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Reverberations heard on guidelines for loud commercials. p30
Almost 2,000 convene in Denver to discuss CATV problems. p54
Equipment makers put best foot forward at NCTA meet. p66

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SALES OVER $105 MILLION!

OF CATV SYSTEMS

WHY?

DANIELS & ASSOCIATES pioneered the CATV Brokerage and Appraisal fields
DANIELS & ASSOCIATES pioneered the CATV Finance and Consulting fields
DANIELS & ASSOCIATES enjoys a reputation for Integrity, Buyer-Seller Satisfaction and Fast Action

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

SOLID-STATE CATV EQUIPMENT

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

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

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

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

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

First in CATV • The nation’s largest, most experienced manufacturer-supplier of CATV equipment and services

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

Patent pending
ST. LOUIS TELEVISION IS A BRAND-NEW BALL GAME

ST. LOUIS' MOST IMPROVED STATION!

TOTAL VIEWING UP 11.8%
PRIME TIME VIEWING UP 13.2%

Source: ARB Homes—April-May '65, April-May '64
accent on action!

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

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

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

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

*ARB — April/May 1965

KRLD-TV

represented nationally by Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS CBS

Channel 4, Dallas-Ft. Worth

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

Clyde W. Rembert, President

BROADCASTING, July 19, 1965
Cross-ownership OK?

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

A slight delay...

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

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

Group owners meet

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

Executive and research committees will be named at meeting at Won's Mid-America Broadcast Center to direct preparation of opposition to rulemaking which, while it would protect existing 19 multiple owners, would place limitation of 2 V's in top 50 markets on all others. Research committee will be delegated broad powers to institute overall study of TV station service with emphasis on benefits of group ownership. Steering committee comprises George B. Storer Sr., Storer Broadcasting, Frank M. Smith, Capital Cities and Ward L. Quaal, Won Inc.

Radio-CATV study

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

More letters

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

Harris plans

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

Marks news interest

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

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

Network pride injured

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

Film import bars

U. S. TV film distributors worried over restrictive measure effective shortly in Venezuela, lucrative $2.5 million market for U. S. program exports. In mid-August system of licensing there will be put into effect limiting imports. Motion Picture Export Association is opposing move through State Department, on-spot discussions.
WSYR-TV . . . Overwhelmingly THE LEADER
In the CENTRAL NEW YORK MARKET in a
REPEAT PERFORMANCE

WSYR-TV DOMINATES
. . . because of EIGHT YEARS OF UN-
BROKEN LEADERSHIP in the market, in
ARB REPORTS.

. . . it is NUMBER ONE in HOMES DE-
LIVERED——

* 41% MORE THAN STATION NO. 2
* 76% MORE THAN STATION NO. 3

*As you watch, from 6:00 P.M. to 11:30 P.M.,
Monday thru Sunday.

Get the Full Story from
HARRINGTON,
RIGHTER & PARSONS

WSYR-TV

Channel 3 . NBC
Affiliate . 100 KW
SYRACUSE, N.Y.

Plus WSYE-TV channel 18 ELMIRA, N.Y.
WEEK IN BRIEF

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

INDEPENDENTS EYE PIE ... 27

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

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FCC CHANGES COURSE ... 72

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

QUALITIES OF EFFECTIVE AD ... 40

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

SOFT TALK ... 30

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

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

'DEATH BLOW' FOR FREE TV ... 62

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

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

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AMERICAN BUSINESS PRESS, INC.
NEWSFILM STATION OF THE YEAR

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

KMTV OMAHA
Represented by Edward Petry & Co., Inc.
Bringer of charges now must prove them

FCC has adopted new policy designed to assure fair play for applicants who face charges of serious misconduct in hearing cases. Main thrust is to remove to considerable degree burden of proof from applicants against whom charges have been made, and to place it on commission's Broadcast Bureau or others making allegations.

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

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

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

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

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

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

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

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

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

Capital Cities shows 55% increase in profit

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

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
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<tr>
<td>Earnings per share*</td>
<td>$1.50</td>
<td>$0.96</td>
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<tr>
<td>Broadcasting income</td>
<td>13,463,830</td>
<td>9,161,001</td>
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<tr>
<td>Prefax income</td>
<td>4,056,395</td>
<td>2,713,661</td>
</tr>
<tr>
<td>Net income</td>
<td>2,934,850</td>
<td>1,365,381</td>
</tr>
</tbody>
</table>

* Based on share outstanding June 30, 1965.

Mariner telecasts pictures from Mars

Scientists at Jet Propulsion Laboratory in Pasadena, Calif., were processing third and fourth TV pictures of planet Mars last weekend, as Mariner IV continued sending first close-up (from 5,000 miles) of "red planet" over almost 135 million miles back to earth.

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

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

Loevinger's mother dies

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

New offices in RAB plans for step-up?

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

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

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

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

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

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

FTC told to intensify activity on deception

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

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

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

More AT DEADLINE page 10
WEEK'S HEADLINERS

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

Elliott W. Plowe, president, Grant Advertising, has resigned to set up own marketing firm. Will C. Grant, board chairman, assumes posts of president and chief executive officer. Mr. Grant is in Chicago, and Mr. Plowe was in New York. Peter Wix Widmer, account executive for Grant in New York, becomes VP and manager of agency's office in that city.

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

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

For other personnel changes of the week see FATES & FORTUNES

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

Price cut for Bird use may be in the offing

Are European government postal officials softening position on rates to be charged for their part in trans-Atlantic TV service via Early Bird? Package rate for use of satellite and European ground stations had been proposed but not officially announced (BROADCASTING, July 12). Organization of European Post Offices (CEPT) in telegrams last week invited American TV networks, Comsat officials and members of European Broadcasting Union to meet in London, Friday (July 23), ostensibly for purpose of "announcing" rates. So far post offices in Europe have refused to negotiate with broadcasters on satellite service fees. Intransigent attitude brought rebellious response at EBU meeting in Venice two weeks ago and threat of Early Bird boycott by Europeans. U. S. network official sees conciliatory spirit in CEPT invitation.

Radio-TV revenues down;
Time Inc. profits up

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

Six months ended June 30:

<table>
<thead>
<tr>
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<th>1965</th>
<th>1964</th>
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</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$2.04</td>
<td>$1.70</td>
</tr>
<tr>
<td>Revenues</td>
<td>213,715,000</td>
<td>195,905,000</td>
</tr>
<tr>
<td>Net profit</td>
<td>13,635,000</td>
<td>11,267,000</td>
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Soul searching needed on convention coverage

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

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

Westinghouse renews CBS-TV

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


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

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

We will continue to visit, study and salute every city of size in WLW-TV Land. When we say we know and serve the market, it's because we've been to the marketplace. Another example of WLW Stations in the know... and Crosley on the GO!
IF YOU THINK CHICAGO ISN'T A HOT RADIO MARKET, YOU PROBABLY THINK LIEBESTRAUM IS A NEW GERMAN BEER!
And if you think WGN isn’t the hottest station in Chicago, you aren’t getting all the sales you could!

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

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

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

Clients also tell us they like our effective media merchandising.

So? Don’t just sit there losing sales. Call Mary Astrin for proof. Phone Area Code 312, 528-2311 collect right now. He’ll tell you how the sellingest station in Chicago can help you.
Want to tell the Senate, the House and everybody else in Washington, D.C. "where to get off"?

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

Ask your Blair representative for 'Copter 1260 availabilities

WWDC

RADIO WASHINGTON, D.C.
On a September morn, Kaiser Broadcasting will change the media picture in Philadelphia.

WKBS TV48 goes on the air September first, with greater coverage than any other Philadelphia Area independent…plus color. Obviously, Philadelphia’s major independent station from the start.

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

**KNOW HOW...THAT'S TELESYSTEMS!**

**TeleSystems Corporation**
113 South Alexander Road, Glenside, Pa. • 215 TU 4-6635
Serving CATV Systems in Engineering, Construction, Equipment, Promotion and Management

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Company ________
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City ________ State ________ Zip ________

**BROADCASTING 1735 DeSales St., Washington, D.C. 20036**

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**DATEBOOK**

**SEPTEMBER**
Sept. 10-12—American Women in Radio and Television, second annual Western Area Conference. San Francisco.
Sept. 17—New FCC deadline for filing reply comments on Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward regulating non-microwave community antenna television systems. Former filing date was Aug. 6.
Sept. 19-21—Annual fall meeting and election of officers of Nebraska Association of Broadcasters. Speakers include Sherrill Taylor, vice president for radio, National Association of Broadcasters, and William Cartlidge, vice president for station relations, NAB. Fontainebleau motor hotel, New Orleans.
Sept. 19-21—Annual fall meeting and election of officers of Nebraska Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Blackstone hotel, Omaha.
Sept. 22-23—Annual fall meeting of Minnesota Broadcasters Association. Speakers include Sherrill Taylor, vice president for radio, National Association of Broadcasters. Radisson hotel, Minneapolis.
Sept. 27—New FCC deadline for filing comments on Part II of its notice of inquiry and proposed rulemaking, issued April 23, looking toward regulating nonmicrowave community antenna television systems. Among other areas of concern, Part II deals with (1) effect on development of independent (nonnetwork) UHF stations (2) generalized restrictions on CATV extensions of station signals (3) "leapfrogging" and (4) program origination or alteration by CATV, pay TV, and combined CATV-pay TV-TV operations.
Sept. 30—FCC's deadline for reply comments on proposed rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety.

**OCTOBER**
Oct. 1—Deadline for comments on FCC's proposed rulemaking limiting to three numeral indicators first or revised listing.
THE TRULY GREATS are yours in Showcase 3

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

SOPHIA LOREN ANTHONY PERKINS ERNEST BORGnine

Academy Award Winner

in ANATOLE LITVAK'S
"FIVE MILES TO MIDNIGHT"
GIG JEAN-PIERRE YOUNG · Aumont
RUNNING TIME: 110 MINUTES

ANNE JOHN ANGELA MILLAUX BAXTER · MILLS · LANSBURY

"SEASON OF PASSION"
RUNNING TIME: 93 MINUTES

WRITE, WIRE, PHONE 555 MADISON AVENUE NEW YORK, N. Y. 10022 Area Code 212 588 4700
Stainless G4 TOWER—

"backbone of microwave"

and now first choice for CATV!

Symbol of tower rigidity—surpassing all EIA requirements. Computer-born at the home of the world's tallest towers, the G4 converts readily to much more rigid specs.

Stainless G4 540-ft. CATV tower

Get your free book describing these installations.

Stainless, Inc.

NORTH WALES • PENNSYLVANIA

In Canada: Walcan, Ltd., Carleton Place, Ont.

November

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

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

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

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


Nov. 11-12—Annual fall meeting of Oregon

Indicates first or revised listing.

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Vice President: Maury Long

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Comptroller: Irving C. Miller

Ass't. Treasurer: Joanne T. Cowan


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

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

This is far from the case in most other areas.

For instance, WHO Radio is the only 50,000-watt clear-channel station in Iowa. 44% of all the 805,020 radio homes in our NCS '61 area shown above listen to WHO weekly. In fact, we are heard regularly in 94 of Iowa's 99 counties. 239,000 radio families in this area listen to WHO every day*—and that's over 5 times more families than live in Des Moines!!

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

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

---

WHO Radio
for Iowa PLUS!
Des Moines . . . 50,000 Watts . . . NBC Affiliate

Peters, Griffin, Woodward, Inc., National Representatives
November 11-13—Annual fall meeting of Alabama Broadcasters Association, University of Alabama, Tuscaloosa.


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

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

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

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

**OPEN MIKE®**

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

**Shameful exhibitions**

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

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

Eighteen million Americans viewed the program. Among them, hopefully, were many of the youngsters the Job Corps is designed to help. How would the senator from Colorado propose to reach an audience such as this? Perhaps a TV show based on the minuet? This program did much to help young people badly in need of jobs. The senator has a job. To my mind he should stop wasting government time and money in taking pot shots at effective public service television and get down to the important business with which he is charged.—William Wood Jr., Carter & Carr, Los Angeles.

**Now's the time**

**Editor:** With regard to your questionnaire for our listing in the 1966 Yearbook, this station is in the process of transferring ownership. When is the last possible deadline for submitting an up-to-date listing incorporating all the new information which will be involved under the new ownership?—Patrick J. Stanion, president, W3MJ Philadelphia.

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

**Repaying listener loyalty**

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

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

We started the Campus Caravan, seven nights a week, 10:30 to midnight. We honor a fraternity, sorority or dor-
What's all the excitement?

It's the Ameco display at the NCTA convention!

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

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

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

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

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

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

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

BOOTH 49 through 53, 75, 76
Stations are buying it for early evening...late night...late-afternoon stripping.
When it replaced a first-run series on CBS in May, bucking first-run Bonanza, 
the New York audience zoomed 87% in a single week. Whatever the time,
whatever the competition, TWILIGHT ZONE delivers! Contact us.

ROHN TOWERS
“STAND UP”
to Hurricane Hilda!
A series of ROHN micro-wave

towers, used on Shell Oil Com-
pany offshore platforms near the
Louisiana coast, took on the full
fury of “Hurricane Hilda” and
withstood the test!
Designed for 50 pound windload
per square foot, these towers
stood up to winds known to have
been well in excess of this.
For towers proved in design,
enGINEERING and construction, spe-
cify ROHN. Complete tower, light-
ing kit, microwave reflector, and
tower accessory catalogs and spe-
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BOOK NOTES

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

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

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

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

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

Mr. Brown, professor of journalism
at Arizona State University, Tempe, has
compiled a booklet for high school stu-
dents interested in broadcast journalism.
He suggests the qualities and qualifica-
tions for those interested in entering this
field. He also describes the different
areas of broadcast journalism and lists
approximate salaries in each. The book-
let is being distributed free by the Quill
and Scroll Foundation.
I've got it! Let's be the first local stations to use Early Bird to do a live, three-nation remote press conference on Viet Nam from Paris, London and Washington, moderate it here in Seattle, feed it to the entire Pacific Northwest on our own net.

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

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

It was the first time that any local television station, or independent group, in the United States had originated its own live program via Comsat's Early Bird satellite. We almost had to do it. Our viewers have come to expect firsts from us.

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

Just a few examples of being where the action is. And by being where the action is we're the birds who usually get the worms. It's that simple.
The biggest slice of pie might not be the most palatable

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

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

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

Take The Bell Telephone Hour, for example. The 26-city Trendex revealed that the show got 19.3% of the audience, while The Doctors and Nurses got 25.3% and The Fugitive, possibly by much scurrying, got 40.9%.

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

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

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

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

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

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

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

Speaking of the Best . . . • This leads to the second question. If someone is listening, is anyone saying anything? What are we saying with the Telephone Hour, if anything?

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

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

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

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

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

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

I believe that more choice would even make economic sense. I, for one, would dash out promptly and buy a two-pound loaf of Kraft American cheese if they'd bring back the old Kraft Theater.

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

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

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

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

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

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

Because Mutual can get you more listeners per dollar than any other network…TV or Radio! Forty per cent of all network radio stations are Mutual. Mutual covers the top metro markets and gives you exclusive coverage in over 260 others. In all, over 500 markets. So where broad coverage counts —the wise money’s on Mutual!
The deep, responsive feeling that the St. Louis TV audience displays for KSD-TV is not of the fleeting moment variety. For 18 years, this emotional attachment has grown stronger as it has matured. No wonder the ratings*... and the viewing preferences**... show Channel 5 first in the hearts of St. Louisans.

St. Louis Post-Dispatch Television/represented nationally by BLAIR TELEVISION

A Division of John Blair & Company

KSD TV 5

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

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

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

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

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

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

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

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

The companies on a network spee have been active primarily in the syndication field in the past, though a few have had limited network exposure. They are all convinced that a relative newcomer with fresh ideas can compete favorably under current conditions with such king-pin organizations in network program production as Universal TV MCA, 20th Century-Fox TV, Screen Gems, MGM-TV, United Artists TV, Four Star and Filmways.

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

- The FCC program rule proposal, which would limit network control of prime-time entertainment shows to 50%, if adopted is expected to have the effect of persuading networks to deal with a more diversified list of production sources. Even if the rule is not ultimately adopted, which is the consensus, syndicators are convinced that the pressure of FCC opinion will move networks to seek out an expanded source of program supply, including advertisers, agencies and new-to-the-network producers.
- The sharper competitive race among the three networks will spur them to tap new sources for new talent and ideas.
- The prospect for a so-called "fourth network" (of UHF and independent stations) is encouraging producers to create and develop network-quality series.
- Companies that have relied almost exclusively on syndication in the past are aware of the need to diversify in

At NCTA: regulation, copyright, pole rights

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

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

All three problems will be reviewed by Frederick W. Ford, making his first appearance as president of NCTA. Mr. Ford, a former member of the FCC and a one-time chairman of the agency, is expected to cover regulation and legislation, the copyright issue and specifically the telephone companies' pole line problem. For full NCTA agenda see page 56, exhibitors page 66.
the current economic climate. The brightest spots in syndication are in feature films and international sales, and the most powerful forces generally in these areas are syndicators associated with major studios or with the networks. This business environment persuades other syndicators to test their wings in the network sphere as a route to increased earnings.

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

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

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

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

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

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

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

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

**Mirisch-Rich Television Productions:** Lee Rich, president, reported the company has 14 projects under way but none are in pilot form. He described them as "step" deals, meaning they are in the discussion stages at various TV networks.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Paramount Television Productions: An official said that this company, which has been largely dormant in recent years, is now considering several projects that are in development. He said that he could not be specific at this time, but indicated that an announcement might be forthcoming on the company's plans both in the network and syndication areas. He added that projects to be created for Paramount Television would be independent of series to be produced by Plautus Productions, a TV production company in which Paramount Pictures has a 51% interest.

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

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

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

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

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

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

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

In its policy statement of six guidelines, which was circulated among commissioners earlier this month (Broadcasting, July 5), the FCC noted that there is no "indication of any concerted industrywide effort to deal with the problem." But between the informal draft and the one released last week, the FCC added a conclusion that appreciates "the consideration and attention being given this problem by the NAB Engineering Advisory Committee. It is understood that investigations and studies are to be made by this committee regarding the technical considerations that may be involved in the matter of loudness, and also as to the possibility of developing a new volume measuring meter."

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

The policy statement says the commission expects "strict adherence" by broadcasters to the policy. Among the guidelines are: control room procedures to prevent loud commercials resulting from inaccurate meter reading or "excessive" reliance on automatic gain control; reduction of modulation below 85% on frequently recurring peaks; guarding against "excessive compresion"; care in presenting recorded material in which compression, reverberation, filtering and other processes have been used; avoiding commercials presented in "loud, rapid and strident manner," and avoiding more than 4 db contrast between program content and commercial that follows.

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

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

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

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

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

Chairman Henry said the policy state-
Want your spot to appear before 99,000 people (82,000 of them children)* watching WHIO-TV’s Uncle Orrie today? 
(at about $1.26 per thousand!)

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

*NIELSEN STATION INDEX ESTIMATE (MARCH ’65)
Bartley joins majority on commercial inquiries

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

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

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

The commissioners favoring letters to both groups are Chairman E. William Henry, Kenneth A. Cox, Robert E. Lee and James J. Wadsworth. The issue was decided two weeks ago when Commissioner Wadsworth broke a 3 to 3 deadlock by indicating he would favor letters on commercial questions (Broadcasting, July 12).

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

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

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

Two stations previously reported in line for inquiries on their commercial policies have been granted license renewals instead. Kcot(TV) Denver won a renewal last week after submitting additional information to the commission indicating it has reduced the number of commercials it broadcasts in prime time to the level it proposed in its previous license-renewal applications. The station also said it had been too ambitious as an independent competing, with three network-affiliated stations proposing to hold to the NAB code's commercial limits. Kcct exceeded the code by more than 24% in prime time.

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

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

How loud is too loud?

Technical studies made by networks as NAB test continues

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

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

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

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

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

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

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

Tain’t as if this will be any surprise to any of our regular advertisers—it’s been going on like this for generations!

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

WDAY
5000 WATTS • 970 KILOCYCLES • NBC
FARGO, N. D.


### BAR estimates for 8 markets

Estimates of the dollar volume of nonnetwork television business on the air in eight U.S. markets during the week ended June 25 are reported herewith as compiled by Broadcast Advertisers Reports. The estimates are based on monitoring, using discounted-rate formulas.

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

<table>
<thead>
<tr>
<th>Week ended June 25:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dallas (3)</td>
</tr>
<tr>
<td>Grand Rapids, Mich. (3)</td>
</tr>
<tr>
<td>Green Bay, Wis. (3)</td>
</tr>
<tr>
<td>Lansing, Mich. (2)</td>
</tr>
<tr>
<td>Nashville, Tenn. (3)</td>
</tr>
<tr>
<td>Shreveport, La. (3)</td>
</tr>
<tr>
<td>Spokane, Wash. (3)</td>
</tr>
<tr>
<td>Tulsa, Okla. (3)</td>
</tr>
</tbody>
</table>

Dollar estimates are notional.

- **Commercial TV**
  - Dallas $299,759
  - Grand Rapids $186,807
  - Green Bay $64,506
  - Lansing $85,140
  - Nashville $132,711
  - Shreveport $65,148
  - Spokane $68,724
  - Tulsa $88,572

### CBS sounds off for special promotion

**Rexall Drug Co., through J. Walter Thompson Co., Los Angeles, is using TV as the sole medium to promote its County Fair Sale which Rexall stores throughout the country will stage Sept. 9-18. This is the first time that television has had the exclusive responsibility for a Rexall promotion and results will be carefully studied. The campaign will include TV spots in 200 markets, with the number of spots per market varying from five to 30 or more in accordance with a national market analysis plan. Daytime programs on the three TV networks will also be used: Father Knows Best on ABC-TV, Real McCoys on CBS-TV and Concentration on NBC-TV.**

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

### Cigarette bill awaits LBJ's signature

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

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

Heated floor debate preceded passage as has been the case all through the measure's stormy progress through Congress. Several members urged rejection of the conference report so that a more stringent bill might be drafted. Representatives John E. Moss (D-Calif.) and Morris K. Udall (D-Ariz.), in the forefront of those opposed to passage, pointed out that a package warning will be seen only by those "already hooked," whereas it is advertising that creates the new smokers. The final vote was 285 to 103.

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

### New guides issued for arthritis commercials

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

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

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

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

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

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

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

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

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

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

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

The Business Weekly of Television and Radio

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

New York • Chicago • Hollywood
Hosiery spending on TV up 66% in '64

Hosiery manufacturers invested a record-breaking $5,058,400 in television in 1964, the Television Bureau of Advertising announced last week. Television's share was 66% of the overall media total of $7,624,200 spent by the 15 companies last year, according to Albin B. Nelson, TVB hosiery account executive. The leading hosiery advertiser on TV in 1964 was the Kendall Co., which invested $1,325,200 in network and spot TV on behalf of its Fling brand.

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

<table>
<thead>
<tr>
<th>Company</th>
<th>1964 Spot TV</th>
<th>1964 Network</th>
<th>1964 Total TV</th>
<th>Chg.</th>
<th>1963 %</th>
<th>Magazines</th>
<th>Newspapers</th>
<th>Total Media</th>
<th>% TV Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kendall Co.</td>
<td>$ 840,100</td>
<td>$485,100</td>
<td>$1,325,200</td>
<td>+83%</td>
<td>$135,700</td>
<td>$ 724,100</td>
<td>16</td>
<td>$4,000,000</td>
<td>91%</td>
</tr>
<tr>
<td>Kayser-Roth</td>
<td>1,016,900</td>
<td>147,900</td>
<td>1,254,800</td>
<td></td>
<td>995,800</td>
<td>1,949,000</td>
<td>16</td>
<td>2,366,100</td>
<td>53%</td>
</tr>
<tr>
<td>Hanes Hosiery</td>
<td>1,183,600</td>
<td>140,900</td>
<td>1,324,500</td>
<td></td>
<td>1,650,200</td>
<td>1,409,100</td>
<td>16</td>
<td>3,058,400</td>
<td>75%</td>
</tr>
<tr>
<td>Burlington Hosiery</td>
<td>411,200</td>
<td>68,000</td>
<td>479,200</td>
<td></td>
<td>503,000</td>
<td>411,200</td>
<td>+Inf. 113,200</td>
<td>1,123,100</td>
<td>37%</td>
</tr>
<tr>
<td>de Nemours</td>
<td></td>
<td>282,000</td>
<td>282,000</td>
<td></td>
<td>113,200</td>
<td>282,000</td>
<td>+Inf. 282,000</td>
<td>1,123,100</td>
<td>37%</td>
</tr>
<tr>
<td>Berkshire International</td>
<td>240,800</td>
<td></td>
<td>240,800</td>
<td></td>
<td>113,200</td>
<td>240,800</td>
<td>+Inf. 113,200</td>
<td>1,123,100</td>
<td>37%</td>
</tr>
<tr>
<td>National Plastic Prods.</td>
<td>195,700</td>
<td></td>
<td>195,700</td>
<td></td>
<td>113,200</td>
<td>195,700</td>
<td>+Inf. 113,200</td>
<td>1,123,100</td>
<td>37%</td>
</tr>
<tr>
<td>Monsanto Chemical</td>
<td>63,700</td>
<td></td>
<td>63,700</td>
<td>+13</td>
<td>63,700</td>
<td>63,700</td>
<td>+Inf. 63,700</td>
<td>1,123,100</td>
<td>37%</td>
</tr>
<tr>
<td>Magnett Mills</td>
<td>58,200</td>
<td></td>
<td>58,200</td>
<td></td>
<td>58,200</td>
<td>58,200</td>
<td>+Inf. 58,200</td>
<td>1,123,100</td>
<td>37%</td>
</tr>
<tr>
<td>Cannon Mills</td>
<td>43,200</td>
<td></td>
<td>43,200</td>
<td></td>
<td>43,200</td>
<td>43,200</td>
<td>+Inf. 43,200</td>
<td>1,123,100</td>
<td>37%</td>
</tr>
<tr>
<td>Totals</td>
<td>$4,143,400</td>
<td>$915,000</td>
<td>$5,058,400</td>
<td>+37%</td>
<td>$7,624,200</td>
<td>$3,833,700</td>
<td>+37%</td>
<td>$13,990,000</td>
<td>66%</td>
</tr>
</tbody>
</table>

* Under $20,000

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

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

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

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

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

TV test sells Bonanza on color spot campaign

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

"This is Bonanza's first major effort in TV, a medium we expect to continue to use consistently," John D. Lindsay, Bonanza vice president in charge of advertising and publicity, said. The campaign will encompass over 300 prime-time commercials on KJH-TV and KNXT (TV) Los Angeles; KORK-TV and KSNO-TV Las Vegas; KSL-TV and KUTV (TV) Salt Lake City; KCRV-AM (TV) Reno; KOKK-TV Phoenix. "TV's mass audience exposure is to match exactly the new services and fares the airline will put into action this month," Mr. Lindsay said.

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

Agency appointments . . .

- Lewis Howe Co., St. Louis, switches national advertising for Tums from McCann-Erickson to Leo Burnett Co. there effective Aug. 12.
- Miles Laboratories, Elkhart, Ind., moves Bactine skin cream, now in test markets, from Wade Advertising, Chicago, to Jack Tinker & Partners, New York. Switch was made because of conflict with Deep Magic skin products for Toni Co. at Wade which, however, continues to handle growing number of other established and new Miles products. Tinker now has Alka-Seltzer account, also formerly at Wade.
- WBBM Chicago has appointed Young & Rubicam there as its advertising agency, effective Aug. 1, switching from Kennedy & Heyne Inc. The acceptance marks a new drive by a major agency for what is considered local business of relatively small billing. WBBM said it will consult with Y&R on a broad range of marketing functions over and above advertising for the station.

- WABC New York last week appointed Robinson, Donino & West, New York, to handle its production and advertising. The agency announced it would produce a new campaign aimed at consumers and the trade to be launched in the fall.
- Combe Chemical Corp., White Plains, N. Y., has appointed Kastor, Hilton, Chesley, Clifford & Atherton, New York, to handle advertising for Grecian Formula 16 and Johnson's Foot Soap.
- Southwest Gas Corp., Las Vegas, names Al Paul Lefton Co., Hollywood, Radio and TV are included in media plans.

Rep. appointments . . .

Behind this new broadcasting name

COSMOS

stands an experienced, dynamic organization

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

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

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

G. RICHARD SHAFTO, PRESIDENT

BROADCASTING CORPORATION

1111 BULL STREET       COLUMBIA, SOUTH CAROLINA
Qualities of an effective ad

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

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

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

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

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

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

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

Cleo W. Hovel, vice president and executive creative director, Leo Burnett Co., Chicago, and a pioneer in the production of TV commercials, said that in too many instances advertising ideas "stay in the word phase" with the visual interpretation for TV or print "a rather limping second."

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

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

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

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

Also in advertising...

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

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

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

Networks top $500 million in five months

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

The TVB figures compiled by Leading National Advertisers-Broadcast Advertisers Reports showed net time and program billings for May increased 7.5% over the same month last year, reaching $95 million.

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

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

Network television net time and program billings by day parts

| Source: TVB/LNA-BAR fadd 000 |
|--------------|------------------|--------------|--------------|
| Time         | 1964 | 1965 | % Chg | 1964 | 1965 | % Chg |
| Daytime      | $22,662.0 | $28,253.9 | +24.7% | $127,111.0 | $144,221.9 | +13.5% |
| Mon.-Fri.    | 17,159.6 | 20,959.3 | +22.1% | 94,907.0  | 107,349.1 | +13.1% |
| Sat-Sun.     | 5,502.4  | 7,294.6  | +32.6% | 32,204.0  | 36,872.8  | +14.5% |
| Total        | $38,983.8 | $46,005.0 | +7.5% | $259,252.0 | $288,443.7 | +2.6% |

Hooked

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

Yet Eastern Iowa is hooked. On WMT-TV.

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

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

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

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

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

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

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

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

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

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

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

Parents don't seem to be as concerned about children's advertising as they should be, according to Cleo Howel, vice president and executive creative director of Leo Burnett Co. "Bad commercials rile me as a father and an advertising man," he said, indicating he is particularly displeased with those that "put pressure on parents" or take unfair advantage and "get across the idea that some people are less accepted socially than others." His examples of better advertising today included Kellogg and Nestle.

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

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

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

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

Video record purchases

U.S. Teleservice system

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

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

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

Business briefly ...

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

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

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

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

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

Sponsors advertise show

A long list of sponsors appeared on the Sandy Becker Show on WNEW-TV New York last week—but the "commercial" they gave plugged Sandy Becker! It was part of a week-long testimonial to the children's program host, who was completing 10 years of continuous service on the Sandy Becker Show (Mon.-Fri., 8-9:15 a.m. and 4:30-6 p.m. and Saturday, 5-6 p.m.).

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

42 (BROADCAST ADVERTISING)
What will make your number one TV buy in Providence...even more number 1?
Beginning Sunday, September 12 . . . at no extra cost . . . you can get that extra impact of color in the Providence Market. WJAR-TV will offer you complete color tape, color film and color slide facilities. Availabilities in prime-time movies, peak-rated syndicated properties . . . adjacencies to NBC full color. Hear the big Providence story from your Petry representative. Providence is . . . southeastern Massachusetts, eastern Connecticut and all Rhode Island.

People in television say Providence is WJAR-TV

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

Seven Arts TV gets rights to talk program of famed stripper

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

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

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

W. Robert Rich, executive vice president and general manager of Seven Arts TV, reported that the first sale of Gypsy by his organization has been made to WBBK-TV Chicago (another ABC-owned station), starting today (July 19).

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

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

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

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

Tele-View forms tape management service

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

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

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

Color restirs stations' demand for Britannica library

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

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

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

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

Approximately 50 programs are added to the library each year and a similar number are withdrawn to maintain fresh appeal, according to Mr. Carlton. He noted that Trans-Lux ships an average of 500 film prints each week to EB film clients and retains a fulltime staffer, Miss Roslyn Karan (in photo with Mr. Carlton), to assist stations in selecting the appropriate films.
the program recorded on the master tape into proper form for distribution to the stations which are to broadcast it. The center will handle the shipping of the tapes to stations, following up where necessary to see that they are returned on schedule for inspection, cleaning and repair after each use.

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

Hisses, kisses for ratings

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

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

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

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

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

In the New York area alone, the program was reported number one by one measurement and tied for number two in another. Authoritative sources said the A. C. Nielsen Co.'s overnight report for New York showed the CBS program with a 20.8 rating to 15.8 for Hitchcock and 11.1 for Casey, and that the New York Arbitron showed "The Rating Game" and Casey tied at 11.7, behind 17.1 for Hitchcock.

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

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

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

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

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

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

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

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

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

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

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

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

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

NAB program idea guide

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

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

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

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

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

Interest to be factor in NBC-TV grid plan

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

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

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

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

Cardinal to syndicate three color-TV shows

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

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

Another radio program from King Features

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

The newspaper-TV syndication firm announced Here's Heloise in June, a program based on a syndicated newspaper column. The new radio entry this month also is based on a newspaper column, Speaking of Your Health, featuring Dr. Lester Coleman. The column is published by 389 newspapers. The Health series will be in five-minute segments which can be broadcast five times in a week. Stations signed for Heloise have 10 days to exercise first-refusal rights to the new program. Both series will be ready for an Oct. 4 broadcast start.

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

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

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

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

But, it added, the commission should make this clear by spelling out that a requirement that TV broadcasts be carried by a CATV "is not in derogation of any copyright or other proprietary interest in...the program...and is without prejudice to any right of the owner...to forbid the carriage thereof by any CATV system, without the license of such owner."

**Firms Represented**


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

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

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

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

**FCC dismisses Democrats' fairness complaints**

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

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

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

As for the other programs about which the Democratic committee complained, the commission said, the station had offered to make time for reply available on a paid basis.

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

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

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

The other stations are KTRT Rolla, Mo., WOIZ West George, S. C., WKPBS Eugene, Ore., KXN Spanish Fork, Utah; WKTU Charlotte, N. C.; WCWLS Newport, N. H.; KGMS Sacramento, Calif., and KXEL Waterloo, Iowa.

**A week in LBJ's life**

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

**NAB asks revisions in backing boxing bill**

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

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

He pointed out the difficulty of determining in advance that a fight will be fixed and suggested that "it would
In your heart
you know we’re ripe.

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

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

BROADCASTING, July 19, 1965
be far better to rely upon criminal penalties that have withstood the test of time than to seek to impose restrictions upon speech."

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

Group studies disaster warnings

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

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

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

Film sales...

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

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

It's a Small World (George Bagnall & Associates): WKRQ-TV Mobile, Ala.; WMTR-TV Portland, Me.; WCCO-TV Minneapolis; WNDU-TV South Bend, Ind.; WMAL-TV Washington; WROC-TV Rochester, N. Y.; KRNT-TV Des Moines, Iowa; WDBJ-TV Roanoke, Va., and KYTV-TV Springfield, Mo.

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

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


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

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

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

Radio series sales...

Doctor's House Call (Signal Productions): WSSW Saginaw, Mich.; WLBK DeKalb, Ill.; WJW Johnson City, Tenn.; KGAR New Braunfels, Texas, and KOIN Portland, Ore.

Point of Law (Signal Productions): KFEQ St. Joseph, Mo.; KFPW Fort Smith,
Ark., and WLBD DeKalb, Ill.


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

Program notes...

From Russia • ABC Radio's The Tom Harmon Sports Show (Monday through Friday, 6:40-6:50 p.m. and weekends, 6:40-6:55 p.m. EDT) will originate in Russia from July 26 through Aug. 1 in conjunction with the U.S.-Russian track meet that will take place in Kiev July 21-Aug. 1. The sportscaster will do his show in Moscow until July 29 when he shifts to Kiev during the track competition.

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

Stereo for WLS-FM • WLS-FM Chicago started its new stereo sports format last Friday (July 16) with play-by-play finals of National Clay Court Tennis Championship matches from River Forest, III. Other major sports events are planned plus extensive business news, news and Sinatra-type music.

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

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

New Hollywood show • Garrison Systems Ltd. is distributing a new weekly TV news feature about motion picture personalities, Hollywood Report, produced by Dick Strout, who is also featured as commentator. The five-minute Report includes excerpts from syndicated open-end TV promotional interviews produced by Mr. Strout and distributed by Garrison for various broadcasting, motion picture production and publishing companies.

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

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

Women's special • Bill Burrud Productions, producer of color travel-adventure
Open door for CATV

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

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

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

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

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

New series • Two projected half-hour TV comedy series, Pistols and Petticoats, and The First Years, are being developed by Universal Television Productions, Hollywood, in association with CBS-TV. The projects will be produced by Joe Connelly and Bob Mosher of Universal's Kayro-Vue Productions. Also being planned at Universal TV in association with CBS-TV is a series starring movie actress Jean Arthur. Titled Mother's World Is Law, it will be produced by Peter Kortner. Stephen Gethers will write the script.

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

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

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

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

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

NBC Films gets 'Rangers'

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

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

OEO's 'Baby' draws 10,000 letters

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

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

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

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

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

Murray the K (l) and Sargent Shriver sample the 10,000 letters received after the CBS-TV special.
What did these television newsmen get out of giving up a Saturday?

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

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

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

The television industry owes much to the devotion of these newsmen and to our gracious hosts who voluntarily contributed the costs and manpower to make these extra-duty sessions possible: WABC-TV New York (American Broadcasting Companies, Inc.), John O. Gilbert, Vice-President & General Manager · WGN-TV Chicago (WGN, Inc.) Ward L. Quaal, President · KPIX San Francisco (Westinghouse Broadcasting Corp.), Louis S Simon, General Manager · WFAA-TV Dallas (Dallas Morning News), Mike Shapiro, General Manager TV-Radio · WSB-TV Atlanta (Cox Broadcasting Corporation), Don Elliot Heald, General Manager

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

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

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

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

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

The subject will be discussed formally during the week by Representative Oren Harris (D-Ark.), chairman of the House Interstate & Foreign Commerce Committee, which has jurisdiction over broadcast legislation, and who has taken a personal interest in the CATV question; by NCTA President Frederick W. Ford, former FCC commissioner and one-time FCC chairman who became the industry's paid president at the end of 1964 and who is speaking for the first time to his assembled members, and by outgoing NCTA Chairman Bruce Merrill, Phoenix manufacturer, CATV systems operator and microwave relay owner, who only last week announced a $12.1 million expansion program (see page 71).

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

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

Not on the official agenda as such, but simmering just below the surface, is CATV's "gut" issue, the move of both Bell and independent telephone companies into the furnishing of facilities for CATV and the concomitant inference that the communications utilities may refuse to permit pole-line attachments for CATV operators (Broadcasting, July 12).

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

Regulation by the FCC in some form is acknowledged by CATV spokesmen. It's the extent and specifics of the regulation that bothers them.

CATV's are opposing several elements of the existing and proposed regulation by the FCC; principally, the requirement that they protect local TV stations by agreeing not to duplicate programs for 15 days before or 15 days after the local station carries or plans to carry them.

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

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

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

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

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

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

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

Continued on page 58

Broadcasting, July 19, 1965
WHAT MAKES THIS CATV CABLE DIFFERENT?

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

Nominal attenuation is not a guarantee.

Because electrically uniform CATV cable is more difficult to make than many people know, the cable you buy may cause actual losses a good deal higher than the "nominal" the manufacturer was shooting for. Unless it's Rome Unifoam® cable. Only Rome can assure you of typical figures like these (actual losses in db per 100 feet in tests of 100 standard lengths of 1/4" 75 Ω cable in a recent production lot):

<table>
<thead>
<tr>
<th>frequency</th>
<th>attenuation</th>
</tr>
</thead>
<tbody>
<tr>
<td>at 100 mc</td>
<td>0.81</td>
</tr>
<tr>
<td>at 220 mc</td>
<td>1.25</td>
</tr>
</tbody>
</table>

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

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

HOLES IN THE SPECTRUM

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

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

Every length of Rome Unifoam® is given a sweep test from 20 to 220 mc. Most lengths show return loss, over this range, of at least 30 db down. And no length leaves the plant unless it shows at least 25 db down. That's a pretty small "hole." In fact, we doubt if you could measure it on a sweep attenuation trace. You can be certain every frequency will come through just as you want it to.

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

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

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

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

WHAT's in it for you: the best CATV cable possible...in a full range of sizes. Rome Unifoam® CATV Cable transmits every frequency you want within minimum loss. And the price is right. Competitive.

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

Rome Cable
Division of Alcoa

*Rome Unifoam—Trademarks of Rome Cable Division of Alcoa
ON TAP AT THE NCTA CONVENTION

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

MONDAY—July 19 ("WYOMING DAY")


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


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


"A Journalist Views The News as a CATV Service," Jerry O'Brien, Salt Lake City, Utah, assistant to the president, Salt Lake Tribune (kutv(Tv)), Salt Lake City, and in Community Television Inc., Bozeman, Mont., (group CATV owner). Junior Ballroom, 4:20-4:45 p.m.


TUESDAY—July 20 ("ARIZONA DAY")

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


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

Hawaiian Luau, "Festival of The Sea," Two top floors of
Petroleum Club Building—Host, Ameco Inc., Phoenix, Ariz.; 7 p.m.-Midnight.

WEDNESDAY—July 21 (“NEW MEXICO DAY”)

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


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

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

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

EVENING: Exhibitors' hospitality suites.

THURSDAY—July 22

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

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

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

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

"TECHNICIANS' DAY"

Presiding, Archer Taylor, Washington.

Morning

Measurement of Noise and Cross-Modulation, a demonstration co-ordinated by Hubert Schlafly for NCTA adhoc committee on technical standards; Amplifier Specification and System Performance, Dr. Jacob Shekel, chief engineer, Spencer-Kennedy Laboratories Inc.; Envelope Delay in CATV, Gaylord Rogness, chief design engineer, Ameco Inc., AGC in CATV, Irving Kuzminsky, director, advanced product engineering, Entron Inc.; System Reliability, Robert Cowart, vice president, construction, Viking. Empire Room, 9:30 a.m.-Noon.


Afternoon

SECTION I: Transmission Lines

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

SECTION II: Systems and Antennas

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

Evening

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

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

FRIDAY—July 23

Board Meeting. Century Room, 9 a.m.

Outing—(Sponsored by Telesystems Corp.) Elitch's Gardens, Noon-Midnight.
Continued from page 54

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

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

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

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

Frate CATV’ers talk angrily of monopoly and injustice; there is serious talk of antitrust litigation.

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

Renewals granted in TV-CATV cases

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

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

One of the Texas stations is KTBC-TV Austin, owned by the family of President Johnson. The station's license corporation has an option to acquire 50% of the CATV system in Austin.

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

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

The TV stations involved in last week’s action are WIMA-TV Lima and WIXC-TV Springfield, WICD-TV Danville, WCNU-TV Champaign, WEXK-TV Rockford, WSIL-TV Harrisburg, all Illinois; KTVQ-Kirkville, Mo.; KBLU-TV Helena, Mont.; KCMT Alexandria, KNMT Walker, both Minnesota; KDLO-TV Florence, KPLO-TV Reliance, KELO-TV Sioux Falls, all South Dakota; KCBF-TV and KLBR-TV both Lubbock, KTCB-TV Austin and KTRE-TV Lufkin, all Texas, and KXAL-TV Texarkana, Tex.-Shreveport, La.

Two CATV decisions affect FCC policy

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

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

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

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

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

If you want to carry color programming for any distance at all you need clean color tones like those of our heterodyne "twin" in the top set above. (It is in color, in case your magazine's monochrome.)

Lenkurt's 75A microwave relay system will deliver color or black and white TV clear and sharp because its heterodyne repeaters are especially designed for heavy-duty long-haul routes.

Since there's no baseband demodulation enroute, there's less chance for degradation of signals on a long-distance hook-up. Yet you have the capability to drop TV channels for CATV or ETV operations along the way, which greatly extends the 75A's flexibility. It exceeds CCIR specs for noise performance, and meets both CCIR and NTSC requirements for monochrome and color television transmission. Frequency stability is held to within ±0.002%. And one-for-three path protection is available.

If top performance is what you're looking for, ask us about our true blue (not to mention red and green) 75A Microwave Radio. Lenkurt Electric Co., Inc., San Carlos, California. Offices in Atlanta, Chicago, Dallas, and New York City.

LENKURT ELECTRIC
SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS GTE
TV, is a CBS affiliate.

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

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

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

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

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

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

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

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

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

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

ABC Radio adds six stations

Six new affiliates were announced last week by ABC Radio. They are: KXLK North Little Rock, Ark. on 1150 kc at 5 kw day and 1 kw night; WRIS Roanoke, Va., on 1410 kc at 5 kw day; KDEF Albuquerque, N. M., on 1150 kc at 1 kw day and 500 w night; KAOK Lake Charles, La., on 1400 kc at 1 kw day and 250 w night; WLKN Lincoln, Me., on 1450 kc at 1 kw day and 250 w night, and effective Sept. 12, KRAM Las Vegas on 920 kc with 1 kw day and 500 w night.

Land forms new service company

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

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

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

Phone: 867-5344.

AT&T replies to rate complaint of SNI

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

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

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

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

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

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

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

Hearing voted in control question

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

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

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

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

The grants approved unanimously were made to WMBJ Marquette, Mich.; and WTCP Shawano, Wis.

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

Broadcasting, July 19, 1965
Nothing is impossible to industry.

PERIANDER OF CORINTH
about 585 B.C.

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KTUL-TV-8, TULSA
KWTV-9, OKLAHOMA CITY
station does not control the editorial policy of either.

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

The hearing designated by the commission involves Huntingdon Broad-
casters Inc. (WHUN), Huntingdon; WOAD Inc. Indiana; and Clearfield
Broadcasters Inc. (WCFA) Clearfield, all Pennsylvania. The other stations in
which they have interests are WMJW-AM-FM State College and WBFY Bed-
ford. The newspapers are in Hunting-
don, Bedford (2), Danville and Clear-
field.

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

Media notes ...

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

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

A 'death blow' for free TV

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

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

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

The committee said it would conduct the test of pay television
and Teco with RKO General Inc. over RKO's WJCT
Television (TV) Hartford has been too "limited" to
provide the information needed to answer the basic policy question—
whether a need exists for the establish-
ment of pay television as a permanent medium. The committee noted that the
test was limited to 5,000 homes in an
area of 420,000 homes served by four television
stations.

The committee said that if the com-
misions don't terminate the rulemak-
ing proceeding without action, it should conduct a hearing on the results of the
Hartford test to determine if a need exists for pay TV.

The commission should not, the com-
mittee said, issue the rulemaking pro-
posed by Zenith and Teco. That propo-
sal, the committee said, is drafted "as if
the only question left for discussion or determination is the manner in which
the system should operate."

The committee listed a number of problems on which information is
needed—the impact of nationwide pay
TV on free TV; the effect of network
pay-TV operations on all conventional
networks; the desirability or necessity
of rate regulation; the effect of a pay
system in cities with less than four sta-
tions; whether a need exists for a per-
manent pay-TV system.

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

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

It said this question has never been reviewed by a court and that the com-
mision's conclusion that it has authority is based on a "strained interpreta-
tion" of the Communications Act, a statute
rafted (in the early 1930's) before any
one had "conceived of" pay TV.

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

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

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

The committee also cited a "lack of
public demand" as evidence of a lack
of need for pay TV. It noted that only
one pay-TV test was conducted since
the commission authorized such trials
in 1959, and that the only statewide
referendum on pay television—in Cali-
forina—resulted in a decisively nega-
tive vote.
Everything HE wants (steaks and stepladders and parts for his plant) and everything SHE wants (draperies and dresses, foods—frozen and fresh, laces and lotions) travels by truck.
Ford throws another life raft to ETV

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

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

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

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

Cities where the foundation hopes to further donations to ETV by individuals, corporations, or other groups through its matching-grant program are: Austin, Tex., Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Duluth, Minn., Fargo, N. D., Hartford, Conn., Hershey, Pa., Jackson-ville, Fla., Los Angeles, Memphis, Minneapolis, New Orleans, New York, Philadelphia, Pittsburgh, Richmond, Va., Sacramento, Calif., St. Louis, San Francisco, Schenectady, N. Y., Tampa, Fla., Toledo, Ohio, and Washington.

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

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

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

ABC deal to buy CATV called off

Negotiations for the purchase of the Tele-Systems Inc. CATV group by ABC, at a reported $12 million (CLOSED CIRCUIT, July 12), fell through last week and the deal is "definitely off," according to Fred Lieberman, president of Tele-Systems. ABC had no comment.

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

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

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

Changing hands

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

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

• WDBF DeIray Beach, Fla.: Sold by estate of Dr. Roscoe R. Miller to Frederick M. Ayres, John C. Appel and Victor M. Knight, for $250,000.

Broker: Hamilton-Landis and Associates.

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

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

• KBYR Anchorage and KPRB Fair

64 (THE MEDIA)
banks, Alaska: Sold by J. Chester and Josephine M. Gordon and associates to A. G. Hieber, K. Olin Rude, Doris L. Ervin and associates, for $393,225. Purchasing group owns KTKA(TV) and KNNK-FM Anchorage, and KTFE(TV) Fairbanks, Alaska. KNYR is 1 kw full-time on 1270 kc while KFRB broadcasts full-time with 10 kw on 900 kc.

New TV stations

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

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

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

Long CATV battle ended by FCC grant

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

The applications of Lompoc Valley, a subsidiary of H&B American Corp., were designated for hearing in March 1964 after KCOY-TV (ch. 12) Santa Maria protested that the CATV competition would put it out of business. The microwaves were to relay the signals of seven Los Angeles stations. Lompoc had agreed to afford KCOY-TV carriage and nonduplication protection. But the station said this would not be sufficient.

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

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

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

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

The commission thus overrode a recommendation of its Broadcast Bureau that the petition be denied on the ground that the agreement amounted to "a payoff" and should be "condemned" (Broadcasting, April 5).

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

The local station's signal and adjacencies are substituted for the signal of the station duplicating KCOY-TV's programs.

The commission vote was 6 to 1, with Commissioner James J. Wadsworth the dissenter. However, Commissioner Robert T. Bartley concurred only on condition that the agreement be rescinded. And Chairman E. William Henry, in a concurring statement, indicated he was troubled by the agreement also. He said there is "a substantial question" as to whether KCOY-TV misused commission processes for its own advantage.

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

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RADIO - TV - CATV - NEWSPAPERS

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BROADCASTING, July 19, 1965
In Denver: latest CATV gear

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

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

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

Amplifiers, line extenders, AGC units, bridging equipment by almost all manufacturers this season will be transistorized for longer life, higher efficiency, lower power drain.

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

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

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

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

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

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

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

Who's exhibiting and where they are

Aberdeen Co., 3833 Wilshire Boulevard, Los Angeles, Booth 1.
Alpha Wire Corp., 711 Lidgerwood Avenue, Elizabeth, N. J., Booth 74.
Ameco Inc., 2949 West Osborn Road, Phoenix, Booths 49, 50, 51, 52, 53, 75, 76.
Anaconda Wire & Cable Co., 605 Third Avenue, New York, Booths 39 & 40.
Andrews Tower Inc., 1420 Layton Avenue, Fort Worth, Tex., Booth 72.
Armadillo Manufacturing Co., 847 East Colfax, Room 210, Denver, Booth 80.
Benco Television Associates, Ltd., 27 Taber Road, Rexdale, Ont., Booth 22A.
Burnup & Sims Inc., 1020 11th Street, West Palm Beach, Fla., Booth 41.
Canada Wire & Cable Co. Ltd., 147 Laird Drive, Leaside, Ont., Booth 22.
Cas Manufacturing Co., P. O. Box 47066, Dallas, Booths 59 & 60.
Entron Inc., 2141 Industrial Parkway, Silver Spring, Md., Booths 54, 55, 56, 57.
Fort Worth Tower, P. O. Box 8666, Ft. Worth, Texas, Booths 81 & 82.
Hunt-Pierce Corp., 230 Old Gate Lane, Milford, Conn., Booth 61A.
Jerrold Electronics Corp., 15th and Lehigh, Philadelphia, Booths 8, 9, 10, 11, 12, 13, 14.
Kaiser Aerospace & Electronics Corp., P. O. Box 9098, Phoenix, Booth 5.
Lenkurt Electric Co. Inc., 1105 County Road, San Carlos, Booth 31.
National Theatre Supply Co., 50 Prospect Avenue, Tarrytown, N. Y., Booths 43 & 44.
Pete Collins Co., 285 Milwaukee, Denver, Booth 35.
Pheps Dodge Electronic Products Corp., 60 Dodge Avenue, North Haven, Conn., Booth 58.
The Plastoid Corp., 42-61 24th Street, Long Island City, N. Y., Booth 25.
The Reuben H. Donnelley Corp., National Consumer Services Division, 1454 Cloverfield Boulevard, Santa Monica, Calif., Booth 23.
Rohn Systems Inc., P. O. Box 2000, Peoria, Ill., Booth 36.
Rome Cable Div. of Alcoa, 421 Ridge Street, Rome, N. Y., Booths 68, 69, 70.
Sony Corp. of America, 580 Fifth Avenue, New York, Booth 71.
Spencer-Kennedy Labs. Inc., 1320 Soldiers Field Road, Boston, Booths 61 & 62.
State Labs Inc., 215 Park Avenue, South, New York, Booth 37.
Superior Cable Corp., P. O. Box 489, Hickory, N. C., Booths 47 & 48.
installation. Also a crystal-controlled head-end converter for translating UHF signals to VHF. The converter unit is transistorized, remotely powered, antenna mounted and has a low noise level characteristic.

**Jerrold's New Line** - Jerrold Electronics Corp., Philadelphia, is featuring its "Starline" group of solid state main trunk amplifiers which can be cascaded in series of up to 50 units on 12-channel systems.

Also to be shown for the first time is Jerrold's line of 4-inch high housing units containing needed equipment in a single package. The units are made with up to three devices already installed—main line amplifier, AGC unit or bridging amplifier.

The Philadelphia-based firm is also featuring solid state microwave relay equipment and two new field strength meters.

Kaiser Aerospace & Electronics Corp., Phoenix, is showing a line of all-band trunk line amplifiers containing AGC or manual level controls as well as bridging amplifiers, line extenders and cable powering units. All use silicon transistors. To be demonstrated are 30 trunk amplifiers cascaded in series. This is the equivalent of a 14-mile system. All are capable of being used in 12-channel systems.

Also being shown is a line of cable fittings (connectors, splices and terminators), using all-aluminum, metal-to-metal seals which are said to be completely waterproof.

Lenkurt Electric Co., San Carlos, Calif., is featuring a long-haul, heavy duty microwave transmitter which operates on the heterodyne repeater principle and can be used for color TV, delivering high output power with low distortion. Completely solid state, it also uses a traveling wave tube, and sells for a basic price of $5,000.

Spencer-Kennedy Laboratories, Boston, will show a completely solid state line of distribution equipment, including trunk amplifiers and line extenders, as well as a high-level distribution amplifier.

Spencer-Kennedy also will show a weather information channel unit with a fixed camera using an optical dioplexer to read temperature, wind, barometer and other meteorological meters. With the camera, the device sells for $453.

Superior Cable Co., Hickory, N. C., is showing a fiberglass housing for amplifiers designed for buried plant construction. Each housing for various amplifiers and other units is color-coded. Cable for underground use, also to be shown, is solid dielectric.

Viking Cable Co., Hoboken, N. J., is featuring its new solid state high level, "in-line" modular units, including a main line amplifier with or without AGC, bridging amplifiers and line extenders. It will also show for the first time its solid, seamless aluminum cable in 1/2-mile reels.

**CBS patent used in color TV tubes**

A patent on an invention that "made possible the first commercially successful color [TV] tube" has been reported—nearly 11 years after it was issued—by CBS Laboratories. CBS made public its association with the early development of color set making in an announcement of a new licensing agreement with Japanese manufacturers.

The patent, described as a "curved shadow mask color picture tube patent," was first licensed to RCA on Nov. 30, 1954, according to the announcement. CBS Laboratories spokesmen said RCA acquired the license on a "paid-up" basis for the life of the patent.

RCA authorities told **Broadcasting**, after the CBS announcement, that they could not assess the extent to which the invention is now in use in RCA color-tube production.

The announcement by Dr. Peter C. Goldmark, president and director of research for CBS Laboratories, a division of CBS Inc., said patent-license agreements permitting three leading Japanese...
TV manufacturers to produce "the CBS tube" have been approved by the Foreign Investment Council of the Japanese government. The companies are Hitachi Ltd., Tokyo Shibaura Electric Ltd. and Nippon Electric Ltd.

CBS Laboratories said color tubes made in the U. S. use the patented principle, and spokesmen for the company described the invention as essentially an improvement on the color-TV tube design in use at that time and as hastening commercial manufacture of the tubes. They said the curved-shadow mask face provides more uniform color and a larger relative picture size for the viewer while making tubes easier and more economical to manufacture.

RCA set sales gain of 34% predicted

Home instruments sales for RCA in 1965, with color television leading the way, are now expected to beat last year's sales by 34%.

RCA's estimate for home entertainment products was revised upward from a previous projection of 15% improvement over 1964 mainly on the strength of color-set volume.

Raymond W. Saxon, vice chairman

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**Laser beam used in WTIC broadcast**

If it works at 10 miles—as it did last week—will it work at 10 times that distance? The "it" is a laser beam. Last week it was used to relay part of a regularly scheduled radio program broadcast by WTIC Hartford, Conn. In 1966, it will be used in an attempt to establish communications between the two astronauts in Gemini 7 and earth.

Last week's use involved a program originating at the Springfield, Mass., Museum of Science involving a discussion of the implications of the Mariner IV Mars fly-by (see page 9). The program was picked up at the museum and flashed 10 miles to Mt. Provin on a laser beam. The program was received, demodulated and sent on to WTIC over regular telephone company lines for regular broadcast.

The 90-minute laser segment was a success, although in its early stages there was some noise on the circuit and the speech quality suffered. This was due, engineers said, to air turbulence which abated after a short period.

Meanwhile, when astronauts Frank Borman and James Lovell are orbiting in the 1966 Gemini flight, one of them will aim a laser device at the White Sands Missile Range in New Mexico. When White Sands picks up the transmission, a return laser beam will flash, indicating to the astronauts that contact has been established. Speech will be attempted from the spacecraft to White Sands by the astronaut.

The six-pound, Gemini laser transmitter was developed by RCA and is 3 x 6 x 8 1/2-inches. Three are being manufactured by RCA for the National Aeronautics & Space Administration under a $88,657 contract. Two have already been delivered. The third will be completed and delivered in September.

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**Three more buy gear for color television**

More local color activity was reported last week from CBS-TV affiliates in three states.

WSPA-TV Spartanburg-Greenville, S. C., became the first station in that state to televise local color programs when it initiated color film programming on the July 4th weekend. During July 3-5, the station's colorcasting totaled 17 hours and included seven feature films, and local and syndicated film programs. WSPA-TV and its eight translators have been carrying color programs from CBS-TV.

WTIC-TV Hartford, Conn., announced it will complete its conversion to color operation in September. Paul W. Morency, president of the station, said within the past year WTIC-TV had ordered or installed $402,000 worth of color gear, including: two General Electric studio cameras $120,000; two GE 4-V film chains, $85,000; two RCA TR-22 videotape recorders, $160,000; one Hills Colormatic film processor and other processing equipment, $20,000; test and quality control equipment, $10,000, and studio lighting facilities, $3,000.

Mr. Morency said the studio cameras, film processing equipment and several pieces of control and test gear will be delivered by mid-September. The other equipment is already installed.

WTVT(TV) Tampa-St. Petersburg, Fla., announced it will convert to 100% local-live color after a $400,000 order of five RCA color cameras and related equipment is delivered in the fall. The station expects a $150,000, 4,400-square foot addition to its studios to be completed in September. The addition will house the news department and weather service and provide a clients' viewing room on the second floor.

**Is computer ruling the roost?**

An applicant for a UHF channel, confronted with an unwanted change in the assignment it is seeking, has questioned the manner in which the FCC used its computer in drafting the new UHF table of allocations (Broadcasting, June 14).

Trinity Broadcasting Co. suggests that the commission may have abdicated its discretion to the Univac III.

Trinity had applied for channel 20 in Fort Worth. But among the changes made in the allocations table by the computer, after it digested the information and instructions fed it by commission staffers, was the replacement of channel 20 with channel 40.

Trinity considers the higher channel less desirable, and has asked the commission to reconsider the order adopting the table and to declare it to be a
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This has meant learning not only their languages but their *mores*, their trade methods, their diverse personal preferences and their economies. We've gotten to know them, and they us. This has been good, for it has taught us that there is a universality in the goods and services that people not only require but aspire to own.

In becoming experts in our own business, we have become experts in getting to know people—all kinds of people. Everywhere.
notice of rulemaking instead.

Trinity noted that one of the key instructions given the computer was to select channels on a "least impact" basis exclusively. Then it said it "does not know whether the commission abdicated its discretion to the computer."

Another Objection - Trinity also objected to a provision in the order requiring those seeking channel assignments to submit an engineering study showing the channel selected would have "the least impact on other available assignments, in the same manner as channels were selected by the computer for the overall plan . . . ."

Trinity said this would require petitioners to use a computer programed identically with the commission's. Trinity said it assumed the commission's computer "is not available for private use, nor is the detailed programing available to consulting engineers."

"As a practical matter, then, it appears that petitioners for rulemaking to change channel assignments have been precluded." Trinity said this is unlawful.

FINANCIAL REPORTS

A big week for Storer

Reports first-half earnings up 12%, purchase of Northeast

Storer Broadcasting Co., Miami Beach, Fla., last week announced record breaking earnings for the first quarter and first half of 1965 and the purchase of 82% interest in Northeast Airlines.

Net operating earnings during the second quarter rose 13% and were up 12% for the half year compared to the same periods last year.

Net earnings through June 30 for the group station owner were $5,523,770 including a nonrecurring gain of $1,-524,885 as a result of the sale of stock held in Standard Tube Co. of Detroit Feb. 25.

The exact purchase price of North-
est Airlines was not revealed but it was understood to be close to $16 million, not counting assumption of obligations that were expected to push Storer's total investment close to $25 million.

Storer will buy 973,226 common shares of Northeast from the Hughes Tool Co. at $6.30 each for a total of $6.1 million. It will also acquire from Hughes convertible debentures in Northeast with a face value of $9.5 million. These would be convertible into 2,620,689 common shares at $3.625 per share. Storer will also acquire other obligations of the airline.

The common stock to be acquired by Storer and debentures, if converted, would give the broadcaster an 82% voting interest in Northeast. Storer took the option to acquire the airline early last month (BROADCASTING, June 7). A 30-day period which Storer was originally given to decide if it would complete the purchase was extended another month to July 30. It was agreed last week that July 30 would be the closing date.

Northeast's most recent quarterly statement showed earnings of $463,000 compared to a $275,000 loss in the first quarter of 1964.

It is understood that purchase of the airline would not be subject to CAB approval because Storer Broadcasting is not now a common carrier.

Storer's decision to take the airline put an end to reports of competing bids for Northeast by RKO General and the investment banking house of Carl M. Loeb, Rhoades & Co. RKO General, another group station owner, acquired 49% interest in Frontier Airlines last November.


Storer statement for the six months ended June 30:

<table>
<thead>
<tr>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share (operations)</td>
<td>$1.95</td>
</tr>
<tr>
<td>Net earnings per share</td>
<td>2.78</td>
</tr>
<tr>
<td>Net operating earnings</td>
<td>3,786,885</td>
</tr>
<tr>
<td>Nonrecurring gain</td>
<td>1,524,885</td>
</tr>
<tr>
<td>Net earnings</td>
<td>5,321,770</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,042,582</td>
</tr>
</tbody>
</table>

Ampex sets record for 1965 fiscal year

Ampex Corp. set new records for sales, revenues and earnings in fiscal 1965, ended May 1. Sales and operating revenues were up 9% and earnings were up 10% over 1964. In the broadcast field, Ampex began deliveries of its new VR-2000 Videotape recorder, capable of handling color as well as black and white and Cue-Matic mat recorder for radio station announcements. The company also put its first line of Videotape for use with its tape recorders on the market during the past year.

Fiscal year ended May 1:

<table>
<thead>
<tr>
<th>1963</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.83</td>
</tr>
<tr>
<td>Net sales and operating expenses</td>
<td>152,726,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>7,071,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>9,256,977</td>
</tr>
</tbody>
</table>

BROADCASTING, July 15, 1965
the “unsaturated” table adopted, NAEB said, “offends sound allocations policy.” NAEB had proposed a table containing 2,567 assignments, 909 of them educational. The commission’s table contains only 1,060, about evenly divided between commercial and educational channels.

The commission has defended the unsaturated table, which makes no commercial assignments in cities below 25,000, on the ground that it permits additional assignments where needed. NAEB said the commission would have nothing to lose in adopting a saturated plan. If projected assignments prove inaccurate, shifts are always possible, the association said.

**Digital display gets patent**

The U. S. Patent Office has issued a patent for CBS’s digital display unit. Its developer, John W. Christensen, CBS Laboratories vice president and associate director of research, obtained the patent. The unit, used for several years on CBS-TV network and affiliated station telecasts of election returns, is of particular value for TV pickups of display boards at election return studios.

The digital system permits returns to be displayed on a flat surface and the numerals, written in standard form, to be spaced normally. The operator also can change the numbers at a given moment. CBS Laboratories manufactures the units, which are also used for large display of spacecraft information at the Jet Propulsion Laboratory, Pasadena, Calif.

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**Taft stock split approved**

Stockholders of Taft Broadcasting Co., Cincinnati, last week approved a two-for-one stock split and increased the number of board members from nine to eleven by electing Robert Taft Jr. and Robert E. Slaughter (see page 8).

Taft also announced a boost in quarterly dividend payments from 15 cents a share per quarter to 10 cents a share per month, the second increase after the approved split. The number of authorized shares was increased from 2.5 million to 5 million.

For the first quarter ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.96</td>
<td>$0.71</td>
</tr>
<tr>
<td>Net revenues</td>
<td>7,052,208</td>
<td>6,390,900</td>
</tr>
<tr>
<td>Net income</td>
<td>3,115,083</td>
<td>2,369,683</td>
</tr>
<tr>
<td>Before taxes</td>
<td>1,580,079</td>
<td>1,163,657</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,645,260</td>
<td>1,636,237</td>
</tr>
</tbody>
</table>

---

**Merrill getting $12.1 million for expansion**

Bruce Merrill, president of Ameco Inc., Phoenix, Ariz., manufacturer of community antenna equipment, and associated companies in the community antenna and microwave relay field, as well as a broadcaster (KIVA-TV Yuma, Ariz.) announced last week a $12.1 million long-term financing arrangement with five major banks and investment companies. The money will be used in expansion plans by Ameco and affiliated companies.

At the same time, Mr. Merrill reported that Ameco’s revenues for the fiscal year ended June 30 jumped 300%, and net profits after taxes, 450%.

Unaudited figures, according to Mr. Merrill: revenues, $9.5 million; net profits after taxes, $900,000. This compares to the 1964 fiscal year revenues of $3.3 million and net profits after taxes of $189,000. The figures do not include revenues or profits from associated companies.

The financing is in two parts: $6.5 million is being supplied by the First National Bank of Arizona, Phoenix, with Girard Trust Bank, Philadelphia, to Ameco (which is getting $3 million), American TV Relay Inc. (microwave relay) and KIVA-TV Yuma, Ariz.; $5.6 million is being supplied by Morgan Guaranty Trust Co., New York, with General Equities Corp., New York, to American Cable TV Co., which owns and operates 30 CATV systems in Arizona, Alabama, California, Florida, Kentucky, Maine and New York. American Cable TV also is acquiring or holds franchises for cable systems in 10 other communities.

Investment advisor to Ameco and its affiliated companies was the New York investment firm of Hornblower & Weeks-Hemphill, Noyes.
Filmways earnings up 54% in nine months

Filmways, Inc., New York, television and motion picture production company, showed a 54% increase in net earnings for the nine-month period ending May 31, 1965, over the corresponding period last year.

For the nine months ended May 31:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>.0.57</td>
<td>.038</td>
</tr>
<tr>
<td>Revenues</td>
<td>21,964,691</td>
<td>10,977,945</td>
</tr>
<tr>
<td>Expenses</td>
<td>21,250,142</td>
<td>10,481,566</td>
</tr>
<tr>
<td>Income before federal taxes</td>
<td>714,749</td>
<td>516,889</td>
</tr>
<tr>
<td>Provision for federal taxes</td>
<td>358,500</td>
<td>274,200</td>
</tr>
<tr>
<td>Net income</td>
<td>372,248</td>
<td>242,689</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>655,916</td>
<td>619,268</td>
</tr>
</tbody>
</table>


Scripps-Howard has increase

Scripps-Howard Broadcasting Co., Cincinnati, last week announced an increase in net income for both the second quarter and first half of fiscal 1965. Net operating revenue during the quarter ended June 19 increased $546,638 over the same period last year. Net operating revenue for the first half which also ended on the same date showed a rise of $1,190,039 over the first half of fiscal 1964.

For the three periods ended June 19:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>.0.44</td>
<td>.033</td>
</tr>
<tr>
<td>Net operating earnings</td>
<td>4,137,333</td>
<td>3,590,665</td>
</tr>
<tr>
<td>Net income</td>
<td>1,133,263</td>
<td>857,827</td>
</tr>
</tbody>
</table>

For the six periods ended June 19:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>.0.82</td>
<td>.061</td>
</tr>
<tr>
<td>Net operating revenues</td>
<td>8,041,207</td>
<td>6,851,188</td>
</tr>
<tr>
<td>Net income</td>
<td>2,128,239</td>
<td>1,578,928</td>
</tr>
</tbody>
</table>

Financial notes . . .

- Gross Telecasting Inc., Lansing, Mich., last week announced that revenue during the first half of 1965 rose to $1,426,490 up from $1,375,680 for the first half of last year. Earnings also increased from $382,789 during the first half of 1964 to $411,572 during the initial six months of this year. Earnings per share also showed a gain with last year's 96 cents reaching $1.03 during the first half. Directors also declared a regular quarterly dividend of 40 cents a share on class A common and 75 cents a share on class B common.

- Outlet Co., Providence, R. I., stockholders will meet at its offices in Providence on July 20 to vote on a proposal to split its common stock two-for-one. Stockholders will also vote on a proposal to increase the number of authorized shares from 1.5 million to 3 million. Also proposed is an increase in quarterly dividends from 25 cents per share on current common stock to 27.75 cents per share on the new stock.

Desilu profits drop, production costs up

Desilu Productions had lower revenue and income in the year ended May 1 than in the preceding fiscal year, Lucille Ball, president, reported last week. She ascribes the decline to the reduction in the production of Desilu-owned series and to increased costs of productions. Rental of the company's facilities to other producers, however, was at a higher and more profitable level than in the year before.

For fiscal years:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>.0.39</td>
<td>.068</td>
</tr>
<tr>
<td>Gross income</td>
<td>18,977,163</td>
<td>23,885,253</td>
</tr>
<tr>
<td>Net income</td>
<td>3,590,695</td>
<td>3,590,695</td>
</tr>
</tbody>
</table>

INTERNATIONAL

FCC changes course on Comsat

Rescinds order allowing TV networks to deal directly for Early Bird service

The FCC last week reversed itself and told all the international communications carriers that they can provide satellite television service to the TV networks who want to use the Communications Satellite Corp.'s Early Bird. Broadcasters were not too happy at the move.

In an order issued last Thursday (July 15), the commission rescinded a previous order telling Comsat to deal directly with the networks pending determination of which carrier should be authorized to provide transoceanic TV. The order was on the FCC's own motion, although it was spurred by a joint petition for reconsideration of the earlier order filed by AT&T, RCA Communications, ITT Worldwide Communications and Western Union International.

The carriers claimed that the FCC's proposal violated the tenet that Comsat was a "carrier's carrier." Customers, they said, should deal with the carriers, not Comsat directly. Western Union International made the proposal for a joint venture which the commission adopted in essence. Both ABC and CBS opposed the reconsideration and upheld their right to deal directly with Comsat.

The FCC told the carriers that they should provide TV service via Comsat on a temporary basis. Each carrier will take turns in rotation at supplying TV service. All funds remaining after payment of Comsat charges were ordered to be placed in a "deferred account" to be held until the FCC decides the principal question: Which carrier shall be authorized to offer TV service, or should all carriers have this right? Also involved is a corollary question: Should the TV networks be considered "authorized entities." The law establishing Comsat speaks of carriers and other "authorized entities" as being the only customers eligible to deal directly with Comsat.

The commission's order also tells the carriers to offer a joint tariff for TV service. A meeting among carriers,
He's geared to supply any industrial and commercial tube in any quantity, large or small. He's a specialist in fast service, too. He likes the big orders (who doesn't!), but the small ones get the same prompt attention. Same-day delivery, wherever possible.

Next time you need tubes, call your Authorized Sylvania Distributor. You'll find him knowledgeable, helpful, and ready to serve you.

Electronic Tube Division, Sylvania Electronic Components Group.

SYLVANIA
SUSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS GT&E

NEW CAPABILITIES IN: ELECTRONIC TUBES • SEMICONDUCTORS • MICROWAVE DEVICES • SPECIAL COMPONENTS • DISPLAY DEVICES
Comsat and FCC officials was scheduled to take place in Washington on Friday (July 16). This will be in addition to the tariff already filed by Comsat which calls for payment by users—now by the carriers. This tariff, it's expected, will be higher than Comsat's rates.

After the commission's latest action was announced, RCA, parent company of NBC, announced that it intended to offer international TV service via Early Bird through RCA Communications immediately.

**CBS International gets a pink slip**

CBS Inc., in a consolidation move, is eliminating one of its smaller divisions, CBS International. Its functions and personnel are being transferred to CBS Records, CBS Television Stations Division and CBS Laboratories.

Elimination of CBS International reduces the company's divisions to six.

The New York Yankees Inc. is a subsidiary of CBS Inc. but is not regarded as a division. Divisions, in addition to stations, records and laboratories, are the CBS Television Network, CBS News and CBS Radio Network.

CBS International, which has been the product export arm of CBS, in the main marketed Columbia Records and CBS Laboratories products abroad.

CBS spokesmen said last week the move was intended to minimize overlapping of functions and should strengthen the existing divisions.

**FANFARE**

**Press photographers choose top stations**

KMTV(TV) Omaha has been named Newsfilm Station of the Year in the 22d annual newsfilm competition conducted by the National Press Photographers Association in cooperation with Field Enterprises' World Book encyclopedia and the University of Oklahoma School of Journalism.

NPPA said there was no choice of a Newsfilm Cameraman of the Year or special sound-on-film award this year because among candidates who qualified under the rules there was no individual work considered superior enough for this distinction. Other TV awards however were made in six general categories. There were 300 entries in the competition from 47 stations, two networks (CBS and NBC) and a wire service (UPI).

The TV awards:

**Spot news**—first prize, WFBM-TV Indianapolis, Fountainlntown Nursing Home Fire; second, WLAG-TV Nashville, Petros Prison Riot; and third, WLMV(TV) Indianapolis, Capture. News documentary —first, NBC-TV, It's a Mad War; second, NBC-TV, Small Town U. S. A.; third, NBC-TV, The Defense of India, and honorable mention, NBC-TV, The Louvre. General news—first, NBC-TV, India Fanine; second, NBC-TV, The Mouth of the Tiger, and third, WGN-TV Chicago, Beatlemania.

News special—first, WPGA-TV Jackson- sonville, Fla., Diary of a Still, and second, WKBV-TV Oklahoma City, A Campaign Day. Feature (including spots) —first, NBC-TV, Edward Hopper Art; second, WFBM-TV Indianapolis, Day in May, and tie for third, WKY-TV Oklahoma City, Open Air Ballet, and NBC- TV, It's a Small World. Team film—first, WGN-TV Chicago, 72-hour Alert; second, WPGA-TV Jacksonville, Fla., Hurricane; third, WGN-TV Chica go, Leaper, and honorable mention, WPGA-TV Jacksonville, Fla., Old City at Night.

Also named by the National Press Photographers Association was Hugh B. Terry, president and general manager of KLZ-AM-FM-TV Denver, as the winner of the 1965 Joseph A. Sprague Memorial award. The award, presented at the association's 20th annual business and educational seminar in Houston on June 26, was given to him for his contributions to visual reporting.

**Outstanding toys to get Triangle merit awards**

The Triangle Stations announced last week that the group has established the "Merit Seal" toy awards to be presented to advertisers in that category whose products have "superior characteristics."

Edward H. Sheaffer, director of continuity acceptance for the station group, will serve as coordinator for the awards project, with an executive committee at each of the six TV stations meeting regularly to examine all new toys being advertised on the outlets. To qualify for a merit seal a toy must be safe for children of any age; must be sturdy and well-constructed; must be "realistically priced" must have educational, entertainment and constructive play value and must be presented on TV fairly, properly and in good taste.

Toy manufacturers who receive the merit award will be offered at cost such merchandising tools as attachable seals, counter cards, window streamers and newspaper ad mats. According to Mr. Sheaffer, Triangle will support the awards with an advertising campaign.

There will be no fixed number of awards, time of announcement, Mr. Sheaffer said.
Take Five!

Now . . . the total impact of radio in five major U.S. Markets . . . the first of ARB'S new syndicated radio service.

Discover the unique advantage of individual, persons-based radio research, the flexibility for reporting cumulative listening estimates, the extra measures of away-from-home listening and total survey area audiences. Here are reports that provide radio's full dimensions, and they're available now from your American Research Bureau representative. Ask him, too, about ARB's radio audience measurement service available soon in 30 major markets.
FRANCES & FORTUNES

BROADCAST ADVERTISING

Mr. Eversman  Mr. Patrick  Mr. Hunt

George H. Eversman and Donald L. Patrick, account supervisors, and Finley G. Hunt Jr., creative group head, named VPs at J. Walter Thompson Co., New York.

Stuart Brown, senior media buyer, named media supervisor at Cunningham & Walsh, New York. Barbara M. Steward, assistant account executive, promoted to publicist and account executive in public relations department of C&W.

Samuel K. Hagerty, sales service representative for KCMO-TV Kansas City, Mo., named account executive at KMBC-TV, that city.

Douglas G. Balogh, account executive at WJBR-TV Detroit, named to similar post at WSFD-TV Toledo, Ohio. Both are Storer stations.

Wayne L. Stallsmith, formerly with Campbell-Ewald, joins McCann-Erickson, Detroit, as account executive.

Charlotte Tucker, media director for E. H. Russell McCloskey & Co., Chicago, named media buyer with Clinton E. Frank, there.

Thomas Seymour Wainwright, industrial and consumer consultant, and formerly VP and creative director of Kasker, Hilton, Chesley, Clifford & Atherton, New York, joins Fred A. Niles Communications Centers, Chicago, as assistant to president.


Edward S. Keough, formerly account representative at J. Walter Thompson, New York, named account executive at C. J. LaRoche & Co., that city.

David L. O'Shea, in station relations with Adam Young, New York, named regional manager of Boston office replacing William Queen, resigned to form own business. Fred L. Cohen, with ABC-TV Spot Sales, and Richard C. Meeker, with Young's Los Angeles office, join staff of TV division in New York. Herbert F. Scharff, with Honig-Cooper & Harrington, San Francisco, joins TV staff of Young's Chicago office.

Frederick J. Dixon, account executive, named VP of J. M. Mathes, New York.

Margaret McNamara, assistant merchandising supervisor with Foote, Cone & Belding, Chicago, joins Sudler & Hennessy, New York, as assistant to executive VP.

Richard King, TV consultant and producer for comedienne Phyllis Diller, named radio-TV producer at Cunningham & Walsh, New York.


Richard Seclow and Joseph Foran, management supervisors, and Robert Stull, director of marketing and research, named VPs at Carl Ally Inc., New York.

Julie Herrell, director of media for Smock, Debnam & Waddell, Los Angeles, named VP. Warren Deacey, TV radio writer-producer at agency, named TV-radio director.

Stewart Garner, TV commercial producer for Foote, Cone & Belding, joins WCD Inc., Los Angeles, as manager of West Coast operation.

Thomas T. Dyson, with WEMP Milwaukee, joins WTCN-TV Minneapolis-St. Paul sales staff.

Jack Carrigan, formerly on Chicago staff, joins New York sales staff of Television Advertising Representatives. Lawrence E. Feeney, account executive, waz-TV Boston, succeeds Mr. Carrigan in Chicago.

Frank Fitzgerald, head of sports and special programs for H-R Representatives, New York, named senior group manager, TV-radio department, McCann-Erickson, New York.

Syd Cornell, formerly in radio-TV department at Stockton-West-Burkhardt, Cincinnati, named director of creative services for Vester-Hale Inc., that city.

Spencer Bruno, an associate research director, Compton Advertising, New York, also named copy research manager.

John Rohrbach Jr., assistant sales manager, WJZZ-TV Baltimore, appointed sales manager, WBZ-TV Boston. He succeeds David Henderson recently named sales manager of KYW-TV Philadelphia.

Bob Allen, with CBS Radio Spot Sales, New York, named account executive at WEEI Boston, CBS-owned station.

Louis H. Enkelmann, VP and account executive, Storm Advertising, Rochester, N. Y., named to company's board of directors.


Rosemary LaPlancne, former Miss America, signed by Cuticura Co. as TV and print spokesman for Cuticura soap and ointment products.

James D. Roosa Jr., sales account executive, appointed general sales manager of WFAS-AM-FM White Plains, N. Y.

Dennis Holt, account executive with RKO General's KJLJ-TV Los Angeles, named sales executive for RKO General Broadcasting National Sales, New York.

James F. Hoffman, account executive at KJL Los Angeles, assumes similar position with KJLJ-TV, succeeding Dennis Holt, who joins New York national sales staff of RKO General Broadcasting, licensee of KJL stations.

Thomas S. Little, formerly VP of Smith-Kirkpatrick Advertising, Birmingham, Ala., joins Burton-Campbell Inc., Atlanta, as copy chief.

James David Boaz, national sales manager for KGGM Albuquerque, N. M., takes on additional duties as national sales manager for KGGM-TV.

Anita R. Shaw, formerly with Fuller
Announcing

SPOT

LIFE

a unique new marketing tool that can add selling pressure in your choice of 20 top TV markets.
**Now you can buy LIFE in these top 20 markets just as you buy spot TV.**

Now LIFE is available in your choice of these top television markets. You will reach more people than you can with an evening network TV show — and at a more efficient cost per thousand. Pick one or any combination so long as the insertion totals 750,000 circulation or more.

Nobody has ever offered magazine flexibility like this before. It's called SPOT LIFE — a guaranteed availability that can't be pre-empted. It's based on credited TV coverage in each market.

**Use SPOT LIFE with TV.** When you add spot TV on top of your network TV, you're putting most of your weight against the people you already have. When you add SPOT LIFE, you get better numbers than with a prime-time spot, heavying up among light television viewers.

**Use SPOT LIFE alone.** Minimum reach in these markets is 34% of all homes. In 6 of the top markets, a single insertion reaches 44% of homes — the equivalent of the 4-week reach of a
prime-time evening show. LIFE delivers better homes, too: 45% of LIFE adults have incomes over $8,000. And with SPOT LIFE, there are no availability problems—no questions of prime or fringe time. LIFE is all prime time.

Use SPOT LIFE for your new product. Now you can launch your product, city by city, using the same magazine you’ll be using when you go national. SPOT LIFE lets you put extra weight in your key sales areas.

Use SPOT LIFE like a newspaper. Now you can change copy, city by city. National advertisers can use specific stories in specific markets. And SPOT LIFE is a natural for your co-op advertising, too. You can calculate market combinations of SPOT LIFE in color at a cost per thousand homes lower than nighttime television in many instances.
These are the SPOT LIFE markets and circulation rate bases:

<table>
<thead>
<tr>
<th>City</th>
<th>Circulation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>900,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>450,000</td>
</tr>
<tr>
<td>Chicago</td>
<td>300,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>325,000</td>
</tr>
<tr>
<td>Boston</td>
<td>220,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>200,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>165,000</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>125,000</td>
</tr>
<tr>
<td>San Francisco-Oakland</td>
<td>220,000</td>
</tr>
<tr>
<td>Washington-Baltimore</td>
<td>255,000</td>
</tr>
<tr>
<td>St. Louis</td>
<td>90,000</td>
</tr>
<tr>
<td>Hartford-New Haven</td>
<td>155,000</td>
</tr>
<tr>
<td>Dallas-Fort Worth</td>
<td>85,000</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>95,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>70,000</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>60,000</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>90,000</td>
</tr>
<tr>
<td>Seattle-Tacoma</td>
<td>90,000</td>
</tr>
<tr>
<td>Atlanta</td>
<td>55,000</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>65,000</td>
</tr>
</tbody>
</table>

\[ \text{Total: 4,015,000} \]

SPOT LIFE will be available starting with the issue of September 3rd. There’s a seven-week closing for both four-color and black and white.

For detailed information about the ways SPOT LIFE can work for you, call your LIFE salesman.
Blanke back to WB

Veteran motion picture producer Henry Blanke, who left Warner Brothers studio in 1959, returns to Warner to produce television programs under William T. Orr, Warner vice president and TV production head. Mr. Blanke is to begin work immediately on several TV projects. Among feature films Mr. Blanke produced for Warner Bros. were "The Nun's Story," "The Treasure of Sierra Madre," "The Maltese Falcon," "Of Human Bondage," and "The Petrified Forest."

MEDIA

John V. Saeman, cable television sales consultant, joins Daniels Management Co., Denver, as VP to work on systems management and development, consultation and brokerage activities. William L. Ross, chief engineer for Desert Cable TV Inc. and Coachella Valley Television, Palm Desert, Calif., joins Daniels as VP in charge of engineering.

Robert W. Sarnoff, board chairman, NBC, appointed to board of directors of The Roper Public Opinion Research Center at Williams College, Williamsburg, Mass.

Robert Taft Jr., partner in Cincinnati law firm, Taft Stettinius & Hollister, and Robert Slaughter, executive VP of McGraw Hill, elected to board of directors of Taft Broadcasting Co. Mr. Taft had served on board and was secretary from 1959 until his election as congressman-at-large from Ohio in 1962.

Helmut Dieter, general manager of Decatur Cable TV, Decatur, Ala., named president of American Television Relay Inc., Phoenix, operator of common carrier microwave systems in West and Southwest. Randall Fraley, assistant manager and chief engineer of Decatur Cable, replaces Mr. Dieter.

Robert Walker, senior VP and management supervisor at Lennen & Newell, New York, named VP of Florida Air Power Inc. and station manager of its WWL-AM-FM Fort Lauderdale, Fla.

Ned S. Arbury, president of A. S. Arbury & Sons, Midland, Mich., insurance brokers, elected chairman of board of Mid-States Broadcasting Corp. Edwin O. George, senior VP, Detroit Edison Co., and Berrien C. Eaton Jr., partner in Detroit law firm of Miller, Canfield, Paddock & Stone, elected to board of directors. Mid-States stations are:

KFEQ-AM-TV St. Joseph and KLJK Jefferson City, both Missouri; WANN and WGMZ(FM), both Flint, WMFX(FM) Grand Rapids, WBFX(FM) Detroit, WSWM(FM) East Lansing and WQDC (FM) Midland, all Michigan.

Alfred G. Grosby, manager of WAKR-AM-FM Akron, Ohio, named VP of stations and WONE-AM-FM Dayton, Ohio.

Mack Linn, station manager of KGDL-TV Garden City, Kan., named regional coordinator for that station. William G. (Jerry) Smith appointed new station manager.

Don Uker, program director of KOSM Denison, Texas, appointed general manager.

Charles Wigutow, special assistant to the president of Amuco Inc., Phoenix, appointed VP in charge of operations for American Cable Television Inc., that city.

Thomas F. Shannon, WIP-AM-FM Philadelphia, account executive, Aug. 3 becomes general sales manager of WKB(TV) Chicago, succeeding Marcella Braun, resigned.

Homer F. G. Schroder promoted to director of broadcast standards and practices at WKB(TV) Chicago, succeeding Marcella Braun, resigned.

Bill Hudson, program and program manager for WJJO-AM-FM Fort Wayne, Ind., named assistant manager of WDBN (FM) Medina, Ohio.

PROGRAMING

Murray Oken, director of syndicated sales for Trans-Lux Television Corp. for past seven years, named director of eastern sales for television division of Walter Reade-Sterling, New York.
Marks succeeds Rowan as USIA director

Leonard Harold Marks, partner in the Washington communications law firm of Cohn & Marks, was selected last week by President Johnson to become director of the U. S. Information Agency following the resignation of Carl T. Rowan.

The director presides over a staff of 12,089 operating in 104 countries on an annual budget of about $150 million. He is considered an official of near-cabinet rank and attends sessions of the National Security Council.

Mr. Marks enjoys a close relationship with the President. He served as LBJ's personal representative in planning the 1964 inauguration: represents family-owned KTBC-AM-FM-TV in Austin, Tex., Mrs. Marks (formerly Dorothy Holloway), whom he married in 1948, assisted the Johnsons in their move from private quarters to the White House.

Work as U. S. representative at overseas telecommunications conferences and interest in educational television were listed by White House Press Secretary Bill Moyers as among "many reasons" for the selection of Mr. Marks.

According to Mr. Moyers, the President thinks ETV is "a coming thing" in countries where USIA operates. Mr. Marks is a trustee of the Greater Washington Educational Television Association and on the board of directors of the National Association of Educational Broadcasters. His firm numbers among its clients ETV commissions in seven states.

He was an incorporator and is presently a board member of the Communications Satellite Corp.; is chairman of the International Committee, World Peace Through Law Conference and the International Communications Committee of the American Bar Association, and served as president of the Federal Communications Bar Association 1959-60. He belongs to the Broadcasters Club of Washington, the National Press Club and Sigma Delta Chi.

Although Comsat experts see no legal bar to a USIA chief on the firm's board of directors, agency sources feel he will probably resign the position, since USIA could become one of Comsat's best customers. Mr. Marks was born March 5,

midwest division account executive of Seven Arts Associated, Seven Arts' feature film distribution company, and Mr. Stout had been midwest manager for Storer Programs Inc.

Bob Fouts, veteran sportscaster and former sports director of Kaiser Broadcasting Corp.'s KHJK(TV) San Francisco, scheduled to go on air next year. He will continue his sports announcing, including football games of San Francisco 49'ers, in addition to assisting in sports programming for other Kaiser stations.

Lloyd W. Krause, eastern division manager of Seven Arts Associated, Robert Hoffman, midwest division manager, David Hunt, southern division manager and George Mitchell, west coast division manager, named VP's for sales of respective areas.

Ralph Vogel, formerly associate farm director of WHO Des Moines, and farm director of KXFL Waterloo, both Iowa, named farm director of Iowa Radio Network. Iowa Radio became wired network June 1 and includes following Iowa stations: KCBC Des Moines, KROS Clinton; KSIB Creston, WBDB Dubuque, KVFJ Fort Dodge, KOKX Keokuk, KXIC Iowa City, KLEM Le Mars, KFJB Marshalltown, KSMM Mason City, KWPC Muscatine and KBOE Oskaloosa.

Leslie F. Biebl, publicity affairs director and more recently traffic manager of KWW-TV Cleveland, appointed program manager of WKY-FM, KWW-FM's successor in Cleveland.

David Graham, with Robinson & Associates talent agency, named program executive in developing new pilots at 20th Century-Fox Television.

Frank Leahy, football great, signed to narrate Football—The Great Years, a one-hour TV special produced by Liebmann Productions, Hollywood, in association with Four Star Television for network release this fall.

Stu Nahan, for nine years sports director of KZRA-AM-TV Sacramento, Calif., joins WMAG-TV Chicago as sportscaster.

Vincent Fennelly named producer of A Man Called Shenandoah, new half-hour western series being produced by MGM-TV for ABC-TV, Mon., 9-9:30 p.m., starting Sept. 13. He succeeds Fred Freiberger, who leaves the post to develop new properties for MGM-TV.

Carolyn Raposo, assistant to the manager, promoted to manager of radio program division, Charles Michelson Inc., New York.

Bruce Parsons, disk jockey formerly with Voice of Germany in Cologne, West Germany, joins staff of WMTR Morristown, N. J.

Nick Buonconti, linebacker of the Boston Patriots football team, joins
1916, in Pittsburgh, and educated at the University of Pittsburgh, where he received a BA in 1935 and an LL. B. in 1938. He taught law for several years at Pittsburgh and the National University Law School in Washington, then began working with the FCC, eventually becoming assistant to the general counsel. He left the FCC in 1946 to found a law firm with his former commission associate, Marcus Cohn.

Mrs. Marks owns a 25% interest in the North American Newspaper Alliance, acquired earlier this year.

Mr. Rowan leaves the agency to consider "several attractive offers" to syndicate a column, write for magazines or broadcast. A former newspaperman, Mr. Rowan was named by the USIA post by President Johnson in 1964, following the resignation of the late Edward R. Murrow.

The agency still has two high level vacancies: First is an opening created by the resignation of Don Wilson, deputy director, who leaves Aug. 1 to return to Time-Life International as general manager. Second, director of the Voice of America, USIA’s radio arm, which became vacant with the resignation last March of Henry Loomis, who charged the Voice was losing its credibility because of its tendency to overemphasize on administration policy.

sports staff of WCOP-AM-FM Boston. John (Snooks) Kelley, Boston College hockey coach, signed by stations to do sports shows.

Jean Hight, announcer-producer-director with CBS Radio, New York, retires July 29 after 34 years with company. He joined CBS Radio in 1931 as announcer and later went into production and direction of shows.

Richard Ortner, formerly production manager at WBBM-TV Chicago, named head of new midwest regional office of Directors Guild of America with offices at Knickerbocker Hotel, Chicago.

Courtney Anderson named to write screenplay The Wonder Engine which Hanna-Barbera is producing for American Heart Association. Carl Urbano and Arthur Pierson will co-produce animated film.

John Day, with WPOP Hartford, Conn., joins KRAK Sacramento, Calif., as announcer and program assistant.
Stevenson's holdings

UN Ambassador Adlai E. Stevenson, 65, who died July 14 in London of a heart attack, owned 15.3% interest in Daily Pantagraph Corp., publisher of Bloomington (Ill.) Pantagraph, which owns 50% of Bloomington Broadcasting Corp., licensee of WJBC-AM-FM Bloomington and WROK-AM-FM Rockford, III.

Sons Adlai 3rd and Borden own 5% and 4.4% of publishing company respectively.

At time of Mr. Stevenson's first unsuccessful campaign as Democratic candidate for President of U.S., he had 2.5% interest in Sangamon Valley Television Corp., applicant for channel 2 in Springfield, Ill. (BROADCASTING, Aug. 4, 1952). He reportedly disposed of his interest in Sangamon at that time because he felt it improper for presidential candidate to be associated with application before FCC.

tor, respectively, at WMEX Boston; Fred Hornby, news writer at WNBC New York; Bruce MacDonell, writer for NBC-TV, and Jerry Nadel, news writer with WJLK-TV, and Jerry Nadel, news writer with WJLK-AM New York. All join wins New York.

Gordon W. Peterson, staff announcer, promoted to news director of WNEB Worcester, Mass.

Daniel P. O'Connor, NBC News producer, named manager, news programs. Mr. O'Connor, who joined NBC in 1951, has been a coordinator for NBC News on all satellite transmissions.

Gene Ackerley, commercial manager of WSTV

WSTV / TV09
WHEELING-STEUBENVILLE

WSTV-TV has thousands of 'em!

Represented by Peters, Griffin & Woodward, Inc.

WSTV / TV09, WHEELING-STEUBENVILLE, want good looks?


Martin Ross, news director at WNYT Syracuse, N. Y., joins news department of WJW-TV Cleveland.

FANFARE

Roy Meachum, promotion manager of WTOP-AM-FM Washington, appointed general executive (information) for Post-Newsweek stations WTOP-AM-FM-TV and WJXT(TV) Jacksonville, Fla. Charles A. La Mason, from WRCV Philadelphia, named promotion manager of WTOP-AM-FM.

Tom Cox, member of KRLD-AM-FM-TV Dallas publicity and promotion staff, promoted to director of radio publicity and promotion. Ray McFarland, director of continuity-traffic for KRLD-TV, named director of television publicity and promotion. Dennis Pace, with KERA-TV Dallas, replaces Mr. McFarland.

Camilla Synder, account executive with Rogers & Cowan, Los Angeles, joins Public Relations Programs Inc., that city, in same capacity. Carol Jones, account executive at PRP Los Angeles, transferred to firm's New York office as project coordinator. PRP is wholly-owned subsidiary of MacManus, John & Adams.

Robert Mayfield, news director of KPPC-FM Pasadena, Calif., also named promotion manager.

Paul Swenson, formerly with KMME-TV Austin, Minn., joins WTCN-TV Minneapolis-St. Paul as promotion manager replacing Neil Aslin, resigned.

EQUIPMENT & ENGINEERING

Major General James Dreyfus, retired, executive assistant in the Government Communications Division, Operations Department of AT&T, elected to board of directors of Prodelin Inc., Highstown, N. J., manufacturers of antenna systems and transmission lines.

A. B. (Burt) Covey, with Bell Telephone System for 42 years, named assistant to Bruce Merrill, president of Ameco Inc., Phoenix. His most recent position was with AT&T as special transmission facilities engineer in charge of group having to do with network television transmission, telephoto transmission, and educational television and channels for community antenna TV systems. At Ameco he will work on development, engineering and sale of Ameco solid-state CATV products.

James L. MacNair, manager of advertising and sales promotion at General Electric Visual Communications Products' headquarters in Syracuse, N. Y., named district sales manager in Michigan and Indiana.

Edgar Messing, VP and general manager of General Instrument Corp.'s F. W. Sickles Division, named group VP of Entertainment Electronics Products Group, in charge of Sickles division, Automatic division, and General Instrument of Canada Ltd. Frederick Shuh, assistant general manager of Sickles division promoted to VP and general manager of division. Ernest A. Thomas, acting general manager of General Instrument of Canada, promoted to VP and general manager.

Mr. Haverty

Mr. Smith

Duane Haverty, sales engineer, and Gary Smith, with T. H. Ellis Sales Co., Kansas City, appointed marketing managers of broadcast and audio, respectively, at McMartin Industries Inc.

Ralph Blinn joins KKOX Lompoc, Calif., as engineer and announcer.

INTERNATIONAL


Marvin Goodman, administrator of sales planning for NBC International, named to newly created post of manager of international sales for United Artists Television Inc.

Alfred Parr assistant director of broadcasting of CBC for prairie provinces, with headquarters at Winnipeg, Man., appointed manager of CKX Regina, Sask., succeeding Herb Roberts who retired.

Simone Brightstein, formerly of CKGM Montreal, Que., radio-TV director of Mayer, Kert Advertising Agency, Ottawa, named manager of new Toronto office of Kert.

Bruce Sabsay, who had own commercial TV production company in Toronto, joins sales staff of CTV Television Network Ltd., Toronto.
DEATHS


Charles L. Bagley, 92, vice president of the American Federation of Musicians for 32 years, early president and longtime legal counsel of the AFM.

Los Angeles Local 47, died July 9 in Los Angeles. His wife, Nina, survives.

John E. Pearson, former president of John E. Pearson Co., which later became Key Broadcast Management, New York station representation firm, died July 14 in Carmel, Calif. Among survivors are his wife, Agnes, daughter and two sons.

Ray Collins, 75, radio-TV and film actor who portrayed police Lieutenant Mike Tragg on CBS-TV Perry Mason series for eight years until 1963, died of emphysema July 11 at St. John's hospital, Santa Monica, Calif. He came to Hollywood in 1939 as member of Orson Welles' Mercury Theater Group. He is survived by his wife, Joan.

Bob Elias, 50, free-lance sports announcer with KBBK-TV, KBHS and KPMC, all Bakersfield, Calif., died July 9 of apparent heart attack. He is survived by his wife, Mary.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, July 8 through July 14 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rulings and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced, ant.—antenna, aural.—CATV—community antenna television, CH—critical channel, CP—construction permit, D.A.—directional antenna, ERP—effective radiated power, kc—kilocycles, mc—megacycles, mfg.—manufacture, n.—north, -SUL—subsidiary, -LS—locations both New Orleans, TV on UHF; -CP—consulting engineer, -AN—applications, -STA—special temporary authorization, trans.—transmitter, TV—television.

New TV stations

ACTION BY FCC


Richmond, Va.—Charlottesville Broadcasting Co. Granted CP for new TV on UHF channel 34 (536-542 mc); ERP 149 kw vis., 9.5 kw aur. Ant. height above average terrain 1,240 feet; above ground 946 feet. P.O. address 2121 Postoffice, Charlottesville. Estimated construction cost $215,000; first year operating cost $277,000; first year operating cost $150,000; revenue $280,000; profit $46,000. Studio and trans. locations both Charlottesville. Geographic coordinates 38° 15' 12" north latitude, 78° 20' 54" west longitude. Type trans. RCA TTVU-1B, type ant. RCA TTVU-25G. Legal counsel Roger Wollenburg; consulting engineer Creutz & Snowberger, both Washington. Principals: Frank Trice (35%); Roy R. Pollard Jr. (10%); Malcolm M. Rosenberg (22.5%); Cabell Brand (15%); Alexander N. Apostelou (10%); James A. Haslam II (7.5%); and others. Mr. Trice was vice president of Bahakel stations group and was publisher for Roenoke Star Publishing Co., Roanoke. Mr. Haslam has interest in local development in Knoxville, Tenn. Other principals have business interests in and around Roanoke. Action July 2.

APPLICATIONS


Joliet, Ill.—Joliet Television Co. UHF channel 48 (674-680 mc); ERP 43.4 kw vis., 8.5 kw aur. Ant. height above average terrain 117 feet, above ground 227 feet. P.O. address 4344 West Madison Street, Chicago. Estimated construction cost $145,000; first year operating cost $250,000; revenue $225,000; profit $20,000. Studio and trans. locations both Joliet. Geographic coordinates 41° 33' 34" north latitude, 88° 43' 51" west longitude. Type trans. RCA TTVU-2A, type ant. RCA TTVU-25D. Legal counsel Robert L. Hess; consulting engineer Russell P. May, both Washington. Principals: Joseph Sadacona and Aaron Rosenson (each 50%). Messrs. Sadacona and Rosenson have interest in sales firm, financing firm and furniture store. Ann. July 1.

Existent TV stations

CALL LETTERS ASSIGNED

■ WJET-TV Erie, Pa.—Jet Broadcasting, Inc.

ACTION BY FCC

■ By memorandum opinion and order in proceeding on applications by Minneapolis, WTCN-TV (WTCN Television Inc.), WCCO-TV (Midwest Radio-Television Inc.) and CBTV (United Television Inc.) to move trans. to new ant. farm and increase height, commission (1) grants these petitions for reconsideration of hearing designation order; (2) set aside May 13 order which dismissed petition on procedural grounds; and (3) further ordered hearing to proceed on basis of issues specified in Feb. 15 designation order as clarified in instant memorandum opinion and order. Commissioner Loevinger dissented and issued statement. Action July 14.

New AM stations

ACTION BY FCC

Daingerfield, Tex.—Beacon Advertising Inc. Granted CP for new AM on 1580 kc, 1 kw. P.O. address Box 715, Daingerfield. Estimated construction cost $20,000; revenue $25,000; profit $5,000. Principals: Charles W. Monk and Chesley Weaver (each 50%). Mr. Monk is employed at KIMP Mt. Pleasant, Tex. Mr. Weaver is general manager. Action July 1.

APPLICATIONS

Wellington, Kan.—Sumner Broadcasting Co. 1130 kc, 350 w. D. P.O. address 111 North 11th Street, Nebraska City, Neb. Estimated construction cost $30,000; first year operating cost $40,000; revenue $50,000; profit $10,000. Principals: Edwin D. and Zera B. Hundle, Mr. Hundle has 50% interest in KCNY Nebraska City. Ann. July 12.
Mt. Carmel, Pa.—Mt. Carmel Broadcasting Co, 3500 k., 500 w., D. O. P. address R.D. #2, Schuylkill Haven, Pa. Estimated construction cost $27,244; first year operating cost $14,516; revenue $28,000. Principal: Edward A. Romansky (100%). Mr. Romansky is program and sports director at WFPF-Pottsville, Pa. Ann. June 30.

Existing AM stations

CALL LETTERS ASSIGNED

- KQAQ Arroyo Grande, Calif.—Larson-Irwin Enterprises. Changed from KBBF, Santa Maria.
- WUEF Eastman, Ga.—Farnell O’Quinn. Changed from WPFE.
- KYET Payette, Idaho—Payette Radio Inc.
- WCLR Crystal Lake, Ill.—Lake-Valley Broadcasters Inc.
- WSIT St. Ignace, Mich.—Mighty-Mac Broadcasting Co.
- WPNA Kane, Pa.—WKZA Broadcasting Co. Changed from WADP.

ACTION BY FCC

KJZY John Day, Ore.—Granted change in operation from unil. time to SH. (Is licensed on 1400 kc, 250 w. unl. and has CP to increase daytime power to 1 kw.) Action July 14.

New FM stations

CALL LETTERS ASSIGNED

- WBBM-FM Selma, Ala.—Taltown Broadcasting Co.
- KTMX-FM Santa Barbara, Calif.—Newspaper Publishing Co. Changed from KRCW.
- KLAK-FM Lakewood, Colo.—Lakewood Broadcasting Service Inc.
- WAVC-FM Atlantic—Bob Jones University. Changed from WAVQ.
- WILDA-FM Gainesville, Ga.—Hall County Broadcasting Co.
- WSEL-FM Pontotoc, Miss.—Pontotoc Broadcasting Co.
- KBVJ Corvallis, Ore.—State of Oregon acting through Oregon State Board of Higher Education.
- KLYV-FM Portland, Maine—Radio Beacon. Imm., Inc.
- KDXM-FM Brownwood, Tex.—Kean Radio Corp.
- KNUS Dallas—McLendon Corp. Changed from KXAS.
- KCYS Richland, Wash.—Three Rivers Broadcasting.

ACTION BY FCC

WORA-FM Maryaguse, P. R.—Granted change on channel 243 (97.5 mc) from ERP 800 w to 2.8 kw. and ant. height from 1,350 feet, to minus $11 feet; without prejudice to what, if any, Commission decision was warranted in light of revocation proceeding in Doc. 15139 et al. Commissioner Jones abated from voting. Action July 7.

Ownership changes

ACTION BY FCC

KFRB Fairbanks, Alaska, and KBVR Anchorage—Granted assignment of license from J. Chester and Josephine M. Gordon (each 47.6%) and others, to Northern Television Inc., owned by A. G. Hibbert (47.15%), Terry E. Rule (4.23%), Davis L. Ervin (5.84%) and others. Consideration $20,000. Commission ruled all parties were not to compete, as condition for KBVR is $1,452,250.45. Mr. Gordon also has entered into limited covenant not to compete for $144,000. Northern Television Inc. is em-}
Mr. Downing owns remaining 20% interest in KENE, Messrs. DiMee and Nelson are applicants for new AM in Monroe, Wash. Ann. July 12.

Hearing cases

**DESIGNATED FOR HEARING**

**BY MEMORANDUM OPINION AND ORDER**

- Commission designated for hearing application of Brown Radio & Television Co., for renewal of license of WBVL on 956 kc in Barbourville-Community Broadcasting Co. for new AM on latter day and night time only, but on its own motion because of flood damage to KADB, accepted for filing and assigned to KADB application for CP and returned it to processing line. Commissioner Cox not participating. Action July 14.

**OTHER ACTIONS**

- Application for consolidated hearing following AM applications—four to change facilities and three for new stations—Capital Broadcasting Co. of Nevada (KPTL), Carson City, Nev., from 1300 kc, 5 kw, 400, 900, 1200, 1500 w, 5 kw-LS, DA-N, to 70 kc. DA-N, Unl.; southwestern Broadcasting Co. of California (KROE), Salmon, Calif., from 1340 kc, 250 w, 7 kw to 1300 kc, DA-N, Unl. Bonny Corp. (KZEE), Idaho Falls, Idaho, from 1260 kc, 5 kw, D, 170 to 720 kc, 10 kw-N, 30 kw, LS-DA-2; Meyer (Mike) Gold (KIJLC), Las Vegas, from 100 kc, 50 kw, 25 kw to 15 kw, DA-N, Unl.; Circle L Inc., Reno, NV, to 38 kc, 50 kw, DA-N, Unl. KADB, Inc., Las Vegas, 780 kc, 50 kw, DA-N, Unl.; and Radio Nevada, Las Vegas, 720 kc, 10 kw, DA-N, Unl. also added WBNW and WGN both Chicago.

**COMMERCIAL STATION BOXSCORE**

Compiled by FCC, May 31, 1965

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<th>Location</th>
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<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
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<td>559</td>
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<tr>
<td>FM</td>
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<td>TV</td>
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<td>CP's</td>
<td>CP's</td>
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<tr>
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<td>59</td>
<td>60</td>
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<tr>
<td>Applications for new stations (in hearing)</td>
<td>296</td>
<td>249</td>
<td>133</td>
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<tr>
<td>Applications for major changes (not in hearing)</td>
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<td>48</td>
<td>22</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>35</td>
<td>3</td>
<td>10</td>
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<tr>
<td>Total applications for major changes</td>
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<td>32</td>
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<td>0</td>
</tr>
<tr>
<td>CP's denied</td>
<td>8</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*Does not include seven licensed stations off air.

*Includes three noncommercial stations operating on commercial channels.
commercial broadcast facilities, whether AM, FM, UHF-TV or VHF-TV, will have to state their financial ability to operate for a period of 12 years, and pay for construction of the station. In those instances where operation during the first seven years of an estimated advertising revenue, the applicants will be required to establish the validity of the estimate. Commission believes in that clarification of applicability of new standard to pending applications will be helpful. New standard will be applied to all applications presently pending or hereafter filed, for new UHF-TV facilities in markets where three or more VHF's are presently licensed. In such cases, with respect to other applications for commercial broadcast facilities, whether AM, FM, UHF-TV or VHF-TV, prior financial qualifications standard will be applied to those applications which were designated for hearing on or before July 2 but were extended. By memorandum opinion and order in UltraVision, new standard will be applied to all other broadcast applications.

By memorandum opinion and order, common counsel for applications by Lompect Valley Cable TV Inc. for microwave facilities in business radio service to relay signals of seven Los Angeles TV's for CATV service to Lompoc, Vandenberg Village and Mission Hills, Calif., with conditions. This was done on petition for reconsideration of a Commission action which designated applications for hearing. Granting these, the Commission set forth subpart sec. 11.556(a) in rule making in Doc. 15944-B, except that with respect to KCOU-TV Santa Monica, Calif., agreement entered into Dec. 29, 1964, between that station and applicant and further, to any determination made in proceeding in Doc. 15401, Memorandum opinion and order in UltraVision, having Henry concurred in result and issued statement; Commissioner Bartley concurred in grant of petition as to respondent; Commissioner Waddams dissented.

Routine roundup

**ACTIONS BY REVIEW BOARD**

In proceeding on AM applications of Chatanooga Broadcasting Corp. (WINA), Chattanooga, Tenn., and WBXM broadcasting Inc., Springfield, Va., in Doc. 15881-2, granted petition of Fern Lee, Jr., from July 16 to file replies to joint opposition by WCLF, WYBL, and WPPI to joint petition for approval of agreement. Action July 8.

By memorandum opinion and order in proceeding on applications of Edina Corp. and Tedesco Inc. for new AM in Edina and Bloomington, Minn., respectively, in Doc. 15692-3, granted request by Broadcast Bureau for official notice of change of facilities of XKA, San Almendros, Alberta, Canada; granted motion of Bometa to file reply to opposition; denied motion by AM Broadcasting Co., Ltd., of Canada to stay order and hold in abeyance Edina's petition for license; Member Guenther in agreement. Chairman Hawley abstained from voting; Member Kessell concurred in Action July 12.

By memorandum petition by Broadcast Bureau to extend time to July 16 to file responsive pleadings to oppositions in proceeding on AM in Sag Harbor and Garden City, Long Island, N. Y., respectively, in Doc. 16033-4, Action July 12.

**APPLICATIONS**

In extending time to July 12 to file replies to petition for leave to file responsive pleadings to opposition to application in Sag Harbor and Garden City, Long Island, N. Y., respectively, in Doc. 15692-3, granted request by Broadcast Bureau to extend time to July 16 to file replies to joint opposition by WCLF, WYBL, and WPPI to joint petition for approval of agreement. Action July 8.

**APPLICATIONS**

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**BROADCASTING**

**July 19, 1965**

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**By Hearing Examiner H. Gifford Irlon**
- Advanced July 23 further hearing to July 13 in proceeding on AM applications of Flathead Valley Broadcasters (KQFT), Kalispell, and Garden City Broadcasting Inc. (KYSS), Missoula, Mont. Action July 9.

**By Hearing Examiner David I. Kraushaar**
- In Syracuse, N. Y., TV channel 3 proceeding scheduled hearing for Oct. 4 on issues 2 and 3, for Nov. 15 on issue 1, and specified certain procedural dates. Action July 9.

**By Hearing Examiner Herbert Sharman**
- For reasons appearing in July 7 transcript of oral argument in Boston TV channel 5 proceeding, denied Broadcast Bureau's motion to dismiss Charles River Civic Tele- vision Inc. notice to take depositions. Action July 12.

By Hearing Examiner Elizabeth C. Smith
- In proceeding on applications of American Homes Stations Inc. for license in Passadena, Calif., preparing to deny license to utilize KRLA radio in re-schedule hearing for July 23.
- Granted renewal of licenses of following main and co-existing auxiliaries: KSGN-AM-FM and SCA Gainesville, Tex.; WKXJ-FM and SCA Lakeland, Fla.; KBWX-FM and SCA Knoxville, Tenn.; SITE-AM-FM and SCA Clinton, Iowa; and KJHL-FM and SCA Kansas City, Mo.
- Granted to Capital Broadcasting Corp., at a hearing proceeding for July 18 in broadcasting cases in proceeding on applications of Capital Broadcast Inc. for new FM's in Frankfort, Ky. Action July 8.

**By Hearing Examiner Herbert Sharman**
- For reasons appearing in July 7 transcript of oral argument in Boston TV channel 5 proceeding, denied Broadcast Bureau's motion to dismiss Charles River Civic Tele- vision Inc. notice to take depositions. Action July 12.

**By Hearing Examiner Elizabeth C. Smith**
- In proceeding on applications of American Homes Stations Inc. for license in Passadena, Calif., preparing to deny license to utilize KRLA radio in re-schedule hearing for July 23.
- Granted renewal of licenses of following main and co-existing auxiliaries: KSGN-AM-FM and SCA Gainesville, Tex.; WKXJ-FM and SCA Lakeland, Fla.; KBWX-FM and SCA Knoxville, Tenn.; SITE-AM-FM and SCA Clinton, Iowa; and KJHL-FM and SCA Kansas City, Mo.
- Granted to Capital Broadcasting Corp., at a hearing proceeding for July 18 in broadcasting cases in proceeding on applications of Capital Broadcast Inc. for new FM's in Frankfort, Ky. Action July 8.
Building Block Concept on automatic broadcasting from A

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ 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, 12 x rate—$20.00 Display only.) 5" or over Billed R.O.B. rate.
- Auditions, 35¢ per word—$4.00 minimum rate.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

'APPLICANTS: If tapes, films or packages submitted, $1.00 charge for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted Management

Big ten journalism faculty needs young broadcast newswoman to teach in growing department. Must be skilled writer and photographer. Box G-161, BROADCASTING.

Partner-Manager willing to invest $20,000 in small TV station with future. Box G-167, BROADCASTING.

HSAWWWW... Hungry Salesman—announcer with Volkswagen to sell in Three-county覆盖 area. Good location. Right man will be station manager within one year. WITQ, Port St. Joe, Florida.

Sales

Regional salesman (s) for new division of Million Dollar Background in advertising helpful. Income well above average. Career position only. Box G-199, BROADCASTING.

Cincinnati—Solid salesman—Proven track record—Management capability... multiple group. Good starting salary, plus... Box G-72, BROADCASTING.

If you believe in and can sell radio, you'll make money in this midwest city of 30,000. Twenty percent commission with guaranteed base to start, Send resume and photo. Box G-106, BROADCASTING.

Major market in mid-west—is one of the nations best markets, need a real pro—we are multistation operators looking for sales talent—the opportunity is here if you can sell—references will be thoroughly checked. Box G-179, BROADCASTING.

Career opportunity for young creative type salesman on way up. Midwest group adding station salesperson. Promote within two years to sales manager with stock interest available. Box G-65, BROADCASTING.

Immediate opening—commercial manager. Right man should make over $10,000 annually. Personal interview required. Prefer southerner. Send complete resume and photo to: WJFR, P. O. Box 2118, Decatur, Alabama.

If you are a good salesman in a smaller market, and you want to move to a larger market, for the simple reason that you can make more sales there and therefore make more money, contact WGOE Radio, Richmond, Virginia. Every Applicant will be thoroughly checked.

Wanted: Salesman with first phone ticket. Strong on sales, no maintenance. Some announcing required, must be able to gather local news. Excellent opportunity for hard worker. Write or phone Arnold Terry, WGOE, Box 2118, Richmond, Virginia—763-8090.


Experienced salesmen wanted for new radio station within fifty miles of Chicago. Write Jerry Dee, Box 520 N. Michigan Ave., Chicago, Illinois 60611.

Announcers

Opening now for announcer, same one who can also do play-by-play. Can also sell to earn extra money. Send tape and resume. Box G-105, BROADCASTING.

Established Texas station seeking experienced adult announcer. No top 40. Send tape and resume to Box G-104, BROADCASTING.

Top Arizona fine music station expanding staff. Applicants must be familiar with classical music and able to project ebullient personality. Send tape, resume and salary requirements to Box G-129, BROADCASTING.

Fine opportunity for top imaginative talent with new Ohio large market fulltime radio station. Box G-148, BROADCASTING.

Morning man. Middle road format in major northwest market. Strong personality with ability to produce bright, light show. Strong on production. Give full details of experience in first response. First phone desirable, but not necessary. Box G-139, BROADCASTING.

Immediate opening for experienced announcer. Good Ohio market. Complete employee benefit salary open. Box G-158, BROADCASTING.

Top 50 market—Power station—wants someone who likes all night trip—mid-road $125—weekly. Box G-157, BROADCASTING.

Dow state Illinois kilowatt, in modern, prosperous city, has desirable opening for showmanship announcer. Must be familiar with java, all music, be able to keep things moving with tight production, sell on the air for advertisers, help create lively, informal, impressive, established fulltime station. Excellent pay, fine production facilities. Write or phone immediately. Box G-164, BROADCASTING, with details of experience.

Announcer, first phone, no maintenance, for 5 kw AM, 30 kw FM, Michigan, fulltime. Box G-183, BROADCASTING.

Wanted: Gone-natch spiritual and Gospel dj, good on community contacts, East coast top rated station. Salary open. This is not an immediate opening, but the right man can take our time to find right man. Experienced only. Tell all. Send first letter, resume, photo. Tape at your expense. Box G-184, BROADCASTING.

Immediate opening for announcer with first class ticket, able to maintain equipment. Must handle light board. Please send resume and tape to KELK in Elko, Nevada.

Announcer with first ticket, $400 monthly. Send qualifications. KSEN, Shelby, Montana.

Columbus, Indiana—WCSI has opening for DJ-announcer capable of producing bright, sounding show. Make immediate contact with Jerry Castor, Program Director. Area code 812-575-9171.

Announcer—light board, no chatter for new Town & Country format. Excellent opportunity. New 3 kw station, $60 plus. WFWF, 3904 Time & Life Bldg., N.Y.C.

Something new! Find “100%" Miscellaneous classifieds, three times a week. WOJE, Box G-121, Iowa City, Iowa.

Wanted by 1 September: Above average announcer—can do good play-by-play basketball and football. Send tape, full background including references to WFVA-AM-FM Fredericksburg, Virginia.

We want an experienced announcer with a bright, mature personality who is in- ventive in his approach to a record show and comfortably at ease behind the microphone. Send aircheck, photo and complete information to: Program Director, WHO Radio, Des Moines, Iowa.

Announcers

Fulltime NBC station needs a good, experienced professional for early morning newscast. Applicant must have a nice voice—personality to be heard. No one who had No. 1 rated show for 14 years. Must program for mature and intelligent audience. Start $125 weekly. This is seat of University of Virginia and Monticello, home of Thomas Jefferson. Population 35,000 in foothills of Blue Ridge Mountains. Send resume, air check, snapshot, character and credit references to Operations Manager, WINA, Charlottesville, Virginia.

Wanted yesterday. Bright sounding experienced top 40 announcer—salesman. Air mail photo, tape, resume and present salary—James Austin, BMI, 3 N. WAZ, Charleston, West Virginia. No collect calls.

Wanted: Announcer—salesman. Excellent opportunity, new fulltime station, new market. Experience in midwest required. Full information first letter to Graham L. Jones, WODI Radio, P. O. Box 218, Brookneal, Virginia.

Announcer, 3rd class ticket. Immediate opening in growing market. Excellent opportunity in southern resort area, WPTX, Lexington Park, Maryland.

Opening for a bright, experienced, stable top flight announcer for top Wisconsin station. Should have good production, know music, news and sports. Should be able to sell a little. Little experience in University market needs. Fine opportunity for person who can handle tight production and format with adult and modern music. Third class ticket broadcast endorsement a must. Station established in 1949, now operating in new facilities. Station, home office of group. Send air check, resume, letter and credit references. Contact James Schuh, WPST, Stevens Point, Wisconsin.

Bright, top 40 sounding production director for air shift also. Good pay. Top station in Annapolis, Maryland. Coverage area includes Baltimore and Washington, D. C. Send tape and resume to Jack Armstrong, WYRE Radio, Annapolis.

Announcer required. Better than average salary for better than average man. Must have top line production. Outline the growth of your station. Send tape of commercials. Immediate opening. Box 5803, Tucson.

Staffing new radio station within fifty miles of Chicago. Send tape and resume—references to Jerry Dee, 520 N. Michigan Avenue, Chicago, Illinois 60611.


Technical

Chief engineer all new equipment. 5 kw da. dir. on L.I. Sound 60 miles N. Y., WFWF, 3904 Time & Life Bldg., N.Y.C.

Chief engineer—announcer—strong maintenance background. Excellent equipment, solid operation, pleasant living area. Prefer family man. Write or contact Jim Armstrong, WL5V, Wellsville, N. Y.

Technical—(Cont'd)


News

Newman—for Negro oriented station in top ten as program manager. Excellent opportunity. Immediate opening for young fm G-192, N. of operations. Write, edit, gather and air news. Opportunities for growth. Excellent references. Send resume, photos, tape and salary requirements to Box G-103, BROADCASTING.

News director. Competent, experienced, news hound with good voice to take charge of two man department. Short wave, auto phone recorder at well equipped, friendly, regional format operation. Two hours from N. Y. C. Box G-195, BROADCASTING.

Qualified news director for staff expansion. Strong emphasis in 130,000 Florida resort market. Immediate opening. Box G-192, BROADCASTING.

Florida AM-FM needs news director to run complete and equipped three-man department. If you're qualified for the job, you'll know that's 'the one' we're looking for. Tell all first letter. State requirements and tape. Position open now! Box G-215, BROADCASTING.

WMRN, Marion, Ohio . . . needs experienced news director. College graduate. Must be family man interested in civic activities and in becoming part of the community. Previous man in this position fourteen years ago. Excellent personality and outgoing feature writer for major newspaper. Send tape and resume response to Arthur L. Martin, Box 518, Marion, Ohio.

Production—Programming, Others

Immediate opening . . . Midwest 5-kw top fm start in large city. Experienced farm-elicitor to join three-man department. Farm and journalism background preferred. Send resume, tape and salary requirements to WMT Farm Dept., Cedar Rapids, Iowa.

RADIO

Situations Wanted—Management

Major market "pro" wants station management Vacant small city, excellent opportunity. Excellent, new sell with sound formula. Box G-177, BROADCASTING.

General manager—1st ticket. 10 years experience in 3 major phases of radio—age mid 30's—complete resume available—now working in top 10 market. Prefer Ohio—all considered. State money and company policies for working manager. Box G-196, BROADCASTING.

Final move to solid opportunity. 20 years sales and management. Clean cut family man. Box G-171, BROADCASTING.

Manager-sales manager: thorough knowledge edge station operation. Fifteen years experience—direct, local, regional as sales manager and manager. Seeks manager's job at major market station. Highest industry references. Box G-177, BROADCASTING.

Superannuationist veteran broadcaster seeks 6 years experience as management's "right arm" all phases radio/agency. Made up or millionaires. Relocates before schooltime. Overtures properly considered. Box G-185, BROADCASTING.

Very successful small market general manager seeking same position in larger market. Box G-195, BROADCASTING.

Successful station manager that gets things done available southeast medium or small market. "Pro" 21 years experience all phases. Box G-217, BROADCASTING.

Management—(Cont'd)


A-Pro!! 15 years as broadcast-manager, and programming background. Including sales manager. All markets call WA 3-1476—0 write 250 Lovett St. San Antonio, Now!!

Sales

Sales manager sold on adult, good music radio. Box G-91, BROADCASTING.


Strong, effective, creative sales manager seeks position in Rocky Mountain area with honest employer. Present employer reduced minimum commission schedule when faced with substantial sales increase without consultation. Box G-185, BROADCASTING.

Announcers

Moving family to California. Desire permanent job as announcer or combo man. 3 years extensive drive-time announcer, chief-engineer). First phone. Box G-32, BROADCASTING.

Southeast . . . 7 years experience all phases of air work. Excellent records. Presently employed. Box G-75, BROADCASTING.

1st phone announcer, 8 years experience. Character voice tracks, breakers and professional good music approach. The personality you're looking for! Box G-94, BROADCASTING.

Top 40 dj—bright sound, third phone endorsement. Box G-96, BROADCASTING.

Have talent, will travel. Can do top 40, jazz, pop and sports. Tape and resume available. Box G-141, BROADCASTING.

Need number? High Hoopers and "powerful Pulses" my specialty! Nine years in business, always a 1st. PD. MD. J-150, BROADCASTING.

Professional broadcaster—6 years experience radio and tv—college degree in broadcasting—manager. Available now! Staff announcer/program director looking for similar position in Miami. Will manage largest programmed station. Fully dependable, day in day out, can take responsibility and work well with professional references. Want to settle down with good station, $150/week minimum. Write Box G-162, BROADCASTING.

Top 40 with first phone. Experienced, dependable, married. East preferred. Box G-163, BROADCASTING.

1st phone, 3½ years experience in middle of the road and top 40. Available immediately. Box G-186, BROADCASTING.

Middle of the road announcer with nine years experience in a market of 250,000 looking for greener pastures. 3rd class license, $150, resume, picture upon request. Box G-160, BROADCASTING.

Look & W Man, 8 years experience, married, college, excellent references, excellent news, station builder. Box G-170, BROADCASTING.

Experienced, for adult programed station. 33, single, 3rd ticket. Box 586, Winter Haven, Fla. or Box G-172, BROADCASTING.

DJ, 1st phone, now employed, seeks opportunity in states of Florida only. Box G-174, BROADCASTING.

Five years fulltime commercial experience. Recent college graduate, 26, family, desires permanent position large metro market. Now morning dj, large listenership, strong on commercials. $300 a month. Reference from employer. Box G-191, BROADCASTING.

Announcers—(Cont'd)


Married. 21 years old, with moderate experience. Will stay in good station. Box G-196, BROADCASTING.

Package deal! Polish-American radio team—desire to establish or build up a Polish-American program— relocating no problem. Experience includes announcing and sales. Box G-199, BROADCASTING.

Young Negro announcer—dj, capable of handling all markets, willing to relocate. Box G-200, BROADCASTING.

Polished professional with rare entertainment ability seeks permanent position with a go-go major market station. Six years experience, married, university degree, strong references. Now in television in a top 5 market. $175 minimum. Box G-201, BROADCASTING.

Announcer—dj. Experienced, third phone, dependable—715-620-7675 or Box G-202, BROADCASTING.

Announcer disc jockey, air personality. Happy sound, authoritative newscaster, Not a prima donna. Box G-203, BROADCASTING.

Authoritative newscaster, bright happy dj/announcer. Excellent references. Box G-204, BROADCASTING.

Negro dj/newscaster, experienced. Broadcast school. 3rd phone, married. Will relocate in Midwest or West Indies. Box G-205, BROADCASTING.

Negro announcer/newscaster, experienced 3rd ticket. Family man. Will relocate. Box G-206, BROADCASTING.

Announcer, first phone, top forty format. Enthusiastic personality. Will relocate. Box G-207, BROADCASTING.

Beginner, trained by top professionals in Area. Board experience. Want small station experience. Box G-212, BROADCASTING.

Morning personality, bright, creative original. Married, college, looking for opportunity to advance in hard working, 6 years experience. Box G-213, BROADCASTING.

Two experienced top 40 announcer's looking for employment in a midwestern major market. One with first phone, one with third phone with broadcast endorsement. Must have excellent personality and want no answers from 2 and 3 stations. Box G-214, BROADCASTING.

Young announcer with three years radio experience wants radio or tv job with a future Family—top salary required. Write Box G-216, BROADCASTING.

Announcer, news correspondent, writer desires Japan-Korea assignment. Modest salary requirements. Frank Adair, Lekeland, Gs.


First phone combo. Top forty. Year and a half experience. 25. Married. Tim Burns, Route Two, Sidney, Ohio.

C&W station only . . . 27 years old, married, 8 yrs, radio—425 wk. 3rd endorsement. Available now. Tony Croft, 127 E. 11th St., Sheridan, Wyoming.

San Antonio's—"King Arthur's" available—man-on-the-spot—call—Says —write or wire 250 Lovett St. San Antonio Now!!
Of the best helps wanted, available for the position of copywriter-announcer in the bright, mature, three-year college graduate field. Must have gained proficiency in news, studio work, and production. Excellent references. Box G-189, BROADCASTING.

**Production—Programming, Others**

Sports director—nine years' experience in play-by-play TV games, news, and announcing. College journalism graduate. Family Team, references. Box G-97, BROADCASTING.

If your top forty station is progressive and likes individuality, you are for me and I am for you. College graduate, seven years in business, heavy production, strong personality. Stable, 22, and single. Available August First. Box G-112, BROADCASTING.

Masters degree from eastern university—Bright, mature, three years experience, presently working in eastern medium market. Wants program producer position or news. Background in radio-television, speech. Would like job in East; proficient in announcing, combo, TV directing. Newsfilm, on-camera news, studio operation, FM stereo operation. Excellent references. Replies to Box G-190, BROADCASTING.

Copywriter-Announcer available now. 3rd Endorse. Best training, experience, references. No TV, wire: Box 883, Sierra Vista, Arizona.

Be-it!—Call me at WA 4-6790—or write 250 Lovett St., San Antonio. 1 am major group. Program director seeking a secure company—in any market, 15 year pro.

**Technical**

**Production—Programming, Continued**

Have voice—write and promote, too, Bright and low, on the go-for-you. Salary at least $100. Six months. Show-business personality. Write don't wait. Jonathon Cue, Box 1651, Pulaski, Va.

**TELEVISION**

**Help Wanted**

**Management**

South Florida—CATV manager for new high potential system in small, growing community. Outstanding opportunity for individual. Prominent sales, sales management, technical operations. Outline full background to P. O. Box 52-182, Miami, Florida.

**Hard-working go-getter needed to set up complete sales department for new independent TV station opening this fall in top 18 market. Opportunity and challenge with high commission for man ideas and experience. Send photo, references, and complete background information to Box G-218, BROADCASTING.**

**Announcers**

Announcer wanted. Preferably from southeast. Send video tape, picture and resume to Channel 9, WRC, Mobile, Alabama.

WSBT & TV has opening for a newsman and an announcer with sports background. Then, soon a second job for the young man out of college or with 1-2 years experience ready to move up to top rated stations. Prefer man in Indiana or neighboring states. Newsman should have journalism background to report, write and air news. Announcer needs good voice plus play-by-play experience. Consider working with professionals. Excellent benefits and a professional opportunity. Box G-117, BROADCASTING.

Prominent position in Boston TV station for top producer with radio equipment maintenance background. Box G-84, BROADCASTING.

Staff radio-television engineer for university broadcast stations equipment operation and maintenance. 1st Class license required plus radio-television station experience. Opportunity to work in new facilities with first rate equipment. Call or write: Robert F. Kissinger, chief engineer, WBGU-TV, Bowling Green State University, Bowling Green, Ohio. WBGU is an Equal Opportunity Employer and as such will give consideration for employment without regard to race, color, creed, religion or national origin. Box G-146, BROADCASTING.

Mature, 37-year old journalist, 20 years radio-TV news reporting, production and management. Some public relations and promotion. Presently station News Director in well-known group ownership. Excellent references. 10,000 minimum. Will negotiate contract. Box G-168, BROADCASTING.

**TELEVISION—Situations Wanted**

Mature 37-year old journalist, 20 years radio-TV news reporting, production and management. Some public relations and promotion. Presently station News Director in well-known group ownership. Excellent references. 10,000 minimum. Will negotiate contract. Box G-168, BROADCASTING.

**Sales**

Teacher desires sales, production or promotion. 5 years TV production, young, married. Box G-172, BROADCASTING.

**Announcers**

Announcer-newsmen, experienced! Wishes to announce TV, first choice for radio. First choice for radio. First choice for TV. T.V.R. References! Box G-99, BROADCASTING.

Network caliber announcer-personality. Commercials: weather; interviews: audien-"cx. Major groups. Consider very strong. Video tape available. Box F-176, BROADCASTING.

**Technical**

**—(Cont'd)**

Experienced TV transmitter engineer needed to fill permanent position at maximum power VHF station. Experience and equipment commensurate with abilities. Excellent working conditions. Contact chief, WJBF TV, Augusta, Ga.
Announcers—(cont’d)

Can I be your gal? Eight years radio and television experience. Will re-locate midwest. Prefer woman station. What have you? Box G-31, BROADCASTING.

Technical

Engineer experienced UHF TV AM FM western states only. Available now. Box G-62, BROADCASTING or (415) 588-9044.

Responsible individual with B. S. in Engineering Physics. 10 years experience in medium VHF market including experience in heavy maintenance of studio equipment, VTR, MIC, remote, etc. Desires position as assistant chief engineer or engineer in charge of RCA or equivalent type market. 30 years old. Married. Box G-149, BROADCASTING.

Desire permanent position. 12 years television, 5 years radio experience. Box G-176, BROADCASTING.

First phone engineer with three years in television and two years radio desires position. Transmitter operator’s job preferred. Eastern U.S.A. Box G-182, BROADCASTING.

News


News Director—Currently shooting, writing, covering and airini six and P.T. NWS in two-station, southern market. Eight years radio, TV. College journalism. Box G-151, BROADCASTING.

Production—Programming, Others

Top producer. Director, ready for production manager or associate position in larger market. Currently employed leading market. Experiences and employers known by the reader of this ad. Box F-261, BROADCASTING.

Executive producer-director available. 12 years total experience in TV production. Major network experience. Family man seeking challenging opportunity. References. Box G-152, BROADCASTING.

Ambitious 38 year old sees no future with present employer. Would like to use management ability as Operations or Program Director position. Will move 2000 miles to five figures. Seven years experience announcing, writing, sales, background. Mod monitor, test equipment, journalism and art. Resume available, VTR available now. Interview during vacation. Box F-220, BROADCASTING.

Network experience, recent television major, married, promotion, production, sports, Northeast references known by the reader. Box G-181, BROADCASTING.

Promises, promises, promises. What I need is a job. RCA graduate, draft free. Eager to learn. Box G-186, BROADCASTING.

WANTED TO BUY—Equipment

Fresno R-1 Tape recorder. Amalgated records—Box 41—Cooper Station—NYC, 10003.

250 watt transmitter for use as standby. Must be in operating condition and will swap Gates remote control unit complete. State make, model, condition and price. W.Va., P.O. Box 16, Ft. Wallen Beach, Florida.

Monoral CONAX and HLF-3C or equivalent. Sound Studios, Inc., 236 North Michigan Avenue, Chicago, Ill., 60601.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microphone, cameras, audio. Electrofind. 446 Columbus Ave. N.Y.C.

BROADCASTING, July 19, 1965

FOR SALE—Equipment

Co-axial cable, Helix, Styroflex, Spritoflex, etc. Also rigid and RG type in stock. New materials at wholesale. Write for price list. S.W Electrical Cable Company, Willow & Chicago Street, Oakland, Calif. Phone 415-832-3527.

New and reconditioned aerial remote pickup equipment and Fire and Police receivers—World Wide Company. Box 32, West Hartford, Conn. Phone 203-238-5172.

Absolutely immaculate: @ KW G. E. FM Transmitter, BT-28, G. E. FM Monitor BF-1-A, 20 Spares tubes for final and 11 Spares tubes and parts. Total price $300. WROG, P. O. Box 588, Gatlatt, Tenn. Also G. E. 8 Bay FM antenna will tune any frequency. Phone 402-2257 ask for Jones.

Tape decks, dual, very heavy duty units by Dictaphone, 3900, 5000, $250. 2 Channel, remote, push-button, one-touch push-up transmitter. Delivered 500 miles. Phone 918-272-2662.

G.E. FM 16 kw transmitter—usable as 230, 3000 or 10,000. KFTC, Sioux City, Iowa. Phone 712-522-4621.

ITA FM 1000C 1 kw broadcast transmitter with one set of crystals for $225.00. Andrew 4 antenna gain of 3.7. Used one year. Package price $3,180.00. G-108, BROADCASTING.

Tower, 185 ft. excellent condition, self-supporting, $1,500 standing; $3,000, F.O.B., WEAW, Evanston, Illinois.

Federal 192-A 3kw fm transmitter. Working when removed from service 60 days ago. Beer whole, $750. Also have Rust RF amplifiers for fm and am, $100 each, and several items Rust remote motors, sampling units for sale Don Michel, manager, WRAJ, Ann Arbor, Michigan.

RCA BTF 190 FM 10 kw FM transmitter and RCA BPA-501 sideband writing antenna available immediately attractive price. Gene Rider, WIOD, Miami, Florida.


FM station equipment, ITA 1 kw Xmrtr 5000, $1100; Monitor BF-1-A 4 Bay, and Helix $1100 or all for $4300. Perfect. Williams 403-253-6950.

Automation unit—used, complete with all cables, ready to connect to audio line. Built in late 1963 by Automation Laboratories, the system has two fourteen-inch tape players, self-reversing, an automatic interspersing unit to select between the two for program material, a fourteen-inch announce machine, and a control unit to play announcements at preset times. All five units have custom rack, stained dark walnut, for use as a display in reception rooms. Send name, address, phone number and $50 down payment. The sys- tem fully programmed our FM station for twelve hours a day, seven days a week, for three years in excellent condition, throughout, but some head wear showing. Uses 516 ips tapes, monaural, with 28 cut tape, can be converted to silent-sensing by changing plug-in units available from manufacturers. Price tape made on any 14 inch reel capacity tape machine, Cost over $3000. Write: $2300, WOH, P. O. Box 760, East Liverpool, Ohio 43920, Call 216-385-1490.

MISCELLANEOUS

Need help? 3,000 Super dooper, Hooper scooper, one liner exclusive in your market. Free sample, Lyn Publications, 2221, Sierra St., San Francisco.

Add $0 to your billing..., with weekly ideas from the Brainstorm. Each issue contains 25 ideas per week. Exclusive. Tie up your market now. Write Brainstorm Box 576, Lubbeck, Texas.

"DEJAY MANUAL"—A collection of 41 comedy lines, bits, jokes, Donnada, $5.00. Write for free "Broadcasted Comedy" Catalogue, Box G-126, 1755 E. 26th St., Brooklyn, N. Y. 11220.

100% new book, "Pass The Salt," Peter 104 pages funny limericks, jokes. Be first your area has a chance to get in. Cutter Broadcast Service. Box 39566, Dallas 75235.

The "Walt Johnson Mobile Report" sweeps the nation! This hilarious feature uses your name, call-senders and city streets. It’s wild! inexpensive, too! Free sample. Weird Products, 1202 Broadway, San Francisco.


For special TV sound or silent coverage in the nation’s capital, contact Washington Reporters. 1397 National Bldg., Washington. Phone 202-585-728, Staffed 24 hours.

If your newscasts sound like your competition... you need "Twenty-Original-Newswaves." Price: $15.95 per market... $10.00... Command Productions. 1215 S. E. 97th... Vancouver, Washington.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are in Brooklyn, Seattle, Kansas City and Phoenix. For free information, Art, Grantham Schools, 1500 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six months 24 quality courses and Darcy training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.


Elkins Radio License School of Chicago—Six weeks quality instructors, theory and Darcy methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programming, console operation. Twelve weeks intensive, practical training in most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2663 Inwood Road, Dallas, 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, 415 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 and simulations required. Enrolling now for classes starting August 10 & October 1, for more information, references and reservation, write William L. Ogden, Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.
INSTRUCTIONS—(Cont’d)

America's pioneer, 1st in announcing since 1934. National Academy of Broadcasting, 614 H St. NW, Washington 1, D. C.

FCC First Class Radio Telephone License in (5) weeks—Guaranteed—complete tuition $395.00—Rooms $10.00 per week—Classes begin Aug. 3, Sept. 7 & Oct. 12. Call or write Radio Engineering Institute, 1356 Main Street in beautiful warm Sarasota, Florida.


Seven famous broadcasters teach you the secrets of their success! John Cameron Swayze, Fran Allison, Earl Gillespie, Westbrook Van Vorhis, Ulmer Turner, Howard Miller & Robert St. John have combined to teach you—in-depth—the techniques that led them there. Free full color 35-page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write for your copy today! CARRER ACADEMY. Selects of Famous Broadcasters, 200 North Jefferson Street, Milwaukee, Wisconsin. 414-226-3525. Schools located in major cities throughout United States.

Door opened to careers in Broadcasting, Broadcasting Institute, Box 6911, New Orleans.

RADIO

Help Wanted—Management

FINANCIAL EXECUTIVE Communications Field

We are seeking a man of broad financial experience in the radio, TV and newspaper fields. Familiarity with station construction, equipment, operation and ownership desired. Should have a successful negotiating record with lending institutions. Occasional travel. Excellent growth opportunity. Replies handled in confidence. Send resume and salary requirements.

BOX G-107, BROADCASTING

General Manager:
Salary five figures—Plus bonus—
Market regional in Midwest—Established 1964—Original ownership—
Power 5,000-AM, 50,000-FM—All equipment completely new—Conditions excellent. Required qualifications: Minimum twelve years experience in all phases of industry—Complete executive knowledge and organization ability—Must be married—Furnish complete history of employment and references with recent photographs. Interviews arranged—Applications strictly confidential—Excellent opportunity for qualifying man.

BOX G-186, BROADCASTING

BIG MONEY SALES


Box G-127, BROADCASTING

Wanted:
For Massachusetts station...
Sales person who can move up to manager's spot...

Write 

Box G-196, BROADCASTING

WASHINGTON, D. C.

SALES MANAGER

WEAM/1390 kc/5000 w
One of the country's GREAT Pop Music Stations
WEAM/Box 589/Washington, Va.
or call
Harry Avellini 703-534-8300

$25,000 Yr. for a

TELEPHONE TALKER

4-hr. east major mkt. estab.
controv. show. Tape, resume,
Don't waste our time unless
you have had min. 3 yrs. talk show exp.

Box G-128, BROADCASTING

TELEVISION—Help Wanted—Technical

Announcers

ATTENTION STATION MANAGERS...

Available Sept. 1
Versatile, young announcer, 1st phone, 4 yr. experience, draft free. Titled local, excellent production, smooth, friendly personality, and a hard worker. Ready for larger metro-markets. Will release for right job in radio or TV. Send smalls first letter. Will answer all replies. Resume and tape available.

Box G-197, BROADCASTING

TOP MORNING MAN AVAILABLE

Twelve years experience, 5 years morning show with NBC affiliated good music station in Miami, Fla. Creative humor, many voices, warm friendly style. Major markets only. For tapes, resume & references write or call Buddy Holiday, 1870 E. 6th Ave., Hialeah, Fla. 33010.

TELEVISION—Help Wanted—Technical

TV SYSTEMS ENGINEERS

The continuing growth of RCA’s Broadcast & Communications Products Division has created several excellent openings for experienced TV Systems Engineers.

Your work will include systems planning for TV stations, closed circuit systems, ETN, radio broadcast systems, mobile unit planning, as well as actual supervision of installation and construction of necessary components to complete the system. Some customer contact is involved.

Qualifications include a BSEE degree, or equivalent, and two or more years experience in planning, installation and maintenance of TV facilities (both audio and video).

Salary is commensurate with your education and experience. Location assistance is provided.

Send your resume to: Mr. C. F. Zangardi, Empl. Mgr., RCA Broadcast & Communications Products Division, Bldg. 3-2, Camden 2, New Jersey.

An Equal Opportunity Employer.

The Most Trusted Name in Electronics
CHIEF ENGINEER
FOR TELEVISION GROUP

Outstanding opportunity for overall chief engineer with new multi-station UHF group. He must have complete command, and excellent experience in advanced television developments—particularly UHF. In addition, he must have comprehensive knowledge of AM and FM techniques. He must be an experienced administrator and management-oriented. He must be able to supervise new construction from ground up. He'll be New York headquartered, with considerable travel involved. Send resume and salary requirements to:

Box G-133, BROADCASTING

FOR SALE

Equipment

Custom Stereo Console
600 OHMS balances A, B, both 8 switchable mikes to lines. Complete monitor & cue facilities. Talk back. Best offer. 212-214-4977.

RELIGIOUS BROADCAST WANTED

A large outlet for religious programing now has availabilities for daily or weekly broadcasts. This station reaches 45 counties in 3 states. For information call 606-474-5144 or write Box G-85, BROADCASTING

WARNING

Applicants for employment or persons seeking favors or representing themselves as relatives of Bill Elkins or other Elkins staff members, or claiming to have been associated with Elkins School System as an instructor or in any other capacity should immediately be reported to Elkins Institute of Radio Electronics, Inc.
2603 Inwood Road
Dallas, Texas

$300,000.00
Loss Carry Over
TV-Radio Production Corp. For Sale
Contact:
Miss Meehan, N. Y. C. 212 MU 8-3065

BROADCASTING, July 19, 1965

INSTRUCTIONS

F.C.C. 1st PHONE LICENSE IN EIGHT WEEKS (OR LESS)*
NEXT CLASS STARTING SEPT. 1st
(Tuition $400.00)

DON MARTIN SCHOOL OF RADIO & TV
1653 No. Cherokee • Hollywood 28, Cal. • HO 2-3281
ESTABLISHED 1937

MAKE YOUR RESERVATION NOW—CLASS IS LIMITED
FINES LIVING ACCOMMODATIONS AVAILABLE NEARBY
AT SPECIAL STUDENT RATES
*depending on Educational background

EMPLOYMENT SERVICE

CONFIDENTIAL NEGOTIATIONS
Placement within 30 days if you are qualified. Nationwide Radio & TV. Need announcers, salesmen, engineers, ticket combo and engineer, PD's, etc. Write for application.

CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY
1610 Potomac Ave., Pittsburgh, Pa. 15216
Phone 412-663-3350 day or evenings

ANNouncers - 1st
NEWSmen—ENGINEERS
DJ's - SALESmen
If you need a job, we need you!
C.B.I. PLACEMENTS
707 Colorado Bldg., Denver, Colo. 80202
Phone (303) 292-3730

EMPLOYMENT SERVICE

nationwide broadcast services

LARGE MARKET OPENINGS
Applications are now being accepted from all broadcast personnel presently working in a top 100 market. Immediate openings Nationwide for top flight air personalities, airmen, engineers, copy writers and salesmen. Remember—you must presently be working in a top 100 market to qualify for these high paying positions. Send resume and resume today.

NATIONWIDE BROADCAST SERVICE
925 Federal Blvd., Denver 4, Colorado
Phone area code 303-292-0996
Station Inquiries For Personnel Invited.

FOR SALE—Stations

Continued

SAN FRANCISCO BAY AREA
FM (Class B) FOR SALE
$200,000 Total Price 29% down
10 years payout
HOGAN FELDMANN, INC.
4404 Riverside Drive
Burbank, Calif.
AC 213 VI 9-3201

FOR SALE
Midwest UHF TV in smaller market—on air several years, with highly improved prospects. Other unusual benefits—priced about like a radio station. Low payment terms. Excellent for Owner-Operator.

Box G-189, BROADCASTING

Lin Rue Medin Brokers Inc.
654 Madison Avenue
New York, N. Y.
HA 1-0818 TE 2-9362

To buy or sell Radio and/or TV properties contact:

PATT MCDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

Ala. single daytime $ 65M terms
M. W. single daytime 70M terms
Gulf medium rate 125M 29%
East monopoly fulltime 800M 29%
S. E. TOP 50 FM 65M terms

√ CHAPMAN COMPANY INC.
2004 Peachtree Rd., Atlanta, Ga. 30309

STATIONS FOR SALE

1. SOUTHWEST. Major market. Gross $10,000
   a month. Open to offers.
2. EAST. AM-FM Combination. $180,000
   Terms.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

BROADCASTING, July 19, 1965

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Community Antenna Franchise Activities

The following are activities in community antenna television reported to \[\text{Broadcasting} \] through July 14. Reports include applications for permission to install and operate CATVs and for expansion of existing CATVs into new areas, grants of CATV franchises and sales and transfers of existing franchises.

* Indicates a franchise has been granted.

**pleasant grove, ala.-alabama television cable inc. (headed by s. p. mcDonald jr., roanoke, va.) has been granted a franchise. for $5 monthly (no installation charge) the subscribers will receive six tv signals. free service will be provided to schools and municipal buildings and the town will receive one tv signal. alabama television cable also holds franchises in fort gladstone and in the county. the cable company is owned by<br>hanford, Calif.-applications have been received from central california communications corp., salinas (john c. cohan station), and cable tv service corp. allen t. gilland, kntv( tv) san jose, Calif., president.

**alona beach, Calif.-central california communications corp., a group station owning eight other tv stations, has applied for a 28-year franchise. alona beach, Calif., has a population of 9,000. the station would receive the income generated and the installation cost of the system is $180,000.

**brickwall, Ind.-diamond state cable has been granted a franchise. for a monthly fee of $3 the city would receive tv signals.

**Belvidere, Ill.-community cablevision inc., a local corporation, represented by Larry Kleeber, Belvidere, has applied for a franchise.

**Rockford, Ill.-h & b american corp. (a multiple catv owner) b e villy hills, Calif., has become the fifth applicant for a franchise. previous applicants are central illinois electric & gas co.; national tv systems inc.; wexly tv rockford, and rockford & loves park cable co.

**kookuk, Iowa—quincy cablevision inc. (headed by s. p. mcPherson, roanoke, va.) has been granted a 25-year franchise. the tv system will receive $1,750 yearly for the first year and 3% of the gross receipts thereafter. the company cannot carry advertising, but receive the income generated and the installation cost of the system is $130,000. the station would receive tv signals.

**quincy, Ill.—quincy television cable system has been granted a 25-year franchise. the station would receive 3% of the gross receipts. the company cannot carry advertising, but receive the income generated and the installation cost of the system is $130,000.

**Trenton, Hamilton, Ewing and Lawrence, N.J.—crosswicks industries, toms river, N.J. (frank allen, president), has applied for a franchise. the company proposes to bring in 12 tv signals and 15 fm stations. the station would receive 3% of the gross receipts. the company cannot carry advertising, but receive the income generated and the installation cost of the system is $130,000.

**Akron, Ohio—akron telemedia system, (an Akron investor) has been granted a 25-year franchise. the station would receive 3% of the gross receipts. the company cannot carry advertising, but receive the income generated and the installation cost of the system is $130,000.

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"I'm a problem solver," says George Dick.

Discuss management philosophy for awhile with this president of American Research Bureau and that four-word description takes on added meaning. Mr. Dick is one of the new breed of corporate executives. He lives on problems—anybody's problems. "There is a basic set of management principles that apply to any business," he says, and by training and experience, he is well schooled in all of them. A colleague calls him "a professional manager in every sense, the kind whose administrative strength would translate into any industry."

Were it not for his easy manner, it would not be hard to imagine a crated Mr. Dick being wheeled into the offices of a troubled corporation. Unpacked, plugged in, whirring and clicking, he would then proceed to clear up the difficulty, whether the factory made bubble gum or bombs.

Mr. Dick cut his teeth on computers with IBM; continued the association through posts with RCA and C-E-I-R, yet still advises bluntly: "Don't become 'hardware oriented'."

Computer is Only a Part • Computers to George Dick are just one of the many tools available to an alert manager. It is still the manager who must make the decisions, and that is where Mr. Dick, ARB and the computers come in—providing comprehensive information on which to base those decisions.

"Executive insurance," Mr. Dick calls it. "Most managers," he says, "still manage by the seat of their pants. The time has long passed when a manager could afford to do this."

What he lacks in broadcasting industry experience, he makes up in a familiarity with the advertisers. He has learned the problems of the salesman and advertising manager with IBM, and the problems of a vice president for marketing with the American Mutual Liability and Allied American Mutual insurance companies.

He is very market oriented. "It was becoming obvious by the mid-50's," he recalls, "that the communications explosion and the computer age would open up vast new challenges in marketing consumer products and services. Getting any selling message across to a pinpointed and targeted group—the best prospects—within the mass market was becoming more difficult than ever before. In this day of more books, magazines, TV and radio programs and other sources of multiple selling impressions, effective mass marketing demanded all the experience of a maturing advertising industry coupled with a science that had not yet been harnessed."

Broad Base • Mr. Dick's preference for seeing marketing problems as a whole, rather than picking blindly at the separate parts, heralds a broadening of the ARB base. As he puts it: "By providing television and radio audience measurements, ARB is already deeply engaged in the business of providing essential tools and information to management for its marketing function. We feel therefore that our firm need not confine its future either to specific media or for that matter to media research only."

In other words, since the producer, advertiser, agency and broadcaster all must cooperate to achieve their individual and common ends, they have a common interest in obtaining comprehensive information about the market.

Since taking the ARB helm last fall, Mr. Dick has realigned the company's management structure to reflect responsibilities along related service lines, giving the manager of each service a "clearer and more coordinated objective in order to meet the needs of the clients of that service." He has also started two advisory groups. The first is the Broadcasters' Advisory Panel, composed of representatives from the broadcasting and advertising industries; it acts as a sounding board to ARB's existing and contemplated services.

The second group, the Advisory Counsel on Methodology, made up of a group of leading statisticians, was created to advise ARB on research methods.

In the near future, he will preside over an expansion of the firm's physical facilities at Beltsville, Md.

Mr. Dick thinks the rating firms are conscientiously doing "the best job possible within financial limits," and in the case of ARB, at least, "there are enough dollars now." He would hate to see government interference with the industry because "there is no incentive for quality improvement" where government regulations prescribe all conditions for operation.

CATV is Biggest Problem • Properly assessing the effect of community antenna television is, he feels, "the biggest single problem today" in audience measurement. He would like to see some sort of central registry established to provide accurate county-by-county CATV-connection figures.

When George Dick leaves the office he returns to a "livable contemporary" home he and his wife designed, located in the little town of Potomac, Md. The week stays in the office. He is a world traveler, with numerous trips to Europe and a 1960 African safari in his past.

For relaxation, he keeps trim in his indoor pool and dabbles in art, including welded modern sculpture. The hobby, he says, resulted from his frustrations with artists as an advertising manager. He decided to learn to "speak their language" and enrolled in a Washington art school.

Prime among the advantages of welded sculpture, he admits with a wry grin, is the freedom from critics. "Nobody can tell whether it's good or bad." Does having two "first names" cause trouble for Mr. George, er, Dick? Yes, continually. It's one "problem" he has never managed to solve.

A human in the computer complex

WEEK'S PROFILE

It could be worse

IN its guidelines for users of ratings (Broadcasting, July 12), the Federal Trade Commission has done essentially what it said two years ago it intended to do. Basically, it has banned trumped-up claims that the ratings don’t support and trumped-up ratings that normal programming and promotion don’t support.

The FTC’s guidelines are vague. “Hypoing” in particular defies exact definition although (or perhaps because) it is an all-too-common practice. Broadcasters, film companies and other ratings users trying to avoid FTC action will find little encouragement for carelessness in the thought that the uncertainties will be removed, and clearer definitions of “hypoing” established, on a case-by-case basis—almost certainly to somebody’s grief.

The guidelines of course present no challenge to audience promotion or audience claims when the stated standards are met. And they are heartening in their omission of the suggestion, contained in the FTC’s announcement two years ago, that users of ratings might be held responsible for the accuracy of the ratings themselves. Apparently the creation of the Broadcast Rating Council and its system of audits and accreditation has satisfied the FTC about the reliability of the ratings services and the numbers they produce. This is an important step forward.

Commercial controls

NOW that the FCC has served notice that it will impose sanctions when commercials are too numerous or noisy, the interesting questions that are left are these: How many are too many? How loud is too loud?

Apparently the numerical limits are to be set by broadcasters themselves. The commission will act when a station exceeds in practice the number of commercials it has proposed. The burden here will be on the stations to be realistic in their promises, to propose commercial limits that will be ample to produce needed revenue. This will be an individual determination based on individual needs. The promise-vs-performance method of regulation must not be allowed to develop arbitrary standards applicable to all kinds of stations in all kinds of circumstances.

The control of loudness is also an individual concern, although industrywide attempts to prevent excesses ought to be encouraged.

On both questions, the number of commercials and the loudness of commercials, the individual broadcaster must be the final judge. If all broadcasters will make their judgments with responsible consideration for their own audiences, the FCC will have neither the reason nor the means to substitute its judgment for the broadcaster’s.

New image builders

IN naming Leonard H. Marks director of the United States Information Agency, President Johnson has demonstrated for the second time in a fortnight that he isn’t bound by tradition. Neither Mr. Marks nor Bill Moyers, who became White House news secretary, is a professional journalist. They have been assigned the top information positions in our government.

Both are able men who have the confidence of their chief. Both have been close to Mr. Johnson for years—long before he ascended to the nation’s highest office. The President has had rough going in the press, here and abroad. With these new assignments he may hope to remedy these conditions.

Mr. Marks takes on enormous responsibilities. He may lack formal journalism experience, but he has other attributes. His entire legal career has been in communications, including representation of many newspaper-owned stations. He was an FCC lawyer, and he has attended many international broadcasting conferences. He has an intense interest in educational and foreign broadcasting.

There remain two top positions in USIA to be filled—those of deputy director and chief of the Voice of America. It falls Mr. Marks’s lot to make these selections. He needs professionals in news and in broadcast operations in the No. 2 and 3 positions.

Since World War II, when its predecessor was created, USIA has been one of government’s most controversial agencies. Dealing in the shadowy area of international propaganda, it has been a favorite whipping boy of Congress.

Mr. Marks must prove that it doesn’t necessarily take a professional propagandist to deal effectively in the area of information and education on the global cold-war firing line.

NCTA’s challenge

A young, aggressive organization of community antenna owners and operators meets this week in annual convention in Denver. Because of their successes they have attracted an unconscionable number of problems.

Fred Ford, who makes his first appearance before the National Community Television Association as its president, cites the year ahead as “a crucial one for CATV,” one that “will shape the future of our industry.”

Community antenna services have flourished because of public need. CATV now is an essential and logical projection of TV service.

Wisdom and restraint are necessary at this critical juncture. CATV operators can be seriously inhibited if they overreach. Their future depends largely upon an accommodation with the broadcasters who supply their basic reason for being—programs.

There is the opportunity for statesmanship in Denver. NCTA’s informed and intelligent leadership can meet the challenge.
are in the swim with WBAP-TV this year in the Fort Worth-Dallas market. In prime time, WBAP-TV is up 34,400 homes average (40%) over the same period in 1964, leading all other stations in gains . . . . . . the result of a new tower, NBC network and accent on COLOR. Unlike the family pictured above, not all WBAP-TV viewers have swimming pools. But more and more have color TV sets to enjoy the station's over 60 hours weekly of local (since 1954) and NBC network color. Your color commercial will be far more effective on this pioneer color outlet . . . complete tape, film, slide and live camera color facilities — all yours at no additional charge. Ask any PGW representative.

*6:30-10 P.M., Monday thru Sunday, March ARB, 1965
Recognizing there is more sell in color, WSPA-TV pioneers with colorcasting in South Carolina and the Greenville-Spartanburg-Asheville area. Television Magazine reports 30,810 homes with color sets in this vast market. A MUCH LARGER PENETRATION of color sets than in such markets as Winston-Salem-Greensboro-High Point, Atlanta, Jacksonville, Houston, New Orleans, Charlotte, Birmingham and many others.

Now, WSPA-TV, with newly installed color film and slide equipment, is selling in color the Channel 7 market via the powerful WSPA-TV transmitter on Hogback Mt. and through 8 translators strategically located in N. C. and Georgia. Ask your Hollingbery man about COLOR selling on Big 7!