly with Comsat, both on temporary basis, so service can begin

With high U. S. officials and the heads of several foreign governments ready to participate in the inauguration today (June 28) of commercial service by the Early Bird communications satellite, the FCC last week short-circuited a number of administrative problems to make sure the inauguration went off on schedule.

One of the key actions taken was the decision to permit the Communications Satellite Corp. to provide television service directly, if on a temporary basis, to the three television networks.

Another was the decision to permit Comsat's controversial tariffs to go into effect—but to require the corporation to hold all satellite communications revenues in a special account pending investigation as to whether the rates are justified. If the rates are determined to be excessive, the commission could order Comsat refunds to carriers, and carrier refunds to customers.

The commission directed Comsat to file a special tariff to govern use of its facilities by the TV networks. The charges already on file with the commission apply to common carriers furnishing television service.

**Applications Granted** ■ With the decision made, in effect, to postpone basic decisions on knotty problems, the commission was able to grant Comsat's application to use the satellite commercially, as well as four international common carriers' applications to lease Early Bird circuits.

In ceremonies planned for today, the satellite is to be used for relaying telephone calls, news pictures, Teletype material between Washington and a number of cities in Europe. TV transmissions were not scheduled.

Among those expected to participate are British Prime Minister Harold Wilson and Canadian Prime Minister Lester Pearson in London, and West German Chancellor Ludwig Erhard, in Bonn. U. S. participants were to include members of the Executive Branch, the Congress and the FCC.

The FCC decided to permit Comsat to furnish television service directly to ABC, CBS and NBC because of a dispute among the carriers as to which should be authorized to service the networks. The carriers are AT&T, RCA Communications Inc., ITT World Communications Inc. and Western Union

International Inc. (BROADCASTING, June 21).

**Temporary Expedient** ■ The commission stressed that the provisions for television service will remain in effect only until a decision is made as to which carrier should provide the service or whether the networks themselves, as "authorized users," should be permitted to deal directly with Comsat. The commission two weeks ago issued a notice of inquiry into the question of which companies, other than the carriers, should be considered authorized users. In disclosing its intention to investigate Comsat's rates, the commission said it did not feel the corporation had provided sufficient justification for them.

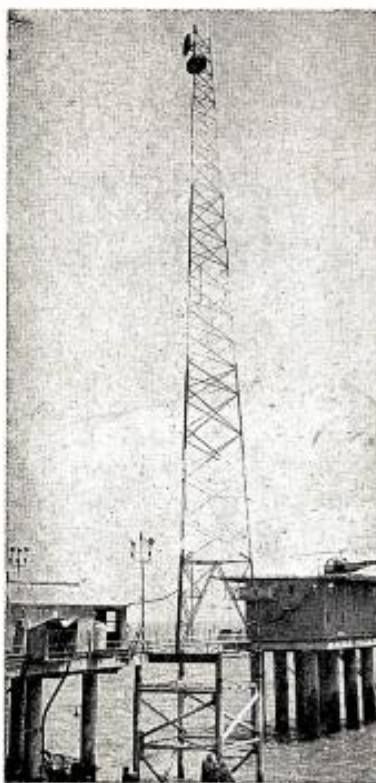
The three TV networks had strongly protested the charges for television—\$3,350 per hour for off-peak telephone hours (5 a.m. to 8 a.m. and 2 p.m. to 9 p.m. New York time) and \$5,245 for

peak hours. Together with the charges proposed by the Europeans for their leg of the trans-Atlantic service, the networks said the costs would be almost prohibitive. European telecommunications chiefs were reported to have agreed to charge \$5,500 an hour for off-peak hours and \$7,500 for peak hours.

The Comsat tariffs include charges of \$4,200 a month for each channel used for telephone and telegraph. The FCC allotted the four carriers an initial total of 104 channels for previously authorized service, and set aside 10 in reserve.

The commission questioned a number of the assumptions made by Comsat in justifying its proposed rates. Comsat, for instance, estimated the life of Early Bird at 18 months. But the commission noted that two communications satellites now in orbit, Telestar II and Syncom II, have been aloft more than 18 months and are still operable. Furthermore, the commission said, Hughes Aircraft, builder of Early Bird, said the satellite is designed to last three years.

"The importance of this matter is underscored by the fact that the length of life in orbit is basic to Comsat's estimate of its revenue requirements



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### TV to show Australians how to pass the buck

Television will be used extensively by the Australian government to educate its citizens on the conversion of the country's currency from the British to the decimal system on Feb. 14, 1966. The Australian Decimal Currency Board has signed a contract with Fremantle International for the latter to assist the government in its campaign. Fremantle will make available to the currency board, starting in a few weeks, an "instant animation device" known as Aniforms which will help in the creation of animated cartoons. These cartoons, sparked by a character, "Dollar Bill," will be carried on regular TV programs in Australia and via closed circuit at fairs and trade shows until next February.

and, in turn, to its entire rate structure," the commission said.

The commission staff estimates that the hearings and studies needed to reach final decisions on Comsat matters can be concluded in time for final commission orders to be issued early in 1966.

The commission, in its order on the Comsat tariffs, observed that, under ordinary circumstances, it would simply suspend the tariff and designate it for hearing. But the circumstances, it noted,

are not ordinary.

If the tariff were suspended, Comsat couldn't inaugurate service, as scheduled. And Congress, in enacting the Communications Satellite Act of 1962, the commission noted, declared national policy to be the swift establishment of global commercial communications satellite system.

In line with that policy, the commission said, the United States has entered into agreements with 43 countries looking to the early establishment of a worldwide system.



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## British TV dealers urge early color TV

Britain could have color TV in 1967 reported Francis McClean, BBC director of engineering, speaking to a convention of British TV dealers in Scarborough, Yorkshire. He added that once the government gave approval for color TV 95% of the preparatory work could be done before the type of system was decided on.

Michael Keegan, director of the Radio and Television Retailers' Association, estimated that the first color sets would cost between \$560 and \$700. The convention unanimously decided to urge the government to go ahead with color TV.

Outlining Conservative party policy for radio and TV, Sir Peter Rawlinson, opposition spokesman on broadcasting, told the convention that the policy included a new commercial TV network on 625 lines, a local FM commercial radio and an early decision in favor of color TV.

Sir Peter said that instead of the current plan for a complete change to 625 lines by all TV in Britain, BBC-1 and the present commercial network ought to remain on 405. A fourth channel should be a commercial one on 625. (BBC-2 is already operating on the higher definition.) The second commercial channel could be used by the existing TV companies and the two new ones.

## ABC International makes big program buys

ABC International Television Inc., New York, reported last week that it paid more than \$2 million during the first half of June for TV programs to be distributed to Worldvision station associates in Australia and Latin America.

The program-buying agency, a subsidiary of American Broadcasting-Paramount Theaters Inc. (becomes American Broadcasting Co.'s next week), serves Worldvision stations around the world. This particular purchase includes: *The Long Hot Summer*, *O. K. Crackerby*, *Big Valley*, *Branded*, *The Fugitive*, *Burke's Law* and *McHale's Navy*. All the shows, except NBC's *Branded*, will be on ABC in the fall.

## Abroad in brief . . .

**Dole to FCB** - Foote, Cone & Belding has been appointed to handle international advertising for the Dole Co. Division of Castle & Cooke Inc., San Jose, Calif. Advertising will be handled separately by FCB's branches in Italy, Mex-

ico, England, Canada, France, Holland, West Germany, Sweden, Denmark and Australia. Dole is now in the process of establishing international headquarters in Brussels.

**Net revenue** ■ The Independent Television Companies Association reports that net revenue for Britain's 14 commercial TV companies totaled \$58,136,775 for the period January through March 1965.

**Color films** ■ Associated Television, one of Britain's major TV companies, has decided to make all filmed series in color. The aim of this move, says ATV Managing Director Lew Grade, is to meet increasing demand for color film in the U.S., the company's biggest export market.

**Small package** ■ Associated British Picture Corp. Ltd. has paid approximately \$210,000 for 51% of the stock of Channel Television, the smallest United Kingdom commercial TV company.

**Down under** ■ Grey Advertising, New York, has acquired a minority interest in Browne & Bruce Pty. Ltd., Melbourne and Sydney, Australia, increasing its foreign offices to 14 in 10 countries. The Australian firm, renamed Browne, Bruce & Grey Pty. Ltd., handles advertising for Revlon International, Heinz International, American Celanese Corp., and a number of Australian companies. The firm will continue under its present management, Neville Browne and Alan N. Bruce.

**Distribution deal** ■ Trans-Lux Television Corp. has appointed Krantz Films Inc. as western hemisphere distributor (outside of the continental U. S.) for the company's *Mack and Myer for Hire*, *Felix the Cat*, *Hollywood Guest Shot* and *The Mighty Hercules* series. Krantz, with headquarters in New York, maintains branches in Toronto, Mexico City and Buenos Aires.

**Set sales up** ■ Dominion Bureau of Statistics, Ottawa, reports that 77,162 made-in-Canada TV sets were sold in the first two months of this year compared with 72,370 for the same months last year, while radio set sales were up to 174,127 as against 137,297 in the 1964 period. Bulk of the radio sales were in Ontario, 135,009. Imports for the first 10 months of 1964 were 868,405 radio sets, and 28,176 television receivers.

**Wants facilities** ■ Canadian Broadcasting Corp., Ottawa, is negotiating for a 25-year lease for part of the former Royal Canadian Air Force base at Kitsilano, in suburban Vancouver, B. C. The CBC plans to spend \$8 million developing the site if agreement can be reached with the city of Van-

couver, which was to have been given the site for parks. Another \$2 million is to be spent for color telecasting from CBUT(TV) Vancouver, the CBC outlet on the Pacific Coast.

**International merger** ■ Gardner Advertising, St. Louis, has announced that negotiations are underway for two international agency ventures which would link its foreign division, Intergard, with Plans of Brussels, and Baudin N. V. of Amsterdam. Plans and Baudin each would participate 50% in the formation of new Intergard companies in their respective areas.

## Bermuda TV plans start

A July 1 starting date has been set for ZBF-TV Hamilton, Bermuda, according to Capital Broadcasting Co. Ltd. (ZBF), which will operate the commercial channel 8 outlet through its subsidiary, Atlantic Broadcasting Co. Ltd. Montague Sheppard is managing director of ZBF-TV. Consultant in the construction of the new TV facility is Thomson Television International of England. Television International Enterprises of New York and London is sales and programing representative.

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# CATV vs. the copyright bill

**NCTA's Ford says making cable systems get clearance from program suppliers conflicts with FCC rule requiring them to carry local stations**

Payment for use of the programs relayed by community antenna television systems was the subject of a heated day of debate before the House Judiciary Subcommittee on Copyright Revision last week. The subcommittee is studying a bill (HR 4347) that would require CATV's to get permission to use the programs they pick up, or face suit for copyright infringement.

Although the broadcasters' case has not been presented by the National Association of Broadcasters yet, a few big guns opened fire in their support. It was the Association of Maximum Service Telecasters and an ad hoc group of program suppliers vs. the National Community Television Association, and the vigor with which each claimed to represent the public interest was a measure of the dispute's importance to the two intertwined industries.

NCTA, represented by Frederick W. Ford, association president and former FCC commissioner, maintained that CATV should be exempt from copyright liability because:

- CATV's are just extensions of the set owner's antenna, and should therefore have the same right to broadcast material as the general public.

- Copyright owners are already compensated for use of their material by antenna systems, because the systems increase a station's coverage area, and the rates a station charges and pays are set by that coverage area.

- It would be administratively impossible for a CATV owner to obtain advance clearances for all the programs his system carries.

- FCC rules and the CATV bill being considered by the House Commerce Committee (BROADCASTING, June 7) would require CATV's to carry the signal of a local station. Without a copyright exemption, the local station could forbid carriage, or charge exorbitant fees, placing the antenna system in a fatal conflict.

This last argument was the only one that did not seem to have been foreseen by the anti-CATV exemption forces.

Mr. Ford expressed strong concern for the public interest. "Maximum service in the public interest is the ultimate

objective and only justification for the assignment of the radio spectrum for use by private interests," he said. "Insofar as the viewing public is concerned, service to the public consists of the technical excellence and quality of the signal it receives, and the number of stations from which it has to choose. It is on this basic fundamental principle of service to the public that the community antenna service was founded and has grown."

Supported by representatives of CATV systems around the country, Mr. Ford maintained that forcing subscribers to pay a copyright fee not paid by those in more fortunate locations was unfair discrimination.

The "pure element of geographic chance," he said, "whether due to unfavorable terrain or high buildings which interfere with television reception, has been ignored by those who seek to create an element of insidious discrimination between Americans on an arbitrary and unjustified basis which to me is contrary to our basic concept of equality of treatment under the laws."

**The Other View** ▪ On hand to defend the draft bill were Ernest W. Jennes, general counsel of the Association of Maximum Service Telecasters; Arthur B. Krim, president of United Artists, and Louis Nizer, together representing 14 film program producers and distributors.

Messrs. Krim and Jennes stated the case against an exemption for CATV from a business and economic standpoint. Mr. Nizer, counsel for the plaintiff in a suit pending in the U. S. District Court for the Southern District of New York which charges CATV operators with copyright infringement under the present law, was present to explain the legal arguments against a CATV exemption.

The film and broadcasting industry representatives concentrated their fire on the importance of exclusivity to the broadcaster and the program supplier. Their points were:

- Exclusivity determines the price of, and the station's ability to pay for, a program. The program will have no

appeal in a market where it has been shown recently, therefore no value to the advertiser, no value to the station, and no value to the distributor (ultimately, no value to the copyright owner).

Mr. Krim observed: "TV stations and networks will not pay higher prices for film programs merely because they are being used freely by CATV operators. Certainly no TV station is willing to pay for programs shown outside its own market area. Local advertisers are not willing to pay premiums for advertising their products in markets where there are no facilities to sell them. National advertisers will not pay for duplicated coverage."

**CATV's Effects** ▪ A local station with strong CATV competition will have a smaller local audience, making that station less attractive to local advertisers. Since national advertisers won't pay for duplicate coverage, the small station may also suffer from a loss of national business.

- If local stations are forced off the air by CATV competition, their audience will be forced to pay for television service through the cable or do without.

- CATV is not a simple extension of the set owner's antenna, but, as Mr. Nizer put it, "a highly sophisticated electronic system that not only receives



Procedural matters are discussed before hearing by Frederick W. Ford (l), president of the National Community Television Association, and Representative Robert W. Kastenmeier (D-Wis.), acting chairman of the subcommittee (r). Representative Richard H. Poff (R-Va.) looks on.



but also transmits and communicates TV programs to the public."

■ A CATV operation in a community with no station may prevent the entry of a new UHF in that market, thus limiting development of new markets for the program suppliers.

When George Cary, deputy register of copyrights, appeared before the subcommittee to explain the draft bill, he concluded that a CATV performance "results in a profit which in all fairness the copyright owner should share." However, he called "the obvious difficulty under present arrangements of obtaining advance clearances for all the copyrighted material contained in a broadcast . . . a real problem that cannot be brushed under the rug."

Mr. Ford said advance clearance is virtually impossible. "We believe," he stated, "that the reason copyright owners and their able counsel have not submitted a feasible clearance scheme during the four years this bill has been under study, is simply because the nature of a community or master antenna system's function prohibits advance clearance of copyrighted works."

**Unreal** ■ "But the problem is not a real one," testified Mr. Krim. "Television stations have no difficulty in working out license arrangements. . . . Moreover, it is not necessary to deal with 'several hundred copyright holders.' The owners of the copyrights are represented by program distributors who are willing sellers in a fiercely competitive market. There are, all told, no more than 25 to 30 such distributors. The great mass of copyright material is handled by no more than a dozen.

Because of the station's need to make

up advance schedules so distributors may meet scheduled broadcast deadlines, Mr. Krim continued: "There is no reason why a CATV operator cannot know which company controls the distribution rights to any projected program in plenty of time to obtain the appropriate license."

Mr. Ford raised the twin specters of pay TV and advertising on the cable. Movie theaters and TV stations can bargain with distributors on a program-by-program basis, he said, while CATV systems cannot. And, he asked: "How could a system delete a copyrighted program when it will be required by law to receive the signals of the station carrying that program?"

"It is easy to envision," he continued, "how the unfettered demands of copyright owners could exceed the total gross revenue of a community antenna system. Since there is no limitation proposed on the amount of the royalty that may be charged, it seems inevitable that the community antenna owner will be forced to charge his subscribers on a per program basis, rather than the present monthly service-charge basis, because it may be presumed that different copyright owners will charge different fees for different programs. Thus the proposed legislation has the potential for forcing community antenna systems into becoming an outright pay television system. . . .

"And," he added, "if community antenna systems must pay for programs in the same manner as a broadcaster, presumably they will acquire the same rights as a broadcaster. Thus, it would seem clear that the systems would have the right to defray the expenses in-

involved in such a licensing scheme by selling and inserting advertisements to obtain this revenue. . . .

"Of course, the antenna system which inserts its own advertisements will presumably delete the advertisements of the station being received to make room for its own ads which the system should certainly have a right to do if it must purchase a copyright license for the program," he concluded.

Mr. Jennes suggested that station owners, as parties to the case, should have the ability to sue for copyright infringement as well as the copyright owner, since "the television stations which have exclusive licenses to broadcast copyrighted programs are in a position readily to detect and bring actions to enjoin infringements. . . ."

**Harris Bill** ■ Referring to Representative Oren Harris's (D-Ark.) bill conferring on the FCC power to regulate CATV, Mr. Ford charged that the draft copyright legislation conflicts with national television policy. He said the national television scheme, "as envisaged by the proposed legislation and the committees of the Congress considering this legislation, as well as the Federal Communications Commission, requires a community antenna operator to provide reception of the signals of certain television stations. In other words, community antenna operators in many cases will have little, if any, discretion as to the stations whose signals are received on their systems.

"It should therefore be apparent" he continued, "that there is a serious conflict between the objectives and effects of the legislation being considered by the Interstate and Foreign Commerce Committee and this copyright revision legislation."

As Mr. Jennes saw it, "none of these [FCC] actions falls within the scope of the copyright law. The nonduplication provision is somewhat analogous, but it is sharply limited as to time and does not go to the copyright exclusivity for which the local station has bargained. Moreover, nonduplication applies only if the program is carried by a local or area station and even then it does not always apply. Furthermore, nonduplication does not aim to benefit the copyright proprietor by either creating or preserving the salability of his work. Finally, nonduplication relates only to programs as such; it does not relate to music, for example. . . . We believe that the commission's orders of April 23 do not reduce the need for full and adequate protection under the copyright law."

In general, the congressmen present asked questions on technical matters and probed areas of conflict. The hearings have been in progress for several weeks, and will continue for several more.



Ernest W. Jennes for AMST: 'As an inducement to the production and broadcast of TV programs, there is no realistic substitute for exclusivity. The bill should unmistakably provide that a CATV system's unlicensed transmission of copyrighted TV programs is an infringement.'



Louis Nizer, counsel for program distributors (l), and Arthur B. Krim, president of United Artists and spokesman for ad hoc group of distributors, plan strategy for two-pronged attack on NCTA attempts to gain copyright exemption for CATV use of television programs.



## What the Beatles will look like on TV

This is reportedly the first published look at the final caricatures of the Beatles as the entertainers will appear in the animated series on ABC-TV starting Sept. 25. The cartoons will appear in the Saturday morning schedule. King Features

Syndicate, producer of the cartoons, and copyright owner of the series along with West World Management, said it will distribute the cartoons worldwide. Animation is at TV Cartoons Ltd., England. Recording sessions are also in England.

## ITC registers record sales month

Independent Television Corp. had the largest monthly sales gross in its history in May when volume rose to more than \$3 million, Abe Mandell, ITC president, reported last week.

The sales pace-setters were *Stingray*, half-hour color series now in 62 markets, and the one-hour *Secret Agent* program which has been renewed by CBS-TV (Saturday, 9-10 p.m.). Mr. Mandell added that 36 stations have signed for the second year of *The Saint*.

ITC also is releasing for syndication a half-hour adventure series, *Gideon . . . C. I. D.* and shortly will offer to stations two additional one-hour specials starring Lena Horne.

## Nielsen gives Gemini lead to NBC-TV

NBC-TV on the basis of A. C. Nielsen Co. national ratings last week claimed top honors for first-day television news coverage of the Gemini-Titan 4 manned spaceflight of June 3. The coverage has been an object of especial ratings interest among the news organizations of the TV networks (BROADCASTING, June 14).

National Arbitrons gave CBS a slight lead on launching day but subsequent Nielsen multi-network-area reports in-

dicated NBC had taken the coverage.

The national report, covering 7 a.m.-4:30 p.m. (NYT), gave NBC a 9.9 rating and a 45 share; CBS 9.0 and 41, and ABC 3.1 and 14. For the liftoff period (11:15-30 a.m.), 16.8 rating for NBC, 13.0 for CBS and 4.4 for ABC; for astronaut Ed White's spacewalk (3:45-4 p.m. period), 10.3 for NBC, 10.1 for CBS and 3.5 for ABC.

NBC spokesmen declared these ratings were "conclusive" and show that "NBC continues its superiority in news leadership."

## Shell continues to back news shows in ETV

The Shell Oil Co. gave New York's educational station WNDT(TV) a new grant of \$36,000 last week to pay for a nightly 15-minute newscast.

An earlier \$60,000 gift from Shell to WNDT covering a 26-week period had been used by the station at the rate of \$2,300 per week to present two five-minute news programs nightly.

These newscasts have been preceded and followed by announcements and slides which identify Shell as the programs' underwriter.

Both the slide and spoken announcement, simultaneous and of approximate 10-second duration, say "this program has been made possible by a public service grant from the Shell Oil Co."

This practice will continue, the station said last week. John Kiermaier,

WNDT president, said nightly news programming on the station would have been discontinued without the new Shell donation. The Shell money pays the total cost of producing the news shows, he added. The 15-minute program, scheduled Monday-Friday at 10 p.m., begins July 5.

"We are not in the business of duplicating the service of commercial broadcasters," Mr. Kiermaier stated. The mid-evening news program, he went on to fill a present void. "The minute commercial broadcasters provide a regular news service at a mid-evening period we would get out of this area and do something else," he said.

## AFM aims sights on run-away jingle makers

Production practices in the commercial jingle business which violate or seek to escape union contract provisions, particularly so-called run-away production tactics, were targeted for action last week by Herman Kenin, president of the American Federation of Musicians. "We intend to single out these characters and punish them," he told the AFM's 68th annual convention in Minneapolis.

Mr. Kenin reported on the AFM's success in fighting the Hollywood film industry's use of foreign canned sound tracks in movies and said the trend "is now reversed completely." He said new contracts in record making and jingle production also now account for nearly \$3.3 million in new wages for AFM members "with many millions more in sight."

AFM members collectively in all phases of music presently earn \$200 million a year, Mr. Kenin reported. Some \$70 million also has been collected for the Music Performance Trust Fund, he said, which was established to give relief for work lost due to use of recordings.

## NLRB dismisses AFTRA petitions

The National Labor Relations Board in Washington has dismissed petitions by the American Federation of Television and Radio Artists (AFL-CIO) against NBC Washington (and its stations WRC-AM-FM-TV) and ABC New York (and its stations WABC-AM-FM-TV) seeking to represent newsmen for the time that they spend in covering news stories when they are not on camera. Example: When they are telling the crew to adjust the lighting, or changing camera placement.

NLRB found that the contracts cov-

ering the newsmen are already sufficient to the task and that further contractual arrangements are unnecessary. The board also said that the petition was unclear on the exact duties that AFTRA chose to have contracted.

All network newscasters are presently covered by four AFTRA contracts: For local and national radio news inserts, and for local and national television inserts.

The decisions were handed down by Chairman Frank W. McCulloch, members John H. Fanning, Gerald A. Brown and Howard Jenkins.

## Yankees on WPIX(TV) for another three years

WPIX(TV) New York last week signed a new three-year contract with the New York Yankees to televise the team's home and away games.

The station has carried Yankee baseball for 15 years, the latest contract running out this season. The Yankees, a CBS subsidiary, negotiate separately with game sponsors. Ballantine is now in the last year of a three-year contract with the team.

Negotiations for sponsorship in 1966 are understood to have been in progress for several months but no sponsor has yet been named.

The WPIX contract calls for telecasting a minimum of 115 regular season games and four preseason contests. This year WPIX originates Yankee games for an eight-station network in New York, Connecticut and Pennsylvania. A similar arrangement is expected next year.

## Blue-Gray game goes to CBS-TV for five years

CBS-TV has acquired rights to the Blue and Gray football game for five years for an estimated \$500,000. The network has also been given first refusal on a new contract when the present agreement expires.

CBS rights payments to the Blue and Gray Football Classic will be in increasing amounts for each of the five years representing an average of about \$100,000 per year.

The last two games were not carried nationally because of a controversy over segregation in choosing players. A CBS Sports spokesman last week said that this problem no longer remains for the Montgomery, Ala., game. In 1963 and 1964 the game was on a five-state regional network.

NBC-TV carried the game between 1954 and 1962 but refused to telecast it in the last two years because of the segregation problem. An NBC repre-

## Copter capture

The WDSU New Orleans helicopter, ordinarily used to broadcast traffic reports, has been instrumental in the capture of three suspected bank robbers. After a New Orleans bank was robbed of \$4,440, pilot Bert Haffner and a policeman, acting on a tip that the suspects were hiding in a densely wooded area, went aloft to look for the men. The three suspects were spotted by Mr. Haffner, who swooped low over the area where the men were hiding. As the police moved in to capture the wanted men, Mr. Haffner broadcast a running description of the arrest to WDSU listeners.

sentative last week said the network's contract for the game was to have continued through 1966 but that the Blue and Gray group exercised its option to terminate the agreement.

CBS-TV now has five post-season football games in the coming year: Cotton Bowl, NFL Championship, NFL Playoff, Pro Bowl and The Blue and Gray game.

The Blue and Gray game is scheduled for Dec. 25.

## 'Theater Five' to begin production in Spanish

ABC Radio's *Theater Five* syndicated dramatic program service will undergo production changes and translation into Spanish for distribution late this summer to Latin American countries as well as to Spanish-speaking radio stations in this country.

Distribution rights, ABC announced

last week, were purchased by Louis Boeri, president of America's Productions Inc., Miami. The production company, ABC said, will translate the radio scripts, and next month begin production for sale to Spanish stations.

## 'Mike Douglas' now seen in 50 markets

*The Mike Douglas Show*, WBC Productions' 90-minute daytime TV entertainment show, has been sold in eight additional markets, it was reported last week. The show is now seen in more than 50 markets, and, according to Leslie G. Arries, operating director of WBC Productions and WBC Program Sales, these sales surpass "the high of 47 markets" by the *Steve Allen Show* two years ago.

Markets added to the show's lineup are WAST(TV) Albany, New York; WFAA-TV Dallas; KTVH(TV) Wichita, Kan.; KCPX-TV Salt Lake City; WAGA-TV Atlanta; WLUK-TV Green Bay, Wis.; KCMO-TV Kansas City, Mo., and WLOS-TV Asheville, N. C.

## CBS-TV medical stories bring action in Senate

Two separate actions were taken in the U. S. Senate last week following disclosures on CBS-TV of illegal or unsafe practices affecting the health of Americans.

Senator Jacob K. Javits (R-N. Y.) proposed in a speech Wednesday (June 23) that legislation be enacted requiring government inspection and licensing of medical laboratories that diagnose specimens by mail. Senator Javit's suggestion came after CBS News producer Jay McMullen reported on *CBS Evening News* on Tuesday that 100% of the labs to which he had mailed medical specimens failed to identify two specimens, and 88% were wrong in one or

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## KMBC strike called to LBJ's attention, but . . .

A strike at KMBC-AM-TV Kansas City was called to White House attention last week when the union sent an "apology" to President Johnson "for the horrendous security blunder committed by KMBC in the premature release of news of your Kansas City visit."

Officials of the Metropolitan Broadcasting Division of Metro-media, which owns the stations, denied there was any premature release and quoted the U. S. Secret Service chief as saying KMBC's news story was the work of a good reporter and involved no breach of security.

KMBC-AM-TV newsmen and other on-air employees, members of the American Federation of Television and Radio Artists, AFL-CIO, have been on strike since June 15 over differences regarding the classification of on-air performers.

Metropolitan Broadcasting officials say that in the new contract now being negotiated they want on-air people classified as staff announcers, as those at the company's WNEW

New York are, but that the Kansas City local wants more rigid classification to prevent its members from being assigned to different types of on-air work.

Executives from other Metro-media stations have been filling in for striking employees.

**AFTRA's Wire** — After KMBC carried its report last Wednesday saying the President might visit the city the next day, David H. Schnabel, executive secretary of the Kansas City AFTRA local, sent a telegram to President Johnson on behalf of the striking members offering "our sincerest apology."

"We feel compelled to explain," he wired, "that the professional newsmen normally serving this fine station are presently on strike pending the signing of a new contract. . . . The premature release of your Kansas City visit was an unpardonable error on the part of the local strike breakers presently manning the station. Your visit will be covered by all of Kansas City's news pros save

those you will find on the picket line at Eleventh and Central just two blocks from the Hotel Muehlebach. . . ."

A copy of the telegram was sent by the union leader to John Kluge, president of Metro-media.

John V. B. Sullivan, president of the Metropolitan Broadcasting Radio Division, said there could not have been a premature release of the story because the station had not received a story marked hold for release—or, in fact, any story at all dealing with President Johnson's plan to visit Kansas City.

**A Tip** — KMBC's story, he said, resulted from "digging and checking" after an inadvertent tip had been received.

It started, Mr. Sullivan said, when Dave Crane, news director of Metro-media's KLAC Los Angeles, who was doing a strike stint with the KMBC stations, answered a phone call in the KMBC newsroom Wednesday morning. The caller was ABC-TV News, wanting to know if it could

more of the tests they undertook.

The Senate approved on Wednesday legislation to combat the illicit traffic in barbituates and amphetamines, known as "goof balls." Mr. McMullen had disclosed on CBS-TV last September that with an outlay of \$600.28 he had amassed the equivalent of more than a million pep pills and goof balls, worth an estimated \$250,000 to \$500,000 on the black market.

## First sales made for 'March of Time'

Wolper Productions' *March of Time*, series of eight hour-long documentaries to start this fall, has been sold to three advertisers, one group station owner and eight other TV stations within 10 days of being placed in syndication by Wolper Television Sales.

Series has been purchased by the Marine Corp. of Milwaukee through Klau-Van Pietersom-Dunlap, Milwaukee; Republic National Bank of Dallas through Glenn Advertising Agency, Dallas; Southern New England Telephone Co. through BBDO, Boston, for regional sponsorship; the six Metro-media stations (WNEW-TV New York; KTRV-TV Los Angeles; WTTG-TV Washington, KMBC-TV Kansas City, Mo.;

WTVP-TV Decatur, Ill., and WTVH-TV Peoria, Ill.), plus KPRC-TV Houston; WBAL-TV Baltimore; KOGO-TV San Diego; KLZ-TV Denver; KONO-TV San Antonio, Tex.; WRDW-TV Augusta, Ga.; WSFA-TV Montgomery, Ala.; WSTV Steubenville, Ohio.

Originally planned as 30-minute programs (BROADCASTING, Feb. 22), production plans were later changed to allow 60-minute versions.

First two shows before cameras are "The Avengers", documented story of the worldwide underground that pursues Nazi war criminals, and "Frontiers of the Mind," on the research into the brain and human behaviour.

Three other titles already chosen are "Crime and Punishment," "The Class of . . ." and "The Epic of Flight."

## Plea made for TV in Congress

Vincent T. Wasilewski, president of the National Association of Broadcasters, last week appealed to the Joint Committee on the Organization of the Congress for radio-TV coverage of both houses.

He told the committee: "Greater public awareness of the responsibilities and

accomplishments of the Congress will inevitably lead to more enlightened and constructive public decisions. Extension of broadcast coverage of congressional proceedings will go far to achieve this end."

Mr. Wasilewski noted that broadcast coverage of Senate committee hearings "has given some measure of exposure" to legislative proceedings, but not enough "to inform the American people of the vital role played by the Congress in shaping our nation's destiny."

Replying to questions from the committee, he said he would eventually like to see Congress as open to radio-TV coverage as other public events.

Representative Ray J. Madden (D-Ind.), co-chairman, asked how controversial issues would be handled. Mr. Wasilewski said the integrity of the broadcaster's editorial judgment would have to be relied upon. He later added that the public, the FCC and Congress itself would also insure fair treatment.

Representative Jack B. Brooks (D-Tex.) said he thought TV in the chambers would "change drastically the method by which legislation is considered." He said congressmen would worry more about whether their hair was combed than the business at hand; people might look at only part of a proceeding and get wrong impressions. "What," he asked, "is your guarantee that people in the cutting room won't

## Opposition mounts to wire rate repeal

borrow equipment if President Johnson visited the city.

After checking this tip with knowledgeable sources in Kansas City and New York, Mr. Sullivan said, KMBC carried an item in its 10:30 a.m. newscast saying that President Johnson reportedly planned to visit the city the next day. An hour and a half later, he said, another Kansas City station carried the item as a bulletin. Subsequently, at 4 p.m. EDT Wednesday (2 p.m. Kansas City time) the White House announced plans for the Friday morning visit.

After receiving a copy of the union leader's wire to President Johnson, Mr. Sullivan said, Metropolitan officials checked Jim Rowley, Secret Service chief, who also conferred with George Reedy, White House news secretary. They described Mr. Rowley's verdict as being to the effect that the KMBC report "was obviously the work of a good newsman" and that "no security was involved."

sit there with a club over every congressman. . . ?"

"If TV had that intent," Mr. Wasilewski replied, "it could be done now." Mr. Brooks said it sometimes was.

Mr. Wasilewski said he thought the industry had a pretty good record of fairness. Representative Ken Hechler (D-W. Va.), a strong supporter of radio-TV coverage and a former commentator on WHTN-TV Huntington, W. Va., agreed, as did Senator A. S. Mike Monroney, co-chairman, who added "I think you do a splendid job."

Senator Lee Metcalf (D-Mont.) wondered about the technical problems. He said the industry hasn't demonstrated an ability to cover proceedings without disruption. "You have the means, but you don't use them."

"We have demonstrated that we can, but we don't practice what we've demonstrated," Mr. Wasilewski replied regretfully. "It is an area we would like to work with various committees on."

Radio-TV coverage of Congress has also received strong support before the committee from Representatives Robert F. Ellsworth (R-Kans.), David S. King (D-Utah) and Senator Jacob Javits (R-N. Y.). Senator John L. McClellan (D-Ark.) has expressed his qualified approval. Several other congressmen have urged electronic recording of debates and closed-circuit TV in the chambers.

The possible abolishment by the FCC of special private line press rates for leased AT&T telegraphic and telephoto circuits drew bitter protests last week from a wide segment of the print media as well as from the major and supplementary newswire services.

Broadcasters who would be adversely affected through increased newswire rates and line costs, made no showing whatsoever.

The American Newspaper Publishers Association, speaking in large measure for the entire print industry and in unison with the newswire services, urged the FCC to dismiss the proceeding, which has been pending since May 1963, without taking any action. The association also asked that the commission schedule oral argument.

At issue is a recommended decision, issued April 1, by the FCC's Common Carrier Bureau, which would abolish the cheaper private line press rates charged by AT&T and Western Union for the collection and dissemination of news.

The recommendation to the commission, made by Bernard Strassburg, chief of the bureau, would also eliminate the clock-hour system, thereby requiring press users to pay for the circuits on a 24-hour-a-day, seven-day-a-week basis regardless of the number of hours of service actually used (BROADCASTING, April 5).

ANPA, while pointing out that the elimination of the clock hour system would be the most objectionable feature of the proposed new rate structure, also noted that charges for certain newswire circuits to radio and TV stations would go up from 100% to 270%, and services to other print organizations would increase by as much as 1,700%.

In his recommended decision issued after an 18-month study in April, however, Mr. Strassburg concluded that the higher commercial rates proposed "would not have any materially adverse effect on the dissemination of 'news'" as now claimed by the print industry.

ANPA also made issue last week, in its exceptions to the recommended decision, over broadcasters' leased wire circuits for audio and video channels which are under different tariffs but continue to maintain minimum daily weekly and monthly service use limitations.

While noting that these special tariffs for broadcasters, containing special rates and features to meet the needs of that industry, are not questioned here, ANPA added that the same fea-

tures and special advantages therefore "should not be denied to the press if continued in effect for broadcasting."

The association also said that "in view of the good relations prevailing" between the press and broadcasters, it is "unthinkable that the FCC would take such an untenable action to the advantage of the broadcasting industry and to the detriment of the press . . ."

Broadcasters' apparent stake in the press rate proceeding, as one could assume by their lack of participation, would be minimal. If eventually adopted, the rate increase would affect group owners who maintain news bureaus in Washington and various other cities and who lease news circuits from AT&T or Western Union.

AP, in its brief supporting the exceptions of ANPA, pointed out that the proposed new rate structure would increase subscriber costs in northeastern U. S. on the average of 23.9%, while the average cost to subscribers in the western U. S. would go up by approximately 26.4%. The wire service noted that of its 3,600 subscribers, 2,400 are radio and television stations.

UPI, in a brief filed jointly with Scripps-Howard and United Features Syndicate, said that under the new rate structure increased cost to subscribers would come to about \$104 annually.

UPI added that the recommended decision "is wrong and must be rejected," unless the FCC is prepared to accept the responsibility for bringing about a situation which would inevitably force a complete and revolutionary change and reorganization of the system which the American press has built up over many years for the collection and dissemination of news."

## Program notes . . .

**Film excerpts** ■ Thunderbird Films, New York, has produced a 16 mm color film presentation for its recently-introduced package of 26 features, "T-Bird I, The Exploitable." The 35-minute sales film, called "Thunderbird Presents," consists of film clips from the features and will be shown shortly to film buyers and potential advertisers.

**Negro programing** ■ *TV Gospel Time*, a gospel program, designed for Negro audiences and entirely produced and presented by Negro personnel, is now in 50 markets. The one-half hour program, usually broadcast Sunday mornings, began three-and-one-half years ago in six markets. National sponsor is Pharmaco Inc., Kenilworth, N. J. The program features gospel singing groups taped in their home areas. *Gospel Time* is produced by Amherst Productions and distributed by Integrated Communications Systems, both New York.

**Moscow report** ■ An hour-long docu-

mentary about the lives of the Ambassador to the Soviet Union and Mrs. Kohler, produced by WTOL-TV Toledo, Ohio, was telecast on the station last week. The show, filmed by WTOL-TV photographers, included discussions of current problems with the ambassador, tour of Spaso house, the ambassador's official residence, and a look at various places in Moscow. The program, entitled *Our Man in Moscow*, is being offered free by the station to schools and organizations.

**Emmy's MC's** ■ Danny Thomas and Sammy Davis will be West Coast and East Coast hosts, respectively, on NBC-TV's telecast of the 17th annual *Emmy Awards* (Sept 12, 10-11:30 p.m. EDT). The show will originate live from Hollywood and New York. Robert L. Bendick has been named executive producer of the program.

**Moved** ■ PGL Productions has moved its expanded New York offices from 6 East 46 Street to 25 East 26th Street. The new telephone number: 679-2266.

**Ratings game** ■ CBS's *The Rating Game*, title of *CBS Reports* analysis of pros and cons of TV ratings, which goes on the air 10-11 p.m. July 12, will show interviews of a number of industry executives. Among them: Thomas W. Moore, ABC-TV president; John A. Schneider, CBS-TV president; Sylvester

L. (Pat) Weaver Jr., former NBC president and now with Subscription Television Inc. (STV); A. C. Nielsen Sr. of A. C. Nielsen Co., and George W. Dick, president of American Research Bureau. CBS said federal government and congressional officials, performers, writers, producers, advertising agency executives, newspaper critics, and stock market and public opinion analysts, also appear on program.

**Convention coverage** ■ WTIC-TV Hartford, Conn. will televise the formal opening of the Connecticut Constitutional Convention from the Old State House in Hartford on July 1. The opening session will also be carried by WTIC radio. The telecast will be the first live TV broadcast from the Old State House. The only other constitutional convention held there was the first one in 1818.

**Civil defense series** ■ A new public service TV series, *A Primer for Survival*, developed by the Office of Civil Defense, is being offered stations through local civil defense directors. Series was produced by Robert Saudek and Associates with Dave Garroway as host. Films, in black and white, range from 13¾ to 14¾ minutes, with each of the four episodes dealing with a specific civil defense subject. OCD also is offering a booklet, *For Example*, giving program ideas and promotion suggestions for use with the series.

## Two-hour color specials for children offered

American International Television Inc. has acquired 13 two-hour color features, which will be offered to TV stations as children's specials.

Called the *Wonder World of K. Gordon Murray* package, the films will be available for once-a-week telecasting between Oct. 3 and Dec. 31, 1965. Titles include "Red Riding Hood and the Monster," "Santa Claus," "Puss 'n Boots," "Little Red Riding Hood," "Little Red Riding Hood and Her Friends," "The Queen's Swordsman," "Little Boy Blue" and "The Little Angel."

Stanley Dudelson, AI-TV's vice president in charge of distribution said the features, produced by K. Gordon Murray, grossed more than \$2.5 million per picture during theatrical showings on a saturation regional basis. He said the color features were produced in Mexico.

## Film sales . . .

*It's a Small World* (George Bagnall & Associates): KPRC Houston, WBAP Ft. Worth and KENS San Antonio, both Texas; WFGA Jacksonville, Fla.; WKJG Ft. Wayne and WLWI Indianapolis, both Indiana; WTVC Chattanooga, Tenn.; WFRV Green Bay, Wis.; KOOK Billings, Mont.; WSLs Roanoke, Va.; WBNS Columbus, Ohio; WGAL Lancaster, Pa.; KTUL Tulsa, Okla.; WREX Rockford, Ill., and WILX Jackson, Mich.

*Islands in the Sun* (Bill Burrud Productions): KCOP(TV) Los Angeles; WTCN-TV Minneapolis, and KPTV(TV) Portland, Ore.

*Triangle First Eleven* (Triangle): WUC-TV Pittsburgh; WFMJ-TV Youngstown, Ohio; WSEE-TV Erie, Pa., and WOI-TV Ames, Iowa.

## Radio series sales . . .

*Jimmie Fidler in Hollywood* (Jimmie Fidler in Hollywood): WSTR Sturgis, Mich., and KFLI Mountain Home, Idaho.

*Jimmie Fidler Talks Music* (Jim-Mar Productions): KFQD Anchorage, Alaska; KOMY Watsonville and KXRQ Sacramento, both California, and WABR Orlando, Fla.

*Pepper Young's Family* (Modern Drama Productions): WQXL Columbia, S. C.; WSET Glens Falls, N. Y.; WEIF Moundsville, W. Va., and WDEA Ellsworth, Me.

*Big Sister* (Modern Drama Productions): WSNO Barre, WWSR St. Albans, and WTWN St. Johnsbury, all Vermont, and WKTS Sheboygan, Wis.

## Computers get into the record act

Radio stations of the top 40, modern-music variety and record companies producing the single records played on such stations are being offered a new service that will tell them in advance which records will be a hit and which won't. Called Compass for "computer assessed record data," the service was developed by Allen D. Allen, a songwriting engineer, and Ted Randal, disk jockey and program director, who put it on the market June 8 and in less than a week had signed four radio stations and five record companies as subscribers.

The stations are WHK Cleveland, KIMN Denver, WCFL Chicago and KQV Pittsburgh. Fees for the service vary from \$50 to \$300 a month according to the market served. Each subscriber has exclusive rights to the service in its market.

The way the system works is this: Records are seldom released nationally all at once. Publications that review them often get advance copies. Disk jockeys at certain stations in

selected cities may get them first to test their appeal. And so on. At this time, Messrs. Randal and Allen telephone the experts who have heard a new record and elicit their opinions. These opinions are then fed into the computer, which also knows the batting average of each judge, so to speak, and can thus evaluate how likely his opinion is to be correct and to what extent. These findings are then matched with the store of information about past hits and the prediction of the chances of the new record emerges. In a dry run before they began selling their service, Compass had a 98% accuracy, its developers said.

The data on each record is transmitted directly from the computer to a punched tape which sends the message to the station subscriber via Bell System Teletype, if the station has this telephone service. Stations who are not Teletype subscribers will receive the information by telegram or air mail. Compass is located at 1606 Argyle Street, Hollywood.

## Local selling efforts earn TVB honors for 19

Special recognition has been given 19 salesmen who represent 13 Television Bureau of Advertising station members, TVB announced today (June 28). Five top winners, who will receive scrolls and paperweights which show the scroll reproduced, were named along with 13 honorable mentions. The latter receive scrolls.

The "Outstanding Salesmen" competition is the third annual TVB selection of salesmen recognized for selling TV successfully to local clients.

The top winners and type of client sold are: Bruce C. Georgi, WNEH-TV New Haven, Conn. (discount store); Kenneth W. King, KOAA-TV Pueblo, Colo. and now with KBTV(TV) Denver (drug store chain); Cy Penley, KOA-TV Denver (public utility-TV set distributors), Paul H. Weiss, WTVJ(TV) Miami (milk producers association), and C. J. Williams, KTVH(TV) Wichita,



Mr. Williams



Mr. King



Mr. Georgi



Mr. Weiss



Mr. Penley

Kan., (bank). Mr. Weiss was a winner for the second consecutive year.

Honorable mention winners and their clients are: Frank Boscia, WTVJ (supermarket); Arch S. Chapman, WANE-TV Fort Wayne, Ind., (department store-Sears); Emmett DePoy, WFBM-TV Indianapolis (seed corn company); Joseph J. Goheen, WANE-TV (food processor and refrigerator rental); Albert Holtz, WBBM-TV Chicago (dairy); Lynn Knox, WISH-TV Indianapolis (auto dealer).

Roy Lamont, WTVJ (paint store); James L. Miller, WJZ-TV Baltimore, now with Television Advertising Representatives, New York (realtor); George Morris, WTVJ (disposal bag advertiser); Gene Pyle, WANE-TV (office equipment store); Philip Sanford, WTVJ (moving van line); Vic Sterling, WPTA-TV Fort Wayne, Ind., (department store—Montgomery Ward); Warren Tomassene, WBKB (TV) Chicago (men's store); Gary Willson, KXTV(TV) Sacramento, Calif. (furniture store).

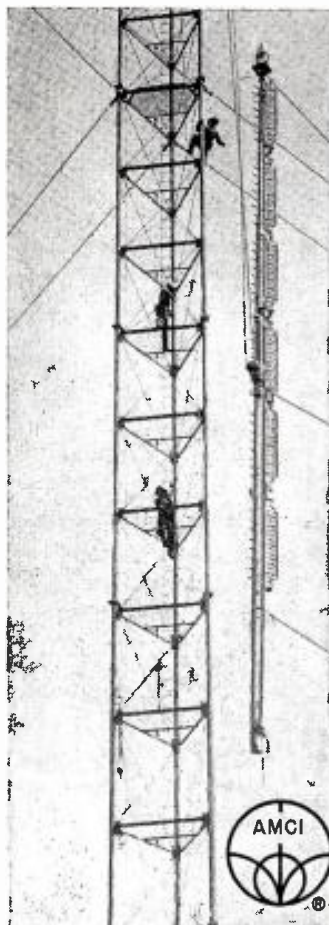
## UA TV promotes new package

United Artists Television is starting an extensive advertising campaign costing approximately \$75,000 on behalf of its new "Showcase 3" package of 35 feature films. In addition to sending descriptive brochures to station executives and station representatives, the company has produced tailor-made mats for stations purchasing the package, reported Mel Bernstein, director of advertising and sales promotion.

## RCA gives technical awards

A scientist, an engineer and two technical teams won the 1965 David Sarnoff Achievement awards, presented June 18 by RCA to members of its technical staffs.

At an awards ceremony in New York, Brigadier General David Sarnoff, chairman, and Elmer W. Engstrom, president, conferred the corporation's highest technical honors for such achievements as Electrofax process of electro-photography, RCA Overlay Transistor, a process in production of superconductive material for high-power magnets, and the RCA TV system placed on Ranger spacecraft for close-up views of the moon surface. Each recipient was presented with a gold medal, a citation and




# AMCI antennas

## for TV and FM

- Omnidirectional TV and FM Transmitting Antennas
- Directional TV and FM Transmitting Antennas
- Tower-mounted TV and FM Transmitting Antennas
- Standby TV and FM Transmitting Antennas
- Diplexers
- Vestigial Sideband Filters
- Coaxial Switches and Transfer Panels
- Power Dividers and other Fittings

Write for information and catalog.



# ALFORD

*Manufacturing Company*

299 ATLANTIC AVE., BOSTON, MASSACHUSETTS

a cash award.

Individual awards went to Harold G. Greig, RCA Laboratories, N. J., for his scientific research in Electrofax process, and to Donald R. Carley, RCA Electronic Components and Devices, Somerville, N. Y., for his engineering of the Overlay Transistor.

One team award went to the Material Research Laboratory, Princeton, N. J.,

including George D. Cody, Glenn W. Cullen and Joseph J. Hanak, who together developed a synthesizing technique in high-field superconducting magnets. The other team honor was given to Arthur J. Gravel Sr., James J. Hawley, and Robert F. Schmicker, all from RCA Defense Electronic Products, Highstown, N. J., for their TV system used in Ranger lunar probe.

## Harvey, Carson picked

The National Association of Direct Selling Companies' Distinguished Salesman of the Year plaques were given to ABC commentator Paul Harvey, for radio, and Johnny Carson, host on the NBC-TV *Tonight* show, for television.

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Richard E. Welsh**, manager of broadcast operations for Ketchum, MacLeod & Grove Inc., New York, named director of radio-TV programming. **R. David Bradshaw**, with Grey Advertising, New York; **John R. Bruno**, with Cunningham & Walsh, that city; **William M. Gust**, with Benton & Bowles, there, and **Robert Manown**, with BBDO, same city, all named all-media buyers for KM&G, New York.



Mr. de Kadt



Dr. Kominik



Mr. Gross

**Pieter P. de Kadt**, associate research director; **Murray W. Gross**, director of merchandising, and **Dr. Niki Kominik**, copy research director, all at Grey Advertising, New York, named VP's of agency.

**Leonard Koch**, manager of broadcast business affairs for Norman, Craig & Kummel Inc., New York, named VP.

**William (Bud) Langhardt**, with Alexander Films of Colorado, named general manager of VPI of Illinois Inc., commercial producing firm in Chicago. **Ken Drake**, VP in charge of sales for Hanna-Barbera Productions in Hollywood, joins VPI as sales manager for mid-western region. **Tony Alatis**, production supervisor for documentary unit at WCBS-TV New York, named production coordinator for VPI staff. **Rollins (Rib) Smith**, executive commercial producer for D'Arcy Advertising, Ted Bates, Young & Rubicam and William Esty, all New York, and more recently in production of industrial films for International Telephone & Telegraph, that city, named to sales staff of VPI. **Larry Williams Jr.**, with commercial producer for long period as freelance cameraman,

joins staff as full time cameraman.

**Lew Witz**, sales manager of WINS New York, named midwest radio sales manager for Westinghouse Broadcasting Co., with headquarters in Chicago. Mr. Witz had been assistant sales manager of WIND Chicago and has been affiliated with WBC since 1958 when he joined sales staff of WIND. He will be succeeded at WINS by **Ralph Glazer**, national radio sales manager for WBC.

**Joseph Stone**, senior VP, member of executive committee and director of creative services at Kastor, Hilton, Chesley, Clifford & Atherton Inc., New York, named VP and creative supervisor in medical advertising department at Ted Bates & Co., that city, with major responsibility for Wallace Laboratories Division of Carter Products Inc., account.



Mr. Stone

**Kevin Daley**, with Vick Chemical Division of Richardson-Merrell Inc., New York, named account supervisor on Whitehall Laboratories Division of American Home Products Corp., that city, at J. Walter Thompson, there.

**Jack Winkelseth**, network television buyer at BBDO New York, named media supervisor at Daniel & Charles, that city.

**Martin J. Mogge**, account executive for BBDO on Dodge account in area of Jacksonville, Fla., joins Dodge division of Chrysler Corp. as dealer advertising manager. He will give direct factory supervision for Dodge Dealer Advertising Association accounts.



Mr. Hill



Mr. Shank

**James R. Hill** and **Howard Shank**, both VP's of Leo Burnett Co., Chicago, elected to board of directors. Mr. Hill

is in charge of client service on Procter & Gamble account and Mr. Shank is a creative director.

**Leland W. Bickford**, radio announcer and account executive throughout New England, named regional sales manager in Boston-Providence area for Capital Cities Broadcasting's WPAT Paterson, N. J., and WPRO Providence, R. I.

**Dexter Glunz**, account executive at Lenen & Newell, San Francisco, named account executive at McCann-Erickson, that city, with responsibility for Ghirardelli Chocolate Division of Golden Grain Macaroni Co.

**Arthur A. Porter**, executive VP at Gift Stars Inc., New York, named senior VP and director of media at Campbell-Ewald Co., Detroit.

**C. Donald Zimmerman**, art director at N. W. Ayer & Son, Chicago, named art director at Young & Rubicam, that city.

**Tom Gilligan**, VP of Cox & Tanz, Philadelphia, and **Gil H. Thompson**, account executive at WFIL-TV, that city, named account executives at WCAU-TV, there.

**Mary Pidgeon**, commercial writer at KPEN San Francisco, joins broadcast copywriting staff of Hoefer, Dieterich & Brown Inc., that city.

**A. E. (Bud) Donegan**, general manager of KOIL Omaha, named account executive at WIBC Indianapolis.

**Irwin Unger**, VP and manager of mid-west division of Eastman TV Inc., Chicago, named to board of directors.

**Ron Krueger**, account executive at TV Stations Inc., New York, joins The Katz Agency, national representative firm, as assistant director of audience development in firm's TV division.

**Gerard C. Iannelli**, account executive at Young & Rubicam Inc., New York, named account supervisor at Y&R.

**Thayer Bice**, copywriter at Grey Advertising, New York, joins Johnstone Inc., that city, in similar capacity.

**Jere Carmody**, with *Chicago Tribune*, joins radio sales staff of Venard, Torbet & McConnell, station representa-



tives, in Chicago office as account executive. **Douglas Fleming**, with KBIG Los Angeles, joins sales staff of VT&M, that city, as account executive.

**Dennis McCormick**, copy group head at J. Walter Thompson, Sydney, Australia, joins creative staff of JWT in Los Angeles, as senior copywriter.

**Bert Brumett**, with KOMO Seattle, named account executive at KIRO-TV, that city.

**Guy Bost**, senior art director at McCann-Erickson, New York, named M-E's executive art director at Atlanta.



Mr. Kunkel



Mr. Weinstein

**Robert S. Kunkel**, account supervisor, **Hal Weinstein**, associate creative director, and **Otto N. Whittaker**, associate creative director, have each been promoted to VP by Leo Burnett Co., Chicago. All have been at Burnett since 1950's.



Mr. Whittaker

**John D. Rich**, associate director of advertising and member of planning department of Pepsi-Cola Co., New York, joins J. M. Mathes Inc., that city, as account executive.

**Warren Garrard**, director of sales for Ralston Purina Co. Poultry Products Division, named director of marketing, responsible for sales, advertising, sales promotion and product planning. **John T. Gray**, with Guild, Bascom & Bonfigli Inc., San Francisco, joins Poultry Products Division as director of marketing services. **E. A. Murray**, of division's national sales office in Kansas City, Mo., named general sales manager. Mr. Garrard and Mr. Gray will have offices at company's national headquarters in St. Louis.

**Vincent Auty**, account executive at Leo Burnett Inc., Chicago, and **Lee Stone**, midwestern manager of Independent Television Co., that city, named account executives at National Television Sales, there.

**Edward F. Callahan**, account executive at WPEN-AM-FM Philadelphia, for ten years, named national sales manager assuming many of duties formerly held by **Erwin Rosner**, former general sales manager, named general sales manager of WKYC Cleveland.

**Bert Pegrem**, formerly on sales staff of KRKD and KTLA(TV), both Los An-

geles, joins sales department of KGLB San Fernando, Calif.

**John G. Noakes**, account executive at Tatham-Laird, New York, joins Geyer, Morey, Ballard, there, in similar capacity.



Mr. McLoughlin



Mr. Belviso

**Robert B. McLoughlin** and **Robert H. Belviso**, creative supervisors, elected VP's at BBDO, New York.

**Ralph Desalle**, commercial producer in London office of Lennen & Newell, named radio-TV director of Recht & Co., Beverly Hills, Calif.

**Victor R. Ferrante**, salesman with Branham Co., and **George C. Pulos**, salesman with American Airlines, both Chicago, join TV sales staff at The Katz Agency, same city. Mr. Ferrante joins Katz TV East; Mr. Pulos joins Katz TV West.

**Samuel Zuckerkandel**, marketing research supervisor in film division of E. I. duPont de Nemours Co., named manager of marketing research for Al Paul Lefton Co., Philadelphia.



Mr. Auspitz

**Irving D. Auspitz**, formerly vice chairman of Edward H. Weiss & Co., Chicago, joins Arthur Meyerhoff Associates there as senior VP. He was with Weiss 24 years.

**Herman Edel**, executive VP, elected president of Music Makers Inc., New York. Mr. Edel succeeds **Mitch Leigh**, founder of firm. Mr. Leigh continues as creative director having declined board chairmanship in favor of concentrating on "creative activities." Mr. Edel, one time advertising and promotion manager with DuMont TV Network, joined Music Makers in 1958.

**Thomas J. Lynch**, manager, filled services division of media relations and planning department, Young & Rubicam, New York, named account executive, NBC Radio Sales, that city.

**Marie Gordon**, senior TV producer at Grey Advertising Inc., New York, named TV writer-producer at Helitzer, Waring & Wayne Inc., that city. **Walter Seidel**, media buyer at Daniel & Charles, there, and **Carol Goldberg**, media estimator and research analyst at Gumbinner-North advertising agency, join HW&W in similar capacities.

**John Fitzgerald**, art director at McCann-Erickson, New York, named art director and TV production assistant at C. J. LaRoche & Co., that city.

**W. S. (Bill) Morgan**, manager of sales for Commercial Recording Corp., that city, producer of musical jingles, commercials and sales aids.

**Martin J. Mogge**, account executive for BBDO in Jacksonville, Fla., area named dealer advertising manager of Dodge Division of Chrysler Motors Corp., with headquarters in Detroit.

**Robert Mahlman**, with McGavren-Guild Co. in Detroit and Chicago offices, joins station representative firm in New York, as member of its DFM division sales staff.

**J. Fred Weber**, sales manager for Tele-Systems Corp. of Glenside, Pa., multiple community antenna television systems owner and operator of 33 systems, named VP in charge of sales for American Cablevision Co., Beverly Hills, Calif.

**Doug Kelly**, named new sales manager for WGMM Millington, Tenn.

**William C. Mercer**, VP for personnel relations at American Telephone & Telegraph Co., New York, named VP for marketing succeeding **Robert M. Wach-**



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ob, named president of Bell Telephone Co. of Pennsylvania.

**David Lykes**, local TV salesman for KGBT-TV Harlingen, Tex., named local sales manager.

**Mary Roberson**, with Skinner & Son Printing Co., Ponca City and Pawhuska, both Oklahoma, named account executive at KOSG Pawhuska.

## THE MEDIA

**Morris H. Blum**, WANN-WXTC(FM) Annapolis, Md., elected president of Maryland-District of Columbia-Delaware Broadcasters Association. Other officers elected: **Virginia F. Pate**, WASA Havre de Grace, Md., VP, and **Neal J. Edwards**, WMAL-TV Washington, secretary-treasurer.

**Robert Lambe**, president and general manager of WTAR-AM-FM-TV Norfolk, elected president of Virginia Association of Broadcasters. **Howard B. Hayes**, VP and general manager of WPIK Alexandria, elected



Mr. Lambe

VP, and **William R. Preston**, president of WRVA-AM-FM-TV Richmond, elected secretary-treasurer. Board members include past President **Arthur M. Gates**, general manager of WYVE Wytheville; re-elected members **Frank Soden**, general manager of WRNL Richmond; **James Crawford**, president and general manager of WBTM Danville, and **Charles Blackley**, general manager of WTON Staunton. Newly elected members are **Ambert Dail**, general manager of WGH Newport News and **Warren Braun**, general manager of WSWA-AM-FM Harrisonburg.

**Michael P. Mallardi**, business manager of Radio Press International, division of Straus Broadcasting Group, New York, named treasurer of parent firm. Straus also owns WMCA New York and WALL Middletown, N. Y.

**Leon Papernow** has resigned as operations VP of H&B American Corp., nation's largest owner-operator of community antenna TV systems, to form Community Cablecasting Corp., with headquarters in Pacific Palisades, Calif. As president of new firm, Mr. Papernow said it has signed contracts exceeding \$1 million in its first week, to acquire CATV system in Fort Walton Beach, Fla., with 2,500 subscribers and Garden State Micro Relay Inc., common carrier organized to relay TV programs from New York City to CATV systems along East Coast.

**John F. Bayliss**, general manager of KXOA Sacramento, Calif., and director of western region radio division, Polaris

Broadcasting, named general manager of WONE Dayton, Ohio.

**Burt Sherwood**, VP and general manager of W TSA Brattleboro, Vt., and WLOB-AM-FM Portland, Me., named station manager of WTRY Troy, N. Y.

**Charlie Murdock**, operations manager of WQAM Miami, named general manager of WSAI Cincinnati effective July 31. **Lee Sherwood**, with WQAM, replaces Mr. Murdock on afternoon show and also named program director.

**Larry Cooper**, production and operations manager for WFIL-TV Philadelphia, named station manager of WPHL(TV), that city, not yet on air.

**Gene B. Johnson**, commercial manager of WKWK-AM-FM Wheeling, W. Va., elected VP and general manager.

**Bob Hamilton**, with KHOG Fayetteville, Ark., named station manager of KOSG Pawhuska, Okla.

**Karl Schabinger**, chief engineer at WFLY Troy, N. Y., named general manager succeeding **Robert Goodrich**. **Albert Melite**, staff engineer has replaced Mr. Schabinger.

**Mariano Angelet Escudero**, WUNO Rio Piedras, elected president of Broadcasters Association of Puerto Rico. Other officers elected to two-year terms are: **Luis Freyre**, WISO Ponce, VP; **Carlos Pirallo**, WRAI Rio Piedras, treasurer, and **Carmina Mendez**, WHOA Hato Rey, secretary.

**Fred Goddard**, president of Harbor TV Inc., Aberdeen, Wash., community antenna television system owned by Cox Cablevision Co., resigns to devote more time to own CATV interests in Oregon and California.

## PROGRAMING

**Albert B. Sturges**, program manager of KATU(TV) Portland, Ore., appointed to same position at KTVU(TV) Oakland-San Francisco.



Mr. Yarnell

**David Yarnell**, program director for WOR-TV New York, transferred to parent company, RKO General Broadcasting, as coordinator of new program development. Mr. Yarnell will participate in development and production of programs and program concepts for telecast on RKO General stations and for syndication to other TV outlets.

**George Wilson**, with WITH Baltimore, named program director.

**Robert J. Horen**, with Broadcast Communications Group, representative

of Crosley Broadcasting Corp., Chicago, named midwest sales representative for MGM-TV syndicated sales.

**Lee Simpson**, production and continuity director of WVVVA Wheeling, W. Va., named assistant director of quality control and program development for Rollins Inc. **Lee Davis**, program director of Rollins' WAMS Wilmington, Del., named national program manager for Rollins' station group.

**Herman Kenin** re-elected to eighth term as president, American Federation of Musicians. **Stanley Ballard** re-elected secretary and also treasurer succeeding **George V. Clancy** who retires. **William J. Harris** re-elected VP. President Johnson has named Mr. Kenin to vacancy on Federal Arts Council.

**Roger P. Smith**, producer, writer and newsman with CBS-TV for past 10 years, joins WTTW(TV) Chicago, non-commercial, as executive producer under grant from Harris Foundation to help improve local cultural programming.

**Howard H. Lipstone**, program director and film director of KABC-TV Los Angeles, named executive assistant to president of Selmur Productions Inc., production subsidiary of ABC, Hollywood. **Steve Mills**, executive producer at KABC-TV, named program director. **Robert Trachinger**, operations director of sports programs in New York including ABC-TV's *Wide World of*

## Collins to new post

**LeRoy Collins**, director of Community Relations Service established by Civil Rights Act of 1964, and former president of National Association



Mr. Collins

of Broadcasters (1961-64), named by President Johnson as undersecretary of commerce, pending confirmation by Senate. Mr. Collins' new post pays \$28,500 a year. As head of Community Relations Service he has been paid \$27,000. At NAB he received \$75,000 a year plus expense account and other benefits said to total some \$25,000. As undersecretary of commerce, Mr. Collins will succeed **Franklin D. Roosevelt Jr.**, named by President to be new chairman of Equal Opportunities Commission. Commerce Committee hearings in Senate on Mr. Collins' appointment will be held June 28.

## CBS-TV group elects

Following are newly elected members of CBS-TV Affiliates Board: **Vann Kennedy**, KZTV(TV) Corpus Christi, Tex. (district 7); **William Grove**, KFBC-TV Cheyenne, Wyo. (district 8); **Louis Simon**, KPX(TV) San Francisco (district 9); **Charles Grisham**, WHNT-TV Huntsville, Ala. (region-east), and **Tom Bostic**, KLEW-TV Yakima, Wash. (region-west).

They replace, in order, following retiring members of board: **C. B. Locke**, KFDM-TV Beaumont, Tex.; **James Russell**, KKTV(TV) Colorado Springs; **Robert Wilson**, KXTV(TV) Sacramento, Calif.; **John North**, WDXI-TV Jackson, Tenn., and **William Smullin**, KOTI-TV Klamath Falls, Ore. Other members of CBS-TV Affiliates Board are **Stuart Martin**, WCAX-TV Burlington, Vt., (district 1); **Donald Campbell**, WMAR-TV Baltimore (district 2); **Eugene Dodson**, WTVT(TV) Tampa, Fla. (district 3); **Kenneth Giddens**, WKRG-TV Mobile, Ala. (district 4); **Carl E. Lee**, WKZO-TV Kalamazoo, Mich. (district 5), and **Robert Dillon**, KRNT-TV Des Moines, Iowa (district 6).

*Sports*, named executive producer of KABC-TV, succeeding Mr. Mills.

**Phil Rogers**, associate casting director at Screen Gems, Hollywood, named assistant to VP in charge of West Coast operations for production company.

**Marshall Flaum**, writer-producer-director of Wolper Productions' *Let My People Go*, named writer-producer of company's *Miss Goodall in Africa*, hour color documentary to be produced in cooperation with National Geographic Society. **Irwin Rosten** named producer-director of Wolper's *Frontiers of the Mind*, and **Don Kellerman** named producer of company's *The Avengers*. Both are hour documentaries in series of *The March of Time*, placed in syndication by Wolper TV Sales.

**Sol Radam**, television executive with William Morris Agency, New York, named director of program and sales development for Tel Ra Productions with offices in firm's new New York headquarters at 10 East 65th Street.

**Cy Follmer Jr.**, with WSWA-AM-FM-TV Harrisonburg, Va., named sports director at WTVM(TV) Columbus, Ga.

**Ray Singer**, writer for *The Danny Thomas Show*, *The Lucy Show* and *The Bill Dana Show*, named executive script consultant for *The Donna Reed Show*

at Screen Gems, Hollywood.

**Mac Hemion**, director with ABC-TV Sports, named director of ABC-TV's *Nightlife*, late night variety program.

**Richard King**, air personality at KCMO Kansas City, Mo., named to announcing staff of WLW Cincinnati.

**Beirne Lay Jr.** has been signed by Qualis Productions Inc., Hollywood, to write presentation and script for *Command*, TV series on Strategic Air Command, scheduled for 1966-67 season.

**Nicholas Noxon**, producer for Wolper Productions' *Men in Crisis* series, named producer for company's *The Epic of Flight*.

**Jim Masters**, acting station manager of KOSG Pawhuska, Okla., named to program and news staff at KSWM Aurora, Mo.

**Don Karnes**, program director at WTTC-AM-FM Towanda, Pa., named operations director at WCUM-AM-FM Cumberland, Md.

**Paul Harney**, professional golfer with Pleasant Valley Country Club, Sutton, Mass., joins sports staff of WCOP-AM-FM Boston.

**John Beam** and **Jack Barnhart**, floor directors at WTOP-TV Washington, named assistant directors.

**Charles Robert Nichols**, sports director of WTVM(TV) Columbus, Ga., joins sports staff of WTVJ(TV) Miami.

**Carl J. Tutera**, music and news personality at WCVS Springfield, Ill., named to similar post at WMAD Madison, Wis.

**Doug James**, formerly at WWTC Minneapolis and CHQ Hamilton, Ont., joins KGIL San Fernando, Calif., as summer replacement.

**Frank Terry**, musical director and disk jockey at KDEO San Diego, named production manager and substitute disk jockey at KHJ Los Angeles.

**Arthur Hoffe** named story editor of 20th Century-Fox Television, to be

engaged with eight series studios will have on air this fall. He had been with Columbia Pictures and before that was producer of *The Ann Southern Show*.

## NEWS

**Sander Vanocur**, with NBC News Washington for NBC-TV's *Today*, joins NBC News team of reporters in Saigon, South Vietnam. **Frank Donghi**, NBC News' weekend manager, joins Saigon news team as coordinator of coverage.

**Bernard Kalb**, chief of CBS News Southeast Asia-India bureau located in Hong Kong since 1962, named Paris correspondent, succeeding **Martin Agronsky**, who returns to Washington as anchor man on CBS-TV's *Face the Nation*, and other duties.

**Tom Bigler**, news director of WNEP-TV Scranton, elected president of Pennsylvania Associated Press Broadcasters Association, succeeding **John (Sam) Booth**, president of WCHA Chambersburg.

**Jim Gash**, reporter at WNEW New York, named local news editor of station.

**Kenneth M. Clark**, Associated Press radio editor at Nashville, named AP regional membership executive for broadcast relations in Tennessee.

**Dave Ward**, newscaster at KNUZ and KQUE(FM), both Houston, named news director of stations, replacing **Bill Jay**, who joins WINS New York.

**Claude Erbsen**, with Associated Press New York, named chief of AP's Rio de Janeiro bureau with responsibility for AP operations in Brazil. He replaces **Frank Brutto**, who returns to general office assignment in New York following 25 years in foreign posts.

**Robert Ruggieri**, news director of WAXO Kenosha, Wis., named editor-reporter of WLIP-AM-FM, that city. **Howard Fuys**, with WDEF Chattanooga, joins sports-news staff of WLIP-AM-FM, and **Mary Holm**, with U. S. Peace Corps



in Malaysia, joins news staff of WLIP-AM-FM.

## INTERNATIONAL

**Andrew G. Haley**, Washington communications attorney with firm of Haley, Bader & Potts, named general counsel and legal advisor to secretary-general of International Telecommunications Union for ITU Plenipotentiary Conference to be held in Montreux, Switzerland, beginning Sept. 14. Mr. Haley served in same capacity at Atlantic City Telecommunications Conference in 1947 and during Inter-American Radio Conference in 1949. He has twice served as president of International Astronautical Federation and is worldwide authority on telecommunications and space law.



Mr. McCarthy

**Wilson McCarthy**, aide to President Johnson in charge of congressional legislation for various presidential programs, and also on staff of former President Kennedy, named European publicity director of Metro-Goldwyn-Mayer with headquarters in Madrid. Mr. McCarthy served for time with BROADCASTING and as reporter for old *Washington Times-Herald*.

**Frank Armstrong**, newscaster of CHUM Toronto, joins news staff of CFCF Montreal.

**Hugh Gauntlett**, assistant program director of Canadian Broadcasting Corp., Toronto, named supervisor of special programs of CBC public affairs department.

**Peter Romer** named manager of national sales at Montreal office of CFTO-TV Toronto. **Don Ferguson** joins national sales staff of CFTO-TV at Toronto.

**Ted Evan**, formerly of CJOH-TV Ottawa, Ont., joins radio station representative of Hardy Radio & Television Ltd., Montreal.

**Reuben Hamm**, news and musical commentator of CHFM-FM Calgary, Alberta, named sales manager of CHQR Calgary.

**Allan Williams**, Vancouver lawyer, elected president of CJOR Vancouver, B. C. Item was incorrectly reported as **Allan Waters** (BROADCASTING, June 14).

## EQUIPMENT & ENGINEERING

**Sanford Berlin**, assistant manager of distributor sales division of Jerrold Electronics Corp., Philadelphia, named manager of division.

**Richard T. Petruzzelli**, operations manager of Du Mont Laboratories

Electronics Division of Fairchild Camera & Instrument Corp., Clifton, N. J., named director of engineering for instrumentation division. **Fred L. Katzman**, manager of scientific instrument department of DMLE division, and **Charles Askanas**, plant manager for instrumentation manufacturing at Fairchild semiconductor, named operations managers of eastern facilities at Clifton and western facilities at Palo Alto, Calif., respectively.

**Norman L. Appel**, production engineering manager of DuMont Electron Tubes Division of Fairchild Camera and Instrument Corp., Clifton, N. J., named quality control manager for division.

**Richard E. Holtzworth**, in sales department of Houston-Fearless Corp., Los Angeles, named manager of eastern regional office of Precision Instrument Co., Washington.

**James L. Owens**, field engineer with General Communications, Dayton, Ohio, joins engineering staff of Field Communications Corp. (permittee for WFLD[TV] Chicago).

**William J. LaHiff**, consultant to Westrex Division of Litton Industries and general manager of Reeves-Farmingdale Division of Dynamics Corp. of America, named VP for administration at Kahn Research Laboratories Inc., Freeport, N. Y.

**J. P. Ulasewicz**, manager, broadcast antenna merchandising, named manager, international broadcast and communications products field sales, RCA International Division. He will direct division's sales activities through regional sales offices in Geneva, Hong Kong, Mexico City and Argentina.

## FANFARE



Mr. Cowan

**Kenneth Cowan**, account executive at WOR-TV New York, named director of information, responsible for advertising, public relations, research and sales development at WOR-AM-TV. Mr. Cowan had previously served as VP of TELEVISION magazine and eastern sales manager of BROADCASTING. He joined WOR Division of RKO General Broadcasting last June as administrative assistant to VP and general manager; was named director of political broadcasting for WOR-AM-TV prior to 1964 elections, and was made account executive for TV facility in October.

**Ray Jensen**, assistant to business manager of WTTG(TV) Washington, named assistant to advertising and promotion director.

**Carolyn Johnson**, owner of Advertising Associated, Atlanta agency, named to handle public relations and station promotion for Dora-Clayton Agency, that city.

**Charles Offutt**, air personality at WCUM-AM-FM Cumberland, Md., named promotion manager.

**Nina Sedita**, staff writer in promotion department of WCBS-TV New York, named supervisor of broadcast promotion for station.

**Sherry Hunter Kelly**, production manager and announcer at WHER Memphis, named public relations officer at WGMM Millington, Tenn.

## ALLIED FIELDS

**Donald M. Wilson**, deputy director of U. S. Information Agency, Washington, resigns Aug. 1, to become general manager of Time-Life International, New York.

**Daniel W. Toohey**, general attorney in renewal branch of FCC's Broadcast Bureau, and **Donald D. Schaut**, attorney-advisor to general counsel and legislative counsel of Central Intelligence Agency, join Washington law firm of Welch & Morgan.

**Charles A. Henderson** has resigned as director of corporate projects, NBC, and returned to Roswell Corp., sales development firm that he operates in partnership with **Frank C. Lepore**, also formerly with NBC. Company has temporary offices at 360 East 55th Street, New York.

**Ken Langley**, director of public relations, Tuberculosis and Health Association of California, Oakland, named chief public relations division, National Tuberculosis Association, New York. Mr. Langley was with CBS Radio, San Francisco, before going into voluntary health field in 1960.

## DEATH

**William H. Brennan Jr.**, 52, longtime western division manager of station relations for CBS Radio, died Wednesday (June 23) following lengthy illness. He started in radio as announcer at WTAG Worcester, Mass., moving to CBS in New York as producer-director of such programs as *The New York Philharmonic* and *The Cleveland Symphony Orchestra*, as well as popular musical shows starring Perry Como, Burl Ives, Jack Smith and Raymond Scott. In Hollywood as CBS producer-director, he handled programs featuring Jack Carson, Rosemary Clooney, Johnny Mercer, Tony Martin and Jo Stafford, among others, before taking station relations post, which he held until 1962. He is survived by his wife, Charlotte, stepdaughter and stepson.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 17 through June 23 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

New TV stations

ACTIONS BY FCC

\*Ashburn, Ga.—Georgia State Board of Education. Granted CP for new TV on UHF channel 23 (524-530 mc); ERP 295 kw vis., 30.2 kw aur. Ant. height above average terrain 1,151 feet, above ground 1,145 feet. P.O. address State Office building, Atlanta. Estimated construction cost \$709,935; first year operating cost \$55,000. Studio and trans. locations both 5 miles west of Ashburn. Geographic coordinates 31° 43' 00" north latitude, 83° 44' 30" west longitude. Type trans. GE TT-57A, type ant. GE TY-25B. Legal counsel Harry M. Plotkin, Washington; consulting engineer A. Earl Cullum Jr., Dallas. Principal: State Board of Education. Board is licensee of WKGA-TV Waycross; WVAN-TV Savannah, and WJSP-TV Columbus, and permittee of WCLP-TV Chatsworth with new CP's in Wrens, Pelham, Cochran and Dawson, all Georgia. Conditions include that CP shall be modified to specify operation on channel 42 when new UHF assignment becomes effective on July 15. Action June 16.

San Juan, P. R.—Electronic Enterprises Inc. Granted CP for new TV on UHF channel 30 (566-572 mc); ERP 274.8 kw vis., 140.3 kw aur. Ant. height above average terrain 271 feet, above ground 136 feet. P.O. address Box 2692, San Juan. Estimated construction cost \$317,577; first year operating cost \$95,158; revenue \$98,800. Studio and trans. locations both San Juan. Geographic coordinates 18° 22' 43" north latitude, 66° 07' 07" west longitude. Type trans. GE TT-56A, type ant. GE TY-25C. Legal counsel Miller & Schroeder, Washington; consulting engineer Robert J. Walser, San Juan. Principals: Antonio Ayuso Valdivieso (99.095%), Hector Cintron (0.0025%) and Iris Mieres de Ayuso (0.0025%). Electronic Enterprises owns WITA-AM-FM San Juan, and WRJS San German, P. R. Action June 16.

Rhineland, Wis. — Alvin E. O'Konski. Granted CP for new TV on VHF channel 12 (204-210 mc); ERP 316 kw vis., 31.6 kw aur. Ant. height above average terrain 1,647 feet; above ground 1,707. P.O. address c/o House Office building, Washington. Estimated construction cost \$600,000; first year operating cost \$360,000; revenue \$460,000. Geographic coordinates 45° 39' 39" north latitude, 89° 13' 36" west longitude. Studio and trans. location both Rhineland. Type trans. RCA TT 35; type ant. RCA TW-15 A12-P. Legal counsel Fletcher, Heald, Rowell, Kenahan & Hildreth, Washington; consulting engineer Creutz & Snowberger, Washington. Mr. O'Konski is Republican representative from Wisconsin's 10th congressional district. Action June 22.

APPLICATIONS

Jacksonville, Ill.—Moyer Television Corp. UHF channel 49 (680-686 mc); ERP 242 kw vis., 38.6 kw aur. Ant. height above average terrain 389 feet, above ground 442 feet. P.O. address 1232 West Main Street, Taylorville, Ill. Estimated construction cost \$79,200; first year operating cost \$48,000; revenue \$96,000. Studio and trans. locations both Jacksonville. Geographic coordinates 39° 44' 49" north latitude, 90° 13' 05" west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-24DM. Legal counsel not listed; consulting engineer Ralph J. Bitzer, St. Louis. Principals: Keith Moyer (95%) and others. Mr. Moyer has 75% interest in KBBM-FM Hayward, Calif. Ann. June 8.

\*North Platte, Neb.—Nebraska Educational Television Commission. VHF channel 9 (186-192 mc); ERP 316 kw vis., 63.2 kw aur. Ant. height above average terrain 1,132 feet, above ground 1,110 feet. P.O. address 12th and R Streets, Lincoln, Neb. Estimated construction cost \$476,162; first year operating cost \$56,400. Studio location North Platte, trans. location Lincoln. Geographic coordinates 41° 01' 15" north latitude, 101° 09' 12" west longitude. Type trans. RCA TT-25DH, type ant. RCA TW-15A9P. Legal counsel Dow, Lohnes and Albertson, consulting engineer Jansky & Bailey, both Washington. Principal: board of commissioners. NETC also has CP for new educational TV in Lexington, Neb. Ann. June 4.

Richmond, Va.—Horizon Telecasters Inc. UHF channel 29 (560-566 mc); ERP 413 kw vis., 88 kw aur. Ant. height above average terrain 352 feet, above ground 341 feet. P.O. address 1111 19th Street, North Arlington, Va. Estimated construction cost \$445,000; first year operating cost \$300,000; revenue \$330,000. Studio location Richmond; trans. location Chesterfield, Va. Geographic coordinates 37° 23' 44" north latitude, 77° 31' 47" west longitude. Type trans. GE TT-57A, type ant. GE TY-23C. Legal counsel Welch & Morgan; consulting engineer Russell P. May, both Washington. Principals: John G. Hitchcock, Louis J. Pomponio Jr. and T. Eugene Smith (each 33½%). Mr. Hitchcock is financial consultant with real estate and investment holdings. Messrs. Smith and Pomponio have real estate and investment interests. Ann. June 8.

Existing TV stations

CALL LETTERS ASSIGNED

■ KTXL(TV) Sacramento, Calif.—Camelia City Telecasters.  
 ■ \*WUNB-TV Columbia, N. C.—University of North Carolina.  
 ■ WJHF(TV) Raleigh, N. C.—Crescent Broadcasting Co.

New AM stations

ACTION BY FCC

■ Heber Springs, Ark.—Cieburne Broadcasting Co. Granted CP for new AM on

1370 kc, 500 w, D. P.O. address Heber Springs. Estimated construction cost \$13,000; first year operating cost \$24,000; revenue \$30,000. Principal: Eulie W. Cochran. Mr. Cochran owns KCCB Corning, KTPA Prescott, and 50% of KCCL Paris, all Arkansas. Action June 16.

APPLICATIONS

Jackson, Ga.—Robert P. Shapard Jr. 1540 kc, 1 kw D. P.O. address 765 East College Street, Griffin, Ga. Estimated construction cost \$23,574; first year operating cost \$22,060; revenue \$25,000. Mr. Shapard has interest in textile manufacturing plants. Ann. June 4.

Logan, Ohio—Logan Broadcasting Co. 1510 kc, 5 kw D, 500 w CH. P.O. address 973 Betty Avenue, Logan. Estimated construction cost \$24,136; first year operating cost \$6,000; revenue \$20,000. Principals: Dannie M. Devol (75%), George D. Charles (20%), and E. D. Ellison (5%). Mr. Charles is news director, announcer and salesman for Radio Athens, Athens, Ohio. Mr. Devol has interest in real estate, mobile home sales and investment firms. Ann. June 7.

Salinas, P. R.—Island Broadcasting Corp. 1210 kc, 1 kw D. P.O. address Box 532, Guayama, P. R. Estimated construction cost \$18,640; first year operating cost \$24,000; revenue \$36,000. Principals: Luis Antonio Morales, Juan M. Ortiz, Pedro E. Conesa and Antulio Conesa (each 25%). Mr. Morales owns advertising agency in Ponce, P. R. Mr. Ortiz owns translator in Guayama, Mr. A. Conesa owns radio parts and supplies firm. Ann. June 7.

Existing AM stations

ACTION BY FCC

■ By memorandum opinion and order, commission granted application by Bergen Broadcasting Corp. to increase nighttime power of WJRZ on 970 kc, DA-N, from 1 kw to 5 kw, continued daytime operation with 5 kw, and change designation of location from Newark to Hackensack, N. J.; conditions; dismissed opposition by WWSW Pittsburgh. Action June 16.

CALL LETTERS ASSIGNED

■ WGNE Panama City Beach, Fla.—Radio Gulf Inc. Changed from WTHR.  
 ■ KYED Burlington, Iowa—Des Moines County Broadcasting Co. Changed from KBIA.  
 ■ WPDE Paris, Ky. — Paris-Bourbon County Broadcasting Inc. Changed from WKLX.  
 ■ KLTJ Macon, Mo.—KLTJ Radio Inc.  
 ■ WBLC Lenoir City, Tenn.—Alvin B. Corum Jr.  
 ■ KMOR Murray, Utah—Oral J. Wilkinson. Changed from KMUR.



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## New FM stations

### ACTIONS BY FCC

Hot Springs, Ark.—Radio Hot Springs Co. Granted CP for new FM on 97.5 mc, channel 248, 36 kw. Ant. height above average terrain 475 feet. P.O. address c/o C. J. Dickson, 34 Circle Drive, Hot Springs. Estimated construction cost \$28,892; first year operating cost \$36,000; revenue \$35,000. Principals: Guy R. Beckham, James M. Alexander (each 37.5%) and C. J. Dickson (25%). Messrs Beckham and Alexander are Abilene, Tex., businessmen; Mr. Dickson is past broadcast station manager. Action June 17.

St. Matthews, Ky. — J. W. Dunavent. Granted CP for new FM on 103.1 mc, channel 276, 2.75 kw. Ant. height above average terrain 144 feet. P.O. address Pennsylvania Avenue, Eminence, Ky. Estimated construction cost \$26,919; first year operating cost \$50,000; revenue \$50,000. Mr. Dunavent, sole owner, also owns WSTL Eminence, Ky. Action June 22.

Savannah, Tenn.—Savannah Broadcasting Service Inc. Granted CP for new FM on 97.7 mc, channel 249A, 3 kw. Ant. height above average terrain 189 feet. P.O. address c/o Neal B. Bunn, Box 312, Savannah. Estimated construction cost \$11,850; first year operating cost \$8,000; revenue \$10,000. Principals: Neal B. Bunn and W. L. Barry (each 50%). Savannah Broadcasting Service is licensee of WORM Savannah and WBOL Bolivar, both Tennessee. Action June 16.

Muleshoe, Tex. — Radio Station KMUL. Granted CP for new FM on 103.1 mc, channel 276A, 3 kw. Ant. height above average terrain 72.25 feet. P.O. address Radio Station KMUL, Muleshoe. Estimated construction cost \$11,375; first year operating cost \$6,240; revenue \$7,200. Principals: John Burroughs (40%), Leola Randolph (40%) and Gilbert Lamb (20%). Permittee is licensee of KMUL Muleshoe. Action June 16.

### APPLICATIONS

Dothan, Ala.—WTVY Inc. 95.5 mc, channel 238, 100 kw. Ant. height above average terrain 1,056 feet. P.O. address Box 798, Dothan. Estimated construction cost \$58,403; first year operating cost \$60,000; revenue \$60,000. Principals: F. E. Busby, Charles Woods, Dr. Paul Flowers and others. Ann. June 10.

Pacific Grove, Calif.—Johnston Broadcasting Co. 104.9 mc, channel 285, 3 kw. Ant. height above average terrain minus 134 feet. P.O. address Box 767, Monterey, Calif. Estimated construction cost \$11,365; first year operating cost \$3,600; estimated revenue not listed. Principals: Stoddard P. Johnston, Galyn C. Hammond and others. Johnston Broadcasting owns KMBY Monterey. Ann. June 7.

Greencastle, Ind.—Banks and Freeland Broadcasters. 94.3 mc, channel 232, 3 kw. Ant. height above average terrain 160 feet. P.O. address Box 342, Elwood, Ind. Estimated construction cost \$15,763; first year operating cost \$22,860; revenue \$30,000. Principals: Charles R. Banks and Michael R. Freeland (each 50%). Mr. Freeland owns WFWL Camden, Tenn., and WKTA-FM McKenzie, Tenn. Mr. Banks has interest in WBMP Elwood. Ann. June 8.

Valparaiso, Ind.—Porter County Broadcasting Corp. 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 300 feet. P.O. address Box 149, Valparaiso. Estimated construction cost \$27,394; first year operating cost \$33,600; revenue \$39,600. Principals: Leonard J. and Bernice A. Ellis (100%). Porter County Broadcasting owns WAYK Valparaiso. Ann. June 4.

Alexandria, Minn. — Central Minnesota Television Co. 100.7 mc, channel 264, 47.25 kw. Ant. height above average terrain 987 feet. P.O. address 720 Hawthorne Street, Alexandria. Estimated construction cost \$42,563; first year operating cost \$15,000; revenue \$15,000. Principals: Glenn Flint, Joseph O. Perino and others. Ann. June 10.

Bridgeton, N. C.—V.W.B. Inc. 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 250 feet. P.O. address Box 148, Farmville, N. C. Estimated construction cost \$15,036; first year operating cost \$1,000; revenue \$1,000 both above operations of AM facility. Principals: Carl V. Venters Jr., Lawrence Behr and others. V.W.B. Inc. is applicant for new AM in Bridgeton. Ann. June 8.

Caguas, P. R.—Beringuen Broadcasting Co. 103.3 mc, channel 277, 50 kw. Ant. height above average terrain 365.2 feet. P.O. address Box 207, Caguas. Estimated construction cost \$22,000; first year operating cost \$5,000; revenue \$10,000. Principals: Francisco Pereira Casillas, Federico Virella, Hector Pereira Buonomo, and Pedro Luis Jimenez (each 25%). Beringuen owns WVJP Caguas. Ann. June 4.

## Existing FM stations

### CALL LETTERS ASSIGNED

■ WRSA(FM) Decatur, Ala. — Paul R. Nielsen.

■ WHLT-FM Huntington, Ind. — Radio Huntington Inc.

■ KICD-FM Spencer, Iowa—Iowa Great Lakes Broadcasting Co.

■ KSTP-FM St. Paul—Hubbard Broadcasting Inc.

■ KRST(FM) Albuquerque, N. M.—Burroughs Broadcasting Co. Changed from KECL(FM).

■ WTAB-FM Tabor City, N. C.—Tabor City Broadcasting Co.

■ KXL-FM Portland, Ore.—Seattle, Portland, Spokane Radio. Changed from KGMG (FM).

■ WBFM(FM) Seneca, S. C.—Blue Ridge Broadcasting Inc. Changed from WSNW-FM.

■ KDNC-FM Spokane, Wash.—Independent Broadcasting Corp.

■ WOBT-FM Rhinelander, Wis.—Oneida Broadcasting Co.

■ WRCO-FM Richland Center, Wis. — Richland Broadcasting Corp.

## Ownership changes

### ACTIONS BY FCC

WVOK Birminkham, Ala.—Granted transfer of negative control of licensee corporation. Voice of Dixie Inc., from Cyril Macauley Brennen (50%), deceased, to Mary S. Brennen, executrix of estate of

C. M. Brennen. No financial consideration. Action June 22.

WPID Piedmont, Ala.—Granted assignment of license from Cary L. Graham, to Terrance J. Gladden tr/as WPID Radio Station. Consideration \$40,000. Mr. Gladden is chief engineer at WDGL Douglasville, Ga. Action June 22.

WWWR Russellville, Ala.—Granted assignment of license from Bankhead Broadcasting Inc., owned by Walter W. Bankhead (80.8%), Marion B. Grant, John H. Bankhead, William A. Grant Jr. (each 2.4%) and others, to Franklin Broadcasting Inc., owned by Bankhead Broadcasting (87.5%). No financial consideration, transaction of asset transfer. Action June 18.

WCUM-AM-FM Cumberland, Md.—Granted assignment of license from Allegany County Broadcasting Corp., controlled by Wallace L. Hankin, to Group B Broadcasting Inc., owned by Clifford S. and Harry M. Brown (each 49%) and Pauline M. and Marie A. Brown (each 1%). Consideration \$240,000. Messrs. Brown own WTTTC-AM-FM Towanda, Pa. Action June 18.

WRVM Rochester, N. Y.—Granted assignment of license from Johnston-Taylor Broadcasting Inc., owned by James M. Johnston (51%) and Francis G. Taylor (49%), to Malrite Inc., owned by Wright & Maltz Inc., which is owned by Robert Wright and Milton Maltz (each 50%). Consideration \$325,000. Messrs. Wright and Maltz own WTTT Cablevision, Tiffin, Ohio; WRB-AM-FM Mt. Clemens, Mich.; WTTT-AM-FM Tiffin, Ohio, and have majority interest in WERB Garden City, Mich., with minority interest in WOKY Milwaukee; WADO New York, and KCBQ San Diego. Action June 22.

WRAL Raleigh, N. C.—Granted assignment of license from Capitol Broadcasting Inc., owned by A. J. Fletcher (87.48%), Fred Fletcher (3.49%) and others to Robert E. Stephenson and Harry D. Stephenson d/b as Raleigh Radio Co. Consideration \$290,000. Messrs. Stephenson are partners in application for new AM in Lexington, N. C. Action June 22.

WRCB-TV Chattanooga—Granted assignment of license from Rust Craft Broadcasting Co., owned by Rust Craft Greeting Cards Inc., to Rust Craft Broadcasting of Tennessee Inc., owned by Rust Craft Greeting Cards Inc., publicly owned corporation. No financial consideration, transaction of asset transfer. Action June 22.

## Hearing cases

### DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing application of Oklahoma Press Publishing Co. to increase daytime power of KBIX Muskogee, Okla., on 1490 kc, unl., from 250 w to 1 kw, continued nighttime operation with 250 w; made KMUS Muskogee, which filed opposition, party to proceeding. Action June 16.

Clay County Broadcasting Co. and Wilderness Road Broadcasting Co., Manchester, Ky.—Designated for consolidated hearing applications for new FM on channel 276 (103.1 mc)—Clay County with ERP 1.5 kw, ant. height 432 feet, and Wilderness with ERP 3 kw, ant. height 300 feet. Action June 16.

### OTHER ACTIONS

■ By memorandum opinion and order, commission granted six months extension of time to complete construction of new UHF television stations by following permittees: Agnes J. Reeves Greer (WAND-TV), channel 53, Pittsburgh; United Broadcasting Co. of Eastern Maryland Inc. (WTLF), channel 24, Baltimore; Storer Broadcasting Co. (WGBS-TV), channel 23, Miami; Telecasting Inc. (WENS), channel 22, Pittsburgh; Kaiser Broadcasting Corp. (KMTW), channel 52, Corona, Calif.; KNUZ Television Co. (KNUZ-TV), channel 39, Houston; Atlantic Video Corp. (WRTV), channel 58, Asbury Park, N. J.; Channel 16 of Rhode Island Inc. (WNET), channel 16, Providence, R. I.; Mid-America Broadcasting Corp. (WEZI), channel 21, Louisville, Ky.; Elton H. Derby (WVNA-TV), channel 47, Tusculumbia, Ala.; Mississippi Broadcasting Co. (WCOC-TV), channel 30, Meridian, Miss.; Piedmont Broadcasting Corp. (WBTM-TV), channel 24, Danville, Va., and S. H. Patterson (KSAN-TV), channel 32, San Francisco.

■ At same time, commission denied with-

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out prejudice following applications for additional time to construct: Joe L. Smith Jr. Inc. (WKNA-TV), channel 49, Charleston, W. Va.; Neptune Broadcasting Corp. (WHTO-TV), channel 46, Atlantic City; Elfred Beck (KCEB), channel 23, Tulsa, Okla.; Appalachian Co. (WTVU), channel 44, Scranton, Pa., and Connecticut Radio Foundation Inc. (WELI-TV), channel 59, New Haven, Conn.

Also, commission denied without prejudice applications for license renewals of Lock Haven Broadcasting Corp. (WPZ-TV), channel 32, Lock Haven, Pa., and Connecticut-New York Broadcasters Inc. (WICC-TV), channel 43, Bridgeport, Conn. (Docket 15910).

On petition of Associated Broadcasters Inc. (WLEV-TV), channel 51, Bethlehem, Pa., dismissed without prejudice its renewal application.

Further ordered that application for license to cover CP by Radio Enterprises of Ohio Inc. (WICA-TV), channel 15, Ash-tabula, Ohio (Docket 15907), be held in abeyance for six months.

Oral argument in proceeding was held before commission en banc on May 13, Commissioner Bartley concurred in part and dissented in part with statement. Ac-tions June 16.

By memorandum opinion and order, commission modified Feb. 24 action which granted application of Boise Valley Broad-casters Inc. to change facilities of KBOI Boise, Idaho, from 950 kc, 5 kw, DA-N, un-l., to 870 kc, 25 kw-N, 50 kw-LS, DA-N, and issued corrected CP to include two special conditions concerning interference; dis-missed for lack of standing petition by National Broadcasting Inc. (WMAQ), Chi-cago, and denied petition by Gem State Broadcasting Corp. (KGEM), Boise, both for reconsideration of Feb. 24 grant. Com-missioner Lee abstained from voting. Ac-tion June 16.

By memorandum opinion and order, commission granted petition by Grenada Broadcasting Inc. (WNAG), Grenada, Miss., insofar as it requests rescission of March 17 action which granted application of Ra-dio Station WJQS to increase daytime pow-er of WJQS Jackson, Miss., on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and held in abeyance fur-ther action on WJQS application pending final decision on application of WNAG for same facilities in Doc. 15885. Action June 16.

Commission granted request for waiver of minimum separation requirements of sec. 73.207 of rules and accepted tendered application of John A. Dowdy for new FM in Bainbridge, Ga., on channel 247 (97.3 mc) with ERP 28.8 kw and ant. height 144 feet. Commissioners Lee and Loevinger ab-sent. Action June 16.

By report and order in Doc. 15970, commission assigned FM channel 244A to Albion, Mich. This will make second class A channel available to Marshall-Albion area and eliminate need for comparative hearing on two applications for sole chan-nel presently available. Action June 16.

Commission invited comments to no-tice of proposed rulemaking looking to-ward substituting FM channel 232A for 249A at Abbeville, Ala., to eliminate short-age between assignment and tendered ap-plication for use of channel 247 at Bain-bridge, Ga. Action June 16.

By notice of proposed rulemaking, com-mission invited comments on 12 petitions and proposals of its own to amend FM table of assignments for channel changes as fol-lows: Portage and Shawano, Wis.—assign 261A to Portage, and substitute that chan-nel for 262 at Shawano; Murray, Ky.—assign 279; New Port Richey and Clear-water, Fla.—assign 250 to each; Scott City, Kan.—substitute 233 for 232A; Maquoketa, Iowa—assign 272A; Cedar Rapids, Iowa—substitute 276A for 275; Oakland, Md.—sub-stitute 243 for 244A; Fairmont, W. Va.—substitute 250 for 261A; Keyser, W. Va.—substitute 261A for 240A; Clarksburg, W. Va.—substitute 285A for 249A; Galesburg, Ill.—add 235; Prestonsburg, Ky.—substitute 255 for 288A; Austin, Tex.—substitute 264 for 234; Georgetown, Tex.—substitute 280A for 265A; Bellevue, Ohio—assign 221A, and Petersburg, Va.—add 237A.

And, on commission's own motion: Dal-hart, Tex.—substitute 240A for 232A; Las Cruces, N. M.—substitute 280A for 237A; Wichita, Kan.—delete 262; Fergus Falls,

Minn.—substitute 277 for 256, and Pittsfield, Ill.—substitute 249A for 282A. Action June 16.

By memorandum opinion and order, commission granted joint petition by six applicants in Syracuse, N. Y., TV channel 9 proceeding to extent of reopening hear-ing record and remanding case to examiner who presided originally for further hearing on issues involving New York state anti-trust charges against the Edward Joy Co., owned by families of two principal stock-holders of W.R.G. Baker Radio and Tele-vision Corp. Commission decision of Jan. 22, 1965, granted Baker application and de-nied those of eight other applicants. Ac-tion June 16.

Commission waived sec. 73.37(a) of overlap rules and accepted for filing ap-plication of Mountain Home Broadcasting Corp. (tendered Feb. 11) to change facili-ties of KTLO Mountain Home, Ark., from 1490 kc, 250 w. un-l., to 1240 kc, 250 w-N, 1 kw-LS. Commissioners Lee and Loevinger absent. Action June 16.

Commission granted request by Cos-mopolitan Broadcasting Corp. and waived sec. 73.213(f)(1) of short-spacing rules to permit acceptance of application to move site of WHBI(FM) from 1180 Raymond Boulevard, Newark, N. J., to 57th & Park Ave., New York, and change operation on channel 290 (105.9 mc) from ERP 2.55 kw, ant. height 390 feet, to ERP 10 kw, ant. height 404.2 feet. WHBI studio will remain at present site in Newark. Commissioner Wadsworth dissented. Action June 16.

By order, commission granted applica-tion of Cleburne County Broadcasting Co. for new daytime AM on 1370 kc, 500 w, in Heber Springs, Ark., conditioned to no pre-sunrise operation with daytime facili-ties pending decision in Doc. 14419. Action June 16.

WMSR-AM-FM Manchester, Tenn. — Granted assignment of license from Murray Chumley tr/as Manchester Broadcasting Co., to Joseph M. Carter, trustee in bank-ruptcy. No financial consideration. Action June 21.

WKDA and WNFO-FM Nashville, and KNOK Fort Worth, Tex.—Granted transfer of control of parent corporation, Chatham Corp., from board appointed by U.S. Dis-trict Court of New Jersey including Gay V. Land, David Schenker and Robert N. Wilentz, to elected board of Harry Brainin, Irving Taub, Irving Projansky, Robert J. Bond Jr. and Walker E. Pudney. Court ap-pointed directors as result of complaint by Securities and Exchange Commission in action against Townsend Corp. of America, predecessor of Chatham. Action June 21.

KVIL-AM-FM Highland Park, Tex. — Granted transfer of control of licensee cor-poration, University Advertising Co., from John J. Coyle (51% before, none after), to Troy V. Post (36% before, 87% after). Con-sideration \$20,200 and assumption of \$398,000 liabilities. Action June 18.

KFDR Grand Coulee, Wash.—Granted as-signment of license from Eugene Pournelle to Mrs. Ruth L. Pournelle, administratrix of estate of Eugene Pournelle, deceased. No financial consideration. Action June 22.

WIAL(FM) and WEAQ Eau Claire, Wis.—Granted acquisition of control of licensee corporation, Broadcasters Services Inc., by Charles R. Dickoff (37.6% before, 100% after), through purchase of stock from Wil-liam R. Walker (40% before, none after), Joseph D. Mackin (13.6% before, none af-ter) and Philip Fisher (8.8% before, none after). Consideration \$199,600. Action June 22.

#### APPLICATIONS


KZOT Marianna, Ark.—Seeks assignment of license from Lee Broadcasting Inc. owned by Ross A. Hayes (23.4%), Lou Mann, Clyde S. Andrews, W. H. Gerrard and Emerson Newbern (each 19.15%), to Robert B. Whitaker. Consideration \$40,006. Mr. Whitaker owns variety store and mo-tion picture theater. Ann. June 7.

KVEN-AM-FM Ventura, Calif.—Seeks as-signment of license from Coast Ventura Co., owned by Carroll R. Hauser (45.3%), John P. Hearne (20.9%), Sidney M. Held (8.5%) and others, to KVEN Broadcasting Corp., owned by Greater California Cap-ital Corp. (70%), Ira Laufer and Robert L. Fox (each 15%). Consideration \$500,000. Mr. Fox was general sales manager for KHJ Radio. Los Angeles. Mr. Laufer was vice

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president of KHJ Radio. Ann. June 9.

**KATT Woodland, Calif.**—Seeks transfer of control of licensee corporation, KATT Broadcasting Corp., from Kay Sagara (100% before, none after) to James H. Burke and Andrew A. Steiner (each 50% after). Ann. June 7.

**KPUB Pueblo, Colo.**—Seeks assignment of license from Donald W. Reynolds Jr., to Quixote Broadcasting Inc., owned by Mr. Reynolds. No financial consideration, transaction of incorporation. Ann. June 7.

**WAMV-FM East St. Louis, Ill.**—Seeks assignment of license from Stanlin Inc., owned by Lawrence R. Picus, Simpson R. Walker Jr. (each 25.14%) and others, to Our Lady of Snows Broadcasting Corp., owned by Edwin J. Guild O.M.I., Stephen L. Wessel O.M.I., James E. Taylor O.M.I., Raymond F. Krippel O.M.I. and Paul A. Hoemeke O.M.I. (each 20% of voting membership). Our Lady of Snows is applicant for new FM in East St. Louis. Ann. June 9.

**WXFM(FM) Elmwood Park, Ill.**—Seeks assignment of license from Mrs. Evelyn R. Chauvin Schoonfeld, to WXFM Inc., owned by Robert C. Victor (85%) and John E. Thompson (15%). Consideration \$16,500. Mr. Thompson owns Blue Island Community Broadcasting Inc., applicant for new FM in Blue Island, Ill. Ann. June 10.

**WNVL Nicholasville, Ky.**—Seeks assignment of license from Pierce E. and F. E. Lackey, and Katherine G. Peden d/b as Nicholasville Broadcasting Co., to Katherine G. Peden tr/as Nicholasville Broadcasting Co. Consideration \$50,000. Ann. June 4.

**WCCW Traverse City, Mich.**—Seeks transfer of control of licensee corporation, Radio Station WCCW Inc., from D. C. Summerford (95.1% before, none after), to John R. Anderson (5% before, 52.5% after). Consideration \$188,000. Mr. Bates is plant manager for GM Corp. and owns Christmas tree farm. Ann. June 9.

**KSYX Santa Rosa, N. M.**—Seeks assignment of license from Mary M. Driggers, executrix of estate of W. L. Driggers, deceased, tr/as K-6 Broadcasting Co., to Herman S. Boles. Consideration \$21,000. Mr. Boles is pastor, and has had past broadcasting experience in station management and announcing. Ann. June 9.

**WGLI Babylon, N. Y.**—Seeks assignment of license from WGLI Inc., owned by Friendly Frost Inc. (100%), to WGSM Radio Inc., owned by Peter A. Bordes and others. Consideration \$90,000. WGSM Radio recently was given FCC approval to acquire WGSM Huntington, N. Y. Ann. June 9.

**KQRO-FM Dallas**—Seeks assignment of license from Multi-Casting Inc., owned by A. L. Herzog (49%) and E. F. Weerts (51%), to McAlister North Texas Broadcasting Corp. Consideration \$40,000. See application for KRRV Sherman, below. Ann. June 4.

**KYOK Houston** — Seeks acquisition of negative control of licensee corporation, KYOK Inc., by Jules J. Paglin and Stanley W. Ray Jr. (each 49.18% before, 50% after), through sales of stock to licensee corporation by Edward J. Prendergast (1.64% before, none after). Consideration \$6,500. Mr. Prendergast has recently purchased KAOK Lake Charles, La. Ann. June 9.

**KRRV Sherman, Tex.**—Seeks assignment of license from William W. Phelps, to McAlister North Texas Broadcasting Corp., owned by R. B. McAlister, Bill B. McAlister (each 20%), Roy Bass, Alex Miller, Mack Mead (each 10%), W. D. Rogers Jr. and Ray Bell (15% each). Consideration \$220,000. McAlister North Texas Broadcasting owns KSEL-AM-FM Lubbock, and has application pending for new UHF TV there. Messrs. McAlister owns Brainstorm, radio ideas subscription service. Mr. Bass is attorney. Mr. Bell owns oil distributing firms and has real estate interests. Mr. Rogers owns investment firm and holding company in Lubbock, with majority interest in fishing and ski lodge. Ann. June 4.

**KLGN Logan, Utah**—Seeks transfer of control of licensee corporation, KLGK Radio Inc., from F. Gray and Jeanne Ziser. R. H. and Melba Ziser, Paul F. and Dorothy Reynolds, to George A. Freund (45.2%), Arthur Oppenheimer Jr. (36.2%), John R. Hart (15.1%) and Orval Hansen (3.5%). Ann. June 4.

**WMBG, WCOD(FM) and WTVR(TV) Richmond, Va.**—Seek transfer of control of

licensee corporation, Havens & Martin Inc., from Wilbur M. Havens, to Roy H. Park Broadcasting of Virginia Inc., owned by Roy H. Park (100%). Consideration \$5,017,185 and 43% of net earnings for period from Jan. 1, 1965 to closing date. Mr. Park owns WNCT-AM-FM-TV Greenville, N. C.; WDEF-AM-FM-TV Chattanooga; WJHL(TV) Johnson City, Tenn., and 30% of WECT (TV) Wilmington, N. C. Ann. June 9.

**WTCS Fairmont, W. Va.**—Seeks transfer of control of licensee corporation, Fairmont Broadcasting Co., from Nicola Fantasia (51% before), to Paul Pitrolo (44% before, 50% after) and Mr. Fantasia (50% after). Transfer resulting from return of 5% of outstanding stock to corporation treasury. Ann. June 7.

■ Commission gives notice that April 28 initial decision which looked toward granting application of Talton Broadcasting Co. for new FM on channel 261 (100.1 mc) in Selma, Ala. became effective pursuant to sec. 1.276 of rules. Action June 17.

Commission granted ITT World Communications Inc. and RCA Communications Inc. emergency authorization until June 26, 1965 to lease facilities in "Early Bird" communications satellite system to replace facilities they leased in CANTAT submarine cable, which had become interrupted on June 18. In connection with this authorization, commission granted Communications Satellite Corp. emergency authority to provide necessary facilities and to file temporary tariff effective June 19 and expiring at midnight June 26 offering voice grade channels for periods of less than one month to common carriers authorized by commission to provide service by means of communication satellites. Actions were without prejudice to, and constituted no precedent for, any action commission might take with respect to (a) Comsat's application for regular license authority; (b) applications by carriers to lease facilities in Early Bird system on permanent basis; and (c) Comsat tariff presently on file and scheduled to become effective on June 27. Action June 18.

■ By order, commission granted request by KWK Radio Inc. to extend operating authority of KWK St. Louis, until end of broadcast day on July 31, pending consideration by commission of applications proposing to utilize, on interim basis, frequency 1380 kc presently assigned KWK whose license was revoked. Action June 22.

■ Following were granted extension of completion dates as shown: WETC Wendell-Zebulon, N. C., to Dec. 15; KBLA Burbank, Calif., to Dec. 19; WMKT South St. Paul, Minn., to Sept. 25; WCOW Sparta, Wis., to Aug. 10; WYNR Brunswick, Ga., to Dec. 8; KUSU-FM Logan, Utah, to Sept. 1; WCOA-FM Pensacola, Fla., to Aug. 15; WTCO-FM Campbellsville, Ky., to Aug. 15; WKKY-FM Erlanger, Ky., to Sept. 1. Action June 22.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ In proceeding on AM applications of Emerald Broadcasting Corp. (KPIR), Eugene Pendleton Broadcasting Co. (KUMA), Pendleton, both Oregon, and Hi-Desert Broadcasting Corp. (KDHI), Twenty-Nine Palms, Calif., in Doc. 15998 et al., granted petition by Broadcast Bureau to extend time to June 30 to file responsive pleadings to petitions by KPIR and Columbia Broadcasting System Inc. to enlarge issues. Action June 16.

■ By memorandum opinion and order granted joint petition by Southern Newspapers Inc. and Radio Hot Springs Co. for approval of agreement whereby latter would reimburse Southern \$2,500 for out-of-pocket expenses in return for withdrawal; dismissed Southern application for new FM in Hot Springs, Ark. and granted Radio Hot Springs application for new FM on channel 248 (97.5 mc), in Hot Springs. Action June 17.

■ Granted request by Broadcast Bureau to extend time to June 23 to file responsive pleadings to petition by WCRB Inc. and Central Broadcasting Corp. for reconsideration in proceeding on applications for new FM in Springfield and Ware, Mass., respectively. Action June 17.

■ Granted motion by Hi-Desert Broadcasting Corp. to extend time to July 6 to file exceptions to initial decision in proceeding on application of Marion Moore

for new AM in Joshua Tree, Calif. Action June 17.

■ By memorandum opinion and order granted joint petition by Telerad Inc. and Radio Station WKUE for approval of agreement whereby latter would reimburse Telerad \$1,293 for out-of-pocket expenses in return for withdrawal dismissed, but with prejudice, Telerad application for new FM in Griffin, Ga. and granted Radio Station WKUE application for new FM on channel 249 (97.7 mc), in Griffin. Action June 21.

■ Granted motion by Webster County Broadcasting Co., Eupora, Miss., to extend time to July 5 to file oppositions to Holmes County Broadcasting Co. (WXTN), Lexington, Miss., motion to enlarge issues in proceeding on AM applications. Action June 21.

■ Granted motion by WLEX-TV Inc. (WLEX-TV), Lexington, Ky., to extend time to August 2 to file exceptions and supporting briefs to initial decision in proceeding on application of WHAS Inc. (WHAS-TV, ch. 11), Louisville, Ky. Action June 21.

■ Denied petition by Birmingham Television Corp. (WBMG-TV) ch. 42), Birmingham, Ala., to enlarge issues in proceeding on application of Selma Television Inc. to move trans. site of WSLA-TV Selma, Ala. ch. 8, increase ERP and ant. height. Action June 22.

■ In proceeding on applications of Prattville Broadcasting Co. and Billy Walker for new AM in Prattville, Ala., in Doc. 14878-9, dismissed motion by Prattville Broadcasting Co. to enlarge issues as to availability of ant. site proposed by Walker; Walker's application was dismissed June 16 thus rendering moot Prattville's motion. Action June 22.

■ Granted petition by Kent-Sussex Broadcasting Co. to extend time to June 30 to file responsive pleadings to petition by Broadcast Bureau to enlarge issues in proceeding on application for renewal of license of WKSB Milford, Del. Action June 22.

### ACTIONS ON MOTIONS

By Chief Hearing Examiner  
James D. Cunningham

■ Ordered that Examiner Walter W. Guenther in lieu of David I. Kraushaar shall serve as presiding officer in Rochester, N. Y., TV channel 13 remand proceeding. Action is required in view of commission's June 17 order remanding to Mr. Kraushaar for further evidentiary hearings eight applications involved in Syracuse VHF-TV channel 9 proceeding. Action June 21.

■ Designated Examiner Thomas H. Donahue to preside at hearings in proceeding on applications of Clay County Broadcasting Co. and Wilderness Road Broadcasting Co. for new FM in Manchester, Ky.; scheduled prehearing conference for July 15 and hearing for Sept. 16. Action June 18.

■ Designated Examiner Forest L. McClenning to preside at hearings in proceeding on AM application of Oklahoma Press Publishing Co. (KBIX), Muskogee, Okla. scheduled prehearing conference for July 28 and hearing for Sept. 23. Action June 18.

■ In proceeding on applications of Associated Television Corp. and Capitol City Television Co. for new TV on channel 23 in St. Paul in Doc. 15932-3, denied petition by Capitol City for leave to amend application. Action June 25.

■ In proceeding on applications of Fidelity Radio Inc., Producers Inc. and WHAS Inc., for new FM in Louisville, Ky., in Doc. 16020-2, continued prehearing conference from June 17 to June 29, by reason of illness of presiding hearing examiner. Action June 15.

By Hearing Examiner  
James D. Cunningham

■ Changed time of July 1 prehearing conference from 10 a.m. to 2 p.m., in proceeding on application of Twelve Seventy Inc. for renewal of license of WTID Newport News, Va.; by separate action, denied petition by Big T Corporation for leave to intervene. Action June 17.

By Hearing Examiner  
Basil P. Cooper

■ Scheduled further prehearing conference for July 6 in proceeding on AM application of WHOO Radio Inc. (WHOO), Orlando, Fla. Action June 18.

■ Scheduled further prehearing conference for June 23 in proceeding on application of Downriver Broadcast Association,



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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 23

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,037	35	72	444
FM	1,318	22	232	297
TV	551 <sup>1</sup>	42	112	205

### AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 23

	VHF	UHF	TV
Commercial	509 <sup>2</sup>	165	674
Noncommercial	59	56	115

### COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30, 1965

	AM	FM	TV
Licensed (all on air)	3,991	1,285	558
CP's on air (new stations)	25	35	27
CP's not on air (new stations)	72	210	85
Total authorized stations	4,088	1,530	670
Applications for new stations (not in hearing)	202	178	79
Applications for new stations (in hearing)	76	50	61
Total applications for new stations	278	228	140
Applications for major changes (not in hearing)	201	49	17
Applications for major changes (in hearing)	31	3	20
Total applications for major changes	232	52	37
Licenses deleted	3	0	2
CP's deleted	0	0	1

<sup>1</sup> Does not include seven licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

for new AM in Napoleon, Ohio. Action June 17.

■ Granted petitions by Clarke Broadcasting Corp. (WLOF), and Outlet Co. (WBDO), Orlando, Fla., for leave to intervene in proceeding on AM application of WHOO Radio Inc. (WHOO), Orlando. Action June 15.

■ In proceeding on applications of Prattville Broadcasting Co. and Billy Walker for new AM in Prattville, Ala., granted latter's petition to extent of dismissing, but with prejudice, application, and dismissed as moot Prattville's request for dismissal of Walker application and Broadcast Bureau's opposition to Prattville's pleading; by separate action, received in evidence Prattville's exhibit 23 (affidavit of no consideration), and closed record. Action June 15.

By Hearing Examiner Thomas H. Donahue

■ Granted motion by Northern Indiana Broadcasters Inc. to extend time from June 22 to June 30 to file supplemental proposed findings in proceeding on application for new AM in Mishawaka, Ind. Action June 22.

■ Dismissed petition by Southington Broadcasters for extension of time to file opposition to motion by Meriden-Wallingford to reopen record in proceeding on Southington's application for new AM in Southington, Conn. Action June 16.

■ Pursuant to agreements reached at June 15 prehearing conference in proceeding on AM applications of Missouri-Illinois Broadcasting Co. and KGMO Radio-Television Inc. (KGMO), Cape Girardeau, Mo., limited hearing in Cape Girardeau to first issue, specified July 13 for KGMO to furnish Missouri-Illinois and Broadcast Bureau copies of exhibits proposed to be introduced by KGMO, together with list of witnesses proposed to be called, and indicated that further informal conference will be held at date to be determined under mutual agreement of counsel concerning character of proof to be elicited under first issue. Action June 16.

By Hearing Examiner Charles J. Frederick

■ Suspended all procedural dates pending further order of hearing examiner in proceeding on application of United Artists Broadcasting Inc. for new TV on channel 31 in Lorain, Ohio. Action June 21.

■ Suspended all procedural dates pending further order of hearing examiner in

proceeding on application of United Artists Broadcasting Inc., for new TV on channel 23 in Houston. Action June 21.

■ On own motion, postponed all procedural dates pending commission's action necessarily precedent to consummation of proceeding on application of Integrated Communication Systems Inc. of Massachusetts for new TV on channel 25 in Boston. Action June 21.

■ Pursuant to agreements reached at June 15 prehearing conference in proceeding on AM application of Triple C Broadcasting Corp. (WLOR), Thomasville, Ga., established certain procedural dates and scheduled hearing for July 19. Action June 15.

■ In proceeding on AM applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WBXM Broadcasting Inc., Springfield, Va., in Doc. 15861-2, granted petition by WGAY Inc. to extend time from June 17 to June 28 to file oppositions to applicants' joint petition for leave to amend, and continued June 25 further prehearing conference to a date to be hereafter announced. Action June 15.

By Hearing Examiner Millard F. French

■ Closed record in proceeding on application of James B. Childress for new AM in Burnsville, N. C. and ordered that proposed findings and conclusions shall be filed on July 12 and reply findings and conclusions on July 19. Action June 15.

■ In proceeding on AM applications of Webster County Broadcasting Co., Eupora, and Holmes County Broadcasting Co. (WXTN), Lexington, Miss., in Doc. 16025-6, granted Webster County's request to continue June 17 prehearing conference to June 28. Action June 16.

By Hearing Examiner Isadore A. Honig

■ In proceeding on FM applications of Sam H. Beard and Southeastern Broadcasting Inc. (WKLF-FM), Clanton, Ala., granted petition by WKLF-FM to continue certain procedural dates; rescheduled hearing from July 7 to July 28. Action June 17.

By Hearing Examiner H. Gifford Irion

■ Converted July 12 hearing to further prehearing conference in proceeding on applications of Skylark Corporation and Kingston Broadcasters Inc. for new FM in Kingston, N. Y. Action June 18.

■ Granted request by Kent-Sussex Broadcasting Co. to continue July 28 hearing to Sept. 8 in proceeding on application for

renewal of license of WKSB Miford, Del. Action June 17.

By Hearing Examiner David I. Kraushaar

■ Scheduled prehearing conference for July 9 at which time parties are to be prepared to agree upon specific schedule for development of record under new issues framed by commission in Syracuse, N. Y., VHF-TV channel 9 remand proceeding. Action June 21.

By Hearing Examiner Jay A. Kyle

■ In proceeding on applications of WTCN Television Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV) and United Television Inc. (KMSP-TV), Minneapolis, rescheduled July 19 hearing for Sept. 22, continued from June 23 to June 30 time for exchange of respondents' replies or negative exhibits, and from July 1 to Sept. 1 time for notification of witnesses desired for cross-examination; by separate action, dismissed as moot motion by Association of Maximum Service Telecasters Inc. for changes in certain procedural dates. Actions June 21 and 22.

■ Formalized by order ruling made on record June 8 in proceeding on application of Tuscarawas Broadcasting Co. for new FM in New Philadelphia, Ohio, and specified July 27 for proposed findings to be filed and Aug. 3 for replies. Action June 21.

■ Granted petition by Twin City Area Educational Television Corp. for leave to intervene in proceeding on applications of WTCN Television Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV) and United Television Inc. (KMSP-TV), Minneapolis. Action June 16.

By Hearing Examiner Forest L. McClenning

■ Formalized by order change of procedural dates agreed to at June 21 prehearing conference in 1110 kc, Pasadena, Calif., area proceeding and, among other things, continued July 12 hearing to Sept. 29. Action June 21.

■ Upon request of all parties, scheduled further prehearing conference for June 21 in 1110 kc, Pasadena, Calif., area proceeding in Doc. 15752-66. Action June 16.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ In proceeding on applications of KXYZ Television Inc. and Crest Broadcasting Co. for new TV on channel 29 in Houston, dismissed motion by KXYZ Television for continuance of June 28 hearing, but set aside all scheduled procedural dates and stayed further proceedings pending further order of the hearing examiner to be released subsequent to July 6. Action June 22.

■ On own motion, cancelled June 22 prehearing conference in proceeding on AM application of Ypsilanti Broadcasting Co. (WYSI), Ypsilanti, Mich. Action June 18.

■ Suspended all procedural dates pending further order of hearing examiner in proceeding on applications of Symphony Network Association Inc. and Chapman Radio and Television Co. for new TV's on channel 54 in Fairfield and Homewood, Ala., respectively. Action June 17.

■ Reopened record in proceeding on applications of Symphony Network Association Inc. and Chapman Radio and Television Co. for new TV's on channel 54 in Fairfield and Homewood, Ala., respectively in Doc. 15460-1, scheduled hearing conference for June 18 and continued June 18 date for filing proposed findings pending further order of hearing examiner. Action June 15.

■ Scheduled prehearing conference for June 22 in proceeding on AM application of Ypsilanti Broadcasting Co. (WYSI), Ypsilanti, Mich. Action June 17.

By Hearing Examiner Herbert Sharfman

■ Further rescheduled June 22 hearing for July 29, subject to action on pleading by applicants in Anniston, Ala., TV channel 70 proceeding which may obviate hearing. Action June 16.

■ Issued memorandum of ruling made at June 16 hearing in Boston, TV channel 5 proceeding, granting petition by Boston Broadcasters Inc. for leave to amend application to take into account execution of additional capital stock subscriptions by several stockholders and note death of proposed stockholder. Action June 16.

### BROADCAST ACTIONS

by Broadcast Bureau

Actions of June 22

KDFM(FM) Walnut Creek, Calif.—Granted CP to increase ERP to 2.75 kw; install

BROADCASTING, June 28, 1965

new trans. and new ant., and make engineering changes; remote control permitted.

K73AP, K77AO, K83AJ Quincy, Wash.—Granted CP's to replace expired permits to make changes in UHF-TV translators.

#### Actions of June 18

WILM Wilmington, Del.—Granted license covering change in ant.-trans. location.

WPOP Hartford, Conn.—Granted license covering use of old main trans. as alternate main trans.

WDEW Westfield, Mass.—Granted license covering installation of new trans.

WSAL-FM Logansport, Ind.—Granted license for FM.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KTRC Santa Fe, N. M., and sidemount FM ant. and specify type trans.; KTOH Lihue, Hawaii.

■ Following were granted extensions of completion dates as shown: WSNS(TV) Chicago, to Dec. 18; WSOM Salem, Ohio, to July 21; KKIS Pittsburg, Calif., to Dec. 10; WGBB Freeport, N. Y., to Dec. 15; KWHO-FM Salt Lake City, to July 31; WAAZ-FM Crestview, Fla., to Oct. 30; KRML-FM Carmel, Calif., to Dec. 30.

K11FW Phippsburg, Colo.—Granted CP to replace expired permit for new VHF-TV translator.

WEKY Richmond, Ky.—Rescinded action of June 11 which granted assignment of license to Mar-Bro-inc. pending further consideration.

WNBH-FM New Bedford, Mass.—Granted license covering installation of new ant.

KDVR(FM) Sioux City, Iowa.—Granted license covering installation of new trans. and new ant., changes in ERP and ant. height, and specify type trans.

WTAD-FM Quincy, Ill.—Granted license covering change in transmission line.

KXYZ-FM Houston — Granted license covering change in ant.-trans. location, installation of new trans. and new ant., increase in ERP and ant. height, and specify type trans.; ant. height 560 feet.

WFMG(FM) Gallatin, Tenn.—Granted licenses covering change in ant.-trans. and studio location, installation of new trans., and increase in ERP and ant. height and installation of auxiliary trans.

#### Actions of June 17

KSLO-FM Opelousas, La.—Granted SCA on sub-carrier frequency of 87 kc.

WMAZ-TV Macon, Ga.—Granted CP to change ERP to 288 kw vis. and 57.5 kw aur.; ant. height to 780 feet; type ant., and make changes in ant. system.

WKCT Bowling Green, Ky.—Granted CP to make changes in nighttime DA pattern.

WKKD Aurora, Ill.—Granted CP to make changes in ant. system (increase height of center tower).

WFPF Park Falls, Wis.—Granted CP to make changes in ant. system conditions.

KTJS Hobart, Okla.—Granted CP to make changes in ant. system; conditions.

WTRW Two Rivers, Wis.—Granted CP to make changes in ant. system; conditions.

\*WPSX-TV Clearfield, Pa.—Granted license for noncommercial educational TV; and mod. of license to change aur. ERP to 20 kw.

WPPR(FM) Terre Haute, Ind.—Granted license covering change in ant.-trans. and studio location and decrease in ant. height; specify ant. height as 25 feet.

KYMS(FM) Santa Ana, Calif.—Granted license covering installation of new trans., decrease in ant. height and increase in ERP.

KNFM(FM) Midland, Tex.—Granted license covering installation of new trans. and new ant., changes in ant. system, increase in ERP, and decrease in ant. height; specify type trans.

WONN Lakeland, Fla.—Granted CP to change ant.-trans. and main studio location, and make changes in ant. system; conditions.

KWIZ-FM Santa Ana, Calif.—Granted CP to change ant.-trans. location; delete remote control operation; install new trans. and new ant.; increase ERP to 3 kw, and decrease ant. height to 120 feet, and make engineering changes; conditions.

WRSJ-FM Bayamon, P. R.—Granted CP to install new trans. and new ant., and increase ERP to 50 kw, and make engineering changes; conditions.

WGR-FM Buffalo, N. Y.—Granted CP to

make changes in transmission line.

WCMI-FM Ashland, Ky.—Granted mod. of CP to change type trans. and type ant.

KCEE-FM Tucson, Ariz.—Granted mod. of CP to change type ant., decrease ERP to 26.5 kw, and increase ant. height to minus 76 feet.

WMOR-FM Morehead, Ky.—Granted mod. of CP to change type trans. and type ant.; ERP 2.80 kw.

WCCN-FM Neillsville, Wis. — Approved engineering technical data submitted, pursuant to commission's April 21 first report and order in Doc. 15796, to modify license of WCCN-FM and specify operation on channel 298 (107.5 mc); ERP 100 kw; ant. height 195 feet, with remote control operation; specify type trans. and ant.; conditions.

WMAG-FM Forest, Miss.—Approved engineering technical data submitted, pursuant to commission's April 28 second report and order in Doc. 15690, to modify CP of WMAG-FM and specify operation on channel 223 (92.5 mc); ERP 28.5 kw; ant. height 215 feet, and installation of new trans. and new ant.; conditions.

KXJB-TV Valley City, N. D.—Granted extension of completion date to December 17.

#### Actions of June 16

WOCB-FM West Yarmouth, Mass. — Granted SCA on sub-carrier frequency of 87 kc.

KGME-FM Centralia, Wash. — Granted mod. of CP to decrease ERP to 28.5 kw and ant. height to 185 feet; change studio location; make changes in ant. system; and change type trans. and type ant.; remote control permitted.

■ Granted renewal of licenses of following main and co-pending auxiliaries; without prejudice to whatever action commission may deem warranted as result of proceedings in Doc. 16050: WBEE Harvey, Ill.; WCHS Charleston, W. Va.; WRAP Norfolk, Va.

WGOG Waltham, S. C.—Granted license covering change from 1460 kc, 500 w, D to 1000 kc, 1 kw, D; change type trans.; changes in ant. (increase height) and ground systems; specify type trans.

WJPA Washington, Pa.—Granted license covering changes in ant. system.

WINW Canton, Ohio.—Granted mod. of CP to change ant.-trans. location; conditions.

WLNO(FM) London, Ohio.—Granted mod. of CP to change type ant. and type trans.; make changes in ant. system, and make engineering changes.

WOIO(FM) Cincinnati.—Granted request to cancel license and SCA; delete call letters.

■ Granted licenses covering increase in daytime power for following: WAZF Yazoo City, Miss., and changes in trans. equipment; specify type trans.; KTOP Topeka, Kan., and installation of new trans.

■ Following were granted extension of completion dates as shown: KL0L Lincoln, Neb., to Nov. 1; WRFM-FM Poplarville, Miss., to Jan. 5, 1966; WILS-FM Lansing, Mich., to Dec. 23.

WSLI Jackson, Miss. — Granted license covering installation of auxiliary trans.

\*KTXF-FM Lubbock, Tex.—Granted license covering installation of new ant.

\*KCET(TV) Los Angeles.—Granted mod. of license to reduce aur. ERP to 9.12 kw.

WHCT(TV) Hartford, Conn. — Granted mod. of license to reduce aur. ERP to 31.6 kw.

WLUK-TV Green Bay, Wis. — Granted mod. of license to reduce aur. ERP to 47.9 kw; change type aur. trans., and redescribe studio location.

KTVT(TV) Fort Worth.—Granted mod. of license to reduce aur. ERP of auxiliary trans. to 22 kw.

KDKO Littleton, Colo.—Granted mod. of license to change name to Radio Station KDKO Inc.

KMSC(FM) Alvin, Tex.—Granted mod. of license to change name to E. B. Taylor, d/b as Taylor Broadcasting Co.

KOLD-TV Tucson, Ariz.—Granted CP to make changes in ant. system; change type trans.; ERP to 107 kw vis., and 15.6 kw aur.; and change type aur. trans.

WXYZ-TV Detroit.—Granted CP to add aur. amplifier to auxiliary trans.

KAYO Seattle — Granted CP to make changes in ant. system; conditions.

WRBC Jackson, Miss.—Granted CP to install new trans. as main nighttime and auxiliary daytime trans. at main trans. site, with non-DA; remote control permitted.

■ Granted extension of completion date to December 16 for UHF-TV translator K73BC, Radio Honolulu Ltd., Honolulu. KSD St. Louis.—Granted change in remote control authority.

■ Remote control permitted for following: WKKY-FM Erlanger, Ky., with condition; KLBH Denham Springs, La.

#### Actions of June 15

■ Remote control permitted for following: WNSM Valparaiso-Niceville, Fla.; KRCW(FM) Santa Barbara, Calif.

#### Action of June 14

KBPM(FM) Denver.—Granted change in remote control authority; condition.

### New call letters requested

■ WMUS-FM Muskegon, Mich.—Greater Muskegon Broadcasters Inc. Requests WFFM(FM).

■ Topeka, Kan.—Washburn University of Topeka. Requests KTTK(TV).

■ Oshkosh, Wis.—Kimball Broadcasting Inc. Requests WMKC.

■ Cayey, P. R.—Ponce Broadcasting Corp. Requests WLEY.

■ Tuscaloosa, Ala.—Chapman Television of Tuscaloosa Inc. Requests WCFT-TV.

### Fines

■ By memorandum opinion and order, commission directed Victoria Broadcasters Inc., licensee of KNAL Victoria, Tex., to forfeit \$1,000 for operation without licensed operator on duty, improper logging, and operation by remote control without authorization. This was amount stipulated in commission's Feb. 10 notice of apparent liability. Action June 16.

■ Commission notified Fay Neel Eggleston of incurrance of apparent liability of \$500 for willful or repeated violation of sec. 73.93 of rules by not having properly licensed operator on duty at trans. of KOLJ Quanah. Licensee has 30 days to contest or pay forfeiture. Commissioner Hyde dissented. Action June 16.

### Rulemakings

#### PETITION FOR RULEMAKING FILED

■ St. Charles-Batavia, Ill.—Charles E. Riedel d/b as Majestic Music Co. Requests amendment of FM table of assignments to allocate channel 296A to St. Charles-Batavia. Received June 14.

### Processing line

■ Notice is hereby given, pursuant to commission's action of May 19, that following application will be ready and available for processing July 26. KIEV Glendale, Calif.—Southern California Broadcasting Co. Has: 870 kc, 250 w, D. Req: 870 kc, 5 kw, D. Attention of any party in interest desiring to file pleading against application pursuant to sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to sec. 1580(i) of commission rules for provisions governing time of filing and other requirements related to such pleadings. Action June 16.

## COMMUNITY ANTENNA

## FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through June 23. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new

Continued on page 92

# CLASSIFIED ADVERTISEMENTS

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

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only).
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge for handling (Forward remittance separately, please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

Only station in medium Midwest market needs general manager. Tremendous opportunity for right man who has successful background as general manager in small or medium market radio and wants to move up. Must be very strong on sales and programming. Some technical knowledge—first phone would be an asset. Salary plus percentage arrangement will give great opportunity for substantial five figure income. Send details to Box F-187, BROADCASTING.

### Sales

Detroit—Good creative salesman. Managing or capable of managing. Immediate opening with multiple group. Box F-94, BROADCASTING.

Wanted, experienced radio time salesman for Midwestern full time stereo station, market area approximately 100,000 people. Presently grossing around \$50,000 per year. Excellent opportunity. Must have good references. Box F-142, BROADCASTING.

Sales manager for major market. Specialized programed station. Excellent earnings. Box F-195, BROADCASTING.

To big for your present position? Join a progressive group operation with lots of room to grow. Pleasant upper midwest medium market looking for sharp young men. Send resume and pic. Box F-224, BROADCASTING.

Experienced radio salesman to become sales manager of 5 kw AM, going fulltime, and adding 50 kw FM. Outstanding facility, with trained sales staff, to supervise, \$7,500 base plus commission. Send full resume, references and photo to Don Knowles—WDEA radio—Ellsworth, Maine.

Major midwest 7 station chain operation has immediate opening for trained, aggressive salesman. Protected, active account list assures immediate earning potential. Salary plus commission arrangement. Paid vacation, hospitalization, insurance program and retirement plan as fringe benefits. Send complete resume, photo to WGEE, 4800 E. Raymond St., Indianapolis, Indiana.

Salesman who has experience and proof of ability. Excellent opportunity for producer to make money and advance with aggressive, successful multiple owner. Send complete details to: Joe Fife, WVJS, Owensboro, Kentucky.

### Announcers

Southern New England, good music station. Growing organization, license for second Southern New England station pending. Announcing, first phone. No maintenance. Tapes and resumes to: Box, F-148, BROADCASTING.

Newsman plus special events, staff work. Third class, endorsement, required. Can be key job. Letter now, tape later. South-southwest. Box F-192, BROADCASTING.

Announcer wanted by established kilowatt Illinois station, not Chicago. Will pay excellent salary plus generous side benefits for versatile, creative announcer. Permanent future with pay increases, best working conditions, ideal community. Only highest quality showmanship will do. Fine opportunity for man who can follow tight format, use right balance of adult and modern music, do good air selling job. Please send tape, resume, references to Box F-193, BROADCASTING.

### Announcers—(Cont'd)

Top 40 dj with mature, yet bright sound. If you're good enough for a major metropolitan area, but prefer a stable medium size midwest market check our offer. Top rated among 6 stations. Opening current. Box F-183, BROADCASTING.

Morning man needed by dominant C&W station in medium-sized market, Gulf South. Good working conditions in excellent market. Send resume, tape and references to Box F-225, BROADCASTING.

The man we want not only does a fine morning show himself but knows music, can handle a staff and do an equally job as pd. If you think this fits you, there's a place for you with a top-rated middle-of-the-road station in an important market in the Middle west. Tell us all about yourself, what you think you're worth and whom we call to find out more about you. Box F-230, BROADCASTING.

We're not a rocker but we do play the less obnoxious top 40 tunes once in a while. Mostly we're middle of the road and we want a dj who knows music well enough to tell the difference and use both with good judgement. Good salary and added benefits. Send your whole story to Box B-231, BROADCASTING.

We want a top music man for afternoon drive tie shift on a station that doesn't rock but still gets top ratings. You must know music; you must be a good air salesman. If you think you qualify, write us the details at Box F-232, BROADCASTING.

C&W disc jockey for major market—a radio pro. No hayseed. Rich, big, friendly sound. Box F-234, BROADCASTING.

Immediate opening for announcer-salesman with 1st ticket. 5000 network affiliate in Rocky Mountain west. Sportman's paradise. Salary open. Send resume and tape to Box F-237, BROADCASTING.

Pacific northwest, 1st ticket morning man, middle of the road. Must have honest, sincere approach to radio with good sports and news knowledge. Send resume, tape and picture to Box F-242, BROADCASTING.

Wanted: Announcer-dj versatile top forty dj for night shift at top 1000 watt Ohio station must have good news and commercial delivery. Send tape photo and resume to Box F-246, BROADCASTING.

Medium-large southern market has immediate opening for contemporary pop dj. Send resume, tape and photo to Box F-247, BROADCASTING.

Opening for 1st phone announcer at northwest vacation area, middle of road station. Full details and references 1st letter. Box F-287, BROADCASTING.

Announcer-engineer with first ticket capable of maintenance. KHDN, Hardin, Montana.

KOFO AM/FM Ottawa, Kans. July opening. Announcer with license, sales or play-by-play ability. Opportunity. Good business, industry, agriculture, college, recreation. Successful, respected, adult station. Send details and tape, Manager.

Play-by-play sports announcer—this can be in combination with sales or with a first class ticket. Salary plus commission or straight salary. AM-FM, 25,000 watt day-timer, KRVN, Lexington, Nebraska.

### Announcers—(Cont'd)

Due to major expansion—Need conscientious and capable announcer—sportscaster, who wants permanent job in good climate. Send full details; tape, salary to Manager. KSWR radio, Roswell, New Mexico.

Immediate opening for first phone newsman. Rush tape and resume to WBCO, Bucyrus, Ohio.

Announcer who is versatile for well established station in city of 14,000. Send photo, tape, references and complete information. WBYS radio, Canton, Illinois.

Is this a description of your ability? You are a professional announcer, believe in adult quality programming, sharp on production. You'd like to work for a substantial, growing Florida group and make \$125 per week plus opportunity for talent. Send tape, references and background immediately to Bo Mitchell, WCOA radio, P.O. Box 1669, Pensacola, Florida.

Wanted immediately: Bright, experienced, stable "top-flight" announcer for top station. Should have a good production and sports play-by-play experience. First Class ticket desirable, third class a must. Send aircheck, resume right now or call for audition. Salary based on experience Jack R. Gennaro, WFHR, Wisconsin Rapids, Wis.

Chicago's fine arts station seeks staff announcer. Must have excellent knowledge of classical music and pronunciation, and a pleasant, unaffected delivery. Send non-returnable tape and resume to Mr. Robinson, WFMT, 221 N. La Salle St., Chicago.

Montgomery county, Maryland! Experienced only announcer/engineers. Salary open. Personal interview only. WHMC, Gathersburg 301-948-9400.

Wanted—Announcer for morning shift at WHNC, Henderson, N. C. Opening immediately available.

Well-experienced morning man to handle all on-air chores 5 days in busy middle-of-the-road format, third class ticket endorsed, no "personalities," must "communicate" and take direction. Send resume, photo, tape to WJLK, Asbury Park, N. J.

5000 watt fulltime AM & FM needs announcer with 1st class ticket. Call collect Mr. Howard or Mr. Lindsay, WKNE, Keene, New Hampshire. 352-9230.

Sunny San Juan calling: English station looking for experienced young announcer, preferably single, to work in this exciting commonwealth. You need good mature delivery strong on news, in addition to 3rd ticket. Send air mail complete resume, tape of commercials and news, references and photo to: Bob Bennett, WKYN, Box 9986, Santurce, Puerto Rico.

Announcer—first class preferred, with dedicated home-style approach for sacred and good music station. Salary plus comm. Call 201-827-6566, WLVP, Franklin, New Jersey.

Excellent opportunity for chief engineer with announcing ability. Fine equipment, modern, pleasant station, available home, fringe benefits. WMVO, Mount Vernon, Ohio.

Chicago's all-news McLendon radio station now considering applications of knowledgeable news air personnel with excellent voice, diction, pronunciation, college and prior radio news experience. Send tape and resume to Managing news editor, WNUS, 8601 S. Kedzie, Chicago, Ill.

## Announcers—(Cont'd)

Top site announcer—1st phone necessary, for #1 Pulse rated station in Illinois' 2nd largest city. Forward complete resume, "air-check," recent photo and salary requirements to: John Speciale General manager, WRRR, Rockford, Illinois, 113 South Court St.

Wanted: Staff announcer. Immediate opening. Must have endorsed 3rd. Addition to staff, not a replacement. WKVA, Charles Town, W. Va. 304-725-7055. Mr. Molar, G.M.

## Technical

Ohio AM-FM in major market offers excellent opportunity for experienced engineer with ability and initiative. Minimum \$750.00 plus company vehicle. Send complete resume in confidence Box E-20, BROADCASTING.

B.S.E.E.—1st phone-AM experience, energetic young engineer looking for staff position with progressive TV and/or AM-FM station located near major university. Send for resume. Box F-90, BROADCASTING.

Technical supervisor for successful Midwest expanding FM station with stereo and SCA service combo, strong on maintenance considered. Box F-175, BROADCASTING.

Chief Engineer—Progressive group of growing stations on east coast. Need young ambitious 1st class engineer to take over one of stations. Must be sharp on maintenance, transmitter work, studio equipment, creative projects. Administrative ability helpful. Challenge and advancement makes this an unlimited opportunity. Excellent salary. Only applicants with good experience and background need apply. Send complete resume, photo, salary requirements in first letter to: Box F-235, BROADCASTING.

Engineer-announcer—combination man, first phone, announcing. 25,000 watt regional station, KRNV, Lexington, Nebraska. A town of 6,600 population. Salary depends on experience and qualifications. Will have to stand part time transmitter watch.

"WDBL AM-FM Springfield, Tennessee needs experienced engineer. Permanent. Light announcing. Write full particulars to general manager."

Needed by September 1st, chief engineer for WJBC, WJBC-FM and SCA. Modern equipment and transmitters. No announcing. Need man that wants and is willing to take responsibility. Must have experience and is looking for permanent position, fine Midwestern community. Write, T.R. Ives, WJBC, Bloomington Illinois, and include resume.

Chief engineer-announcer—strong maintenance background for 1 kw daytime. Excellent equipment, solid operation, pleasant living area. Prefer family man. Write or contact Jim Armstrong, WLSV, Wellsville, N. Y.

Chief engineer 250 AM and NDA-5kw FM NBC affiliate. Start \$500 monthly. Call Mr. Mack, 582-7401, WQXT, Palm Beach, Florida.

## NEWS

Announcer with good voice for news delivery and production work. Must be dependable for a station that's well established, located in the heart of Michigan. Must have third class ticket, with endorsement. Write Box F-254, BROADCASTING.

Wanted: Professional news man with experience in local news gathering, to join four man news department. Dale Low, KWIX, Moberly, Missouri.

Immediate opening for firstphone newsmen. Rush tape and resume to WBCO, Bucyrus, Ohio.

Local newsmen to gather write & broadcast, plus produce newsheet. Must be responsible and willing to work. Joe Rayball, WLLH, Lowell, Mass.

News man to join three-man news staff of station with quality responsible local and area news coverage. Will gather, write, edit and air news. Rush tape, writing sample and resume. WSOY, Decatur, Illinois.

## Production—Programing, Others

"Scenic Designer—immediate need for creative man in nation's 2nd market. Should be experienced in color tv production. Expanding staff to meet heavy schedule of live programing. Salary: open." Box F-153, BROADCASTING.

Radio sportscaster — \$7,800 — major eastern market play-by-play not anticipated. Send tape and resume. Box F-194, BROADCASTING.

Program director with sales experience. Also some experience in baseball and football play-by-play. Box F-211, BROADCASTING.

Wanted: Writer/producer (male or female) for midwest radio station. Send full details, experience or educational qualifications. Great opportunity for talented person who wants to work. Box F-258, BROADCASTING.

Associate farm director for 5,000 w midwest farm station in multi-station ownership group. A top-notch opportunity for young farm broadcaster on two-man farm staff. Position requires farm background. Box F-259, BROADCASTING.

Copywriter-announcer. We've got a program on a New York Metropolitan area FM network which we feel only a talented imaginative copywriter can do. It's a unique music show and a plain old announcer just won't do. If you can write we want you. Salary negotiable, excellent potential. Send complete resume, copy samples, salary requirement and tape if you have one. Box F-295, BROADCASTING.

"Top 40 PD growing California market 30th in nation if you're experienced versatile successful and bright on the air ready for moveup send background tape references and make yourself available for personal interview. All replies confidential. Salary open plus extras. Contact: Bob Sovelman, KLVV Radio Box 995, San Jose, Calif. Phone 293-8030."

Experienced, aggressive person to handle copy and traffic for Chicagoland medium station in college community. Chance to progress. Write complete background experience, reference and desired remuneration. Write or phone C.O. Biggar, WLBK, DeKalb, Ill., 815-758-3485.

## Situations Wanted—Management

January 1966 graduate (BS) seeks opportunity in broadcasting: Management; sales; announcer. Personnel, public relations experience with large metropolitan newspaper. Hard worker. Excellent references. Box F-250, BROADCASTING.

Manager, general or sales. Serious, sober, reliable. Experienced all phases. Strong sales, promotion, programing, merchandising. Excellent references. Proven success getting into high gear against stiff competition. You set policy, I'll guarantee results. Ready now. Box F-256, BROADCASTING.

General manager: Mature-experienced aggressive sales record. Medium or large market. Excellent references. Box F-266, BROADCASTING.

Partner-manager arrangement sought by successful young (26) five figure AM salesman. Creative sales-programing, my special field. Extra interest in troubled stations. Ken Stephens, KTOP, Topeka, Kansas.

Aggressive, ambitious broadcast executive seeks position in management. Family man, 30 years of age, 8 years experience in all phases of radio. P.O. Box 5661, Raleigh N. C.

## Sales

Creative salesman . . . with extensive background in sales, announcing and management. Family man. Box F-222, BROADCASTING.

## Situations Wanted

### Announcers

Ten years in radio announcing. Experienced disc-jockey, smooth commercial delivery; good news. New Jersey, New England need apply. Box E-402, BROADCASTING.

## Announcers—(Cont'd)

Creative production top 40, competent first phone. College. Four years radio. 22. Military completed. \$125 plus sales. Box F-78, BROADCASTING.

Experienced announcer-DJ, now employed, seeks mid-Southeast or Southwest country-western or middle-of-road format. Single. Relaxed style, dependable. Box F-155, BROADCASTING.

Beginner-Newsreader, announcer/disc jockey. Excellent sound, married. Box F-160, BROADCASTING.

Major markets . . . 12 years announcing, sales, management, 31, married, seeking afternoon or evening show. Box F-182, BROADCASTING.

Five years fulltime commercial experience. Recent college graduate, 26, family, desires permanent position large metro market. Now morning dj, large listenership, strong on commercials. Play-by-play 200 games. Reference from employer. Phone 217-352-1793 afternoons. Box F-188, BROADCASTING.

Experienced dj/play-by-play man. Four years solid experience in every phase of radio announcing. Excellent play-by-play. Both rock and middle-of-road formats. Tight board. Will supply tapes, resume. Box F-210, BROADCASTING.

Looking for announcing position. Radio school grad, plus college. Six months experience, married, age 32. Prefer small station. Box F-219, BROADCASTING.

Light all around experience. Endorsement, college, ambitious, hard worker, stable. Box F-221, BROADCASTING.

Six years solid experience as morning man and program director—college degree, 1st phone, now employed. Southwest or Rocky Mountain. Box F-241, BROADCASTING.

Negro announcer, DJ, experienced, college. Tapes, resume available. Box F-243, BROADCASTING.

Play by play college or pro football, basketball, or baseball. Experienced, college graduate. Box F-253, BROADCASTING.

Young disc jockey, college grad., 4 years part time experience, seeks full time position. 3rd class license—right board—also would like to sell—dependable, no drifter, prefers east coast. Box F-262, BROADCASTING.

Top 40 dj, sharp production, hard working personality. Box F-263, BROADCASTING.

Highly rated top 40 jock with ideas, news experience, first phone. Seeking substantial top 40 station in Ohio, Pa. area. Young single, 115 minimum. Box F-269, BROADCASTING.

First phone—year experience. Network. Production. College. Married. References. Box F-270, BROADCASTING.

County disc jockey. First phone. available. Experienced. Employed. Box F-273, BROADCASTING.

Announcer seeks stability—currently employed in major market. Box F-274, BROADCASTING.

Experienced D.J. announcer-authoritative news, no floater. Will relocate, 3rd FCC. Box F-276, BROADCASTING.

Short on experience, long talent. If you're a swinging top-40 station looking for a lively, hard-working D.J. with 3rd phone, with endorsement, you found him. Box F-277, BROADCASTING.

Female minister of the gospel show available for syndication or live. Box F-281, BROADCASTING.

Newsreader, announcer, disc jockey. Air personality. Happy sound, authoritative newsreader, not a prima donna. Box F-282, BROADCASTING.

Experienced first license professional announcer available now. Prefer East. Personal interview only. Box F-285, BROADCASTING.

## Announcers—(Cont'd)

Bright happy D.J. and newscaster announcer. Will relocate. Box F-278, BROADCASTING.

Negro, announcer Disc Jockey, newscaster exper. Tight board. Tel. 201-355-8720 Box F-279, BROADCASTING.

Como-man, D.J. and Authoritative newscaster experience, family man, not a floater or prima donna—will settle, 3rd FCC. Box F-280, BROADCASTING.

First phone announcer, Broadcasting experience all phases, \$110.00. Box F-292, BROADCASTING.

Announcer—1st phone, experienced, tight board, hard worker, excellent references. Box 3, Oakland Mills, Pa.

Licensed nut. First phone top 40 experience, medium mkt. Sincere inquiries only. Frank Flanagan, 5265 Darien Rd. Baltimore. 301-488-9536.

First phone, tech. school grad. Experienced chief & announcer. Phone 301-465-0648.

Competition killer—"The Mojo-Man," Box 25, Rt. #1, Burgettstown, Penna.—1-304-723-2410.

Available immediately, experienced dj announcer. References and air check on request. Dependents. Contact Keith, KOBE, Las Cruces, N. M. or 947-4645, Scottsdale, Arizona.

Country music dj and entertainer. Tight board, third class endorsement. Has been featured on WSM, Grand Ole Opry in Nashville, Tennessee, 12 times. Please call, Bobby Hodge, 715-394-5804.

DJ, announcer, newscaster, well trained beginner—tight board—will relocate John Fasulo, 212-266-3532.

Presently employed format dj for top forty outlet. First ticket: Chuck Blakey, Bahia House Apt. 2, Gulf Shore Dr., Vanderbilt Beach, Fla. 642-7980.

Beginner dj/announcer. Endorsed 3rd phone. Broadcasting school; board experience. Format open Bill Baum, 1338 Buckingham Avenue, Norfolk, Virginia 23508.

Florida first phone. Production-copy-traffic-PD. experience. Married. 305-787-7078.

AFRTS Combo man—leaving army/overseas, Aug. 30. 22 months military experience—strong on jazz, middle-of-the-road, news, sports and spots. Third class ticket. Contact immediately—Mr. Swanson, 2008 Swee-ney Ave., Las Vegas, Nevada.

Heavy sports, middle road music, third ticket. April grad of Midwestern. Write Rick Rodefer, 835 Park Ave., South Bend, Indiana. Call 219-234-1705.

Announcer, strong on sports. Broadcasting school graduate. Peter Coletta, 55 Bryant, West Bridgewater, Massachusetts.

## Situations Wanted—Technical

Stable family man, presently employed chief engineer, announcing and sales experience, seeks permanent position Southeast, preferably Florida, after August 1. Box F-172, BROADCASTING.

4 year experienced engineer desires position with progressive operation. Competent, reliable chief. Box F-173, BROADCASTING.

Self study brought 1st phone at 18, now 21. Announcing experience, draft exempt. Available immediately. Box F-177, BROADCASTING.

First phone operator, inexperienced but eager to learn. East preferred. Box F-239, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box F-260, BROADCASTING.

Ambitious, young, married, 1st class license technical, looking for job in station. Box F-283, BROADCASTING.

Wash., D.C., first ticket 1½ years experience CREI, ham, part-time, relief, HO 2-3818. Or Box F-227, BROADCASTING.

## News

Major market newsman-former news director seeks security. Box F-275, BROADCASTING.

Award winning newsman-sportscaster from St. Louis, wants directorship, preferably s/w. 14 years experience. Ken Rutledge, 514, Marion, Brighton, Illinois.

Experienced mature newsman-announcer available to larger markets immediately. Call Ken Lawrence, 272-3541, Detroit, Michigan, evenings.

## Production—Programing, Others

Man with 12 years experience desires second job. Fully acquainted with traffic, programing, local news editing and announcing—top salesman. Box F-226, BROADCASTING.

Jock, production director, music director at some of South's finest med-metro format stations, ready to move up to PD, comparable market, creative, 3 yrs. college, 5 yrs., experience. Excellent references. East, South. Box F-244, BROADCASTING.

Florida PD for 3 years. Production, copy, traffic. First phone. Box F-252, BROADCASTING.

Top producer. Director, ready for production manager or directorship larger market. Currently employed leading market. Excellent references my employer knows of this ad. Box F-261, BROADCASTING.

School's out . . . Experienced "Guy Friday" 3rd phone, excellent references can relocate below snow line. Arizona-California preferred. Can arrange interview. Week's notice. Box F-267, BROADCASTING.

Sports or news—sports combination. Good references, medium to major market. Available immediately. Box F-272, BROADCASTING.

Production/producer of #1 rated radio talk in top 10 major wants like position with progressive group. Box F-289, BROADCASTING.

College graduate, authoritative sports director with good qualifications and references seeks relocation. Ex-athlete, informative, sports-minded but versatile. Strong on play-by-play, interviews, writing. Presently employed in heady sports locale. Ready for advancement. Married family man. Midwest preferred, but will listen to any other interesting offers. Tape. Resume. References. Box F-290, BROADCASTING.

Talented, experienced, ambitious, aggressive New Yorker seeking return to east. Adult appeal music personality, news, sports. Strong on production. Currently employed. Tops in market. Married. Box F-291, BROADCASTING.

Experienced announcer, disc jockey, and newscaster. Married, good salesman, will relocate. Steady. Box F-293, BROADCASTING.

## TELEVISION—Help Wanted

### Management

Having just received a construction permit from FCC for a new UHF Television station, we are looking for an experienced and competent manager to direct this facility. Located in Northeastern Ohio it will cover a population of approximately one half million covering three cities where there are no other local television stations. Send resume and picture to Box F-93, BROADCASTING.

Business manager—controller wanted for midwest TV station. Complete responsibility for all internal systems, reporting, operating statements, books of account, payroll, payables, receivables, purchasing. Job requires shirt-sleeve worker who can take charge and who will do much of the detail himself. Looking for mature, management-wise person who can supervise two others. Permanent position; liberal benefits. All replies in strict confidence. Send resume and salary requirements to Box F-257, BROADCASTING.

## Help Wanted—Sales

New UHF station opening fall 65 in major market. Excellent opportunity to get in on ground floor of fulltime commercial station. Need experienced, dedicated man who will work long hours and produce top sales. Must be able to create and annitiae. Salary plus high commission. Send complete resume and picture to Box F-248, BROADCASTING.

Need TV salesman or announcer? Do both, and play-by-play. Want move to larger station. Employed over 5 yrs. Same station, small market. Presently manager. College graduate, married, 29. Like to work. Box F-271, BROADCASTING.

## Announcers

Excellent opportunity for right man on announcing staff of progressive midwestern television station. Contact Box F-251, BROADCASTING.

Excellent opportunity, in good climate for versatile announcer—sports, news, and some directing. Permanent job. Must be cooperative and willing to work. Send tape, snapshot and complete application by air mail to manager, KSWs TV, Roswell, New Mexico.

## Technical

Chief engineer for Eastern VHF with multiple station ownership has immediate opening. Should have knowledge of all phases of technical operation. Excellent opportunity for future. Send details including experience and background. Box D-313, BROADCASTING.

Opening for competent man qualified as assistant chief engineer, or possibly chief engineer of established radio-television combination. Box F-197, BROADCASTING.

Chief engineer: immediate opening in Northeast. Should have knowledge of all phases of technical operation and administrative experience. Excellent opportunity for future. Send details including experience, background, references and salary requirements. Reply Box F-245, BROADCASTING.

Engineer-chief—New 2500 mg. ETV for large private school system. P.E./E.E. preferred, 1st class ticket. Experience as chief engineer, transmitter/studio construction, operation, maintenance. Opportunity for design oriented person willing to grow with system. Box F-284, BROADCASTING.

Transmitter supervisors and transmitter engineers needed for stations of rapidly developing statewide ETV Network. Full power, 1000-foot towers, new buildings, all new equipment. Midwest. Good opportunity; competitive salaries. Personnel needed in time to supervise construction and installation. Send resume to Box F-294, BROADCASTING.

Stable transmitter engineer, to live at transmitter site. Modern residence and utilities furnished. Operating shift with minor maintenance. Good opportunity for capable engineer. Send details air mail to Manager, KSWs, Roswell, New Mexico.

Major TV outlet in Southern California seeking top flight live color video technician for maintenance and operations. Salary in excess of \$10,000. Box 36537, Los Angeles, California 90036.

Oldest television station in Miami is expanding. Presently seeking television technician-operators. Must have at least two years recent experience and current first class license. Send resume to WTVJ, c/o Ken Littrell, P.O. Box 2440, Miami, Florida.

Immediate opening—radio telephone 1st class operator for VHF transmitter. Write or call James W. Kyle, WTVR, P. O. Box 5229, Richmond, Virginia.

## News

Major midwestern television station has opening for aggressive news man experienced at gathering, writing, and reporting news on television and radio. Position demands maturity and experience. Excellent opportunity. Send video and/or audio tape with resume. Box E-409, BROADCASTING.

## News—(Cont'd)

News announcer/writer, must want to learn to operate Houston—fearless processor—aggressive news department with growth potential for right person. Send all resumes with VTR or film to: News director, KCOY-TV, PO Box 166, Santa Maria, Calif. 93454.

## Production Programming & Others

TV studio supervisor, to supervise studio production crews in major-eastern station. Mature person with thorough knowledge of TV production skills & personality, judgment and leadership qualities suitable for supervising others. Write Experience, education, required salary to Box F-249, BROADCASTING.

Experienced director for live programs and commercial work. Send resume to: Production Department, WECT-TV, 205 West Shipyard Blvd., Wilmington, North Carolina 28401.

Director-announcer—Immediate opening for experienced, creative, commercially oriented person equally at home in front, or behind camera. Salary based on experience and ability. Send resume, picture, or tape, and salary requirements to Wes Potter, Production Manager, WTVO, Box 470, Rockford, Illinois.

## TELEVISION—Situations Wanted

### Management

Young, energetic man with 8 years experience in financial management with network and stations seeks position as business manager with top market station. Qualified for this position excellent references. Min. salary \$12,500. Box F-108, BROADCASTING.

### Announcers

Network calibre announcer-personality. Commercials; weather; interviews; audience. Major groups. Comes on very strong. Video tape available. Box F-176, BROADCASTING.

College graduate, experience, commercial-educational radio-television, children's program, continuity traffic, announcing, Box F-240, BROADCASTING.

Announcer radio 8 years wants television booth. Chance for advancement. Box F-255, BROADCASTING.

Television announcer. Excellent background and experience. Young family man. Cartoonist, kids host. Only stable, mature TV operations need apply for resume & VTR. Prefer East. Box F-286, BROADCASTING.

### Technical

First class engineer presently employed at a television station desires position in Northeast area. Box F-233, BROADCASTING.

Topflight radio newsman wants TV experience. Now at No. 1 station in top 20 market. Married, young, newspaper experience, journalism, BA, 5 years in radio, news director once, crisp voice, good with still camera—no film work yet. Toppling the "giant" a specialty, killer instinct. Prefer challenge in the midwest. Write Box F-238, BROADCASTING.

## Production—Programming, Others

A writer with wit, an announcer with polish and director with imagination. All for a 5-cent stamp. Box F-264, BROADCASTING.

Married man desires position in production, Clemens Kuhlrig, 2811 W. 27th Ave., Denver, Colorado.

## WANTED TO BUY—Equipment

Old equipment wanted by educational station. Furman University's radio station WFBA is in desperate need of a console, tape recorders, cartridge machines etc. Any old equipment donated to the University is completely tax deductible. Of course WFBA will pay shipping charges. Please contact M. T. Jeffreys, Box 28378, Radio Station WFBA, Greenville, S. Carolina.

## WANTED TO BUY

### Equipment—(Cont'd)

Wanted: Used Gates remote metering unit, M-4589. Herb Guthrie, WRBC, Jackson, Mississippi, Phone 948-3863, P. O. Box 986.

Wanted: One used 1 kw UHF television transmitter and associated equipment, including antenna for channel 16. Reply to Box F-265, BROADCASTING.

Gates M-5235 turntable pre-amp, W-E 106A pgrm. amp. State condition, price, delivery, WDCJ, Riverton Tower, Jacksonville, Florida, 32211, RA5-2400.

General Electric FM transmitters for parts or cabinets; describe your junk transmitter or remains. Goldberg, 344 S. Salina, Syracuse, N. Y.

## FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable, Hellax, Styroflex, Spirolin, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list, S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-832-3527.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-594-5172.

Towers—Four 225' SS, Blaw Knox, base insulated. Complete with lighting. Steel galvanized. Tower Service, Inc., N76W13911 Lomas Lane, Menomonee Falls, Wis. FL 3-9300.

Used equipment for sale: Gates MBC-20 multiplex exciter and SCA generator. Two Ampex 450 tape playback machines, automatic reversal. W.E. 1126-c limiting amplifier. W.E. 110A limiting amplifier. Gates M-4809 remote control equipment. Will accept best offer. WRFM, 41-30 58th St., N. Y., N.Y. 11377. Phone Defender 5-1051 code (212).

The complete source of used broadcast equipment . . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Altec 639A Microphone complete w/plugs, new condition, factory packaged \$190.00 each. Fidelity Sound, Inc., 1427 Landon Avenue, Jacksonville, Florida.

Last three Bolex H-16 cameras. Slightly used with guarantee. Each \$199.00. Box F-220, BROADCASTING.

Transmitters: Gates-BC250GY-\$995.00. R.E.L. 518-B 1 kw FM-\$995.00. Consoles: Gates 20B 6 channel \$350.00. G.E. 4BC1A1 (two studio board)-\$595.00. Limiters: G.E. unilevel-\$99.00, W.E. 126-C-1-\$135.00. Gates-SA-39-\$175.00-Langevin-\$275.00. Modulation monitors: Gates-MO-2639-\$125.00. General Radio-1931A-\$175.00. R.E.L. 600-R-FM-freq. mod. \$200.00. Doolittle-FD1A-\$100.00. General Radio 731B-\$150.00. Freq. mon. \$200.00 Magneorders P-60-\$495.00. Hundreds of items in stock. Will set you in AM or FM complete package deal. Have cash will sell-or buy. Continental 457 W. 28th St., Hialeah, Florida 305-888-3511.

Have 300' Truscon self supporting tower, Can be extended to 400, if necessary. In excellent condition. 40 pound windload. Priced reasonably. Available immediately. Wyeth Assocs., 3935 S. Uptop Ave., Minneapolis. 55410. Walnut 6-4057.

For sale: Gates model BF-1C 1 kw FM transmitter tuned to 98.9 mc. With Gates M-5534 exciter. \$2,000 F.O.B. Immediate delivery. Don H. Martin, Radio WSLM, Salem, Indiana. Phone 883-5750.

UHF TV equipment: 1-RCA BWV-5 sideband analyzer, complete with UHF converter, \$1500.00, 1-TK 20 IKE film camera, with spare 1850 tube . . . \$350.00, 1-Gray TF3 slide projector, incl. pedestal and remote control . . . \$250.00. Contact Gene Miller, Chief Eng., WTAF-TV, P.O. Box 631, Marion, Indiana.

## FOR SALE

### Equipment—(Cont'd)

10 kw-FM G.E. transmitter—model 4BT1B1—available immediately. First \$4,500 takes it. KTFC Phone 712-252-4621.

1 Filmline 16mm reversal processor, model #RTS, in operating condition, purchased equipment in 1960, cost new \$6,930. \$1,500 fob Boston. Box F-288, BROADCASTING.

REL FM microwave links for sale. Two transmitters and associated equipment, spare parts, tubes \$1000.00. KPEN, 1001 California Street, San Francisco, California.

Spotmaster 500 record-playback completely reconditioned including new metal faced heads and Hys. sync. motor. \$325. Spotmaster 505 playback completely reconditioned—new heads \$225. Ampex 600 new half-track heads and drives. Excellent condition \$300. ITA cartridge record-playback, 2 tones, electronically perfect. Needs tape transport modifications. (As is) \$75.00. Terms—check with order FOB Washington, D.C., Broadcast Products Company, Box 324, Kensington, Md., WH 2-5409 (evenings).

Weather radar system, all accessories, factory reconditioned. Can demonstrate. Cost new over \$35,000. Sell \$1,000. Will quickly pay for itself. Easy to install. WAXU Box 759, Lexington, Ky. 254-8888.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 3,000 Super dooper, Hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N.Y. 11229

Gags galore for deejays! Catalogue free. Ed Orrin, 8034 Gentry, N. Hollywood, Calif.

Stations—dj's Proof tested comedy tapes. Improve—stylize shows—increase sales—ask premium rates. Sample tapes, Scientific Research Records, Box 2865, Hollywood, California 90028.

For sale: Five thousand monaural twelve-inch record albums; good condition; popular, classical; mixed labels, artists. Library index files included. Make offer. Box F-228, BROADCASTING.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

## INSTRUCTIONS—(Cont'd)

**Elkins Radio License School of Chicago—** Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

**Announcing programing, console operation** Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

**Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods.** Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

**Since 1946. Original course for FCC first phone operator license in six weeks.** Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

**FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin June 29, Aug. 3, Sept. 7 & Oct. 12.** Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

**Announcing, programing, first phone, all phases electronics.** Thorough, intensive practical training. Methods and results proved many times. Free placement service, Allied Technical Schools, 207 Madison, Memphis, Tennessee.

**Train now in N.Y.C. for FCC first phone license.** Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

**America's pioneer. 1st in announcing since 1934.** National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

**Seven famous broadcasters teach you the secrets of their success!** John Cameron Swayze, Fran Allison, Earl Gillespie, Westbrook Van Voorhis, Ulmer Turner, Howard Miller & Robert St. John have combined to teach you—in-depth—the techniques that led to their success. Free full color 32-page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write for your copy today! Career Academy, School of Famous Broadcasters, 825 North Jefferson Street, Milwaukee, Wisconsin 53202.

**First phone through tape recorded instruction or in six week resident class starting July 7.** Bob Johnson Audio-Visual License Training, 1201 Ninth, Manhattan Beach, Calif.

**Door opened to careers in Broadcasting.** Broadcasting Institute, Box 6071, New Orleans.

## RADIO—Help Wanted—Management

### MIDWEST GROUP

of AM stations looking for qualified manager to supervise and work with individual station PD's. Experience essential. Salary open. Give the full story in a letter to:

Box F-229, BROADCASTING

## Help Wanted—Technical



### ENGINEERING

#### MANAGER EQUIPMENT PLANNING

To head up a laboratory and staff responsible for investigating and evaluating new products and industry developments relative to company need, and for designing equipment for special needs. Requirements; B.S. Degree Electrical Engineering, 8-10 years experience in television engineering.

#### RF ENGINEER

To prepare plans, system layouts, specifications, cost estimates, and equipment selection for radio and TV transmitters, antennas, towers, RF communication systems; to provide installation supervision and liaison with equipment manufacturers and internal domestic and international operations. Requirements; B.S. Degree Electrical Engineering, 3-5 years experience RF design, broadcasting or related communications field (microwave, radar, community antenna companies).

#### AUDIO/VIDEO PROJECT ENGINEERS

To prepare plans, system layouts, specifications, cost estimates and make equipment selections for live and film cameras, video switching systems, video tape and kinescope recorders, projectors and lighting; to provide supervision and liaison with equipment manufacturers and internal domestic and international operations. Requirements; B.S. Degree in Electrical Engineering, 3-5 years experience in television or allied communications field (manufacturers, designers, or developers of broadcast equipment).

#### JUNIOR PROJECT ENGINEER

To train for above job. Requirements: B.S. Degree in Electrical Engineering. (Recent graduate. No experience).

Salary open depending upon experience. Send resume and salary requirements to:

Mr. J. C. Benson/AMERICAN BROADCASTING COMPANY  
7 West 66th Street, New York, New York 10023

## Sales

### BROADCAST SALES ENGINEER

If you have an intense and sincere desire to sell broadcast equipment to AM, FM and TV stations, mail your resume today. If we think you might be the man we will give you a chance to sell us during a personal interview.

You should have a BSEE or equivalent and minimum of 3 years actual experience in broadcast engineering. Must like to travel and meet people. If accepted you will join one of the top sales teams in the nation, which pays excellent salary plus commission and traveling expenses.

The standards are high and only top men will be accepted. If you think you are the man mail resume to:

Box F-161, Broadcasting  
An Equal Opportunity, Employer

## Announcers

### WANTED: MORNING MAN

Are you an experienced personality with a proven track record in major-medium market contemporary radio? Is your show top rated in your market? Are you mature, creative, hard working, reliable? This major eastern station is interested in you! Rush tape, resume, ratings, references, photo to:

Box F-180 BROADCASTING

## Situations Wanted—Announcers

### ATTENTION STATION MANAGERS . . .

Available immediately: Djs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio  
3911 Pacific Highway  
San Diego 10, Calif.

### NEED A PROFESSIONAL . . .

Personable, humorous DEEJAY? Top-rated Southern Cal. jock available July 15th. Currently doing drive-time top-forty show in million population market area. 27, family, first phone, eight years experience. Let's talk!!

Box F-296, BROADCASTING

## TELEVISION—Help Wanted

### Technical

### TELEVISION ENGINEERS

Several openings for high calibre engineers experienced in all phases of studio operation. Primary capability in operations but must be competent in maintenance. Excellent opportunity to join a growing independent TV production studio in Washington, D. C. area. Send resume to:

Box F-223, BROADCASTING



**TELEVISION—Help Wanted**

**Technical—(Cont'd)**

**Television/Field Broadcast Engineers**

Video operation, installation and maintenance experience. Considerable travel involved. Openings in East and South. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

**Production—Programing, Others**

**ASSISTANT TV AND ADVERTISING PROMOTION MANAGER**

Eastern top 10 market should be experienced in sales advertising and promotion and familiar with all phases of audience advertising and promotion, publicity and merchandising. Send resume and salary requirements.

Box F-143, BROADCASTING

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**Continued**

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Sherlee Barish, Director

**EXCELLENT OPPORTUNITIES**

for capable announcers, salesmen, engineers, copywriters in Broadcast Progressive South Carolina. Write immediately for application form. SOUTH CAROLINA BROADCASTERS ASSOCIATION, Box 1085, Columbia, S. C.

**MISCELLANEOUS**

**40' Owens Cruiser '64 Sacrifice! \$27,500**

Luxuriously appointed, completely equipped.  
Engine Time: Less than 100 Hours.  
Call NYC: (212) PL 7-3600, ext. 284

**Religious Broadcast wanted**

One of the largest outlets for religious programming at most attractive rates possible for daily, weekly, fifteen minute, one-half hour, or hour broadcasts, as well as religious spots. Covering completely St. Clair County, Macomb County, Wayne County and a large portion of Canada. Proven by those who have used us over the past years successfully. For complete information write General Manager Fred W. Gale or call area code 313 Rockwell 5-7914.

**BEATLES**

Open-end interviews all four Beatles, ideal for opening of their new picture. Never heard before. \$25.00 Exclusive in your market.

Houston Entryport  
P. O. Box 66287  
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**WANTED TO BUY—Stations**

**SMALL GROUP INTERESTED** in acquiring another AM facility. Will consider any station in any market. Contact:

**JIM BONNETTE**  
BOX 66  
PERRYSBURG, OHIO

**FOR SALE—Stations**

**PROFITABLE**

**S.W. CLASS C FM STATION**  
stereo-background music  
**\$75,000 with \$15,000 down**  
10 year pay-out  
Good reason for selling  
**Box F-164, Broadcasting**

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AM-1kw Day with tremendous potential. Family problems require immediate sale. \$30,000.00 dn. \$100,000.00 balance on good terms.

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High cash flow—Mid Six figures  
Statements available by appointment.  
Principals only

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STATION FOR SALE ?**

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**Broadcasting**  
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Continued from page 85

areas as well as grants of CATV franchises and sales of existing installations. Reports appear in alphabetical order by states. \* Indicates a franchise has been granted.

**Bessemer, Ala.**—Clear Vision TV Inc., Meridian, Miss., has been granted a 20-year franchise. The system will bring in at least nine TV signals and will reserve one channel for community interest programs. Subscriber costs will be \$5 monthly with no installation charge. The city will receive 5% of the annual gross receipts plus \$500 yearly for a business license.

**Newark, Del.**—Applications are pending from Rollins Broadcasting Inc., Wilmington, Del., a group station owner, and TeleSystems Corp., Glenside, Pa., a multiple CATV owner.

**Bartow, Fla.**—After voting to award a franchise to Jerrold Electronics Corp., Philadelphia, a multiple CATV owner, the city commission decided to call a referendum on the question. The voters will now decide whether Jerrold will be granted the franchise. The other applicant was Universal Cablevision Inc., Cocoa Beach, Fla.

**Fort Walton Beach, Fla.**—Okaloosa TV Cable Co. (2,500 subscribers) has been purchased by Community Cablecasting Corp., Pacific Palisades, Calif. Community Cablecasting was recently founded by Leon Parnow, formerly operations VP of H&B American, the nation's largest owner of CATV systems. (See Fates & Fortunes, this issue)

**Lake Wales, Fla.**—Jerrold Electronics Corp., Philadelphia, a CATV equipment manufacturer and a multiple CATV owner, has been granted a 15-year non-exclusive franchise. Construction must begin within 60 days after pole attachment rights are received. Subscriber costs will be \$25 for installation and \$4.95 monthly and the city will receive 5% of the annual gross receipts for the first five years and 6% thereafter. Free service will be provided to city buildings, the hospital, the library and the public schools. The system will cost an estimated \$250,000.

**Manatee county, Fla.**—Manatee Cablevision Inc. (operated by C. T. Jones and V. J. Vehnekamp) has been granted a 10-year franchise. The county will receive 3% of the annual gross receipts for the first five years and 4% thereafter.

**East St. Louis, Ill.**—First Illinois Cable Television Inc., Chicago, has applied for a 25-year franchise. Estimated subscriber fees are \$37.50 for installation plus \$5.50 monthly. Applicant proposes to remit 3% of annual gross revenue to the city.

**Lincoln, Ill.**—Central Illinois Electric & Gas Co. has requested a 30-year franchise to build an estimated \$300,000 system. Proposed subscriber costs are \$20 for installation plus \$5 monthly. The agreement would specify a deadline for operation of 18 months after construction is begun.

**Mattoon, Ill.**—Friendly Broadcasters Inc. (WEIC Charleston, Ill.) has applied for a franchise. The firm proposes a \$5 monthly charge plus installation fees. A 1963 application by United Video Systems, Kansas City, Mo., was rejected.

**Peoria, Ill.**—Robert Frudeger and John H. Altorfer, both Peoria, have applied for a franchise. The application proposes a remittance of 2-3% of annual gross revenue with subscriber fees set at \$5 monthly plus installation charges.

**Lebanon, Ind.**—Teleception Corp., 500 Union Federal Building, Indianapolis (Bruce R. Storm, president), has applied for a franchise. Applicant proposes to remit 3% of annual gross revenue to the city. Estimated cost of the system is \$165,000.

**Noblesville, Ind.**—Hamilton All-Channel Cable Vision Inc., Noblesville, and Community Teleception Inc., represented by Frank W. Campbell, Noblesville, have applied separately for a franchise.

**Spencer, Ind.**—Cable TV Inc., represented by Robert J. Snyder, general manager, has applied for a franchise. Estimated subscriber fees would be \$15 for installation plus \$5 monthly. The ordinance would establish a one-year deadline for the start of construction.

**Keokuk, Iowa**—City council has passed on first reading an ordinance granting a franchise to Quincy Cablevision Inc. The principals in Quincy Cablevision are Quincy Newspapers Inc. (publishers of the *Quincy Herald-Whig*, Quincy, Ill.) and the Quincy Broadcasting Co. (WGEM-AM-FM-TV Quin-

cy, Ill.) Quincy Broadcasting also owns Continental Cablevision Inc. with systems in Tiffin and Fostoria, both Ohio. Maximum charges would be \$20 for installation and \$5.50 monthly. Stations to be carried would include: WGEM-TV Quincy, Ill.; KHQA-TV Hannibal, Mo.-Quincy, Ill.; KTVO (TV) Kirksville, Mo.-Ottumwa, Iowa, and at least four St. Louis stations.

**Hammond, La.**—An application is pending from John A. Chauvin, president of WFRP Hammond. In return for a 20-year franchise Chauvin would pay the city 2% of the annual gross receipts. Subscriber costs would be \$10 for installation and \$5 monthly.

**Tangipahoa parish, La.**—Louisiana Television Distributing Systems Inc. (represented by Warren H. Robertson) has applied for a franchise. The proposed system would cost an estimated \$250,000.

**Lewiston, Me.**—Spectrum Cable Inc. (president, Bertrand L. Lacombe, 57 Shawmut St., Lewiston) has applied for a franchise. A previous applicant is Twin City Broadcasting Co. (WCOU-AM-FM Lewiston).

**Waterville, Me.**—Applications are pending from Maine Cablevision Inc. (Philip S. Bird, president) and Kennebec Telecasting, Waterville, Me. (Carleton D. Brown, president).

**Stockbridge, Mass.**—The L.P. Cable Corp., Springfield, Mass. (Wallace Sawyer, president) has been awarded a franchise. L.P. is a wholly owned subsidiary of the Springfield Television Broadcasting Co. (WWLP[TV] Springfield, Mass.). Council said it awarded the franchise to L.P. over Berkshire TV Cable Corp., Dalton, Mass., because of L.P.'s promise to supply more new stations.

**Coldwater, Mich.**—Coldwater Cablevision Inc. (E. Harold Munn Jr., president) has been granted a franchise. Subscriber costs will be \$25 for installation and \$6 monthly.

**Hillsdale, Mich.**—Twin Valley Community Television Inc., Hillsdale, has been temporarily refused a franchise on the ground that a franchise might result in lawsuits against the city.

**Hibbing, Minn.**—Ralph Demgen, Willmar, Minn., has asked for an injunction against Range Television Cable Co. (headed by Frank P. Befera, president and general manager, WMFG Hibbing). Range Television was recently granted a franchise but Mr. Demgen claims that the franchise he received two years ago was exclusive.

**Superior, Neb.**—Telesis Corp. (Tom and Melville Gleason, York, Neb.) has applied for a franchise. Subscriber costs would be about \$20 for installation and about \$6.95 monthly. The city would receive 3% of the annual gross receipts.

**Beverly, N. J.**—The Burlington County Publishing Co. (Burlington Press, Burlington, N. J.) and the Sunbeam Publishing Co. have jointly applied for a franchise.

**Lakehurst, N. J.**—Crosswicks Industries and Ocean County TV Cable Inc. have applied for franchises. Under the Ocean County proposal subscriber costs would be \$10 for installation and \$5 monthly.

**Merchantville, N. J.**—New Jersey Cable TV Corp. (William B. Hutchinson Jr., president) has applied for a franchise. The monthly subscriber charge would be a maximum of \$4.50.

**Blooming Grove, N. Y.**—Clearview Antenna Inc., Mountain Lodge Park, N. Y., has been awarded a five-year franchise. Clearview is a subsidiary of Better TV of Orange County, Monroe, N. Y.

**East Syracuse, N. Y.**—Newhouse Broadcasting Corp. (WSYR-AM-FM-TV Syracuse) has been awarded a franchise. It is the second time the grant has gone to Newhouse. An initial agreement was rescinded earlier by a newly elected city council (BROADCASTING, May 3).

**Geneva, N. Y.**—Ontario Cable Television Inc., a subsidiary of the Gannett Co., a group station owner, has been awarded a franchise. The agreement establishes an annual remittance to the city of 3% of the gross revenue from the projected \$70,000 system. Gannett had indicated intention to proceed with the system without a formal franchise agreement before the grant was announced.

**Jamestown, N. Y.**—Booth Broadcasting Corp., Detroit, a group station owner, has been awarded a 15-year non-exclusive franchise. After an initial application was denied (BROADCASTING, May 24), attorneys Michael Lombardo and John Sellstrom, Booth's local representatives, obtained favorable action on a revised proposal. The accepted ordinance provides for a minimum remittance to the city of \$1,000 the first year and \$1,750 the second. Subscriber costs are set at \$15 maximum for installation plus

\$4.75 monthly. Jamestown Cablevision Inc. (WJTN-AM-FM Jamestown), represented by Simon Goldman, president, was previously awarded a similar franchise. Simon Goldman heads the Goldman Group, a multiple station owner.

**Olean, N. Y.**—WHDL Cable-Vision Inc., subsidiary of WHDL Inc. (WHDL Olean) which in turn is controlled by the *Olean Times-Herald*; Citizens Tele-Vue Systems Inc., a local group represented by Joseph Bordanaro, and All-Band Cablevision Inc., 512 First National Bank Bldg., Olean, have applied for franchises. Olean TV Cable Co., 122 W. State St., Olean, currently holds a franchise which expires in December. The present system serves Olean and neighboring Allegany, N. Y.

**Randolph, N. Y.**—Jamestown Cablevision Inc., represented by Simon Goldman, president, has applied for a franchise. An estimated remittance to the city of 2% of annual gross revenue is proposed. Jamestown Cablevision currently holds franchises in Jamestown, Ellicott and Falconer, all New York.

**Smithtown, N. Y.**—Bosco Cable Co., Route 112, Medford, N. Y., has applied for a franchise. Estimated subscriber fees are \$25 for installation plus \$5 monthly. Bosco Cable currently is constructing a system in East Hampton, N. Y., which also will serve Amagansett, Montauk and Springs, all New York. Previous applications by Patchogue Broadcasting Co., Medford, N. Y., and Closed Circuit Corp., New York, were rejected.

**Marion, Ohio**—Brush-Moore Newspapers Inc., publishers of the *Canton Repository* (Ohio) and the *Marion Star* with broadcast stations in Canton and Dayton, Ohio, and Neptune Broadcasting Corp. have formed CATV Corp., which in turn has applied for a franchise in Marion. Brush-Moore joined earlier with Neptune Broadcasting to form Stark CATV Inc., an applicant in several communities in Stark county, Ohio.

**Middleport, Ohio**—Tower Antennas Inc., Coshocton, Ohio, represented by Ralph Squires, vice president, and an organization represented by attorney Frank W. Porter Jr., Pomeroy, Ohio, have applied separately for a franchise. A proposal by Multi-Channel Cable Co., Portsmouth, Ohio, was submitted and then withdrawn for revision. Tower Antennas and Multi-Channel recently submitted similar applications to the Pomeroy council (BROADCASTING, June 21).

**Xenia, Ohio**—Greene Information Center Inc. (WGIC Xenia) has been granted a 20-year non-exclusive franchise. The agreement specifies completion of the system within one year. An annual remittance of 2% of annual gross revenue will go to the city. General manager of the firm is Richard Moran.

**Bristol, Pa.**—Telemax of Lobux Inc., represented by Pat Deon, Levittown, Pa.; the Philadelphia Bulletin Co. (publishers of the *Philadelphia Bulletin*); Tele-Systems Corp., Glenside, Pa., and Bucks County Cable Television Inc., represented by Robert W. Valimont, Doylestown, Pa., have applied separately for a franchise. All firms are offering a remittance of 5-5½% of annual gross revenue to the township.

**Farrell, Pa.**—Tel-Video Inc., Pittsburgh, represented by Salvatore Galano, has been awarded a 10-year non-exclusive franchise. Subscriber rates are established at \$4.50 monthly plus installation charges. An earlier agreement with Altoona CATV, Hollidaysville, Pa., was declared invalid for lack of a proper franchise ordinance by the Mercer county common pleas court at the request of the borough.

**Phoenixville, Pa.**—Triangle Publications, a group station owner, has been awarded a franchise. The ordinance passed provides for a future contract to be negotiated with Triangle to establish rates and other system details.

**Sharon, Pa.**—Shenango Valley Cable Television Co., a subsidiary of Altoona Cable Television, Hollidaysburg, Pa., has been awarded a 10-year non-exclusive franchise over the veto of Mayor Myron W. Jones. Mayor Jones contended that two other proposals received by the borough deserved consideration. Applications from Tex-Video, Pittsburgh, and Tele-Cable Corp., Ellensville, N. Y., have been received.

**Upper Darby, Pa.**—Philadelphia Community Antenna Television Co., a subsidiary of the Bulletin Co. (WPBS[FM] Philadelphia and publishers of the *Philadelphia Bulletin*), has been granted a 25-year franchise. Maximum subscriber rates are established at \$10 for installation plus \$5 monthly. Jerrold Electronics Corp., Delaware County Cable TV Co. and International Equity Corp. have previously been awarded franchises.

**D**RAPER Daniels doesn't want to run the biggest agency in the world—only the best.

As the new board chairman and chief executive officer of Draper Daniels Inc., Chicago, he voices no dream nor vanity in the objective and spares no energy to achieve it. It is pure Daniels, cutting crisply to the heart of the matter and shucking all else.

It's the essence of his 25 years of creative achievements for others. The list: Leo Burnett Co., Young & Rubicam, Compton, McCann-Erickson and Kenyon & Eckhardt.

"I hope to build the kind of agency I've always wanted to work for," Mr. Daniels explains, "and I think we can do it without mergers, without relying on 'friends' of the client, based soundly on professional competence and excellence."

**JFK Appointee** ■ He matches his staccato with a relaxed stretch in his corner room overlooking Michigan Avenue. On the wall is a citation honoring his services as President Kennedy's National Export Expansion Coordinator in 1962-63.

During that year in Washington he had distinguished himself by bringing practical "do it yourself" business methods into the export program. He helped to increase trade by reminding U. S. manufacturers that the success of free enterprise is found in putting emphasis upon the "enterprise" and not the "free."

"Advertising has become obsessed with bigness over excellence," Mr. Daniels continues. "Advertising must make people do what you want them to do. If you miss your target, customers, the advertising is no good no matter how many awards you win."

Pointing out that "intense personal interest" in the client, in his product and his problems as well as his aspirations holds the "key to outstanding advertising," Mr. Daniels also feels that this kind of creative involvement isn't the sort of stuff that an agency can pump into computers. He cites the "good old Joe" agency-client relationship as the chief peril to effective advertising, because the business has become "too big and too vital" to be run on the basis of old friendships.

**'Skill' Before 'Skool'** ■ "I'm not a joiner or a socializer. Never have been. If this is necessary, then the agency will flop," he says.

But he puts considerable confidence in the talents of the 55 people on his payroll. He is proud of the diverse experience of advertising veterans like Myra Janco, a marketing and research specialist who, in her 30's, has been made president of the Daniels firm.

Mr. Daniels, on June 1, bought con-

## Quality is the soundest investment

trolling interest of Roche, Rickerd, Henri, Hurst Inc., the derivative of two former agencies, Henri, Hurst & McDonald and Roche, Rickerd & Cleary. Both had been on the Chicago scene for half a century. Draper Daniels Inc.'s billings total more than \$5 million from 30 accounts ranging from package goods, fashion and transportation to industrial products.

### WEEK'S PROFILE



Draper Daniels—Board chairman and chief executive officer, Draper Daniels Inc., Chicago; B. Aug. 12, 1913, Morris, N. Y.; BS journalism, Syracuse (N. Y.) U., 1934; sales and advertising, Vick Chemical Co., New York, 1935-40; copywriter, Young & Rubicam, New York, 1940-44; copy supervisor at McCann-Erickson, New York, 1945, and at Kenyon & Eckhardt, New York, 1946, returning that year to Y&R there; promoted by Y&R 1947 to VP-copy chief, Chicago, and serving there as plans board chief 1949-54; joined Leo Burnett Co., Chicago, 1954, as copy supervisor; named VP 1954; VP, director, charge of creative dept. and plans board chairman 1957-59; exec. VP in charge creative services and exec. committee chairman 1961-62; President Kennedy's National Export Expansion Coordinator, U. S. Dept. of Commerce, 1962-63; exec. VP in charge of central region, McCann-Erickson, Chicago, 1963; exec. VP in charge of creative services, Compton Adv., Chicago, 1963-65; purchased controlling interest in Roche, Rickerd, Henri, Hurst Inc., Chicago, June 1, 1965; M. Louise Cort of New Hartford, N. Y., Oct. 9, 1937; children—John, 26, Bruce, 22, and twins Marie and Curt, 20; member—advisory boards at Syracuse U. and Roosevelt U.; home—Lake Bluff, Ill.; hobbies—driving, reading and tennis.

Among them are the Burny Bros. Division of Beatrice Foods, Holloway House frozen foods, Holsum foods, Nadinola cosmetics, Freeman shoes, Filter Queen, Speed Queen, Carl Bud-dig & Co. (meats), John Sexton & Co. (foods) and John Nuveen & Co. (financial).

Except for Burny Bros. the accounts are rather light in broadcast. But this is something Mr. Daniels intends to change, a prospect that is highly possible in view of his years of experience with radio and television.

**Broadcast Builder** ■ During the late 1930's while with Vick Chemical, Mr. Daniels wrote commercials for such radio network shows as *Vick's Open House* starring Jeannette McDonald. At Y&R for years he was ghost writer for Elsie, the Borden cow, and on his first day at K&E in 1946 he turned out a print classic, the Chesapeake & Ohio's "a hog can cross the country without changing trains—but you can't."

In 1947 Mr. Daniels at 34 became Y&R's youngest vice president for that time. He chose to go to Chicago where he could function more freely than in New York. The Chicago office then billed \$4 million, virtually all in print.

He changed that quickly. In a year he had Taystee bread spending \$1 million in radio. Soon he was pioneering in TV for Taystee as well as Grennan cakes.

Mr. Daniels notes one TV test in late 1948 for O-Cedar mops that became proof of the medium's sales power. "Within a year we had the best spot franchise in the country with over \$1 million in television," he recalls.

Subsequently at Burnett he fathered the "Marlboro man" and when Schlitz returned to that agency after a five-year slump he came up with the "real gusto" theme to start the sales climbing.

More recently as executive vice president in charge of creative services at Compton's Chicago office Mr. Daniels was deeply involved in TV for clients like Alberto-Culver and American Dairy Association. As head of his own shop he is concentrating on running the creative operations, setting general policy and going after new business.

The creative never can be considered apart from the total marketing plan, Mr. Daniels feels, and he has two simple rules to judge the work: (1) If I were looking for a job, would I use this as part of my portfolio? (2) Would I be proud to include it as an example of our best work in a new business presentation for the agency? If the answers are negative, the work is done over.

Mr. Daniels has ideas about clients too. He wants those who respect advertising and need it, who have a problem and are smart enough to recognize the solution when it is offered.

Multiple ownership

THE FCC has now created the forum for a showdown on concentrations of ownership in television broadcasting. It has provided its own answer to the question: How big is too big? It now gives others a chance to provide other answers.

It is all to the good that this very basic policy question is now put up for serious dialogue in open proceedings. For too long the commission has hinted at the imposition of rigid controls without doing so in ways that made sensible argument possible.

But now that the stage is set for rational discussion it is pertinent to ask how long the FCC will let the act go on. In issuing proposed rules that would sorely restrict the extent of multiple ownership in the 50 biggest TV markets, the commission also in effect put the rules into force. It announced an interim policy that for all practical purposes imposes a freeze on the acquisition of more than three television stations, no more than two of which may be VHF's, in the top-50 markets.

The new freeze is slightly less frigid than the one it supersedes. Since last December, when the FCC first announced its intention to tighten its multiple-ownership rules, the commission had prohibited any owner of a V in the top-50 markets from acquiring another without going through the interminable procedure of an FCC hearing. The effects of the original freeze may be measured by the record: Nobody has bought or sold his way into a hearing.

The new freeze may be counted on to be as effective as the old one. Thus the commission will have applied its new rules for whatever interval is required for it to reach an ultimate decision as to whether they are valid. In the circumstances the commission has a moral obligation to proceed without delay toward its final resolution of the matter. It must allow reasonable time for the presentation of comments, but it must not be a party to procrastination.

There are some multiple owners who, over the short haul, have little to lose by the imposition of the freeze or, for that matter, the adoption of the rules as proposed. These are the groups that are at or very near the maximum portfolios of V's now permitted. In the long run, however, they as well as all other owners would find themselves hemmed in by the new limitations that the FCC is proposing. For the bigger groups, trading up in television stations would no longer be possible, and trading out would be difficult. Sales would have to be parceled in such a way that buyers were within the new quotas.

In its rationale supporting its proposed new rule, the FCC has put the issue squarely. It has said that in its view the common ownership of more than three stations in the top-50 markets is an undue concentration of power and is anti-competitive. It is up to those who disagree to make the case for their disagreement.

The groups and those who aspire to group status must persuade the FCC that multiple ownership confers virtues that are in the public interest. To a considerable degree the present challenge to their status results from their failure to make a case for themselves up to now.

As we have said before, a good many groups have neglected the job of justifying their value as communications forces. Not enough of them have spent what they could have afforded on program innovation. Not enough have done the necessary publicizing of their good works. On the whole the groups have interpreted their commercial success as an indication of the value of their services and have let it go at that.

No one should now be surprised that four members of the FCC would wonder whether the consolidation of station

ownership mitigates against the public interest. They have little information to the contrary.

The rulemaking now provides an opportunity and a reason for detailed consideration of the multiple owner's contribution to the art of mass communication. Let the arguments be strong and clear, and the decision reached as soon as orderly procedure permits.

The color conversion

AT last it is possible to predict with some certainty the date when all or virtually all of the prime-time programs of all three television networks will be shown in color. That date, it now appears, will certainly be in the 1966-67 season. If current targets are met, and if the 1966-67 season's introductory schedule is the same as this year's, we may place the magic C-day more precisely as being in the second week of September 1966.

Even six months ago this prospect would have been incredible. NBC was preparing to go almost all-color at night in 1965-66, but the other networks had barely budged. Now both CBS and ABC have stepped up their color plans for the coming season and both say that they as well as NBC will be all-color at night in 1966-67.

Thus color, which for so long moved more slowly than expected, now is moving with unexpected speed. This is true not only in programing but also in color set production and sales. RCA, the foremost and for a long time the only color manufacturer, reports that demand is now at a point that had not been expected before 1967. The lower set prices ensuing from repeal of the 10% excise tax on sets will help further; they will at least minimize any sales resistance built up when the all-channel law increased manufacturing costs.

It is now estimated that there are more than 3.28 million color-equipped homes in the United States and that the number will reach 5 million by the end of this year. These numbers may look small when compared to the 52.6 million homes with black-and-white sets. But looking at them in terms of growth rate and considering all other indicators, including the volume of color programing planned for 1965-66 and the 100% color level projected for nighttime in 1966-67, it would not be hard to conclude that color is finally over the hump.

Perhaps it isn't over the hump—yet. But all signs indicate that its momentum is up and gathering force, and that is a condition not easily achieved before the hump is reached.



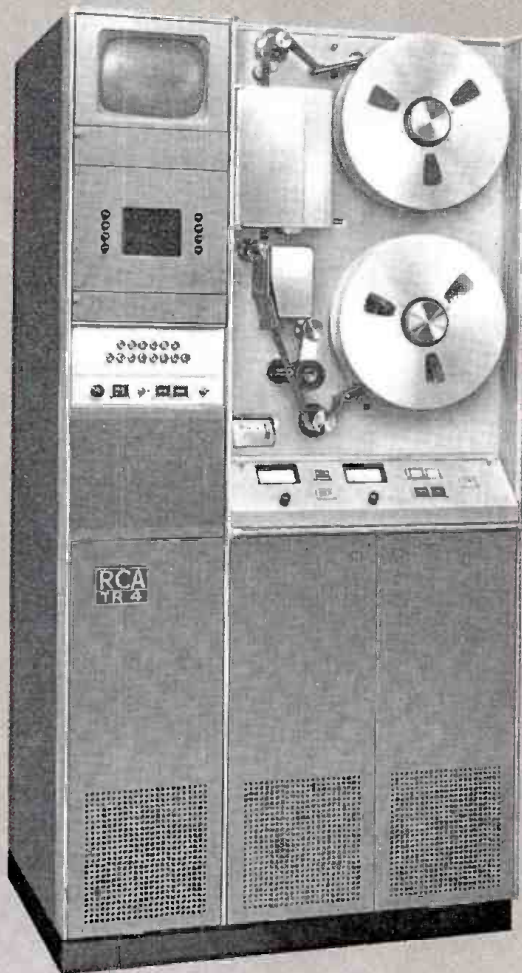
Drawn for BROADCASTING by Sid Hix  
 "World War I will continue in just a moment, but first. . ."



LOW-BUDGET

# Color TV Tape Recorder

easiest, most economical way  
to make and play color tapes!



**This compact, quadruplex Recorder—equipped for  
color—accepts high band and electronic splicing accessories**

Complete in a 33 by 22 by 66 inch cabinet, the colorized TR-4 is the answer for installations where low initial cost and broadcast quality pictures are desired. It's a complete recording and playback machine. It has suitable monitoring facilities, built-in picture and waveform monitors, and other provisions for good quality pictures.

Like other RCA transistorized TV tape equipment, new circuit components needed for high band can be added to the TR-4. With such circuits (available as accessories) high band can be selected as a second mode of operation, with all its benefits

including multiple generation color tapes.

Features now standard on the TR-4, as on all RCA TV tape equipment, include air-lubricated tape guides, magnetic tone wheel, solid state control system, built-in switchlock and two-speed operation. Accessories available include high band, automatic timing control, cue record and playback and electronic splicing.

The TR-4 is the only recorder of its kind that's suitable for color operation. And standardized modules assure dependability, easy maintenance, and simplicity in adding accessories.

Can we give you more facts about this budget-priced recorder that accents quality? Call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.



**The Most Trusted Name in Television**

*If you lived in San Francisco . . .*



*. . . you'd be sold on **KRON-TV***

3367