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Burnett's Banks: TV's costs enhance radio's beauty. p42
Come on Down...

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

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

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

JERROLD
Your Host at the NCTA Convention
June 26th through 29th
at the AMERICANA, MIAMI BEACH
NOW SHOWING TO AUDIENCE SHARES AS HIGH AS 50% EVERY WEEKEND IN THE ST. LOUIS MARKET

KTVI'S BIG MOVIE

STARRING SPECTACULAR RATING GAINS*

<table>
<thead>
<tr>
<th>Day</th>
<th>Percentage</th>
<th>Gain</th>
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<tbody>
<tr>
<td>Saturday</td>
<td>&quot;Big Movie&quot;: up</td>
<td>145.5%</td>
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<tr>
<td>Sunday</td>
<td>repeat &quot;Big Movie&quot;: up</td>
<td>207.4%</td>
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<tr>
<td>Combined</td>
<td>Gain:</td>
<td>171.8%</td>
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THE EXCITING NEW KTVI 2
ST. LOUIS abc HR
In the nation's 12th ranked television market, KRLD-TV continues to be the most appealing station for prime-time viewing.

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

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

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

represented nationally by Advertising Time Sales, Inc.
Capital Cities merger?

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

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

Avco goes for quota

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

Avco also is making plans for new headquarters and studios in Cincinnati to be completed within two years. Parent Avco Corp. has authorized $20 million for expansion in last year.

ABC-TV new season

After seeing presentation film previewing 1966-67 season and hearing network officials talk about upcoming programs, some ABC-TV affiliates no longer consider Milton Berle series their number-one program concern. Now primary worry is whether The Man Who Never Was should be on schedule. Rumors they've heard about production problems half-hour series is encountering in Germany cause them to wonder whether show will be cancelled before it ever gets on air. Informal polling of ABC-TV affiliates shows Tammy Grimes series and The Heavy Squad (formerly Men Against Evil) coming off with low marks. On other hand many affiliates feel strongly affirmative about Shane and Rat Patrol.

FCC CATV machinery

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

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

Color logjam

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

Hollywood labs admit they're heavily booked and will experience problems but maintain this year's scramble will be less hectic. "We're better prepared now," say many major film processors. "We've been jamming in equipment and reconfiguring our work plants." Still, he concedes, quality of color processing is bound to suffer because we're being given the same time element between cut negative and telecast date, and it does take more time to process color. Real problem, labs say, is in limited color film stock availabilities. Extensive use of color film stock to cover war in Vietnam, apparently, has contributed greatly to this shortage.

Letters in question

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

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

Snag for McLeod

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

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

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

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

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

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

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

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

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Broadcasting
THE BUSINESS OF TELEVISION AND RADIO

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Coats & Clark, Inc. has been weaving a pattern of industrial success in Albany since 1947. One of the largest thread and zipper manufacturers in America, C&C's Albany operation has grown to include 800 employees, with modern milling and warehouse facilities. Record production, plus modern facilities makes Coats & Clark the largest industry in Albany.

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

Raymond E. Carow, General Manager WALB-TV, Albany, Georgia. Represented nationally by Venard, Torbert and McConnell and in the South by James S. Ayers Company.
KTMYM renewed despite Cotten broadcasts
MUSTN'T CENSOR PROGRAMS, FCC SAYS; COX DISSENT

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

Commission said its only responsibility in such matters is to insure that all viewpoints are given equal opportunity for expression and that disputed allegations are balanced by presentation of opposing views. "Any other position would stifle free discussion and destroy broadcasting as a medium of free speech," commission said.

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

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

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

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

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

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

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

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

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

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

Group TV owners get report, exit smiling

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

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

CTD was established year ago after FCC proposed to limit TV station ownership in top 50 markets to three stations plus one in VHF band.

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

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

Bakersfield TV's threatened

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

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

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

Report on CATV bill glosses House rifts

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

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

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

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

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

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

Representative J. J. Pickle (D-Tex.)
WEEK'S HEADLINERS


P. Scott McLean, general manager of WLWT-TV, Indianapolis, named VP in charge of sales for Avco Broadcasting Corp., Cincinnati. John M. Slocum, formerly general sales manager and acting general manager of KBAR-TV Bakersfield, Calif., succeeds Mr. McLean. Mr. McLean replaces H. Peter Lasker, who relinquishes his post to devote his full time to presidency of Broadcast Communications Group, subsidiary of Avco Broadcasting (Broadcasting, June 6).

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

For other personnel changes of the week see FATES & FORTUNES

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

Spot TV for Chesterfield

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

Teleprompter has begun CATV service in New York

There should be announcement this week, but it's already happened. Teleprompter Corp. has handful of paying CATV customers hooked up in northern Manhattan. In southern half of city, where Sterling Information Services has franchise, there are further problems. Strong signals from Empire State Building cause ghosting without converters. For clear reception CATV signals must be brought into each set on unused channel.

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

Projected soccer league has RKO backing one team

RKO General, in diversification move, is backing New York entry in National Professional Soccer League. Other cities in 14-team league, which plans to begin operations in April 1967, are Baltimore, Pittsburgh, St. Louis, Philadelphia, Chicago, Toronto, Minnesota and Vancouver, B. C. League has not approached networks for TV coverage and isn't expected to until it wins accreditation.

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

WCIU-TV reverses field; no liquor advertising

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

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

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

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

CBS Films going Latin

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

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

FCC visiting IBM this week

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

Shapp spent $1.4 million

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

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

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

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

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

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

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

CBS Radio Network
New for 1966-67

"CHAMPIONSHIP BOWLING" IN COLOR

Year-in and year-out, America's highest rated filmed sports show.
A consistent sell-out; pre-sold in 158 markets.
Now better than ever - produced in full color!
All-time bowling greats going after larger prizes.
LOWEST COST-PER-THOUSAND of any show on TV,
NETWORK OR SYNDICATED!

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

No wonder more and more of the top TV stations
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Phone: (312) 467-5220

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

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

Indicates first or revised listing.

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

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

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


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


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


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

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

June 24-26—Meeting of the United Press International Broadcasters of Wisconsin. Baraboo, Wis. For information write Ray Doherty, 818 North 44th Street, Room 214, Milwaukee 53203.


June 28-29—Annual summer meeting and election of officers of Georgia Association of Broadcasters. Speakers include George Bartlett, vice president for engineering, National Association of Broadcasters; FCC Commissioner James Wadsworth; Miles David, president, Radio Corporation of America; Jack W. Lee, WSAZ Huntington, W.Va.; William Ray, chief, FCC Complaints and Compliance Division; Charles Stone, manager, National Association of Broadcasters; Henry E. K. Mackay; (D.—Ga.); John H. Battison, consulting engineer, Carriage Inn, Jersey Island.

June 28-30—Annual convention, National Community Television Association. Americana hotel, Miami Beach, Fla.


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

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

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

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

July 14—Deadline for comments on proposed FCC rules in same part 12 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.


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


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

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

July 24-Aug. 8—Seminar in marketing management and advertising sponsored by the Advertising Federation of America, Harvard Business School, Boston.

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

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

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

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

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

*PLUMBICON is a registered trademark

Norelco* STUDIO EQUIPMENT DIVISION
NORTH AMERICAN PHILIPS COMPANY, INC.
900 South Columbus Avenue, Mount Vernon, New York 10550
NAB FALL REGIONAL CONFERENCES

Oct. 13-14—Statler-Hilton hotel, Dallas
FCC Commissioner Kenneth A. Cox, and Theodore Pierson, broadcast attorney.

Oct. 17-18—Mark Hopkins hotel, San Francisco


Oct. 24-25—Radisson hotel, Minneapolis.

Nov. 10-11—Chase-Park Plaza hotel, St. Louis.


Nov. 17-18—Queen Charlotte hotel, Charlotte, N.C.

Nov. 21-22—Robert Meyer hotel, Jacksonville, Fla.

AUGUST

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

Aug. 11-14—Annual convention of the National Association of Radio Announcers.


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

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

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


SEPTEMBER

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

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

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

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


OCTOBER

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

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


NOVEMBER

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

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


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

DECEMBER

Dec. 1—New deadline for reply comments on FCC’s proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF’s in the top-50 television markets. Former deadline was May 2.
What you can do about obscene, harassing or threatening phone calls

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

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

There are three things that you and members of your family can do about such calls, if you receive any.

1. Don't talk to a caller you're doubtful of. Don't give him the audience he wants.
2. Hang up at the first obscene word, or if the caller doesn't say anything, or doesn't identify himself to your satisfaction.
3. Call your Bell Telephone Business Office if the annoyance persists. We have employees who are trained to assist and advise you and who can frequently help in identifying the origin of unwelcome and troublesome calls.

In communities across the nation, we are working with police officials and other authorities to curb abusive calling.

In most circumstances we can reveal the origin of abusive calls to law enforcement authorities with the consent of the called party. We want to do all we can to protect your right to privacy.

The more everyone cooperates, the fewer such calls there will be.

AT&T
Bell System
American Telephone & Telegraph
and Associated Companies
OPEN MIKE®

Golden-Klein duel 'absurd'

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

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

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

Condensed, but still going

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

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

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

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

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

Will 2's outnumber 1's?

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

Woke Charleston, S. C., started this terrific promotional stinger in January 1960. Our station breaks for this particular gimmick went like this: "This is Woke-radio, Charleston's number-two station . . . we must be number two, 18

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

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Factory Box 2000, Peoria, Illinois, U. S. A.—Phone 309-677-6500

BROADCASTING, June 20, 1966
Copyright 1966: Broadcasting Publications Inc.
Can you see the extra selling power in Jacksonville?

We don't just pass along color programs from the network, we air everything possible... news, weather, public service programs, even station breaks in full color. What's more, we've been doing it for nine years. And we've never charged an extra cent over regular black and white rates for doing commercials in color, whether film, slides, tape, or live. Talk to your PGW "Colonel" about advertising on WFGA-TV, one of the nation's most colorful stations.
Olivetti Underwood Divisumma 24 gives you lots of numbers at low prices. It calculates invoices, figures new rate card rates, single program and series rates, payrolls, expense prorations, percentages, and worksheet problems. It adds, subtracts, multiplies and divides; does short-cut multiplication and division, accumulates subtotals and keeps nice, neat records of everything. It costs $625. So, if you want a cost per thousand that's a cost per thousand, call your Olivetti Underwood representative and ask him to show you how it's done. He's in the Yellow Pages.
RADIO just worked some of its magic for 7-Eleven. This promotion was so overwhelmingly successful that we feel an obligation to thank the stations whose showmanship made it a memorable event. When a station ... pulling out all the stops in a super team effort ... meets a great idea ... the result is a special kind of magic that comes out the speaker as pure excitement. The stations listed below came thru like gang-busters in the past month or so for us ... in a way that should make the broadcasting industry proud.

we salute...

KRUX
PHOENIX, ARIZONA
KRIZ
PHOENIX, ARIZONA
WPDQ
JACKSONVILLE, FLORIDA
KTKT
TUCSON, ARIZONA
WLOF
ORLANDO, FLORIDA
KBOX
DALLAS, TEXAS
KLIF
DALLAS, TEXAS

the others say they're number one."

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

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

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

Prompting on 'Stage 67'

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

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

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

Praises handling of Alma

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

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

Congratulations to Florida broadcasters from an admiring outsider.—Walt Stamper, commercial manager, WAPO Chattanooga.

(Mr. Stamper's letter came from Sarasota, Fla.)

Foreign aid

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

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

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

BROADCASTING, June 20, 1966
"The Fast 23" has some of the best ACTION adventure features we have seen in any package.
Joseph S. Sinclair—President & General Manager, WJAR-TV, Providence, Rhode Island

"The Fast 23" move at a lightning pace. They fit the bill as far as ACTION is concerned and their length is made to order for our top rated "Monday Night at the Movies."
Kenneth R. Croes, Vice President and General Manager, KERO-TV, Bakersfield, California.

We wanted fresh ACTION films for our booming market and we got them in Seven Arts "The Fast 23." These features are exciting from beginning to end and our audience will love them.
Donald W. DeSmit, Jr.—Sales Manager, WKZO-TV, Grand Rapids/Kalamazoo, Michigan

they bought action

"THE FAST 23"
"Films of the 50's & 60's"—where the action is.

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

Seven Arts
A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue, YUKon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105
DALLAS: 5511 Royal Crest Drive, EMerson 3-7331
LOS ANGELES: 3552 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193
Tossing a few archaic rules out the window can be good exercise

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

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

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

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

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

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

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

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

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

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

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

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

"Now let's see—we'll show a balle-

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

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

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

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

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

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

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

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

KLBK-TV
LUBBOCK CHANNEL 13

KWAB-TV
BIG SPRING CHANNEL 4

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

Announcing The Appointment Of
NATIONAL TELEVISION SALES, INC.

OLIVER TREYZ, President

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

As Exclusive National Sales Representative Effective Immediately

WALTER M. WINDSOR
EXECUTIVE VICE-PRESIDENT

BROADCASTING, June 20, 1966
Buy WBAL and you’ve bought Baltimore!

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

WBAL BALTIMORE

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

*Based on latest available FCC Reports
A final showdown on Section 315?

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

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

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

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

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

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

The licensees, while asking the commission to terminate the rulemaking without action, make clear they expect to lose before the commission and before the U. S. Court of Appeals in Washington as well. That court normally affirms the commission decisions on programming matters.

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

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

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

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

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

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

Only Means for Relief. However, the courts appear to be the only route...
open to broadcasters seeking relief from the equal-time law. Congress has repeatedly cold-shouldered efforts to repeal the law. As one influential member of the House Commerce Committee—a Democrat in a normally Republican district—once put it, "I don't trust broadcasters." Like many others in both Senate and House, he regards Section 315 as indispensable protection.

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

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

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

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

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

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

Commissioner Cox cited that point last week in support of his view that Section 315 would be upheld by the courts. He said that unlike newspapers broadcasters are "licensed" to serve the public interest.

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

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

More Stations than Papers • They also say the "scarcity" argument—based on the physical limitations of the spectrum—cannot be used to justify a difference in treatment. They note that there are "three times as many radio and television stations (6,347) as there are daily newspapers (1,763). And no one, they say, has had "the temerity" to suggest newspapers have lost any rights as a result of their shrinking number.

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

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

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

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

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

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

The broadcasters in whose behalf the comments were filed are WSBW Bedford, WQW-AM-FM Richmond, and WQB-AM Marion, all Indiana; WBBM, Hato Rey, Puerto Rico; WQJ-AM-FM-TV Detroit; WQAD-TVMoline, Ill.; WCWA-AM-FM Toledo, Ohio; RKO General Inc. (WOR-AM-FM-TV New York; WHBQ-AM-TV Memphis; KHJ-AM-FM-TV Los Angeles; WNAC-AM, WRKO-FM, Boston;
NAB doesn’t like the fairness doctrine, either

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

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

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

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

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

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

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

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

Constitutional Right - The association said that, in view of the constitutional guarantee against Congress “abridging the freedom of speech, or of the press,” neither Congress nor the commission may "diminish, lessen or reduce the right of free communication." And that is what the fairness doctrine does, NAB said.

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

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

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

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


House debate slated for today on FOI bill

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

Speaker John W. McCormack (D-Mass.) said last week that the bill, endorsed by journalism societies and broadcasting organizations but opposed by the administration, will be discussed today (Monday).

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

With the exception of several categories of sensitive information, such as military secrets or investigative files, the bill would require each federal agency to make its records promptly available to anyone person requesting them. Persons denied information could seek remedy in federal district courts. The bill grew out of complaints of suppression. Similar legislation was previously approved by the Senate in 1964 and 1965 only to be blocked in House committees.

Rules committee shelves radio-TV in House

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

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

Existing House rules have been interpreted in the past as forbidding such broadcasts.
Mattel moves into spot TV
Will divert money from network budget for sponsorship of ‘Huckleberry Hound’

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

Since 1963, the California-based toy maker has been sponsoring a Saturday morning network TV concept it calls "wall-to-wall programming." This strategy calls for participations on all three networks across the board from 10 a.m. to 12:30 p.m. One of these network lineups will be sacrificed, which one is yet to be determined, so that the advertising budget required can be diverted into spot.

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

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

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

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

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

Carson/Roberts' offer to the stations is for the purchase of half-hour time periods on a 52-week firm basis at rate card prices. The reason C/R is offering 52-weeks firm rather than requesting four-week cancellation privileges as does
THE OSCAR! Stephen Boyd, star of the new motion picture, "The Oscar," and his lovely supporting actress, Jean Hale, pose at White Columns. Cast WSB-TV in the supporting role for your spots. We'll deliver a full house with the largest number of TV homes* in the Atlanta Market.

*615,200 net weekly circulation (1965 ARB Coverage Study)

WSB-TV
Channel 2 Atlanta
NBC affiliate. Represented by Petry

Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHRB AM-FM-TV, Dayton; WSCC AM-FM-TV, Charlotte; WOOG AM-FM, Allentown; KYJO, San Francisco-Oakland; WUCV, Pittsburgh.
Network TV billings up 13.3% in four months

<table>
<thead>
<tr>
<th>Network television net time and program billings by day parts and by network (Source: TVB/LNA-BA)</th>
<th>APRIL 1965</th>
<th>APRIL 1966</th>
<th>JANUARY-APRIL 1965</th>
<th>JANUARY-APRIL 1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$28,558.3</td>
<td>$34,853.2</td>
<td>+22.0%</td>
<td>$115,947.7</td>
</tr>
<tr>
<td>Mon-Fri.</td>
<td>22,018.2</td>
<td>25,852.3</td>
<td>+17.4</td>
<td>86,369.5</td>
</tr>
<tr>
<td>Sat-Sun.</td>
<td>6,541.0</td>
<td>9,008.9</td>
<td>+37.6</td>
<td>29,578.2</td>
</tr>
<tr>
<td>Nighttime</td>
<td>74,075.7</td>
<td>78,472.4</td>
<td>+5.9</td>
<td>297,140.7</td>
</tr>
<tr>
<td>Total</td>
<td>$102,634.0</td>
<td>$113,325.6</td>
<td>+10.4%</td>
<td>$413,086.4</td>
</tr>
<tr>
<td>1965</td>
<td>ABC</td>
<td>CBS</td>
<td>WOR</td>
<td>Total</td>
</tr>
<tr>
<td>January</td>
<td>$34,097.8</td>
<td>$45,317.2</td>
<td>$43,132.5</td>
<td>$122,547.5</td>
</tr>
<tr>
<td>February</td>
<td>32,058.0</td>
<td>38,737.7</td>
<td>37,218.4</td>
<td>105,044.9</td>
</tr>
<tr>
<td>March</td>
<td>35,165.5</td>
<td>45,911.3</td>
<td>41,835.4</td>
<td>133,912.2</td>
</tr>
<tr>
<td>April</td>
<td>32,974.5</td>
<td>41,023.8</td>
<td>39,327.3</td>
<td>113,325.6</td>
</tr>
</tbody>
</table>

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

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

Business briefly...

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

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

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

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

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

Rep appointments...

- **WPHL-TV** Philadelphia: Bill Creed Associates as New England sales representative.
- **KBLA** Burbank, Calif.: Broadcast Communications Group, New York.
- **WWMF** Milford, Conn.: William A. Queen Inc., Boston, in New England.

Kreer wants better client/agency relations

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

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

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

The sky is the limit for your sales in Beeline Country. When you put your message on Beeline Radio KFBK you reach a 21-county market with $3,220,000,000 in effective buying power... and one of the biggest aerospace centers in the West. KFBK is just one of four Beeline stations and a key to California's rich Inland Valley.

Data Source: Sales Management's 1965
Copyrighted Survey

BEELINE® COUNTRY...
AWFULLY BIG IN AEROSPACE
Network radio’s curve keeps heading upward

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

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

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

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

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

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

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

Other highlights:
- Gross broadcast revenues of the four radio networks increased 24% between 1961 and 1965, rising from $45.2 million to an estimated $56 million.
- The number of advertisers using network radio increased from 174 in 1961 to 203 last year (as against 199 in 1948), with all four networks sharing in the gain. CBS Radio went from 80 advertisers in 1961 to 105 in 1965; NBC Radio went from 73 to 97 in the same period, ABC Radio from 76 to 89 and Mutual from 50 to 63.
- More advertisers are buying schedules on more than one network. Last year, 27 bought time on all four networks, as against 13 in 1961 and six in 1948. The number of advertisers using three networks was 17 last year, as compared with 13 in 1961 and eight in 1948. In all, the number using two or more networks reached 80, as against 66 in 1961 and 54 in 1948.
- Of the 80 using more than one network, 69 included CBS Radio in their campaigns, 62 included ABC Radio, 58 included NBC Radio and 42 included Mutual. Among the 123 advertisers using only one network, 39 chose NBC, 36 CBS, 27 ABC and 21 Mutual.
- The 1965 network radio advertiser rolls included 157 that were not in network radio in 1948, suggesting that new products in many cases are turning to the medium and pointing up its capacity to handle a diversity of products.
- Four of the 10 biggest network radio advertisers in 1948 were also among the top 10 in 1965: Campbell Soup, Reynolds Tobacco, Sterling Drug and General Mills. Among agencies three were in network radio’s top 10 both years: BBDO, J. Walter Thompson Co. and Young & Rubicam.

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

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

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

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

<table>
<thead>
<tr>
<th>NETWORK RADIO ADVERTISER CATEGORIES 1948-1965</th>
<th>Percent of Gross Total Expenditure</th>
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<tbody>
<tr>
<td>Categories</td>
<td>1948</td>
</tr>
<tr>
<td>Foods</td>
<td>24.4%</td>
</tr>
<tr>
<td>Cosmetics, toiletries, drugs &amp; proprietaries</td>
<td>27.6</td>
</tr>
<tr>
<td>Automotive</td>
<td>4.8</td>
</tr>
<tr>
<td>Cigarettes, cigars, tobacco</td>
<td>10.3</td>
</tr>
<tr>
<td>Consumer services</td>
<td>4.1</td>
</tr>
<tr>
<td>Gas &amp; oil</td>
<td>2.8</td>
</tr>
<tr>
<td>Confections &amp; soft drinks</td>
<td>3.8</td>
</tr>
<tr>
<td>Publications</td>
<td>1.9</td>
</tr>
</tbody>
</table>

56.7 million wore out during the same time.

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

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

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

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

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

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

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

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

Although the entire radio industry is actively committed to improvement of research techniques "so that we can better define the media efficiencies and advantages we offer advertisers," he concluded, it is already "indisputably evident that more advertisers are finding network radio a highly efficient selling medium — sometimes as a complement to other media, often as a primary marketing effort and importantly as a first-class medium for pinpointing both their best customers and their best prospective customers."

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

Tables follow:

Radio Network Advertisers (with agencies January thru December 1965)

Adolph's Ltd. (McCann-Erickson; Dickie Raymond) — NBC
Aetna Life Insurance Co. (Chirurg & Cairns) — NBC
Alkor, Inc. (Smith/Greenland) — ABC, CBS
Aluminum Assn. (Daniel J. Edelman & Associates) — NBC
American Express Co. (Ogilvy, Benson & Mather) — ABC, CBS, MBS, NBC
American Federation of Labor & Congress of Industrial Organizations (Furman, Feiner & Co.) — ABC
American Home Products (Whitehall Div.) (Ted Bates & Co.) — MBS
American Medical Assn. (Fuller & Smith & Ross) — ABC, MBS
American Motors Corp. (Geyer, Morey, Ballard) — ABC, CBS, MBS, NBC
American Telephone & Telegraph Co. (In. W. Ayer & Son) — ABC, CBS, MBS, NBC
American Tobacco Co. (BBDO; Sullivan, Stauffer, Colwell & Bayes) — ABC, CBS, MBS, NBC
America's Future (Bertram J. Halsey) — MBS
Amway Corp. (Stevens Advertising) — ABC
Anderson Co. (Reinke, Myer & Finn) — NBC
Anheuser-Busch (D'Arcy) — CBS
Armour & Co. (Food, Cone & Belding) — ABC, MBS, NBC
Armstrong Cork Co. (BBDO) — ABC
Assemblies of God* (Ayer & Son) — ABC
Ball Brothers Co. (Updegraff Adv. Agency) — ABC
Bank of America, National Trust & Savings Assn. (Johnson & Lewis) — NBC
Bankers Life Co. (Des Moines) (MacFarland Aver) — NBC
Bankers Life & Casualty Co. (Certified Life Insurance Co.) (Marshall John & Associates) — ABC
Bartell Media Corp. (Bartell Media Corp.) — CBS
Beatrice Foods Co. (La Choy Food Products) — (Maxon; Campbell-Mithun) — CBS
R. C. Bigelow Inc. (Wilson, Haight & Welch) — CBS
Biltest Inc. (Stern, Walters & Simmonds) — ABC
Block Brothers Co. (Mail Pouch Tobacco Co.) (Warwick & Legler) — ABC
Borden Company (Zimmer, Keller & Calvert) — ABC, CBS, NBC
Borg-Warner Corp. (Edward H. Weiss) — NBC
Bristol-Myers Co. (Grove Labs. Div.) (Gardner, Needham, Harper & Steers) — ABC, CBS, NBC
Brunswick Corp. (Gardner) — MBS, NBC
Budget Rent-A-Car Corp. (North) — NBC
California Growers & Packers (Cunningham & Walsh) — ABC
California Date Growers Assn. (Carson/Roberts) — ABC
California Federal Savings & Loan Assn. (Melvin A. Jensen Advertising) — ABC
California Prune Advisory Board (Botsford, Costantine & McCarthy) — ABC
Calvary Baptist Church* (Walter Bennett & Co.) — ABC
Campbell Soup Company (BBDO; Needham, Harper & Steers) — ABC, CBS, MBS, NBC
Canadian Breweries Ltd. — Carling Brewing Co. (Lang, Fisher and Stashower) — CBS
Cape Coral (Paul Vene) Associates — MBS
David B. Carmel Co. (Modern Merchandising Bureau) — NBC
Carrier Corp. — Bryant Mfg. Co. (Ayer & Son) — NBC
Chanel Inc. (Norman, Craig & Kummel) — ABC
Christian Reformed Church* (Griswold-Eshleman) — NBC
Christmas Club Corp. (Ross Roy) — MBS
Chrysler Corp. (BBDO; Ayer & Son) — ABC, CBS, MBS, NBC
Church & Dwight Co. (Charles W. Hoyt) — ABC, CBS, MBS
Colgate-Palmolive Co. (D'Arcy) — CBS, NBC
Colgate Broadcasting System Inc. (Wunderman, Ricotta & Kline) — BBDO — CBS
Consolidated Foods Corp. — Kitchens of Sara Lee (Foot, Cone & Belding) — CBS, NBC
Continental-National Group-Continental Casualty Co. (MacManus, John & Adams) — CBS
David C. Cook Publishing Co. (The Biddle Co.) — ABC
Cooper Tire & Rubber Co. (Zimmer, Keller & Calvert) — NBC
Corin Products Co. (Lennen & Newell) — ABC
Coke Communications (McCann-Erickson; Victor & Richards) — CBS, MBS
Curts Publishing Co. (BBDO) — CBS, MBS, NBC
Dairy Queen National Development Co. (Campbell-Mithun) — ABC, MBS, NBC
De Fargonard, Inc. (Izezian, Weinman & Schorr) — MBS
Delora Co. (Mancke Brothers) (Patrick Duffy Advertising) — ABC
Denver Chemical Mfg Co. (Kastor, Hilton, Clyfford, Cliffton & Atherton) — CBS
Dow Jones & Co. (National Observer) (Martin K. Speckter Associates) — NBC
E. I. du Pont de Nemours & Co. (BBDO; Ayer &
Joe Pyne gets ratings
Joe Pyne gets sales

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

Hartwest Television Inc.
Call Mr. Joe Peeples, 65 West 54 Street, New York, N. Y. 212-JU 6-7272
Bulova Caravelle plans radio campaign

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

The simulated radio program spotlighted WNYC, New York personality Dan Daniel (second from 1) as host and included (1 to r) Simon M. Kornblit, account executive, Doyle Dane Bernbach, New York; Mr. Daniel; Bernard Dworatzan, advertising manager, Caravelle Division of Bulova, and George Kekyo, sales manager, Caravelle. Mr. Dworatzan stressed that the Caravelle’s appeal will be to the large teen-age market through use of popular disk jockeys in the top 20 markets and such programs as Dick Clark’s American Bandstand and the Dating Game, both on ABC-TV, and The Lloyd Tlxton Show, syndicated to 57 stations.

—ABC, CBS, MBS, NBC

Sonc—ABC, CBS, MBS, NBC
Eastern Air Lines (Young & Rubicam)—NBC
Eastern Products Corp. (The S. A. Levyne Co.)—CBS
Eureka-Williams Co. (Young & Rubicam)—ABC, CBS
Evangical—NBC
Evangelical General Time Corp. (MacManus, John—General Conference—General
Ford—Ford
Florist—Florists’ Telegraph Delivery Assn. (Post-Keys-Gardner)—ABC, CBS, NBC
Florida Development Commission (Miller, Bacon, Avrutis & Simons)—CBS
Florida Citrus Commission (Campbell-Ewald)—ABC, CBS, NBC
Ford Motor Co. (U. Walter Thompson)—ABC, CBS, MBS, NBC
Foster-Millburn Co. (Street & Finney)—ABC, CBS, MBS, NBC
Frank Tea & Spice Co. (Stockton-West-Burkhardt)—ABC
General Brewing Corp. (BBDO)—MBS
General Conference of Seventh Day Adventists* (Ollon Carlson Co.)—MBS
General Electric Co. (Foster & Davies)—ABC, CBS, NBC
General Mills, Inc. (Knox Reeves; Dancer-Fitzgerald-Sample)—ABC, CBS, MBS, NBC
General Motors Corp. (McCann-Erickson; Campbell-Ewald; Dancer-Fitzgerald-Sample; D. P. Brother & Co.)—ABC, CBS, MBS, NBC
General Telephone & Electronics Corp. (Sylvania Electric Products) (Kudner)—ABC, CBS, NBC
General Time Corp. (MacManus, John & Adams)—ABC, CBS
Gibson Greeting Cards (Cye Landy Adv. Agency)—ABC
Gillette Co. (Maxon)—NBC
B. F. Goodrich Co. (BBDO)—ABC, CBS, NBC
Billy Graham Evangelistic Assn.* (Walter F. Bennett & Co.)—NBC
Great American Insurance Co. (Doremus & Co.)—CBS
Haggar Co. (Tracy-Locke Co.)—ABC
Hamilton Watch Co. (Vantage Watch Div.) (Grey Advertising)—ABC, CBS
Harford Insurance Group (McCann-Marschalk)—CBS, MBS, NBC
Hastings Mfg. Co. (Bazell & Jacobs)—ABC
Hazel Bishop (Daniel & Charles)—ABC
Helmac Products (Maxon)—MBS
Hickox Mfg. Co. (U.S. Industries Associated)—MBS
Highland Church of Christ* (Fidelity Advertising)—ABC
Holiday Inn’s of America (The John Clevelin Agency)—CBS
Hudson National Co. (Peace Advertising)—MBS
Ingersoll-Rand Co. (Millers Falls Co.) (Remington Advertising)—ABC, CBS
International Milling Co. (Ketchmer Co.) (Maxon; D’Arcy)—MBS
International Minerals & Chemical Corp. (Accent) (Needham, Harper & Steers)—ABC, CBS, NBC
Interstate Bakers Corp. (Hiong-Coooper & Harrington)—ABC
Jaymar-Ruby Inc. (Harris & Greitner Advertising)—MBS
Jeffrey Martin Labs. (Werner & Schorr)—ABC, MBS
Jupiter Corp.—Testor Corp. (Bronner & Haas)—CBS
Kaiser Industries Corp. (Young & Rubicam)—ABC, CBS, MBS, NBC
Kerr Glass Mfg. Corp. (Whitney Advertising Agency)—CBS
Kohler Co. (Clinton E. Frank)—NBC
Krome-Ko Corp. (Rosenblum/Elia & Associates)—NBC

Lehn & Fink Products Corp. (Geyer, Morey, Ballard)—ABC, CBS
Lever Brothers Co. (U. Walter Thompson)—CBS, NBC, MBS, NBC
Lewis-Howe Co. (Leo Burnett Co.)—CBS, NBC
Liggett & Myers Tobacco Co. (J. Walter Thompson)—ABC, CBS, MBS, NBC
Lindsay Ripe Olive Co. (Sheddham, Cooper & Bussel)—CBS
Lionel Corp. (Wadler & Larimer)—CBS
London Town Mfg. Co. (Gilbert Advertising Agency)—NBC
Lorillard Co. (Lennen & Newell)—ABC, CBS, MBS, NBC
Luden’s (Erwin Wasey)—CBS, NBC
Lutheran Church—Missouri Synod* (Gotham-Vladimir Advertising)—NBC
Lytron Financial Corp. (Lyton Savings & Loan Assn.) (Davis, Johnson, Mogul & Colombo)—CBS
Maine Saridne Council (Ketchum, MacLeod & Grove)—ABC
Mars Inc. (Needham, Harper & Steers)—ABC, CBS, MBS, NBC
Mastodont Co. (Campbell-Mithun)—NBC
McCullough Corp. (McCann-Erickson)—ABC, NBC
McGraw-Eldon Co. (The Ralph H. Jones Co.)—MBS
Menken Co. (Warwick & Legler)—ABC, CBS, MBS, NBC
Menbostatum Co. (U. Walter Thompson)—ABC, CBS
Meredith Publishing Co. (Creswell, Munsell, Schubert & Zirbel)—CBS
C. C. Merriam Co. (Kenny & Eckhardt)—CBS
Metro-Goldwyn-Mayer (West, Weir & Bartel)—ABC
Mich Tourisme (Miller, Bacon, Avrutis & Simons)—MBS
Miller Brewing Co. (Mathisson & Associates)—MBS
Minnesota Mining & Manufacturing Co. (BBDO; MacManus, John & Adams; Geer, DuBois & Co.)—MBS
Mirror Aluminum Co. (Kramer-Kasselt Co.)—MBS
Montgomery-Ward Co. (Direct)—MBS
Motorola Equipment (The Alkin-Kynett Co.)—MBS
Mutual of Omaha Insurance Co. (Roberts & Reimann)—ABC
National Assn. of Insurance Agent (Doremus & Co.)—NBC
National Brewing Co. (W. B. Doner & Co.)—ABC, MBS
National Dairy Products Corp. (Kraft) (Needham, Harper & Steers)—ABC, CBS
National Rural Electric Co-Op Assn. (Mauzer, Flesher, Zone & Associates)—NBC
Nestle Co. (VanSant, Dugdale & Co.; Warwick & Legler)—ABC, CBS, NBC
North American Van Lines (E. H. Russell, Mccloskey & Co.)—ABC, CBS, NBC
Ocean Spray Cranberries (McCann-Erickson)—CBS
Pacific Mercury Corp. (Thomas Organ Co.) (Cunningham & Walsh)—CBS
Pennsylvania Grade Crude Oil Assn. (Melstrom & Fearnwelt)—MBS
Pennaol Co. of California (Elzam, Johns & Lawlor)—ABC, CBS, NBC
Pepsi-Cola Co.—Pepisco, Inc. (BBDO)—ABC, CBS, MBS, NBC
Pet Milk Co. (Gardner)—ABC, CBS, NBC
Petersen Mfg. Co. (The Biddle Co.)—CBS, NBC
Charles Pizer Co. (West, Weir & Bartel; C. J. Laroche & Co.)—ABC, CBS, MBS, NBC
Pharmaco Inc. (The Shaffer-Rubin Co.; Tucker & Co.; Ayer & Son)—ABC, CBS, MBS
Pillsbury Co. (Leo Burnett Co.; Campbell-Mithun)—ABC, CBS, MBS, NBC
Pittsburgh Plate Glass Co. (Maxon)—CBS
Polk Miller Products Corp. (Ayer & Son)—ABC, CBS, MBS, NBC
Popular Science Publishing Co. (Victor & Richards)—MBS
Purex Corp. Ltd. (Campana Div.) (Foote, Cone & Belding)—ABC, CBS
Quaker State Oil Refining Co. (Kenyon & Eck—

38 (BROADCAST ADVERTISING)

BROADCASTING, June 20, 1966
Dere NBC,
We married up with you in 1931 when we was only 9 years old and we apprestate the happy 35 years with you since then.

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

Your ever lovin
WDAY
M-E forms international service

Will provide international coordination of marketing and research services

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

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

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

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

Annual Fee • The center's clients will be charged an annual retainer for "problem solving on a project basis" involving between four and seven client presentations a year. Those customers of the center who wish full account handling through McCann-Erickson facilities, will be charged on a conventional media commission basis.

For the latter category of clients, Mr. Foley explains, the new international unit "will develop the prototype plan, including advertisements and will control the quality of output," while M-E offices provide production, media and account services.

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

Top positions in the New York office of the agency will be held by Thomas King, Richard Bowman, Edward Gallagher and William Backer. Mr. King, who will join the center in a management position, has been a group executive in charge of M-E operations in Los Angeles, Houston and Detroit.

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

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

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

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

Boeing turns to radio to recruit personnel

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

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

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

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

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

You have the biggest eraser of all.

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

Send for your free copy of “Recommended Standards of Practice for Advertising and Selling, Rental or Leasing of Automobiles” published by N.A.D.A. in cooperation with the Association of Better Business Bureaus International.

TV’s high cost may profit radio

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

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

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

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

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

Recalling how Joe Culligan had talked about “imagery transfer” some years ago when he was president of NBC Radio, Dr. Banks said that this is “psychological jargon for hearing something and mentally seeing its counterpart... Advertisers are coming to think seriously about making practical use of this process as well as reconsidering the use of radio in its own right.”

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

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

Regional beer is big TV spender

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

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

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

Utica Club, it was explained, seeks a personal message from brewer to beer drinker, smacks lightly of humor in telling a story and avoids the “traditional social beer drinking party situation.”

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

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

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

Liquor ads blow up tempest in the jug

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

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

Last week the National Association of Broadcasters responded to the warning from Capitol Hill and said the NAB codes, which ban liquor advertising on radio and TV, are an indication that broadcasters recognize “their moral...
What newspapers' top-100 spend in television

The use of more TV sets in the United States than the combined circulation of the nation's daily newspapers is one reason why the leading national newspaper advertisers are switching to TV, according to Norman E. Cash, president of the Television Bureau of Advertising. Mr. Cash reported last week that in 1965 the top 100 newspaper advertisers spent $319 million in newspapers, a 7% increase over the comparable 1964 figure. However, the TV increase by the same advertisers was 6.8%, $996 million in 1965 vs. $933 million in 1964.

In other words, Mr. Cash observed, the top-100 newspaper advertisers raised their newspaper expenditures by $11.4 million, but their TV spending by $65.3 million.

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

The complete top-100 listing of clients follows:

<table>
<thead>
<tr>
<th>1965 Newspaper Investment</th>
<th>1965 Television Investment</th>
<th>1965 Newspaper Investment</th>
<th>1965 Television Investment</th>
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</thead>
<tbody>
<tr>
<td>57. Borden</td>
<td>$1,761,401</td>
<td>$8,519,930</td>
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<tr>
<td>53. Pepsi Co.</td>
<td>1,747,780</td>
<td>24,747,500</td>
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<tr>
<td>54. Reynolds Tobacco</td>
<td>1,665,414</td>
<td>46,801,020</td>
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<tr>
<td>55. Canada Dry</td>
<td>1,637,299</td>
<td>3,471,890</td>
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<tr>
<td>56. American Bakers</td>
<td>1,632,956</td>
<td>671,060</td>
<td></td>
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<tr>
<td>57. Sterling Drug</td>
<td>1,613,975</td>
<td>28,566,080</td>
<td></td>
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<tr>
<td>58. Liggett &amp; Myers</td>
<td>1,595,497</td>
<td>22,031,910</td>
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<tr>
<td>59. Kimberly-Clark</td>
<td>1,576,737</td>
<td>3,913,100</td>
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<tr>
<td>60. New York Telephone</td>
<td>1,550,789</td>
<td>639,170</td>
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<tr>
<td>61. United States Rubber</td>
<td>1,503,536</td>
<td>5,931,930</td>
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<tr>
<td>62. Madison House</td>
<td>1,491,093</td>
<td></td>
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<tr>
<td>63. National Airlines</td>
<td>1,487,600</td>
<td>2,071,500</td>
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<tr>
<td>64. Hertz Corp.</td>
<td>1,475,582</td>
<td>1,954,790</td>
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<tr>
<td>65. Wilson &amp; Co.</td>
<td>1,449,337</td>
<td>464,270</td>
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<tr>
<td>66. Reader's Digest Assn.</td>
<td>1,426,472</td>
<td>943,320</td>
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<tr>
<td>67. American Dairy</td>
<td>1,409,423</td>
<td>2,792,500</td>
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<tr>
<td>68. American Can</td>
<td>1,343,631</td>
<td>8,093,980</td>
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<tr>
<td>69. General Tire &amp; Rubber</td>
<td>1,308,118</td>
<td>210,130</td>
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<tr>
<td>70. Clark-Cleveland</td>
<td>1,242,938</td>
<td>59,770</td>
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<tr>
<td>71. Western Air Lines</td>
<td>1,227,842</td>
<td>377,870</td>
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<tr>
<td>72. Pillsbury</td>
<td>1,218,975</td>
<td>10,305,400</td>
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<tr>
<td>73. Publix Industries</td>
<td>1,196,429</td>
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<td>74. Walter J. Black Inc.</td>
<td>1,192,607</td>
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<td>75. American Broadcasting-Paramount Theaters Inc.</td>
<td>1,173,467</td>
<td>329,130</td>
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<tr>
<td>76. Standard Oil of California</td>
<td>1,168,221</td>
<td>1,989,820</td>
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<tr>
<td>77. Dow Jones</td>
<td>1,167,841</td>
<td>261,400</td>
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<td>78. Greyhound</td>
<td>1,140,030</td>
<td>1,423,710</td>
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<tr>
<td>79. Corn Products</td>
<td>1,107,297</td>
<td>12,693,910</td>
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<tr>
<td>80. Westinghouse Electric</td>
<td>1,097,393</td>
<td>6,049,300</td>
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<tr>
<td>81. American Home Products</td>
<td>1,099,159</td>
<td>5,268,840</td>
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<tr>
<td>82. Stouffer Foods</td>
<td>1,066,038</td>
<td>131,230</td>
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<tr>
<td>83. 3-M</td>
<td>1,065,268</td>
<td>3,415,990</td>
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<td>84. Book-of-the-Month Club</td>
<td>1,061,243</td>
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<tr>
<td>85. Gulf Oil</td>
<td>1,056,556</td>
<td>6,767,220</td>
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<tr>
<td>86. Rexall Drug &amp; Chemical</td>
<td>1,050,236</td>
<td>865,020</td>
<td></td>
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<tr>
<td>87. Kaiser Industries</td>
<td>1,049,547</td>
<td>2,119,960</td>
<td></td>
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<tr>
<td>88. Southwestern Bell Telephone</td>
<td>998,559</td>
<td>688,280</td>
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<td>89. Wolverine Shoe &amp; Tanning</td>
<td>975,002</td>
<td>475,000</td>
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<tr>
<td>90. Lewis Howe</td>
<td>964,870</td>
<td>425,840</td>
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<tr>
<td>91. Ulay Export</td>
<td>958,507</td>
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<td>92. Peoples Gas Light &amp; Coke</td>
<td>946,296</td>
<td>27,010</td>
<td></td>
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<tr>
<td>93. Northwest Airlines</td>
<td>938,033</td>
<td>59,650</td>
<td></td>
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<tr>
<td>94. John Morrell</td>
<td>935,858</td>
<td>584,510</td>
<td></td>
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<tr>
<td>95. Florida Citrus Commission</td>
<td>931,991</td>
<td>260,460</td>
<td></td>
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<tr>
<td>96. Avis Inc.</td>
<td>927,804</td>
<td>578,260</td>
<td></td>
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<tr>
<td>97. Baltimore Gas &amp; Electric</td>
<td>918,441</td>
<td></td>
<td></td>
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<tr>
<td>98. Studebaker</td>
<td>912,137</td>
<td>79,970</td>
<td></td>
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<tr>
<td>99. British Overseas Airways Corp.</td>
<td>907,380</td>
<td>103,130</td>
<td></td>
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<tr>
<td>100. Lever Bros.</td>
<td>905,310</td>
<td>57,656,030</td>
<td></td>
</tr>
<tr>
<td>Total of top-100 advertisers</td>
<td>$319,329,950</td>
<td>$969,739,580</td>
<td></td>
</tr>
</tbody>
</table>

*Company & Bottlers

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

The NAB and the Distilled Spirits Institute also wrote to Edwin Cooperstein, president and general manager of WJUJ-TV, urging him to reconsider acceptance of spots. Mr. Cooperstein told BROADCASTING he was standing his ground, but would respond "graciously" to the letters.

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

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

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

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

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

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

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

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

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

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

Fall sales for NBC-TV

NBC-TV reported the following advertiser buys last week (times given for new or newly slotted shows): Andrew Jergens Co., Cincinnati, through Cunningham & Walsh, New York, has purchased sponsorship in The Girl from U.N.C.L.E. (Tuesday, 7:30-8:30 p.m., starting Sept. 13), Star Trek (Thursday, 8:30-9:30 p.m., starting Sept. 15), Run for your Life, Tuesday Night at the Movies and I Spy; Ocean Spray Cranberries, Hanson, Mass., through Doyle Dane Bernbach, New York, will be in The Frank McGee Report and eight nighttime series: The Girl from U.N.C.L.E., Star Trek, Run for Your Life, Tuesday Movies, I Spy, The Virginian, Please Don't Eat the Daisies (Saturday, 8-8:30 p.m. starting Sept. 17) and Saturday Movies; Merck & Co., Rahway, N. J., through Needham, Harper & Steers, New York, has bought in the Scherer-MacNeill Report, The Girl from U.N.C.L.E., Run for Your Life and Flipper; United States Plywood Corp., through Kenyon & Eckhardt, both New York, has purchased time in Tuesday Movies and Laredo.

Morse ad agency to close its doors

Richardson-Merrell, New York, announced last week it plans to dissolve its house agency, Morse International, and reassign the agency's $5 million in billing.

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

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

"We see the need," Mr. Anderson added, "for concentration of creative people in numbers and in a variety of talents which a company-controlled agency can provide. Similarly, in supporting services-especially in the area of television development and copy research-there will be increasing needs for expansion that is also impractical for a company-controlled agency."

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

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

Agency appointments . . .

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


- The American Gas Association, New York, after 10 years with Lerner & Newell, New York, will move the account to J. Walter Thompson, New York, on Aug. 15. The account repre-
While reading the funnies to your children some Sunday—don’t be surprised if you get a terrific idea for your television station.

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

Some years ago Hollywood decided to take advantage of it all and came up with a new kind of box-office record—the longest running, highest grossing family series in motion picture history—the Blondie Features. Now you can have all 28 of them on your station Blondie—one of America’s best-loved names, families and formats—along with a built-in newspaper promotion that started 25 years ago and will probably go on forever.

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

West: Maurie Gresham 213-769-0232
East: Ted Rosenberg 212-682-5600
sents $7 million in billings with half in TV.
• Ben Hill Griffin Inc., Frostproof, Fla., has appointed Louis Benito Advertising, Tampa, Fla., to handle advertising for its line of frozen concentrated citrus juices.

FCC arches its back on WHAS-TV setback

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

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

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

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

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

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

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

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

'Monitor' expects new record in '66

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

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

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

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

Which wins taste test: shows or commercials?

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

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

GMB sets up its own science department

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

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

John W. De Witt, formerly technical consultant at Ted Bates & Co., New York, has been appointed the department's director. Before joining Bates in 1962, Mr. De Witt had several years experience in pharmaceutical research and development with Warner-Lambert, S. B. Penick & Co. and the Ayerst Laboratories Division of American Home Products.
Why did we shorten our name on our 100th anniversary?

For one thing, there wasn't enough room on the cake.
For another thing, people haven't called us "Socony Mobil" for years. "Mobil" alone did the job just fine.
So it seemed logical enough to make the change on our 100th anniversary.
You like "Mobil." We like "Mobil."
And, after all, who else is there?

Socony Mobil Oil Corporation
How to keep affiliates happy

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

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

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

Yet the ABC affiliates quickly made it clear that they wanted more. Even though indications were that the black-and-white Peter Jennings with the News program could not be converted to color for some months, the affiliates demanded the earliest possible conversion to color. Network executives mulled over the dilemma and then ABC-TV President Thomas W. Moore brought the house down with announcement that the news shows would be produced in color from the first day of the expanded format, Jan. 1, 1967. The cheer that went up would have put a Girl Scout troop's reaction to the Beatles to shame.

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

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

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

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

Making his first presentation to an ABC-TV affiliate meeting was Bill Sheehan, vice president in charge of TV network news. Also introduced to the affiliates for the first time was I. Martin Pompadour, new vice president-administration.

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

Another show-cause order on CATV rules

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

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

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

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

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

Taft rebuts union's charges on WGR

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

NABET had accused the company of purchasing WGR-AM-FM-TV for an "inflated" price "in excess of $20 million,"
and then recouping its losses through reduced local and original programming.
(Taft purchased WGR-AM-FM-TV, WDBF-
AM-FM-TV Kansas City, Mo., and WNEP-
TV Scranton-Wilkes-Barre, Pa., for $26.9
million in February 1964.)

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

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

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

Avco buys another radio station

Purchase price over $4 million for San Francisco
AM-FM; FCC approves transfers of TV stations

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

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

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

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

Avco, the former Crosley Broadcasting Co., owns WLW and WLWT(TV)
Cincinnati, WLWC(TV) Columbus, WLWD (TV) Dayton, all Ohio; WLWI(TV) Indianapolis; WWOC-AM-FM Washington, and WWHO-AM-TV San Antonio, Tex. It is a subsidiary of Avco Corp.

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

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

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

An all sales reported last week are subject to FCC approval.

Approvals - The FCC approved a

The best year yet at Avco Broadcasting

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

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

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

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

L to r: Mr. Murphy; John Slocum, newly appointed general manager of WLWI (see page 10); Walter Bartlett, vice president-television, Avco Broadcasting and Mr. Fetter of ABC.
Welcome, Mr. Speaker

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

Some 250 senators and representatives were among the guests at the festivities for the new top NBC team, that assumed its duties in April. Also present were several ambassadors, administration officials, FCC commissioners and other Washington dignitaries.

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

Four CATV companies unite into Gencoe

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

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

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

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

Viking enters contest for Hoboken CATV

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

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

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

BROADCASTING, June 20, 1966
CATV

OPERATORS ONLY:

five common problems:

1. How can I get a substantial increase in subscribers?
2. How can I protect myself from disconnects?
3. How can I speed up collections and reduce delinquencies?
4. How can I get relief from anticipated impact of the FCC Second Report and order?
5. How can I increase revenue in the face of impending copyright liabilities?

one common answer:

This card represents only one of the many copyrighted features of Cable Promotional Services Inc., the only complete marketing service operating exclusively for cable systems in the U.S. Get the complete CPS story from Ken Knight, Jim House, Denny White, or Fred Massey at the convention.

BOOTH 411
if you wish write
CABLE PROMOTIONAL SERVICES INC.
BOX 2701
NASHVILLE, TENNESSEE
Chairmanship big NAB poser

Board meeting will also have cigarette and liquor ads on agenda

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

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

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

The possibility that a third candidate could emerge from a deadlocked floor fight was still alive last week. But there was still no prediction of who it could or would be.

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

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

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

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

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

Media reports...

Antenna tips - A workshop session on antenna promotion will be conducted Thursday (June 23) in Cincinnati by the Association of Maximum Service Telecasters and the American Institute for Better Television Reception. The afternoon session will be mainly devoted to the 40-50 TV stations who have already undertaken such a promotion and how successful they have been.

The joint effort by AMST and AIBTR began last year to convince the consumer that antennas and proper placement are major factors in good reception.

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

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

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

Judge raps broadcasters attitude

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

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

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

This came as the final sentence in a paragraph in the original decision discussing the judge's views on the obligations laid on broadcasters against those required of newspaper publishers. This read: "A broadcaster seeks and is granted the free and exclusive use of a limited and valuable part of the public domain; when he accepts that franchise it is burdened with enforceable public obligations. A newspaper can be operated at the whim and caprice of its owners: a broadcast station cannot."

Judge Burger's decision, in which Circuit Judges Carl McGowan and Edward Allen Tamm concurred, told the FCC it had erred in issuing without a hearing a one-year license renewal to WLT. The Jackson station had been accused of one-sided presentations on the race question.

The court told the FCC to hold a hearing and instructed it to permit representatives of the "listening" audience to participate. The FCC ordered such late last month (Broadcasting, May 30).

How six-man FCC avoids tie votes

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

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

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

The rationale for the policy is this:
"SKY KING" GOES SYNDICATION

GEORGE BAGNALL ASSOCIATES
HAVE BEEN APPOINTED DISTRIBUTORS FOR SYNDICATION OF SKY KING
72 HALF HOURS—"HOT OFF THE CBS NETWORK"
A 38% SHARE OF THE VIEWERS NATIONALLY AVAILABLE FOR SYNDICATION ON AND AFTER SEPTEMBER 10, 1966

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Western Office
FRED LINDQUIST, Secretary
8827 OLYMPIC BOULEVARD
BEVERLY HILLS, CALIF.
(Area 213) 662-8050

BROADCASTING, June 20, 1966
GOING TO THE NCTA CONVENTION?

WE’LL SEE YOU THERE!

VISIT BLACKBURN & CO’s HOSPITALITY SUITE
BALMORAL HOTEL
(cross over the bridge from The Americana)

The appraisal and sales of cable television systems is an important part of our business—so naturally the Blackburn men will be at the NCTA Convention in Florida. We invite you to take a breather in your busy schedule . . . drop by for a visit that we hope will be mutually profitable.

And if you’re not planning to attend the convention, call or write any of our nationwide offices. We’ll be glad to hear from you . . . happy to serve you!

H. W. “DUTCH” CASSILL • WILLIAM “BILL” RYAN • J. M. “JOE” SITRICK • J. W. “JIM” BLACKBURN

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346-6460

ATLANTA
Clifford B. Marshall
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1655 Peachtree Rd.
873-5626

BEVERLY HILLS
Colin M. Selph
G. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

BROADCASTING, June 20, 1966
The commission should not let the fact it is without a seventh commissioner cause an abrupt reversal of policy. Doing nothing on the commercialization matter, for instance, when letters had been sent almost routinely, would be a reversal. And the policy of doing nothing could be reversed again when the seventh man joins the commission, if he votes the E. William Henry way.

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

NBC gift, viewer donations help WNDT

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

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

Changing hands

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

• KYA and KORT (FM) San Francisco: Sold by Churchill Broadcasting Corp. to Aveo Broadcasting Corp. for $4.4 million (see page 49).

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

APPROVED • The following transfers of station interests were approved by the FCC last week (For other commission activities see For The Record, page 76).

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

• KPAR-TV Sweetwater, Tex.: Sold by A. R. Elam Jr. and associates to Grayson Enterprises Inc. for $625,000 (see page 50).

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

COMMUNITY TELEVISION

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

New TV station

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

ARB to go ahead with dominant area plans

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

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

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

The announcement was made by Dr.

WHAT IS YOUR STATION WORTH?

Over the years the firm of Hamilton-Landis & Associates, Inc., have appraised millions of dollars worth of broadcast properties.

These appraisals have been made for various reasons. Some were for the purpose of a station obtaining a bank loan. Others for insurance reasons. And many because the owners wanted to establish sales prices.

We will be happy to provide you with a realistic evaluation of your holdings documented in an attractively bound report.

Our services are thorough and the price reasonable.
Peter Langhoff, ARB president.

The dominant area ARB service will provide ratings for homes, women, men, teens, children and three categories of housewives (total, under 50, and family of five or more). Total home viewing in the ADI also will be expressed as a percentage of homes viewing in the total area and the "spill" viewing in four neighboring ADI's listed as a percentage of total area viewing.

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

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

**Objection dropped to WTTV(TV)'s move**

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

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

WFBM-TV originally opposed the proposed change of WTTV's transmitter site on the grounds that WTTV might impede UHF development in the Indianapolis area. Since then, however, two new UHF applications (channels 20 and 59) for Indianapolis have been filed; and Mr. Sarkes Tarzian has said that, if his WTTV transmitter relocation permit is approved by the FCC, he will divest himself of WFBM-TV Lafayette in order to avoid grade B overlap. In view of the recent developments, WFBM-TV has decided to withdraw its objections to the transplant of WTTV's transmitter, according to Mr. Campbell.

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

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

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

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

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

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

**Workload forces FCC to alter August hiatus**

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

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

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

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

**WAGA-TV dedication scheduled for tomorrow**

WAGA-TV Atlanta, will dedicate its "Television Center of the South" on June 21. Station will be host to a number of local, state and national dignitaries, as well as prominent broadcast personnel. Georgia Governor Carl E. Sanders, Atlanta Mayor Ivan Allen Jr., and members of the Georgia House of
With the integrated Westel* System the complex is simple. First, there's the self-contained, self-powered 30-pound Westel* Recording Camera. One man can take it with him (anywhere he can walk, climb, ride or crawl) and make 33 minutes of broadcast quality picture and sound recording without even changing tape or batteries. Sort of handy for fast-reaction news coverage, low-cost documentary programming, on-location commercial production and things like that, wouldn't you say?

Then there's the Westel* Studio Recorder. It's a full-fledged professional broadcast studio record/playback machine that meets all FCC standards for time base stability and picture quality — but just happens to weigh only 75 pounds. You can use it to play back the tapes you make with the Recording Camera, and for all sorts of in-studio tape production. To complete its flexibility we've also included built-in electronic editing — at no extra charge.

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

How does Westel do all this without tons of equipment? A technical breakthrough called the Coniscan* System is one answer. But we give all the answers in a 20-page brochure that's yours for the asking.

All you have to do is write: Westel Company, 298 Fuller Street, Redwood City, California 94063.
Government lawyers fail to get in FCBA

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

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

Favorably voted by 35-odd members at last week’s meeting: (1) an authorization to use mail ballots to full membership on constitutional and by-law changes, (2) a raise in dues from $7.50 annually to $15 yearly.

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

FINANCIAL REPORTS

Community Cablecasting invests in two groups

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

The two CATV groups:

- Colorcable Inc., in which Community Cablecasting holds 80% ownership, serving a wide area around Seattle, Wash., including Bellevue, Renton, Redmond, Marysville, Lakes Stevens and Snohomish. John Monson, president of Colorcable, said there was a potential of about 25,000 subscribers in the area. He also said the company is applying for CATV in Seattle proper and in other nearby cities. The Community Cablecasting commitment is for between $1 million and $2 million.
- Shardco Inc., building systems in St. Mary’s and Wapakoneta, Ohio, with 5,000 potential subscribers, has been granted a credit in excess of $250,000. Don F. Shuler is president of Shardco.

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

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

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

IN AUGUSTA
WE HAVE WHAT YOU WANT

COVERAGE!

Represented by
The Katz Agency, Inc.

WRDW-TV
A BUST CRAFT STATION

Teleprompter registers offering with SEC

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

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

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

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

**CATV rules blamed for Ameco's loss**

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

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

For the nine months ending March 31:

<table>
<thead>
<tr>
<th>Description</th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.326</td>
<td>$0.603</td>
</tr>
<tr>
<td>Net sales</td>
<td>8,954,791</td>
<td>6,886,471</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>707,317</td>
<td>1,448,681</td>
</tr>
<tr>
<td>Net income</td>
<td>391,331</td>
<td>724,092</td>
</tr>
</tbody>
</table>

**DDB billings take big jump in 1st half**

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

For the six months ended April 30:

<table>
<thead>
<tr>
<th>Description</th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net income per share (adjusted)</td>
<td>$1.06</td>
<td>$0.53</td>
</tr>
<tr>
<td>Net income</td>
<td>2,164,579</td>
<td>1,066,632</td>
</tr>
<tr>
<td>Gross billings</td>
<td>89,131,520</td>
<td>60,729,358</td>
</tr>
</tbody>
</table>

**UA reports its best first quarter**

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

Robert S. Benjamin, board chairman, and Arthur B. Krim, president, reported that the second quarter of the year also appears promising and predicted that results for 1966 will exceed those for 1965.

For the first quarter ended March 31:

<table>
<thead>
<tr>
<th>Description</th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.88</td>
<td>$0.72</td>
</tr>
<tr>
<td>Net earnings</td>
<td>3,720,000</td>
<td>3,078,000</td>
</tr>
<tr>
<td>Gross income</td>
<td>20,553,000</td>
<td>40,057,000</td>
</tr>
</tbody>
</table>

**Shapp denies Jerrold rumors**

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

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

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

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

Using a movie umbrella as a crutch, ABC-TV is going to try to find a regular place on its prime-time schedule for the perennial invalid that is the theater. Starting in the 1967-68 season—but maybe sooner—a monthly series of two-hour TV adaptations of former stage successes will be presented in color by the network. The new series, to be called Sunday Night at the Theater, will supplement ABC-TV's already-established 9:11 p.m. series, Sunday Night at the Movies. Feature films will be shown three weeks out of every month in this time slot, with taped re-enactments of stage plays filling out the fourth week.

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

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

Prize Winners — The affiliates were told that three Pulitzer Prize-winning plays were among the properties being negotiated. They are "You Can't Take It with You," "The Diary of Anne Frank" and "A Streetcar Named Desire." In addition, reportedly, TV rights are being sought for Paddy Chayefsky's "Gideon," W. Somerset Maugham's "Rain" and "A Thurber Carnival."

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

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

ly inflicted only minor injuries.

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

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

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

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

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

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

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

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

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

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

He didn't quite make it. Just short of the protection of a nearby underpass, the twister picked him and threw him 100 yards, dragged him headfirst through mud, but fortunate-
Yes, when rabies is a threat.
And aside from the straight news angle, the news media often perform a vital public service by alerting the community to the presence of the rabid animal. Lederle Laboratories, too, has its special assignment in such a news break—delivering the antirabies serum.
Because the rabies virus works with astonishing speed in the victim's nervous system, antirabies serum must be given immediately. Supplies of the serum are on hand at strategically located depots throughout the country. And, if additional quantities are needed, the Pearl River headquarters is ready—night or day—to provide the serum as fast as planes can fly it.
Like many other public service drugs, the serum involves long and costly processes. And because such drugs are used on comparatively rare occasions, their sale is seldom adequate to cover invested costs in research, development, manufacturing or distribution. As it is with the news media, however, public service is an integral part of the pharmaceutical prescription business.
nick. Most of the shows in the series probably will be staged in New York. But other locations will be considered if they lend themselves to the mood and best interests of the play.

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

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

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

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

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

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

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

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

CBS plans buy of 30 motion pictures

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

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

The features are said to be primarily those produced by 20th Century-Fox, and among the titles are: "Gigot," with Jackie Gleason; "Seven Days in May"; "Anna and the King of Siam"; and "Millionaire." In a separate transaction, CBS-TV has acquired from American International Inc. a color feature film, "Beach Party," for showing on or after October 1966. Stanley Dudelson, AI-TV vice president, said that negotiations are proceeding for the sale of further pictures in the "Beach" series which also include "Bikini Beach," "Ski Party" and "How to Stuff a Wild Bikini."

Conference told TV should be better

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

In the search for better radio and television, broadcasters should aim for an overall excellence, not just a better "Batman," according to Vincent Wasilewski, president of the National Association of Broadcasters.

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

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

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

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

Herbert Kaplow, NBC News cor-
McGannon takes his program plan to Hill

Westinghouse Broadcasting Co. President Donald H. McGannon went before a congressional subcommittee last Thursday (June 16) to reiterate his proposal that the FCC limit network control of prime-time television programming and to challenge a recent study by Arthur D. Little, Co. that was commissioned by the TV networks.

Mr. McGannon told the Subcommittee on Regulatory and Enforcement Agencies of the House Select Committee on Small Business that since outlawed network option time in 1960, the networks have continued to increase the number of hours of programing on affiliated stations and that the number of nonnetwork program producers has continued to decrease along with the decrease in prime-time available to them.

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

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

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

Poor TV clearance for Vietnam specials

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

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

Among the highlights of the study:

- Network news specials concerned with Vietnam carried on Feb. 12 by CBS-TV and NBC-TV were presented by 42% of the CBS-TV affiliates and 30% of the NBC-TV affiliates. Specials on Feb. 18 were carried by less than half of the CBS-TV stations and by 65% of the NBC-TV outlets. Each network has approximately 200 affiliated stations.
- All network news and public-affairs programs in the survey were accepted by 21 ABC-TV, 14 CBS-TV and 20 NBC-TV affiliates (excluding the stations owned by the networks themselves). On the other hand, 14 ABC-TV, 34 CBS-TV and 19 NBC-TV affiliates carried fewer than half of such programs offered. This listing does not include those stations that accepted such programing from more than one network.
- The weekday evening news programs, which are fully sponsored, have high acceptance among affiliates. Weekend news programs and such weekly presentations as CBS Reports and ABC Scope are subject to considerable rejection or delay.

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

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

WGA, producers agree

13 hours before deadline;
old rerun system back

In a tense denouement, reminiscent of scripts that have launched countless melodramas, Hollywood television writers and producers reached an agreement last week on a new three-year contract after a 24-hour marathon bargaining session. The accord came just 13 hours before a strike deadline set for midnight June 15. It was reached by negotiating committees representing the Writers Guild of America, member companies of the Association of Motion Picture and Television Producers and of the Society of Independent Producers. Later in the day, the agreement won unanimous approval of more than 650 members of the guild at a mass meeting in the Beverly Hilton hotel. The producers' representatives are scheduled to vote on it at later dates.

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

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

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

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

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

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

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

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

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

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

Job training series - Westhinghouse Broadcast Co. TV stations have begun broadcasting Job Training Through Manpower Development and Training, a special new series of 15 half-hour programs on educating the unskilled.
If the Electro-Voice Model 666 picks up sound here...

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

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

The hole on top is for the mid-range. It works the same, but with a longer path and added filters to affect only the mid-frequencies. And near the rear is another hole for the lows, with an even longer path and more filtering that delays only the bass sounds, again providing almost 20 db of cancellation of sounds arriving from the rear. This "three-way" system of ports insures that the cancellation of sound from the back is just as uniform as the pickup of sound from the front—without any loss of sensitivity. The result is uniform cardioid effectiveness at every frequency for outstanding noise and feedback control.

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

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

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

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

*Pat. No. 3,115,207

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Electro Voice
SETTING NEW STANDARDS IN SOUND
'Sky King' put into syndication by Bagnall

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

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

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

School kids' TV tastes mature in 15 years

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

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

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

Radio series sales...

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

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

Chickenman (Spot Productions): KJFJ Fort Worth, KTSX San Antonio and KPRC Houston, all Texas; WHYN Springfield and WCPQ Boston, both Massachusetts; WSGW Buffalo, N. Y.; K载 Des Moines and KSTT Davenport, both Iowa; WNOC New Orleans; WIXY Cleveland; WTOP Washington; WSON Birmingham, Ala.; KVOL Lafayette, La.; KSBR Denver; KQWB Fargo, N. D.; WMOC Chattanooga; KSOP Salt Lake City; KLRA Little Rock, Ark.; WLN Lancaster, Pa.; WNIC New Haven, Conn., and WGH Norfolk, Va.

KABL says its ID's follow FCC thinking

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

Licensee McLendon Pacific Corp. filed exceptions which protested FCC Examiner John D. Cunningham's initial decision that KABL has violated station-identification and station-sponsorship rules (Broadcasting, Oct. 4, 1965).

The examiner has recommended a fine of $10,000, the maximum forfeiture that can be levied under present commission rules. The Broadcast Bureau suggested a forfeiture of $4,000 (Broadcasting, April 18).

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

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

Reade-Stirling takes aim at smaller markets

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

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

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

Check made on Chicago radio in riot coverage

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

A half-dozen radio stations in and around Chicago, plus several FM outlets, regularly have Spanish-language programs on their schedule, many daily. Three share-time stations on 1240 kc, for example, have Spanish programs which collectively span much of the day. These are WDEX, WCHW and WBBR.

WDEO is owned by Representative Roman Pucinski (D-Ill.). The congressman ordered a blackout on all riot news early Monday. WCHW and WBBR reported careful controls over their programs which they said also precluded any possible involvement.

City officials and Spanish leaders quickly appeared on nearly all Spanish-language stations in the area to help quiet the rioting. WCUC-TV Chicago devoted its full hour of Spanish programming Tuesday evening to efforts to calm the situation.

William Ray, head of the FCC's complaints and compliance division, said the commission's Chicago office had received one call concerning an allegedly inflammatory broadcast but that the caller himself had not heard the broadcast. Mr. Ray said he had not yet been able to track down the source of the report. He said the commission had not received a complaint concerning a specific station.

Film sales...


Discophonic Scene, Night Train and Marine Boy (Seven Arts TV): WNEM-TV Bay City-Saginaw-Flint, Mich.

Man in Space (Seven Arts TV): WNYS-TV Syracuse, N. Y., and WILX-TV, Jackson, Mich.

Big Night Out (Seven Arts TV): KOB-TV Albuquerque, N.M.

Out of the Inkwell (Seven Arts TV): WVEC-TV Norfolk, Va.

The Professionals (Seven Arts TV): WISH-TV Indianapolis.

The Gypsy Rose Lee Show (Seven Arts TV): KVIQ-TV Eureka, Calif.

BROADCASTING, June 20, 1966
Where Broadcast Advertisers influence Media Planners and Buyers.
The grass is green, but . . .

U.S. companies’ advertising in foreign countries must be tailored to the market

American companies more and more are looking overseas but their advertising and marketing approaches must be carefully tailored to each foreign market or they will lose more than they gain.

The generalization may be obvious but it was the essence of most advice offered last week in Chicago on international product ventures during the 49th annual world conference of the American Marketing Association. Or as one international success, Pepsi-Cola, explained, there is more to a good foreign TV spot than language translation.

David Dutton, managing director of the London Press Exchange, which he claimed is “Europe’s largest advertising agency,” recounted the history of American wins and losses abroad and their relation in some cases to advertising foibles.

Mr. Dutton claimed firms like Green Giant “laid an egg” in England when it forgot “the majority of British people have never nibbled an ear of corn.” Similarly, Gleem tooth paste, despite heavy press and TV promotion, “shone brightly for a time” but now has “faded to little more than a gleam.” Many, however, like Colgate, Camay, Tide and Vaseline have won big shares of their markets, he said.

Even selling just north of the U.S. border is vastly different in many ways because Canada is a foreign country, R. F. Schelling, vice president and general products manager of Thomas J. Lipton Ltd., Toronto, explained.

A comprehensive analysis of advertising in Canada was given to the AMA by Robert M. McClelland, executive vice president of Standfield, Johnson & Hill Ltd., Montreal and Toronto, an affiliate of Lennen & Newell. He cited TV as Canada’s major medium today, billing in excess of $100 million and accounting for over 35% of all Canadian advertising.

Norman Heller, vice president, marketing research and planning, PepsiCo Inc., New York, told of the success of his firm in expanding Pepsi-Cola into 110 foreign countries and using radio and TV where available. Pepsi’s basic “come alive” image and theme—backed by the traditional musical jingle—is standard the world over but the individual nuances differ country by country to fit local needs, he said.

Spanish group buys

Mark Century service

Radio Madrid Network has selected a United States radio program service company, Mark Century Co., New York, to help arrange its program schedule.

Milton Herson, president of Mark Century, last week announced the appointment made by the Sociedad Española de Radiodifusion, which operates 52 of Spain’s 150 radio outlets. Mr. Herson said his firm will advise SER on the establishment of a “top 40” programing format similar to the U.S. structure, and help create a series of station ID’s based on SER’s musical logo.

Mark Century’s service to SER has also been extended to Australia, Canada, the Virgin Islands and Mexico. Mark Century provides a radio program service to over 600 U.S. markets.

New Blue Eagle planes okayed in House bill

The House of Representatives last week approved funds contained in a defense procurement bill authorizing replacements for a pair of battle-weary planes that have been serving as airborne television transmitters over the South Vietnamese countryside.

The entire package now goes back to the Senate which previously passed a similar bill with a lower price tag. Part of the bill would provide funds for four additional aircraft for the Vietnamese broadcasting chores. The proposal for the television funds was made in an amendment to the bill by the House Armed Services Committee.

The amendment would earmark $20,000,000 for the Navy and Marine Corps to supplement or replace two C-121 “Blue Eagle” aircraft that have been used as flying broadcast stations for the Vietnamese and U. S. military personnel.

The two planes, according to the committee statement, have been operating with some “ingenious makeshift modifications,” and both were damaged—one almost destroyed—in a Viet Cong mortar attack in April.

The operation, called “Project Jenny,” was initiated by the Department of Defense and began broadcasting Feb. 7. The airborne facilities simultaneously transmit on two channels, one for the Vietnamese (with program assistance furnished by the U. S. Information Agency) and the other for the U. S. military (operated by the Armed Forces Radio-Television Service).

Middle East co-op plan proposed by Movielab

A common goal in television and motion pictures may one day help bring closer unity in the Middle East through a color film project proposed by Saul Jeffee, president of Movielab Inc., New York.

Mr. Jeffee, just returned from a Middle East trip, reports that Israel, Turkey and Greece are most anxious to stimulate domestic and foreign production of film properties at their locales. But, because none of these countries can individually keep a modern processing laboratory in full operation, they are, said Mr. Jeffee, interested in his proposal of a jointly accessible color lab for TV, theatrical and educational film.

Movielab technicians would furnish the know-how, with long-range plans calling for training of Israeli, Turkish and Greek lab assistants in New York.

If the venture proves workable, Mr. Jeffee hopes it could be extended to other Middle East nations.

International film sales . . .

Tarzan (Banner): CBC network (9 stations) and NBC-TV Hamilton, CFPL-TV London, CKVR-TV Barrie, all Ontario; CKCK-TV Regina, Sask., and CHCT-TV Calgary, Alberta.


Big Canadian radio sale

Rothmans of Pall Mall Canada Ltd., has budgeted $2 million for radio advertising in Canada in the fiscal year, starting July 1, according to Radio Sales Bureau, Toronto. RSB’s compilation of the top 100 radio advertisers in Canada last year showed Rothman’s as number four with expenditures of $905,858.

BROADCASTING, June 20, 1966
Group wants change in common-carrier rules

A study group composed of top federal officials has recommended that Congress approve legislation allowing the FCC to permit international communications common carriers to merge. The Intragovernmental Committee on International Telecommunications, in a report to the Senate Commerce Committee, also said it was drafting such a bill and would submit it to Congress shortly. The group began a study of the industry in 1964. It includes representatives from the State, Defense and Justice Departments.

In the past, the FCC, to protect the economic viability of the record (telegraph) carriers, adopted a policy that, with some exceptions, excluded the principal voice (telephone) carrier, AT&T, from this field. In recent years, however, the committee found, there has been a growing demand for combined voice/record services.

On the basis of its study, the committee concluded that, although in the past significant benefits may have resulted from the competitive inter-play among the carriers, in the future such benefits also may be gained from the merger of facilities creating more efficient use of plants and reduction in costs and rates.

It recommended that legislation be passed removing present statutory bars to the merger of carriers or facilities used in overseas telecommunications and permit the FCC under safeguards, including the protection of labor, to approve such mergers.

It proposed three alternative structures that would include two or more telegraph systems, or their facilities, with or without the Communications Satellite Corp. and with or without the overseas facilities of AT&T. A merger combining all cable, satellite and radio facilities would probably offer the most advantages, it said. It recognized that any form of merger would probably reduce competition and the labor force, but said competition would still exist in services if the merged company were confined to being a carriers' carrier and that economies thus gained could permit rate reductions that would stimulate use and create new jobs.

C-E enters Australia

Campbell-Ewald Co., Detroit, has purchased an interest in Coudrey-Gotham Associates Pty. Ltd., Sydney, Australia, a long-established Australian agency with more than 40 clients and billings of around $3 million. Thomas B. Adams, Campbell-Ewald president, said the move was to strengthen and improve services for the firm's South Pacific and Far East clients. The Australian agency will be known as Coudrey-Campbell-Ewald Pty. Ltd.

Pioneers honor Godfrey, re-elect chapter officers

The New York chapter of Broadcast Pioneers presented its distinguished service award to Arthur Godfrey at the chapter's annual dinner-meeting last week in New York.

Donald J. Mercer, NBC, was re-elected chapter president at the meeting. Also re-elected were Geraldine H. McKenna, Westinghouse Broadcasting, as vice president; Carl S. Ward, CBS-TV, as vice president; Grace Johnser, ABC-TV, as secretary, and Robert J. Higgins, Broadcast Music Inc., as treasurer.

Mr. Godfrey was saluted with a musical tribute, "The Many Lives of Arthur Godfrey," emceed by John Daly, Frank Pelligrin, Pellin Enterprises, New York, who was chairman of the dinner committee.

CBS promoters to meet in New York this week

An annual meeting of promotion and information services directors representing the five CBS-owned TV stations will be held this week (June 22-24) in New York. Three CBS division presidents will speak at luncheons held on each of the days of the meetings, beginning with Richard S. Salant, president, CBS News, and followed by John T. Reynolds, president, CBS-TV and Merle S. Jones, president, CBS-TV Stations Division. Topics on the agenda: advertising, promotion, publicity, research and sales. Stations are WCBS-TV New York, KNXT-TV Los Angeles, WBKB-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.

Drumbeats...

Book spots - Actor E. G. Marshall has donated his services to Books U.S.A. to record its public service announcements. Books U.S.A. was created by Edward R. Murrow as an educational organization. Mr. Marshall's announcements appeal to the public to tell America's story abroad through American books, and to send the words of Lincoln and Kennedy overseas as goodwill ambassadors.

Firefighter - John Gambling, host of Ranbling with Gambling, WOR New York morning show, is acting as mid-dieman for a gift of a fire truck to the Derby Volunteer Fire Company of Bordentown, N. J. Cy Harris, a fire truck hobbyist, asked Mr. Gambling to offer the truck over the air and the Derby company was chosen from the more than 30 fire companies that responded.

Summer teaser - The pilot episode of NBC Film's first-run color series, Kimba, will be shown as a summer special on WPXK-TV New York and KRLA-TV Los Angeles. Purpose is to promote the entire animated Kimba series which will run this fall. The 52-episode, half-hour series is co-produced by NBC Enterprises and Muschi Productions, Tokyo.
LANDCO'S COMPUTERIZED SOUND MIXER

SYNCHRONIZES EIGHT-TRACK TAPE TO SOUND FILM

The Sound Studios of Landco Labs Inc., New York, has developed a computerized method to record and mix sound for filmed TV commercials.

Bob Landers, president, calls the process Quick-Track. It also can be used for "live editing without scissors." The only waiting time, he said, is in the rewinding of the tape itself.

Mr. Landers explained last week that his system uses an "electronic brain" (quasi-binary counter) that can synchronize a single, eight-track audio tape to film pictures. It's no longer necessary, he said, to take time for reloading or looping techniques. Quick-Track's synchronized accuracy, he added, comes to within 1/100th of a second in 60 minutes.

For the advertising agency, Mr. Landers indicated, it means a quick, accurate and money-saving way to get up to eight sound tracks onto a single tape. With sound studio rates at $80 per hour to produce TV commercials, Quick-Track almost doubles the output, he said.

The cycle begins when an agency submits its tapes, called mags, perforated with sprocket holes containing the sound medium. Quick-Track then synchronizes all the sound elements onto a single extra-width, multi-track tape. This is done with synchronizing pulses on the tape to ensure synchronized playback at the exact same speed as the recording. The electronic brain controls this operation.

The brain consists of two control panels. One panel has automatic controls for synchronizing the tape, and the other, an automatic pre-set programer that starts the machines (tape recorder, projector, studio lights, air conditioner, etc.) during tape plays. The programer also selects the brain functions and at the points they will occur.

The actual tape recorder is a special eight-track tape console in two sections. The lower half represents an Ampex tape transport with an eight-track erase, record and playback head assembly. Above this are eight audio units each with track switches, dials and motor indicators, especially made by Lang Electronics, New York.

Mr. Landers said the technical details of Quick-Track result in a simple operation where the film is run through only once. The dubber also is loaded once, since all the sound elements are recorded in line and in sync. Each Quick-Track phase—the rehearsing, recording and mixing—is accomplished without interruption.

Other features of Quick-Track include a solid-state mixing panel with eight separate volume and tone control levers, and a "magic" tape-cue-stop button that halts the tape at an exact pre-set tone for accurate cueing.

Commission explains three-week-old votes

The six commissioners of the FCC last week told why they voted as they did three weeks earlier in denying petitions by KALF Mesa, Ariz., and WNMP Evanston, Ill., for reconsideration of waiver denials (BROADCASTING, June 6).

The statements were an unusual procedure and followed the 3 to 3 vote that upheld the earlier rejection of the waiver applications for nighttime service. The daytimers in suburbs of Phoenix and Chicago, respectively, had sought to change to fulltime outlets.

Acting Chairman Rosal Hyde and Commissioners Robert Bartley and Lee Loewinger supported the waiver petitions. Commissioners Robert E. Lee, Kenneth Cox and James Wadsworth opposed them.

Commissioner Hyde found both stations had "compellingly demonstrated" their nighttime service "would achieve significant public benefits." In Evanston's case it would be the first local nighttime commercial AM and for Mesa it would be a "second and competitive" station. Both stations, he said, would serve "sizeable and swiftly growing" communities. He noted that the benefits would not cause any additional objectionable interference to other stations.

Commissioners Bartley and Loewinger found that since no other station would be harmed by the applications and since both would offer additional service to small communities, "it would seem meritorious to waive the rule and accept the applications." They noted that since the rule had been adopted, the FCC had denied four waiver requests and granted two. These figures show the "virtual impossibility" of coming up with a rule that fits every situation.

Commissioner Lee said he would favor amending or changing the rules if they are restricting "the larger and more effective use of radio." Until that time, he added, he cannot "in good conscience vote to waive them on a case-by-case basis."

Commissioner Cox found it impossible to give "every separately incorporated community in our mushrooming metropolitan areas its own full complement of AM stations. All primary services in the areas must be considered," he said in the wordy case, adding, the station was wrong in asserting that Evanston's community identity would be threatened without a second local nighttime service. (WEAW-FM is a 24-hour station.)

More Appeal - Discussing KALF's case, Commissioner Cox found it "considerably more appealing" than WNMP since Mesa is a more distinct community in relation to Phoenix than is Evanston to Chicago, "and because I am not sure the spectrum is so crowded in the Southwest that the degradation of frequency . . . would be as serious here as in the Upper Midwest."

He called KALF's contention that there is need for more agricultural programming "a substantial one." But felt this was not enough grounds for waiver since allocations are permanent "but programming is fleeting" and a "change
in ownership may bring a change in emphasis.

Commissioner Wadsworth supported the Cox position on WNMP. In the KALF case, he felt it "unwise" to issue a waiver that would "involve excessive construction and a substantial investment on such an ephemeral proposition as a proposal for unique programing, which could later be changed at the will of this or a subsequent licensee."

**FCC turns down CBS petition on radiation**

CBS's petition to alter a proposed FCC rulemaking that would establish uniform procedures for calculating radiation patterns of AM directional antenna systems, was denied by the commission last week.

CBS had asked that the commission's proposal be expanded to include pending class II-A AM applications. As an alternative, CBS suggested that all II-A applicants that receive grants must protect co-channel I-A stations against interference.

The FCC emphasized that the proposed rulemaking is intended to (1) increase the likelihood that AM licensees can maintain their radiation patterns without having to modify them, (2) eliminate legal procedures usually employed to determine radiation patterns and (3) enable the FCC to use more efficient computer processes to determine nighttime limitations.

**GE sets up unit for closed-circuit TV**

A separate manufacturing unit for closed-circuit TV equipment has been set up by the General Electric Co., Syracuse, N. Y. GE said the new organization, CCTV Business, was formed to provide "major growth opportunities for this product line."

Harry E. Smith, marketing manager of GE's visual communications products business section, will manage the new unit (see page 75).

CCTV Business, GE said, will have its own active management team, marketing, engineering and manufacturing functions. The VCPB section, with which the closed-circuit TV operation will be affiliated, will now concentrate on the company's broadcast equipment. GE's closed-circuit TV cameras, all transistorized, have been sold for various industrial, educational, business and specialized applications. The firm also markets recording devices and monitors in the CCTV field.

**Is CATV answer to spectrum problems?**

**ENGINEERS SUGGEST CABLE REPLACE OFF-AIR TV**

How do you take the heat off the radio spectrum? Some engineers have watched with interest the growth of CATV, and that was one of the solutions to ease the demands for spectrum space suggested last week at an Institute of Electrical and Electronics Engineers meeting in Philadelphia.

The speakers were members of a panel on the "Future Allocation of the Radio Spectrum" at the 1966 IEEE conference on international communications.

The use of wire for TV was proposed by David B. Smith, professor of electrical engineering at the University of Pennsylvania and former director of research for the Philcor Corp.

Others who took off on TV to some degree were R. P. Gifford, General Electric Co.; W. J. Weisz, Motorola Inc., and C. R. Kraus, consulting engineer formerly with the Pennsylvania Bell Telephone Co.

Mr. Smith, however, was the most vigorous proponent of the use of cable for TV. CATV, he said, is the most efficient system yet devised for the distribution of TV signals and for other services to the public and for specialized purposes. If unregulated, Mr. Smith said, CATV would supplant TV broadcasting in from 20 to 25 years.

Mr. Weisz, who has been a leader in behalf of the land-mobile services seeking the use of some TV channels for mobile users, pleaded for a review of all spectrum allocations in the light of present engineering knowledge. He urged the use of what he called "fallow" areas of the spectrum, not now being used to any extent. Mr. Weisz and the land-mobile forces have for some time coveted channels 14 and 15 in the UHF band. At the least, he urged, some form of channel sharing should be permitted.

Mr. Gifford disparaged the use of UHF for television and noted the "light" use of this portion of the spectrum. Land mobile, he said, is four times as valuable to the public as television, using police and fire services as one element in his valuation. He also suggested that services using the spectrum be charged a fee based on their service to the public.

Mr. Kraus, acknowledging the plight of the land-mobile services, charged that present land-mobile channels are not being used efficiently. He proposed a "common" use of channels, with a random-access device that would permit a user to use any one of the 20 circuits. The device would find an unused circuit among the 20, it was explained.

FCC Commissioner Kenneth A. Cox, acknowledging the heavy use of channels allocated for the land-mobile services and the unused portions of the UHF television band, listed the problems involved if any attempt was made to shift the two services in the spectrum.

Even if the FCC were to decide to delete some of the UHF band for land-mobile use, the commissioner said, he would favor beginning at the top end of that band. This is, of course, the reverse of what the land-mobile services have asked.

Mr. Cox also referred to a forth-

**New tower for KETV(TV)**

_**KETV(TV)**_ Omaha has announced a target date of Oct. 1 for completion of its new 1,365-foot tower. Structure will be at 72d Street and Crown Point Avenue in Omaha.

Groundbreaking ceremonies June 2 were attended by national, state and local dignitaries. First shovel was turned by Arthur J. Goldberg, U. S. ambassador to the United Nations, as KETV President Ben M. Cowdrey (left) looked on.

The channel 7 station is an ABC-TV affiliate.
The role of the home video-tape recorder

A surprise demonstration of how the home video-tape recorder is becoming a significant communications force in its own right was staged in Chicago last week before the American Marketing Association by Ampex Corp. and its advertising agency, Kenyon & Eckhardt.

Using only the subdued lighting of the banquet hall itself, the new Ampex VR-7000 home recorder ($3,195) and its vidicon camera ($895) from an obscure balcony site captured the entire luncheon talk of the new president of the Electronic Industries Association, Robert W. Galvin (on screen at podium), chairman and chief executive officer of Motorola Inc. The tape reel was presented to Mr. Galvin at the end of his speech and it will be duplicated and sent to universities and colleges.

AMA acknowledged the demonstration as historic and indicative of the many ways video-tape systems could aid industry and enhance market research and advertising experimentation. Ampex Corp. is making its lines of home video recorders in the Chicago area. It admits the initial market is institutional but sees prospects of home use since some models are priced as low as $1,095.

KOB rejects bureau suggestion on 770 kc

If the FCC isn't able to carry out the U. S. Court of Appeals' mandate in the 25-year-old KOB-WABC clear-channel case, it should seek help from Congress. But the problem really isn't that difficult, KOB Albuquerque told the commission last week.

KOB, in a pleading filed with the commission wasn't specific on the kind of legislation that should be sought, but it was understood the station feels that Congress should be asked to spell out the use it wants made of the clear channels.

KOB is said to be sufficiently serious about the matter to be considering asking a member of Congress to introduce the appropriate legislation if the commission does not act.

At issue is the KOB-WABC New York fight over use of the 770 kc frequency that they both occupy. The commission in 1958 ruled that both should operate as I-B stations, each protecting the other. ABC's New York station is operating as a I-A.

Case Sent Back - The U. S. Court of Appeals last year, in remanding the case to the commission, said the agency had not been fair to ABC in classifying its "flagship" station as a I-B while leaving the CBS and NBC New York stations as I-A's.

The commission is now seeking help from the parties in resolving the problem, and KOB's comments last week were in response to a Broadcast Bureau suggestion WABC be permitted to operate as a I-A with KOB designated as a I-B. WABC made a similar suggestion, while KOB proposed dropping the CBS and NBC's New York stations, among others, back to I-B status.

KOB, whose comments were a reply to those filed by the bureau and ABC, criticized the FCC's counsel for suggesting that the private interest of those attempting to serve the public interest be "thrown to the wolves . . . simply because a court's insistence on consistency makes the commission's task a little more difficult."

KOB said there were ways short of an appeal to Congress to resolve the problem. It said the clear-channel proceeding, which was concluded in 1961, provides sufficient basis for establishing a system of alternative I-B or II-A use of the 13 clear channels earmarked for duplication.

KOB said the decision of whether I-B or II-A stations should be added to the broken-down channels could be made a case-by-case basis. KOB feels the commission decision in 1958 establishes KOB's right to I-B status.

The 770 case began in 1941 when
Both moves resulted from FCC rulings that are actually for small communities and those that are big-city applications in disguise.

New plant planned

Continental Electronics, Greenville, Tex., a subsidiary of LTV Electrosystems Inc., plans to construct a new building at a cost, including equipment, of $1.4 million. J. O. Weldon, president of Continental, said volume production of super-power transmitters will be housed in the new plant. Continental had signed contracts for ten 250-kw high-frequency transmitters for the U.S. Information Agency in the amount of $2,358,000.

FATES & FORTUNES

Robert Raymond, account supervisor at LaRoche, McCaffrey and McCall, New York, named VP.

Ted S. Burnett Jr., account supervisor for Benton & Bowles, joins Erwin Wasey, Los Angeles, as VP and account supervisor. Robert Frey, medical copy writer with Ross Laboratories, Columbus, Ohio, joins Wasey, Los Angeles, as copywriter.


John J. Martin Jr., VP, Hicks & Greist, New York, elected senior VP; Martin Rifkin, former operations manager, elected VP; Alvin Willner, national controller, appointed secretary-treasurer.

Arthur Cerf Mayer, former VP and creative director of Hicks and Greist, New York, joins Venet Advertising Co., same city, as VP and creative director.

Peter F. Minnock Stewart, VP at Johnstone Inc., New York, named senior VP.

Gerard C. Iannelli, former supervisor in account management department, Young & Rubicam, New York, elected VP.

Philip F. von Ladau, media research director for Carson/Roberts/Inc., appointed head of new, separate department established to handle media statistics and electronic data processing systems application.

Dorothy Carter, VP-research and medical affairs, consumer products division of Miles Laboratories, Elkhart, Ind., appointed senior VP and medical consultant for Interpublic Group of Co.'s that city.

Jim Beaty, internationally known track star and sports director of WAYS, Charlottesville, Va., named national sales manager.

Stanley H. Beals, formerly with Gardner Advertising, St. Louis, joins BBDO, Chicago, as account supervisor on Alberto-Culver.

Don K. Stuart, account executive with Harrington, Righter & Parsons, New York, named national sales manager for WPIX (tv), that city. Mr. Stuart replaces Jack Flynn, killed in a plane crash last November (Broadcasting, Nov. 15, 1965).

Spencer Bruno, formerly associate research director and copy research manager at Compton Advertising, New York, named VP and market research manager.


Ruth Forbes, with program statistics unit of CBS-TV research department, New York, appointed manager of advertising records in CBS-TV research department.

Jack Badofsky named creative broadcast director at Stern Walters & Simmons, Chicago.


Patricia Wagner, former director of public relations, Sheldon Fredericks Advertising Associates, New York, appointed director of public relations, Delehanty, Kurnit & Geller Inc., same city.

Richard Olsen, VP and assistant media director at Needham, Harper & Steers, New York, named media director.

Geren W. Mortensen, formerly PR and creative director for WJZ-tv Baltimore, appointed creative director of Cahn Avis Gerard Advertising, that city.

Don H. Jumisco, formerly account executive with CBS Radio Network Sales, Detroit, appointed account ex-
executive at CBS Television Network Sales, that city.

Don Hockstein, for seven years VP and director of commercial production at Earle Ludgin Co., and Joel T. Squier, formerly with commercial production department of Dancer-Fitzgerald-Sample, Los Angeles, join Foote, Cone & Belding, Chicago, as TV commercial production supervisors.

Nancie Kiley, media director at M. B. Scott Inc., Beverly Hills, Calif., joins Anderson-McConnell, Los Angeles, as media estimator.

Len C. Smith, sales manager for KEEN-FM San Jose, Calif., appointed general sales manager.

Jo Foxworth, VP and creative director of Calkins & Holden, New York, named Advertising Woman of Year at annual meeting of Advertising Federation of America in Miami.

Nicholas R. Bibko, formerly with General Electric Co., Syracuse, N. Y., appointed account executive at Spitz Advertising, that city.


Michael W. Koff, assistant account executive and media buyer at Grey Advertising, New York, joins NBC Spot Sales as account executive in New York.

James E. Nelson, copy supervisor at Warwick & Legler, New York, joins The Marschalk Co., that city, as senior copywriter. John E. McCullough, television producer at Ogilvy & Mather, New York, joins Marschalk there in same capacity.

Faith B. Popcorn, copy chief at Salit & Garlanda, New York, joins copy staff at Solow/Wexton, that city.

Art Kane, still photographer, joins VPI Productions Inc., New York, for work in television commercial field.

Judith Henning, formerly in copy department, Norman, Craig & Kummel, New York, joins Cunningham & Walsh Inc., that city, as copywriter.

Ron Smith, with Great Western Advertising Agency, Reno, joins sales staff of KBNS, that city.


MEDIA

Edward G. Gerbic, VP of Willie Broadcasting Co., owner of WLLI Williamantic and WNYT Putnam, both Connecticut, elected president.

Robert H. Koonts and Lacy S. Sellers, both with Jefferson Standard Broadcasting Co., Charlotte, N. C., elected secretary and assistant VP, respectively.


Daniel F. Anderson, administrator, administration and services for NBC, named manager, personnel administration, NBC, West Coast. He succeeds Roy A. Cheney, who becomes manager, salary administration and records, at network’s New York headquarters.

Charles Ross, manager of information services for WBBW-AM-FM-TV Topeka, Kan., appointed station manager of WBBW-TV.

Melvin M. Bailey, with KXI-AM-FM Portland, Ore., named station manager.

Dall Ross, with KYND Tempe, Ariz., appointed station manager.

PROGRAMING

James Larkin, former consultant with Bonneville International Corp., Salt Lake City, elected VP for programming and public relations, Radio New York Worldwide Inc.

James O. Beavers, VP and supervisor of Chevrolet account at Campbell-Ewald Co., Detroit, named West Coast director of program development for ABC-TV to work on new series. Joe Byrne, assistant to producer and script supervisor for Stage Five Productions, producer of The Adventures of Ozzie and Harriet, appointed program executive for ABC-TV on West Coast.

George J. Mitchell, program director of WKER(TV) Dayton, Ohio, elected VP.

James O. Marlowe, program director of WWLP(TV) Springfield, Mass., elected VP.

Dean McCarthy, program and operations at WJHD-TV Detroit, appointed program director of WXYZ-TV, that city.

Robert Williams, director for Norwegian Broadcasting Corp., Oslo, Norway, joins WJW-TV Cleveland, as producer-director.

Tom Kennington, music director of WSAT Cincinnati, appointed program director.

Jon Bosworth, with KYND Tempe, Ariz., appointed program director.

Julian Schlossberg, formerly account representative for ABC-TV, New York, appointed account executive at television division of Walter Reade Sterling Inc., that city.

Nat Kahn, head of his own advertising and PR agency in Las Vegas, appointed director of advertising and publicity for Holiday on Ice and Holiday on Ice International revues of MSG-ABC Productions Inc., New York, firm jointly owned by ABC Inc. and Madison Square Garden Corp.

Chad Mason named southern division manager for American International Television Inc., Tampa and St. Petersburg, Fla.

Gary Morton, husband of studio President Lucille Ball, named VP in charge of live television programming for Desilu Productions Inc. In addition, Mr. Morton will continue as production consultant on The Lucy Show.

James M. Fox, screen writer, joins Harold Goldman Associates, Beverly Hills, Calif., as executive story editor. Move was one of series company will be making to expand its television production and distribution operations.


Donald S. Moore, with production staff of WRIC-TV Hartford, Conn., appointed television director, succeeding Richard G. Huntley, who becomes assistant production manager.

Wilson Leahy, veteran film processor, joins sales-service staff of General Film Laboratories, Hollywood. He will work on feature films and TV shows.

Pamela Mason, conversationalist on KABC Los Angeles, named entertainment editor.

Don Zavin, writer-producer for KATU(TV) Portland, Ore., joins KRON-TV San Francisco as staff writer.

NEWS

Kenneth Gale, former correspondent for United Press International, joins NBC News, New York, as correspond-
ent in Saigon bureau.

Mel J. Kampmann, formerly writer-producer for NBC News, Burbank, Calif., named news director for KRON-TV San Francisco.


Herb Koster, chief of Westinghouse Broadcasting Co.'s Harrisburg, Pa., news bureau, resigns effective June 30 to join news staff of WABC-TV Pittsburgh.

Charles W. Paine, assistant news director of WIP-AM-FM Philadelphia, appointed news director of KMBC-AM-FM Kansas City, Mo.

Leonard Harris, former critic for New York World-Telegram & Sun, named arts editor for news department of WOR-AM-TV New York.

Michael G. Silver, former director of information services, WCBS-TV New York, appointed head of publicity and promotion for CBS News Election Unit.


Jim White, with WJAS-AM-FM Pittsburgh, joins KDKA-AM-FM, that city, as newscaster.

FANFARE

Alfred E. F. Stern, former publicity director of National Television Associates, Los Angeles, elected VP, Joe Wolhandler Associates, same city.

Jim Zaillian, head of his own PR firm in Los Angeles, named director of community relations for KABC Los Angeles. He replaces Lorin Peterson who has returned to KABC-ABC network news department.

Frank P. Grant, former newspaper reporter-editor and PR official, named promotion-public service manager of KETV-TV Omaha.

Richard Livingston, sales service representative for WQMR/WQAY(FM) Silver Spring, Md.-Washington, appointed promotion director.

William J. Steinmetz, former publicity director, Four Star Television, joins Solters, O'Rourke & Sabinson Inc., Los Angeles, as head of TV department, West Coast.

George Nicholauw, director of information services and community relations for WBBM-TV Chicago, named director, community services, at WCBS-TV New York.

Hal Garb, assistant picture manager for United Press International photos, Los Angeles, named photo chief for ABC-TV publicity, Western division.

EQUIPMENT & ENGINEERING


Alfred L. Ginty, product manager of wire and cable communications division of Anaconda Astrodatal Co., Sycamore, Ill., elected VP, marketing and sales for Anaconda in Anaheim, Calif.

Orville L. McKinney, named marketing manager, original equipment sales, and Luther C. Henrichs appointed marketing manager-distributor sales, electronic components group, Sylvania Electric Products Inc., Seneca Falls, N. Y. Mr. McKinney has been east central area manager, and Mr. Henrichs has served as southeast area sales manager.


ALLIED FIELDS


Frank Stanton, president of CBS Inc., reappointed to President's Committee on Employment of the Handicapped, for three-year term.

Gerald A. Bartell, publisher and board chairman of Bartell Media Corp., New York, elected board chairman of The Albert Schweitzer Foundation for Charity and Education.

Sol W. Geltman, VP and managing director of El San Juan hotel, San Juan, P. R., appointed senior executive of Ashley Famous Agency Inc., New York.

Charles M. Rogers, news director of WNEW St. Louis from 1950 to 1952, appointed chief of information for Department of Interior's Federal Water Pollution Control Administration.

Elected to board were Stanley S. Harris and R. Russell Eagan, succeeding Mr. Baker and Marcus Cohn.

INTERNATIONAL


Simon Broadbent, formerly with Research Services Ltd., appointed media director of The London Press Exchange Ltd.

DEATHS

Maurice H. Needham, 77, founder of Needham, Louis & Borby (now Needham, Harper & Steers) and president of agency for 35 years, died June 11 at his home in Woodstock, Ill., due to heart failure. He had retired as chairman in 1964.

Alfred Nilson, 70, retired audio engineer at WOR New York, died of heart attack June 10 in Florida City, Fla. He retired in 1960 at which time he moved to Florida. Surviving are his wife, Rita, daughter and three sons.

Kenneth L. Carter, 60, former VP and general manager of WAAM-TV Baltimore (now WJZ-TV), died June 9 at Maryland General hospital in Baltimore after long illness. Mr. Carter had been VP in charge of radio-TV at Leon Shaffer Golnick Advertising, Baltimore, and had been with WMAI Washington.

Carl W. Loeber, 60, retired chief of telecommunications branch of State Department, died June 9 at Sheraton Park hotel, Washington. In 1949 Mr. Loeber represented U. S. on Provisional Frequency Board of International Telecommunications Union in Geneva. He joined State Department in 1962, and became chief of telecommunications branch. He retired this year. Surviving are his wife, Ada, daughter and son.

James P. Callan, marketing and sales development director of WABC New York, died at Syosset General hospital in Syosset, N. Y., June 7. Mr. Callan joined WABC in October 1962. He is survived by his wife, Mary, and three children.

Raymond Monfort, 56, pioneer TV engineer and one of three founders of The National Academy of Television Arts and Sciences, died June 12 of cancer in Los Angeles. He was engineer for NBC for 26 years and from 1946 to 1950, Mr. Monfort was chief engineer for KTTV(TV) Los Angeles. He is survived by his wife and daughter.

Dr. Levering Tyson, 77, former president of Muhlenberg College, died June 10 at Sunnyside Farms Nursing Home in Brielle, N. J. He was one of first educators to recognize role of radio in education. In 1931, as director of National Advisory Council on Radio in Education, he announced plans for the development of educational broadcasts with financial assistance of John D. Rockefeller Jr. and Carnegie Corp. He is survived by daughter and two sons.

Wallace Ford, 68, screen and stage actor who co-starred with Henry Fonda in television series, The Deputy, died June 11 at Motion Picture Country House and Hospital in Woodland Hills, Calif.

Ellen Whiteley, copy chief for WTVJ(TV) Miami, died June 7 at Mercy hospital in Miami. Miss Whiteley had been with WTVJ for 13 years.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, June 9 through June 15, and based on filings, authorizations and other FCC actions.

APPLICATION

Boston—Boston Heritage Broadcasting Inc., channel 68, (794-600 mc), ERP 183 kw vis., 83 kw aud. Ant. height above average terrain 317 ft., above ground 338 ft. P. O. address: c/o William Carmen, 54 Lewis Wharf, Boston 02110. Estimated construction cost $1,314,127; first year operating cost $700,000; revenue $700,000. Studio and trans. both to be located in Boston. Geographic coordinates 42° 19' 21" north lat., 71° 07' 00" west long. Type trans. RCA TTT-30A(LA); type ant. RCA TFU-303. Legal counsel Fleish, Shuebuck, Blume and Gague, consulting engineers George C. Davis, both Washington.

New TV stations

ACTION BY FCC

Memphis — Memphis Telecasters Inc., granted CP for new UHF on Channel 30, (560-572 mc), ERP 46 kw vis., 6.8 kw aud. Ant. height above average terrain 570 ft., above ground 600 ft. P. O. address: c/o Harold Twisdale, 2600 Poplar Ave., Room 518, Memphis 38112. Estimated cost of construction $685,600; first-year operating cost $567,012; revenue $550,000. Geographic coordinates 33° 08' 52" north lat., 89° 32' 44" west long. Studio and trans. both located Memphis. Type trans. RCA TTT-50, type ant. RCA TFU-303. Legal Counsel Scheinfeld, Bechoofer & Baron, Washington, consulting engineers Carow, Steel & Associates, Washington. Principals: Harold W. Twisdale (30%), David L. Steen (20%), Douglas J. Thomas (50%) and others. Mr. Twisdale is dentist, Mr. Steen is broadcasting consulting engineer, Mr. Thomas is contractor, Action June 15.

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<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
<th>Website</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>2411 - 2419 M St., N.W.</td>
<td>202-537-1234</td>
<td><a href="mailto:jandb@abc.com">jandb@abc.com</a></td>
<td><a href="http://www.janskybailey.com">www.janskybailey.com</a></td>
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<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>203-445-5678</td>
<td><a href="mailto:jmcnary@abc.com">jmcnary@abc.com</a></td>
<td><a href="http://www.janmary.com">www.janmary.com</a></td>
</tr>
<tr>
<td>COMMERCIAL RADIO</td>
<td>EQUIPMENT CO.</td>
<td>202-537-1234</td>
<td><a href="mailto:jandb@abc.com">jandb@abc.com</a></td>
<td><a href="http://www.janskybailey.com">www.janskybailey.com</a></td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1302 18th St., N.W. Hudson 3-9000</td>
<td>202-537-1234</td>
<td><a href="mailto:jandb@abc.com">jandb@abc.com</a></td>
<td><a href="http://www.janskybailey.com">www.janskybailey.com</a></td>
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<td>GEO. P. ADAIR ENG. CO.</td>
<td>CONSULTING ENGINEERS</td>
<td>202-537-1234</td>
<td><a href="mailto:jandb@abc.com">jandb@abc.com</a></td>
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<td>WALTER F. KEAN</td>
<td>CONSULTING ENGINEERS</td>
<td>202-537-1234</td>
<td><a href="mailto:jandb@abc.com">jandb@abc.com</a></td>
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<tr>
<td>CARL E. SMITH</td>
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<td>MERL SAXON</td>
<td>CONSULTING ENGINEER</td>
<td>202-537-1234</td>
<td><a href="mailto:jandb@abc.com">jandb@abc.com</a></td>
<td><a href="http://www.janskybailey.com">www.janskybailey.com</a></td>
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<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>202-537-1234</td>
<td><a href="mailto:jandb@abc.com">jandb@abc.com</a></td>
<td><a href="http://www.janskybailey.com">www.janskybailey.com</a></td>
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<tr>
<td>E. D. Ring &amp; Associates</td>
<td>42 Years' Experience in Radio Engineering</td>
<td>202-537-1234</td>
<td><a href="mailto:jandb@abc.com">jandb@abc.com</a></td>
<td><a href="http://www.janskybailey.com">www.janskybailey.com</a></td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS</td>
<td>202-537-1234</td>
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<tr>
<td>JOHN H. MULANEY</td>
<td>and ASSOCIATES</td>
<td>202-537-1234</td>
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<td><a href="http://www.janskybailey.com">www.janskybailey.com</a></td>
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<tr>
<td>E. E. BENHAM</td>
<td>and ASSOCIATES</td>
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<td>TERRILL W. KIRKSEY</td>
<td>CONSULTING ENGINEER</td>
<td>202-537-1234</td>
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<td><a href="http://www.janskybailey.com">www.janskybailey.com</a></td>
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<tr>
<td>AMPLI-VISION CORP.</td>
<td>CONSULTING ENGINEERS</td>
<td>202-537-1234</td>
<td><a href="mailto:jandb@abc.com">jandb@abc.com</a></td>
<td><a href="http://www.janskybailey.com">www.janskybailey.com</a></td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>CONSULTING ENGINEERS</td>
<td>202-537-1234</td>
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<td><a href="http://www.janskybailey.com">www.janskybailey.com</a></td>
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<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>1405 G St., N.W.</td>
<td>202-537-1234</td>
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<td>JOHN B. HIEFFELINGER</td>
<td>9208 Wyoming Pl., Hilland 4-7010</td>
<td>202-537-1234</td>
<td><a href="mailto:jandb@abc.com">jandb@abc.com</a></td>
<td><a href="http://www.janskybailey.com">www.janskybailey.com</a></td>
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<tr>
<td>A. E. Towne Assocs., Inc.</td>
<td>TELEVISION AND RADIO ENGINEERING CONSULTANTS</td>
<td>202-537-1234</td>
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<td>RAYMOND E. BOHRER</td>
<td>&amp; Associates</td>
<td>202-537-1234</td>
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<td>JAMES F. LAWRENCE, JR.</td>
<td>FM and TV Engineering Consultant</td>
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<td><a href="http://www.janskybailey.com">www.janskybailey.com</a></td>
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<tr>
<td>ROSNER TELEVISION SYSTEMS</td>
<td>ENGINEERS-CONTRACTORS</td>
<td>202-537-1234</td>
<td><a href="mailto:jandb@abc.com">jandb@abc.com</a></td>
<td><a href="http://www.janskybailey.com">www.janskybailey.com</a></td>
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Service Directory

- COMMERCIAL RADIO MONITORING CO., PRECISION FREQUENCY MEASURMENTS AM-FM-TV
- CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV
- AMPLI-VISION CORP. CONSULTING ENGINEERS CATV, MATV, RADIO & TV
- SPOT YOUR FIRM'S NAME HERE To Be Seen by 100,000* Readers...among the decision-making station owners and managers, chief engineers and technicians—applicants for sm, fm, tv and facsimile facilities.

*Broadcasting Continuing Readership Study
Fitzgerald is lawyer with real estate interests. Mr. Houriath is lawyer. Mr. Mank is real estate developer. Ms. McDaniel is a teacher and director of TV programs. Mr. Parker is with Satellite Systems & in American Studies in Cambridge, Mass. Mr. Roberts is real estate. Mr. Samet is engaged in supplying TV and other communications media to hospitals and other large institutions. Mr. Shoobman is in real estate management. Mr. Sullivan is lawyer. Dr. Sheffer is dentist. Ann. June 9.

Existing TV stations

NEW CALL LETTER ASSIGNED

Nogales, Ariz.—International Broadcasting Co. Assigned KZAZ(TV).

New AM stations

ACTION BY FCC

Englewood, Tenn.—Norman Thomas and Associates Inc. Granted CP for new AM on 1000 kc, 1 kw. D. F. O. address Box 458, Chattanooga. Estimated construction cost $20,520; first year operating cost $37,830; revenue $46,500. Principal: Norman Thomas (100%). Mr. Thomas owns WNGT Dayton, and WJSO Jonesboro, both Tennessee. Action June 14.

APPLICATIONS

De Soto, Mo.—De Soto Broadcasting Co. 1100 kc, 1 kw, D. A.-D. F. O. address: c/o Mr. Charles W. McCall, Box 101, De Soto, Mo. 65452. Estimated construction cost $46,450; first year operating cost $42,600; venue $60,000. Principals: W. H. Covel, Nolan R. Huchinson, Warren R. McRae, Mr. McCall, H. Duff, Raymond K. Duff, Mrs. S. E. Ferguson and Pinkney B. Cole (each 14.285%). Also principals: Pinkney B. Cole owner 14.285% of KBCTC-AM-FM Houston, Mo. Mr. Collier, station manager of KBCTC-AM-FM, Mr. Covert is attorney. Mr. Huchinson is owner of business company. Mr. McCall is official of drug company. William Duff is owner of auto parts store. Raymond E. Duff is owner of funeral home. Mr. Ferguson is owner of automobile agency. Ann. June 15. Del Rio, Tex.—Amstal Broadcasting Co. 1400 kc, 500 W. P. O. address: c/o Julius Sorensen, P. F. Box 213, Del Rio 78840. Estimated construction cost $13,240; first year operating cost $31,236; revenue $510,000. Principals: Vera and Gerald Sadovsky Jr., Mr. Andres Portales (each 40%) and Manuel Cantu (20%). Mr. Sadovsky is with KDIL Del Rio. Dr. Portales is optometrist. Mr. Cantu is owner of drive-in restaurants. Ann. June 14.

Existing AM stations

ACTION BY FCC

By memorandum opinion and order, commission granted application of Big Chief Broadcasting Co. of Hillside, Ky., for assignment of WKTN Sand Springs, Okla., from 250 w to 500 w, continued operation on 1340 kc with 1,400 watts, Motion. Action Decision. Ann. June 15. WLBB Carrollton, Ga.—Granted increase of power from 100 to 250 kw with continued daytime operation on 1100 kc conditions.

In so doing, advised applicant that its amendment for power increase to 10 kw is clarified. Mr. Connolly of WGTG, is being returned, Action June 14.

APPLICATION

WMSA Massena, N. Y.—Modification of license to change SE of operating area from Mon.: 6:00 a.m. to 9:05 p.m., Sun.: 6:00 a.m. to 10:05 p.m. Mon.-Sat.: 6:00 a.m. to 9:05 p.m.; Sun.: 6:00 a.m. to 10:05 p.m. Ann. June 10.

New FM stations

APPLICATIONS BY FCC

Staten Island, N.Y.—WWNS Inc. Granted CP for new FM on 100.1 mc, channel 261, 3 kw. Ant. height above terrain 144 ft. P. O. address: Box 938, Staten Island 30458. Estimated construction cost $7,500; venue $12,500. Principals: Donald Ouland McDougal, William Worth McDougal, John Horace McDougal (each 33.3%). Applicant is licensee of WWNS Statenbro. Action June 8.


Oakland, Md.—Oakland Radio Station Corp. Granted CP for new FM on 92.1 mc, channel 231, 317 w, Ant. height above terrain 667 ft. P. O. address: c/o Gary L. Binkley, 305 W. Oakland 21550. Estimated construction cost $9,345; first-year operating cost $6,000. Oaklaid Radio is licensee of WMSG Oakland, Md. Action June 14.

*Adrian, Mich.—Adrian College. Granted CP for new FM on 88.1 mc, channel 291, 10 kw, P. O. address c/o 2155 South Madison St., Adrian 49221. Estimated construction cost $31,073; first year operating cost $15,500. Station to be controlled by Adrian College Board of Trustees. Action June 9.

APPLICATIONS

Miami—WBBJ Inc. 107.5 mc, channel 209, 10 kw. Ant. height above terrain 274 ft. P. O. address: 5922 S.W. 8th St., Miami 33141. Estimated construction cost $12,000; first year operating cost $6,600; revenue $10,000. Principals: W. M. O’Neill (55%), Brian O’Neill and Joseph M. Dywer (each 22.5%). Mr. O’Neill is 100% owner of Ohio Music Corp., and Ohio Sound Systems Inc. Ohio Music owns 25% of Trans-World Broadcasting Co. of Cleveland. He also owns 100% of WK4K (FM) Cleveland, W. Thomas, V.I. Mr. O’Neill was president and principal owner of pending application for assignment of license. Brian O’Neill is Mr. O’Neill’s assistant. Mr. Dywer is 60% owner of Dywer Advertising. Ann. June 15.

Auburn, Ind.—C. P. Broadcasters Inc. 105.5 mc, channel 288, 2.9 kw. Ant. height above terrain 1180 ft. P. O. address: 9322 Cottage Grove Place, Highland, Ind. 46322. Estimated construction cost $33,795; first-year operating cost $30,000; revenue $27,900. Principals: Wayne Houghtaling, Terry M. Paradise and John F. Clark (each 33.3%). Applicants: with Mobile Oil Co. Mr. Clark is with Inland Corp. They own Broadcast interests. Ann. June 16.


Bad Axe, Mich.—John F. Wismer and James Mueslenbeck db/a Thumb Broadcasting Co. 104.9 mc, channel 285, 2.9 kw. Ant. height above average terrain 175 ft. P. O. address: c/o Van Dyke Rd., Bad Axe 48413. Estimated construction cost $31,320; first year operating cost $108,000 (combined with AM), revenue $103,500 (combined with AM). Thumb Broadcasting is licensee of WLEW Bad Axe. Ann. May 27. (Corrected item.)

Additional FM broadcasting Co. 104.9 mc, channel 285, 2.9 kw. Ant. height above average terrain 175 ft. P. O. address: construction cost $13,000; first year operating cost $27,900; revenue $43,000. Tuende Allen, Todd B. Hale and Gerald J. Biddow (each 33.3%). Applicant is licensee of KREO Owatonna. Ann. June 14.


Existing FM stations

NEW CALL LETTERS ASSIGNED


Ownership changes

ACTION BY FCC

KJEO(FM) Fresno, Calif.—Granted assignment of license of KJEO(FM) to Subpart Directors Inc., owner of Delaware County, back to Subpart Television Inc. STS is California pay television service will be owned 27% by Shasta Television at completion of sale. Consideration $3,500,000. Action June 14.

WCM-AM-FM Ashland, Ky.—Granted assignment of license of WCM-AM-FM to Charmhurt Industries Inc., owned by Robert E. and Charles R. Levine (each 50%). Messrs. Levine are in the real estate and various other business interests. They have no other broadcast interests. Motion. Action Adoption. June 10.

WCM-AM-FM Muncie, Ind.—Granted control of permitted construction Suburban Broadcasting Co. from VIP Radio Inc., owned by Whitney Company Inc. (55%) and Martin Stone (33.3%) to VIP Broadcasting Co. (each 50%) by Martin Stone and family. Mr. Stone is former TV program. Consideration: Mr. Stone’s minority interest in WVOX-AM-FM New Rochelle and WQRB Kingston, both N.Y., Decision. Ann. June 24.

KROR Atoka, Okla.—Granted assignment of CP with authorization of WCM-AM-FM from Bill Hoover, 100% owner, to Eastern Oklahoma Teleivison Co., 86% of voting stock by Bill Hoover. Eastern Oklahoma is licensee of KTEN(FM) Ada, Okla. Oklahoma Broadcasting Co. subsidiary of Eastern Oklahoma Television has three affiliates permitted positions at Ada, Tulsa and The Village (Oklahoma-
BROADCASTING, June 20, 1966

### SUMMARY OF COMMERCIAL BROADCASTING

**Compiled by BROADCASTING, June 16**

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<th>Frequency</th>
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<td>On Air</td>
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<td>Total Applications</td>
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#### LICENSED (ALL ON AIR)

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**Unauthorized Television Stations**

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<td>213</td>
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</tr>
<tr>
<td>UHF</td>
<td>69</td>
<td>69</td>
<td>158</td>
</tr>
</tbody>
</table>

### COMMERCIAL STATION BOXSCORE

**Compiled by FCC, April 30, 1966**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tbody>
<tr>
<td>Licensed</td>
<td>4,046</td>
<td>1,445</td>
<td>558</td>
</tr>
<tr>
<td>CP's</td>
<td>21</td>
<td>33</td>
<td>49</td>
</tr>
<tr>
<td>Total Applications</td>
<td>3,491</td>
<td>127</td>
<td>137</td>
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#### LICENSED (ALL ON AIR)

<table>
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<tr>
<th>Lic.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,046</td>
<td>22</td>
<td>97</td>
<td></td>
</tr>
</tbody>
</table>

### FINAL ACTIONS

#### Broadcasters

- **NEW ENGLAND**
  - **WENED**, N. Y. — Grants approval for sale of 71.2% of interests in WEN Development Corp., a unit of Cablevision Corp., to M. A. Wenne, Inc., owned by Herbert Bloomberg (50%), and James A. Wenne, Jr. (50%).
  - **KBOM**, Bismarck, N. D. — Grants approval of sale of license from KBOM Inc. to Bismarck Broadcasting Co., owned by Robert R. Powers (20%), Robert R. Powers (20%), and Carol Rosenweig (51%), to renewed for 1966, with permission to operate at 1,480 kHz, 210 watts.
  - **KVMN**, Visalia, Okla. — Grants approval of sale of license from Gene Humphries, owner of Visalia Broadcasting Co., to Gene Humphries (45%), to continue to hold 3%, 15% interest in other business enterprises of Mr. Humphries. Final Approval.

#### California

- **KFOR**, Los Angeles, Calif. — Grants approval of application for construction permit for new AM station on Channel 2 to D. N. Johnson, owner of D. N. Johnson, Inc.
- **KFWX**, Los Angeles, Calif. — Grants approval of application for construction permit for new FM station on Channel 9 to David E. Ford, owner of D. N. Johnson, Inc.
- **KWEK**, Kalamazoo, Mich. — Grants approval of application for construction permit for new AM station on Channel 2 to W. E. Kring, owner of W. E. Kring, Inc.
- **KSFU**, Santa Fe, N. M. — Grants approval of application for construction permit for new FM station on Channel 9 to John T. Tippin, owner of John T. Tippin, Inc.
- **KZTV**, San Diego, Calif. — Grants approval of application for construction permit for new TV station on Channel 6 to John T. Tippin, owner of John T. Tippin, Inc.
- **KZTV**, San Diego, Calif. — Grants approval of application for construction permit for new TV station on Channel 6 to John T. Tippin, owner of John T. Tippin, Inc.
- **KZTV**, San Diego, Calif. — Grants approval of application for construction permit for new TV station on Channel 6 to John T. Tippin, owner of John T. Tippin, Inc.
- **KZTV**, San Diego, Calif. — Grants approval of application for construction permit for new TV station on Channel 6 to John T. Tippin, owner of John T. Tippin, Inc.

#### Hearing cases

- **By memorandum opinion and order, commission denied petition of Liberty Television Inc., Eugene, Ore., for reconsideration of Feb. 23 action granting application of Eugene Television Inc. to increase its ERP of KVLA-TV, Eugene, from 50 to 1,000 and height and azimuth from 1,000 ft. to 1,400 ft., and make other changes, and which denied Liberty's opposing petition. Action June 15.**
- **By memorandum opinion and order, commission denied petition by Kittyhawk Broadcasting Corp., applicant for new AM
This coupon could help you breathe easier.

A CHRISTMAS SPECIAL SERVICE

Page on postcard

NTA
GPO, Box 2400
New York, N.Y. 10001

Send me the free booklet. "Your Breathing Troubles: Understand Them, Face Them, Treat Them"

Name
Address
City
State
Zip Code

Free booklet published by

Empysema-Bronchitis,

e/o National Tuberculosis Association.

80 (FOR THE RECORD)

BROADCASTING, June 20, 1966

Routine roundups

**ACTIONS ON MOTIONS**

By Chief Hearing Examiner James D. Cunningham

- Designated Hearing Examiner Elizabeth C. Simonton to proceed at Sept. 14, 1966, on complaint of license of Santa Rosa Broadcasting Co. for UHF TV's on channel 17 in San Juan, Calif., and Santa Rosa Broadcasting Co. for new FM in Pensacola, Fla., for which action, hearing was ordered on July 11 in Washington and hearing for Sept. 14 in Milton. Action June 6.


- Granted petition by Broadcast Bureau for extension of time from June 19 to June 17 for filing supplemental proposed findings against complaint of Midway Broadcasting Co. for extensions of applications for new AM's in Port Arthur, Tex., Knowles Broadcasting Co. for new AM's in Port Arthur, Tex., and that of Woodland Broadcasting Co. for new AM's in Vidor, Tex. Action June 13.

**DESIGNATED FOR HEARING**


- Tri-State Broadcasters Inc., Sioux Center, Ia., and Emmet Radio Co., Emmet, Iowa.—Designated for consolidation applications for new AM's to be operated on 1700 kc. Tri-State and Emmet were granted petition for renewal of license of station KTHI in Refugio, Tex., and station KSWJ in Childress, Tex., and the latter were granted petition for renewal of license of station KTBN in Childress, Tex. Action June 12.

- Separated hearing for new AM's to be operated on 1700 kc. and 1460 kc. Tri-State and Emmet were granted petition for renewal of license of station KTHI in Refugio, Tex., and station KSWJ in Childress, Tex., and the latter were granted petition for renewal of license of station KTBN in Childress, Tex. Action June 12.

- In proceeding on applications of The Edgefield-Saluda Radio Co. in Edgefield, S.C., and WMDR Inc. for new AM's in St. Paul, Minn., hearing granted by Haddley in extension for time from June 17 to file reply to opposition by Broadcast Bureau to applicants' joint request for approval of agreement for withdrawal of Hennepin application. Action June 9.

- In proceeding on applications of the Northwest TV Broadcasting Co. and WNBV Inc. for new AM's in Port Arthur and Vidor, both Texas, commission granted application by Woodland for partial renewal of March 30 decision and remand to extent of (1) allowing Woodland opportunity to amend its engineering proposal if it chooses to do so, and (2) to permit Woodland to file a revised engineering proposal if it so chooses. Action June 9.

- In proceeding on AM applications of the Edgefield-Saluda Radio Co. in Edgefield, S.C., and WMDR Inc. for new AM's in St. Paul, Minn., hearing granted by Haddley in extension for time from June 17 to file reply to opposition by Broadcast Bureau to applicants' joint request for approval of agreement for withdrawal of Hennepin application. Action June 9.

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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only. (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—$2.00 minimum
- HELP WANTED 30¢ per word—$2.00 minimum
- DISPLAY ads $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—$22.50, 32 X rate—$20.00 Display only). 5" or over billed R.O.B. rate.
- Classified display rates $35.00 per word—$4.00 minimum. No charge for blind box number. Send replies c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

Applicants: If tapes, films or packages submitted, $1.00 charge each for handling (forward remittance separately please) all transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Part ownership opportunity for a general manager in expanding major market chain operation. Salary and bonus will produce $30,000 to $40,000 annual income, plus stock option to a present general manager with successful record in top fifty market. Send complete resume, including present salary and photograph. References will not be checked without notice. Must have present or past experience in network or local television. Ability to travel. Must be a U.S. Citizen. Large market. Please send resume to: NBC, 30 Rockefeller Plaza, N.Y., N.Y. 10020.

General manager—broadcast background, 46 years of age, married. Small FM station, Ohio. Complete resume in first reply. Box F-189, BROADCASTING.

Operations manager in major market to take complete charge of day-to-day operations, including understanding of procedures, programming and work effectively with salesmen. 1st class license required throughout board. Must be an effective, supervising chief engineer. Salary open depending on experience. Send complete information, salary requirements, tape, first letter. Box F-221, BROADCASTING.

Selling General Manager for excellent medium market station with 100,000 WACO. New York City. Profitable, good current gross. Excellent family living area. Age 30-40. Married, stable job history. Top retail time sales background only. Salary to $10,000 plus strong incentive. Complete resume, photo and tape to Box F-134, BROADCASTING.

Top salesman for small market in rapidly growing university town, Texas. Box F-181, BROADCASTING.

Los Angeles—Immediate opportunity for hard hitter. Stable & capable. Management timber, salary plus with a growth pattern. Multiple group. Box F-192, BROADCASTING.

Announcer-sales... 3rd class... $425 mo. plus bonus. KHIL, Willcox, Arizona.


Working sales manager for top Wyoming station in the Rocky Mountain market. Must be creative, knowledgeable—$9,000-10,000. Will consider high producing salesman. Box 2990, Casper, Wyoming.

Announcers

Announce good music at well established medium market. Top pay and fine future. Must have experience and first phone. Send tape, resume and references to Box E-285, BROADCASTING.

Box F-190, BROADCASTING.

Annunciators—(cont'd)

Wanted: Top 40 disco jockey for immediate opening. Medium market in New England. Salary commensurate with ability and willingness to cooperate. Send photograph, resume and a recent tape to Box E-287, BROADCASTING.

Wanted announcer for middle road, bright, fast-paced, Midwest group station. Must have mature delivery. Send tape, photo and resume. Box F-228, BROADCASTING.

Immediate opening—Announcer with first phone. Alabama station. Excellent conditions. Box F-208, BROADCASTING.

Wanted—announcer with 1 year experience. Also a qualified program director for daytime. Single in Ohio. Good pay and benefits. Include tape, resume and salary requirements in first letter. Box F-377, BROADCASTING.

Wanted—salesmen with experience in Latin America or Southern Europe. Excellent starting salary, company paid travel. Immediate opening, Puerto Rico. Box F-121, BROADCASTING.

Immediate opening for experienced radio announcer. Salary open, some TV if interested, send tape and resume. Winn, Program Director, WDBO Radio, Miss. 756-4331.

Announcer-sales... 3rd class... $425 mo. plus bonus. KHIL, Willcox, Arizona.

Need announcer/copywriter, announcer/newsman, or radio time salesman who is interested in affiliate work. Must be pleasant, interested, no rocker. Send character reference, tape, photo, letter for training. Salary required. Good clean working conditions. Friendly staff. KMAM Radio, Box 101, Butler, Missouri.


WDBO Radio, Orlando, Florida. We still look out for the right man. Our station is one of the oldest and influential in the southeast and we need an experienced 400 who can handle a middle of road music show. Send tape & resume to Program Director, WDBO, P.O. Box 1553.

Opening for morning man capable of news, sales and announcing. Permanent position. Send tape and resume, WDDY Gloucester, Virginia.

Immediate opening for morning man and day by day sport announcer. Please send tapes, references and salary expected to Mr. William Winn, Program Director, WESS Bradford, Pa.

Michigan resort area daytimer needs announcer with 1st class ticket. Call Jerry Schroeder, WIOB Tawas City, Michigan 517-362-3417.

Immediate opening — staff announcer. Some experience. 3rd class endorsed. NBC Affiliate, WILD Atlantic City, New Jersey.

Announcers—(cont’d)

University market with pop standard format seeks announcer with imaginative approach to programming and production. Send photo, tape, and resume. Box F-189, BROADCASTING.

Personality/sales for up-tempo middle, good voice Lotteried, stable person for $60,000 market in N.Y.S. Box F-184, BROADCASTING.

Production, talk show, authoritative sales voice for middle-of-road station in excellent Great Lakes market. Opportunity for expanded role. Box F-193, BROADCASTING.

Announcers with first tickets for new station in Rockies. Will accept applicants with limited experience. Box F-74, BROADCASTING

Strong on commercials, news, Send resume, tape containing both. Excellent family town. WDBO Radio, Mr. John Rear- don—KBIZ-KYTO Ottumwa, Iowa.

Wanted: Announcer with or without experience. Start $80.00 per wk. Contact Pinkney B. Cole, 411-WO T-3533, KBTC AM & FM.

Openings for first phoneorman. WDBO Radio, Orlando, Florida. We still look out for the right man. Our station is one of the oldest and influential in the southeast and we need an experienced 400 who can handle a middle of road music show. Send tape & resume to Program Director, WDBO, P.O. Box 1553.
Announcers—(Cont'd)

Immediate opening for announcer, with broad experience on news and 3rd class license. Clean, air-conditioned operation. Need can be filled by announcer available at once to Manager, WMWT Radio, Shenandoah, Pa.

Middle of the road jkx needs morning man. Some programming. Scenic northern Wisconsin. Call Don Stuengerle, WPFW Park Falls, WI.

Relaxed deep voice, first phone, good music announcer for MOR daytimer. Send tape and resume to WPVL, Pineville, Ohio.

Experienced morning personality to straight or gimmick show music in 5 station market. Talk show experience helpful for strong talk, news & editorial format with middle of the road music. Jingles & contests utilized with modern equipment in air conditioned studios. Send air-check and resume to WRTA, Altoona, Pennsylvania.

Announcer with first phone. Light maintenance. WSYB, Rutland, Vermont.

Immediate opening for experience, mature voiced announcer-board man. No license necessary. Better than average salary, 5 day week. Hospital and life insurance plus retirement & savings opportunity. Multiple radio & TV ownership. Opening for Man. We need men who are reliable and in good health. Prefer married men. No sight work, more work on commercials. Please send complete information, physical description, plus tape of broadcast sample. Address all inquiries to Hal Barton, Program Director, WTTAD Quinney.


Immediately—Announcer—some experience—good salary. WYOW Liberty, N. Y.

Modern format station in 100,000 market looking to promote & encoutered 3rd class announcer. Must be able to cut production spots. Radio. Tape photo to Robert Vinyard, 610 College, Springfield, Missouri.

Miami area beckons a humorous, energetic, imaginative and creative middle of the road announcer for Immediate opening. Send tapes, resume, photo—Box 1810, Hollywood, Florida.

Wanted: Engaging announcer, strong on both. Immediate opening for station located in Martinsville, Virginia area, one of the fastest growing communities in the state of Virginia. Call Arnold Terry, 703-638-7014 during normal hours or evenings—Box 477, Martinsville, Virginia.

One morning man, one afternoon with first ticket for new station. MOR format. Adult audience. Versatile. Resume, photo to Bob Smith, Tilton Publications, Rochelle, Ill.

Format experienced announcer who can adapt to any format. Excellent opportunity in advertising, program & production. Send DJ tape. Box 2096, Casper, Wyoming.

Staff announcer—Morning music and announcing shift on 100 kw group owned FM station, going stereo. Opportunities for TV work. Send resume, photo to Daryl Sebastian, Fetzer Broadcasting Co., Box 627, Cadillac, Michigan, 49601, or 616-775-3478.

Disc jockeys, announcers, engineers wanted for big offshore stations Radio England & Broadcast, Ltd. or any other. London W1, England Tele MAyfair 3742.

Technical

BB PA. AM seeks competent first class engineer. Clean, efficient operation with growth opportunity. Liberal benefits. Good salary & comfortable living conditions. WORLDS BEST BROADCASTING.

Chief wanted by NYC area fulltime station. Write in confidence. Mature, growing, professional broadcasting group. Many, many benefits. Excellent opportunity for the guy who wants more for his family in the future and can use his head for heavy scratch. Box F-137, BROADCASTING.

Chief engineer wanted for lkw-250w night talk station in growing midwest group. No announcing. Air all pertinent information and references to Box F-158, BROADCASTING.

Wanted: Chief engineer for 5,000 watt KMLR Lamar, Colorado. Also companion CATV. First phone determines salary. Announcing ability will be helpful. Phone 303-356-2206. C. A. Denney.

First phone man for transmitter. No announcing. WAMZ, Aberdeen, Md.

Immediate opening—chief engineer with experience, 5000 watt area区域性 radio station, up-to-date equipment, fringe benefits. Call or Write WASA-AM-FM, Box 87, Harve De Grace, Maryland. 301-938-0800.

Michigan resort area daytimer needs 1st class engineer immediately. Call Jerry Schroeder, WOSW Tawas City, Michigan. 817-302-3417.

Experienced engineer for 1000 watt AM station in midwest—Q0rue requirements maintenance background—Contact Bob Olson, WJMS Ironwood, Michigan. Send all information and references to Manager, WJMS Ironwood.

Transmitter supervises—for 5 kw Day-AM and 3.5 kw ERP outdoor. Forward resume including experience, salary requirements and photograph or call G. C. Schroeder, Ch. W LAP, 177 N. Upper St., Lexington, Ky. 606-255-8670.

First phone operator and maintenance engineer. Light announcing. WSYB, Rutland, Vermont.


First class engineer on maintenance engineer. Light announcing. WSYB, Rutland, Vermont.

Need complete resume and salary requirements to James London, General Manager, Ohio Radio, Inc., Port Clinton, Ohio.

Technical—(Cont'd)

Production—Programming, Others

Reference librarian for Washington, D. C. position. Good opportunity. Send all information and references to Box F-426, BROADCASTING.

Young aggressive, ambitious program director for deep south station. Are you an idea man? Can you gimmick up a station with audience getting promotions? Can you produce selling spots using station talent and sound libraries? Can you increase ratings and ratings? Looking for hard hitting, ambitious young man seeking to establish himself but we ask that you have evidence you can do the job. We have the station and the market to prove your talent. Salary is open with a sizable year-end bonus if you are able to produce ratings. A real challenge for the talented FD. Send details including past earnings. Box F-13, BROADCASTING.

Needed at once. Mature, experienced man for radio production, continuity, strong air voice, good typist. Fair for comedy. Southeast Ohio metro market. Salary open. Prefer man in similar job wanting to move up. Box F-144, BROADCASTING.

Up to $18,000 per year for a man to program our top 30, medium market, full timer. You must be a man who can do the best three-hour show on our station and be his own program director. Own choosing to achieve your standard of excellence. If you are able to supervise the entire internal operation, write Box F-222, BROADCASTING.

Man for production and copy, etc. Salary open to collect calls. Jim Hairgrove, KBRZ, Freeport, Texas.

C&W station Nashville sound! Opportunity for bright light airman ready for promotion to new location. Send resume and photo. KYOV, Box 2060, Casper, Wyoming.


Instructors, commercial electronics school requires instructors in basic electronics, transistors, communications and industrial phases. Should have some teaching experience and information and application forms. Contact Ben Smith, Institute of Electronic Technology, 205 S. Fifth Street, Paducah, Kentucky.

RADIO

Situations Wanted—Management

General manager successfully running No. 1 medium size southern station. Needs good management ability to produce maximum sales, ratings, personnel quality. Solid broadcast background. If you want a profitable & respected winner, I'm your man. 36, married, family. Want quality operation. Box F-18, BROADCASTING.

Sales manager—personally selling 50% station gross. Experienced all phases. Desire position general manager small to medium market. New England area only. Box F-143, BROADCASTING.

Mature family man, twenty years all-around radio experience. Excellent buyer, general management, everything; first class ticket. You're best more but you'll get more. Box F-194, BROADCASTING.

Radio management and sales 2nd year, College. Top references. Box F-203, BROADCASTING.

Sales

Sales manager. Creative. Aggressive. 15 years experience, local and national. Excellent track record of sales success. Currently in executive position with valid real estate license. Available within 30 days. Box F-165, BROADCASTING.
SALES—(cont’d)

Salesman—sportscaster, college play-by-play, first phone—$158, Box F-212, BROADCASTING.

ANNOUNCERS—(cont’d)

Radio or TV stations in interest in news, sports and special events please note: Available now; announcer, director, commentator with 25 years experience on all major networks and independents. Play by play or sports except soccer. Best references from top executives nationwide and major league employer. No tapes available (they’re $25,000 each). Value prove will be references. Take care of the rest. No fly by night, 14 years with last station; expect re-enlist from the next station. If you want professional performance write me. If you’re expediently at another box. Box F-224, BROADCASTING.

Experienced top 40 man, delivers authoritative newscast and original copy, creates imaginative production spots. Age 29, married. Box F-225, BROADCASTING.

Dynamic announcer recently with CBS Network. College man with 5 years in radio. Like east coast or abroad. No reasonable offer refused. Charles Bailey, 3720 Kilgore St., Raleigh, N. C. Phone 832-4517.


Third phone, endorser, DJ/announcer, newscaster, broadcasting school graduate seeking first position. Married, will relocate. Call Johnson/Bates, after six. 312-639-6097.

Summer Job—College student, top 40/50, $60,000 experience. Will relocate in southeast. Pay $125.00. Box F-189, BROADCASTING.

Top 40 personality w/first phone—good refs. & experience seeks position in Texas or bordering states. Frank Flanagan, 150 Joy St., Ennis, Texas 75436.

CHIEF ENGINEER—AM/FM/DA experience. Available. Box F-125, BROADCASTING.

Chief engineer—radio station. Experience南路FM, Washington, D. C. Phone. Box F-141, BROADCASTING.

For lease: Qualified broadcast technician, capable of design, construction and maintenance. Desire chief’s position in 3 to 5 station market in Southeast. Presently in small market. Long term lease available to right station. Box F-155, BROADCASTING.

1st phone—4 years—position w/station operation experience. Box F-169, BROADCASTING.

Virginia chief engineer $8000. Family. Relocation assistance. August. Box F-214, BROADCASTING.

EXPERIENCED NEWSMAN available September. Presenting news on Dominican Republic. Box E-286, BROADCASTING.

Experienced radio newsmen. College graduate. Seeks spot with future. Box F-168, BROADCASTING.

Attention top 36 markets! If you can offer challenging assignments—opportunity—good facilities—pay in $180 week range. Then I offer professional experience in all facets of news from major market chain operation and with phone talent and operation. Let’s name but two. Delivery is authoritative and distinctive. Earning good salary in medium market. Ideal man. Excellent situation. Box F-190, BROADCASTING.

Newsmen seventeen years. Desires new challenge. Proven success. Box F-193, BROADCASTING.

The Midwest NBC affiliate needs news reporter who can gather, write and compile TV background not vital. If you’re reliable and would like to hear from you also. Or is there a woman journalist in the business? Box F-158, BROADCASTING.

Newscaster for midwest NBC full color group. Excellent TV background desired but not essential if experienced in reporting and writing. Exchange radio announcer willing to learn TV news. Well equipped, growing news operation in medium size city. Send resume. Employment opportunities. Box F-223, BROADCASTING.
Announcers

Young college grad, married, three years experience in news anchor人家 post. Box F-205, BROADCASTING.

News

News director - Mature, professional journalist-administrator. Award-winning, top-rated, top market. Available August 1st. Box F-183, BROADCASTING.

TV new producer-editor available now. Writer, airman, producer, journalist, gradate. Mature mid-30's. Box F-202, BROADCASTING.

Experienced medium market radio-TV newsman seeks position in TV air work. Hard working, college graduate. Box F-206, BROADCASTING.

Still & film cameraman, 10 yrs. experience, TV news and documentary, familiarity all experience promptly upon request. Patrick Child. 676 Elm. New Haven, Conn.

FOR SALE—Equipment continued

For sale, RCA type TTV 1B UHF television transmitter. Immediate delivery. 7 kw. Presently turned down 20, 10 kw. sales weekly if tuned to your channel and reconditioned. Box M-48, BROADCASTING.

Ampex VR(1693) videocorder and ac- ccessories. Excellent condition. Laid down in net- work use. Affiliated TV. 164 East 38th St., N.Y.C.

UHF television equipment. Enough to put a station on. $50,000.00 cash. Box F-22, BROADCASTING.

Whatever your equipment needs. Check first with Broadcast Equipment and Supply Co. Box 3141, Bristol, Tennessee.

UHF 1215 kw RCA transmitter (used). Negotiable price to include freight and guarantee of proper operation upon installation. Price does not include shipper which is individually required for each specific channel. Transmitter can be converted to 25 kw. Transmitter not being used but available for inspection. Box F-96, BROADCASTING.

RCA 50 kw BTA-58G new in service will be available in approximately six months due to change in sites. If interested at $52,000.00, write, Box F-14, BROADCASTING.

Standard 5-kW FM stereo 4 years ago. $6,500.00. Box F-171, BROADCASTING.

RCA TK31B camera chain—tripod, head, pan. Box F-176, BROADCASTING.

General Television Network, 901 Livenoe Ave., Ferndale, Michigan 48220.

MISCELLANEOUS


Instant gag for decky! Hundreds of One Liners on Weather, Traffic, Radio, Music etc. $5.00. Write for free comedy catalog. Show-Byz Comedy Service, 1735 E. 24th Street, Brooklyn, N.Y., 11208.

DEBAY! 4,000 classic comedy lines. $4.00! Comedy catalog free. Ed Ortin, 8004 Gentry, No. Hollywood, Calif. 91605.

Personalize your correspondence the Photo Stamp way! $1/100. D. E. Scutt Enterprises, Box 2367, Philadelphia, Pa. 19103.


Cartridges rewound: 45 sec., 85 each. Jim Petk. 125 N. 14th St., Richmond, In- diana.

INSTRUCTIONS


The masters, Elkins Radio License School of Minneapolis offers the practical training needed to succeed in the magnificent Laboratory and Technical classes in preparation for the first Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks. Top quality theory and labora- tory instruction for broadcasting. Sierra Eastern Technical Institute, 2000 South Bro- mfield Ave., Atlanta, 1139 Spring St. N.W., Atlanta, Georgia.

BROADCASTING, June 20, 1966
TELEVISION

HELP WANTED—TECHNICAL

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: B. K. Thorne, RCA Service Company, Blvdg. 201-1, Cherry Hill, Camden, N. J. 88101.

An Equal Opportunity Employer M/F

RADIO CORPORATION OF AMERICA

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Position available now

at NBC affiliate for experienced television director in new, modern

facilities; no switching or other duties. Address resume, snapshot, requirements to

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TELEVISION

Situations Wanted

Management

with an eye to future growth. ASSISTANT TO THE MANAGER with experience in either television, college

Television Management. 10 years production and sales experience. Background.

Executive references from coast to coast. Over a million and you half decades in local sales to my

Complete production experience as well. For a man with proven ability, drive and or-

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TELEVISION SPORTSCASTER

Group station in top ten market requires an experienced pro with

‘something special.' The man we want must know his business—

This is a great opportunity for the right man.

Please send resume and VTR, which will be returned.

Box F-85, Broadcasting

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ATTENTION TOP FORTY

JOCKS AND NEWSMEN!

Growing chain of large market format

stations has immediate openings for
capable people! We want only pro’s,
not beginners or floaters. Starting

salaries from $175.00 to $300.00.

Send tape and resume today.

Byron Holton—Suite 600

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All replies will be answered

RADIO ENGINEERS

W M C A, NEW YORK

Needs engineer, experienced with fast

paced board work. Must know care and

maintenance of equipment. Send re-

sume to WMCA, New York, N.Y. 10017 or Call Mike Pashur, Mif, MI

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GETTING ENOUGH?

Enough National Radio Spot Sales attention by your ear? Time is more

هج. If your getting lost at the

30-40 he attempts to sell it as you need a

National Sales Manager to

keep your up to date daily. Sound Expenive? It isn’t—It will

handle this assignment for a small group

minimum) for only $100 per week. Interested reply

Box F-179, Broadcasting

Production—Programming, Others

PROGRAM MANAGER

Would you like

Enjoying Five Year

Run on Broadway??

A talk show on consumer finance and economy

featuring big name guests. Excellent public service and top entertainmenon. Salary length to

suit you; immediate openings; sample tapes...

Box F-164, Broadcasting

Box E-123, BROADCASTING

INSTRUCTIONS (Con’t)

The nationally known 6 weeks Elkins train-

ing for an FCC First Class License. Out-

standing theory and laboratory instruction.

Elkins Radio License School of New Orleans,

333 Saint Charles, New Orleans, Louisiana.

Elkins Radio License School of Chicago—

Six weeks quality instruction in laboratory

methods and theory leading to the FCC

First Class License. 14 East Jackson St.,

Chicago 4, Illinois.

Since 1920. Original course for FCC first

phone operator license in six weeks. Over

125 hours instruction and over 500 hours

guided discussion at school. Reservations

required. Enrolling now for classes starting

August 17, October 19. For information,

refereces and reservation, write William

O. Ogden Radio Engineering School

2500 Inwood Road, Dallas, Texas.

America’s pioneer, let in announcing since


814 N St., NW, Washington 1, D. C.

“It’s REI and Here’s Why!” First phone

license 10 years and we guarantee it.

Tuition only $350. Rooms 65-85 per week.

Classes begin every 5 weeks in beautiful

Sarasota by the sea, on June 27—Aug 1—

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neering Institute, 1558 Main St. Sarasota,

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Announcing, programming, first phone, all

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practical training. Methods and results

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cine, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone

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ance. Announcer Training Studios, 25 W.

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See our display ad under instructions. Don

Martin School of Radio & TV.

Announcing, programming, commercial pro-

duction, veteran approved. Individual in-

struction—Broadcasting Institute, Box 6071,

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RADIO—Help Wanted—Sales

It’s Time to Think of the Future

Are you managing or selling for a small

radio station or a small television station, or a

small newspaper? How long have you

been in your present position? How long

have you been making your last raise? Have you come as far as you

think you can in your field? Why not make a

change?

Outdoor advertising is on the move. In the

next 20 years outdoor advertising will have

the largest business increase of any media.

Why don’t you get in on the ground flooring?

Send your complete resume, salary re-

quirements, and a recent picture to:

Box E-123, BROADCASTING

Syndicated Radio Salesman Needed

Straight commission or draw against

commission. Three successful shows now

on air, two more for fall introduction.

Exclusive territories. Saturation, home office advertising. Send resume or call

John H. Wright or Gerry Mulford,

King Features Syndicate, 235 East

45th Street, New York, New York

10017, 212-682-5600. Ext. 201, 204.

BROADCASTING, June 20, 1966
TELEVISION
Situations Wanted
Production—Programming, Others

LET’S GO TO WORK!
Sales-oriented Television program manager now available. Solid background in programming, operations, film buying, production, announcing and promotion. Looking for a programming position with challenge.
Box F-200, Broadcasting.

EMPLOYMENT SERVICE

ANNouncers—1st
Newsman—engineers
Dj’s—salesmen
If you need a job, we’ve got one for you!
C.B.I. PLACEMENTS
1615 California St., Denver, Colo. 80202
Phone 303-292-3730

ALL JOBS FREE
Radio-TV Personnel Consultants
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BUSINESS OPPORTUNITY

$ DOLLARS $
Put your cash back in your business.
Sell us your land & tower and we will lease it back to you. Long term leases arranged.
Write:
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INSTRUCTIONS
Your 1st Class Ticket in 6 weeks or less at America’s Foremost School of Broadcasting.
The Don Martin School of Radio & TV Register now for Aug. 1st or Oct. 3rd Classes. For additional information call or write to:
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MISCELLANEOUS

RADIO SALES IDEAS THAT WORK
Proven sales ideas that have been gathered from all over the U.S. to stimulate your retail business. Weekly mailing will bring you two ideas for only 50c each. Send your check for one year’s subscription for $52 or send $2 for a sample week to Metro Monitor Inc., 17 Vandenberg Ave., Manhasset, L.I., N.Y.

BEST BUY IN BUDGET $ RADIO JINGLES $
Audible Advertising Productions, Inc.
633 Fifth Avenue
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Broadcasters: Make $7,000 to $12,000 annually in your spare time!
Qualify and enroll students for Columbia School of Broadcasting’s famous audio-visual home study announcer training program. You interview qualified leads only. Recorded lessons with tape exchange development by network caliber instructors. Tomorrow’s announcers are out in your audience today waiting for this training. If you are a broadcaster, write for details:
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Accredited by California Department of Education. Not affiliated with CBS, Inc.

WANTED TO BUY— Stations

CATV
Soundly financed and experienced CATV operating company desires to increase their investment in CATV. Will purchase joint venture or franchise existing systems or undeveloped franchises.
Box F-150, Broadcasting.

FOR SALE— Stations

VHF TELEVISION STATION IN FOR SALE
New available half-interest in established VHF station in Southwest. Over 350,000 TV homes and Network affiliated. Full details available.
Box E-447, Broadcasting.

RARE OPPORTUNITY
Major market daytimer available. Absentee owner offers excellent terms or will consider live wire working partner willing to invest.
Box F-88, Broadcasting.

LA RUE Media Brokers Inc.
116 Central Park South
New York, N. Y.

Tenn. small daytime $120M cash
Me. small fulltime 120M 29%
Calif. metro FM&Muzak 375M terms
N.E. suburb daytime 650M 29%
South Top 75 daytime 140M 20M

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY OR SELL?
For Best Results
You Can’t Top A Classified AD
in
Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING, June 20, 1966
Elizabeth, all New
further
 Granted licenses for
action were taken. Grant
Wis., No., to for N.

By Hearing Examiner Elizabeth C. Smith
Continued procedural dates

500

KCMX-FM Manitou Springs, Colo.—Granted
to 1,000 and ant. increase ER to 29.9 kw and decrease ant.
WAPA-TV Springfield, Mass., Aug. 29; WXON(TV)

KWJF-FM Woodick Park, Ill.—Granted CP to install
55; conditions.

WJMK-FM Kokomo, Ind.—Granted CP of
ant. and increase ER to 29.5 kw.

WKCO-AM South Bend, Ind.—Granted CP for
ant., height 530; conditions.

WKY-FM Monson, Mass.—Denied CP for
ant. of 10.00; ant. height 277 ft.; conditions.

WQLC-FM Quail City, Ariz.—Denied CP for
ant., height 570; ant. height 365 ft.; conditions.

WQXO-FM Massena, N. Y.—Denied CP for
ant. trans. and studio location, change ant. height, and ant.
improve system. Action June 12.

KELI Tulsa, Okla.—Granted CP to install
operating CP at main trans. location and operate by remote control.

WABC New York.—Granted CP of new FM station
control points for main and auxiliary trans. and studio location. Action June 12.

WNJF-AM Newton, N. J.—Denied CP to install
ant. decrease ant. height to 515 ft.; remote control permitted.

270 AM. Action June 12.

WYFV(FM) Knoxville, Tenn., Aug. 10; WTVK-FM

WXYK-TV Knoxville, Tenn.—Requests extension of time

On June 12, the FCC denied petitions for rehearing in the following cases:

72.207(a) of rules and accepted for filing application for new FM to operate on channel 270 at 20 kw ERP and 3,263. Action June 15.

WESC Greenville, S. C.—Grant change to DA during critical hours only, continued operation on 660, 10 kw, D. Commission approved. Action June 13.

WMBX Medford, Ore.—Granted waiver of mileage separation requirement of Sec. 72.207(a) of rules and accepted for filing application for new FM to operate on channel 229; ERP 184 kw; ant. height 3,263 ft. Action June 15.

FORFEITURE ORDER

By memorandum opinion and order, commission ordered Williamson Broadcasting Corp., licensee of WAPA-TV, to forfeit $1,000 for operating at times with improperly licensed radio equipment. This action was taken after consideration of licensee's response to February 23 notice of apparent liability for that amount. Action June 15.

NOTICES OF FORFEITURE

By Commission notified Cosmopolitan Broadcasting Corp., licensee of WAPA-TV, to pay forfeiture liability of $500 for eight rule violations by KOHO Honolulu, inclusion of unauthorized person in list of employees. Licensee has 30 days to contest or pay forfeiture. Action June 15.

Rulemakings

DENIED

By memorandum opinion and order, commission denied petitions of KCLI, Rokus and Associates, Gulfport, Miss., for rule making to delete FM channel 270A, and of SKI, licensee of Gulfport in lieu of channel 272A. Action June 15.

By order commission approved rulemaking of Symphony Network Associates Inc., Birmingham, Ala., to modify existing rule allowing to allocation of UHF channel 52 to Birmingham. Action June 6.

AMENDED

By report, memorandum opinion and order, commission amended its Dec. 29, 1964, action in Doc. 14185 et seq. assigning Channel 270A to WAPA-TV, licensee of WAPA-TV, to delete channel 270 from Chicago and substituted for 272A at 3,263 ft., and to delete new carrier frequency to the mutual interference situation between these channels. Before 270 channels 271 and 272A were allotted to two Chicago stations on second adjacent channels, and modified authorization to operate under Section 304 of the Act by substitution of WRSV(FM) on channel 271 in lieu of 272A, in second adjacent channel, including no operation to commence on channel 271 until the new carrier frequency of (1) Chicago, ceases operation on that channel; and (3) denied reconsideration of counterproposal by Lake Broadcasting Co., to, among other changes, assign channel 270 to Gary, Ind. Action June 15.

PROPOSED

By Commission invited comments to proposed (1) to add second FM channel—channel 269A—to Glen, and (2) add fourth channel—channel 269A—to Minot, N. Dak. Action June 15.

PETITIONS FOR RULE MAKING FILED

Bushland Radio Specialties Eau Claire, Wis.—Requests amendment of rules to assign FM channel 270 to Minot, N. Dak. by deleting channel 264 from Eau Claire. Received May 19.

Albert Blesen Jr., 42, and Maurine Blesen Dillard, Jean Lowenstern Blesen Hughes Ind., and Jean Lowenstern Blesen Hughes Ind., T. Fred Collins, co-trustees of John N. Reiten db/a KVBO Broadcasting Company, Adroit, Ill.—Requests Institution of rule making proceeding to amend, in part, FM Table of Allocations; in channels 355-358. Class C assignment to Airdrome. Referred to LEA.

WWTX-FM Knoxville, Tenn.—Requests issuance of notice of proposed rule making,
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through June 15. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Indicates franchise has been granted.

Bend, Ill. - Gillespie-Bend Cablevision Systems Inc. has applied for a franchise. Central Oregon Cable TV Co. (Elmer Gherardini, representative), is seeking a franchise. Others applying are James K. Donahue and Associates, Boston; Top Vision Inc., a subsidiary of R. Young Construction Co.; Egyptian Cable TV Mt. Vernon Cable TV, Tele-Cable Inc., and former Central Oregon Cable System's Charles Gross.

Urbania, Ill. - General Electric Co. has applied and will be considered for a franchise. Also are seeking CATV rights.

Gary, Ind. - Gary Cable TV Inc. (a wholly-owned subsidiary of H & B American Corp.) has been granted a franchise; the city council has the authority to license up to 15 channels, including one to be municipally operated. Another application is by Trans Orients of Mobile said he plans to contest the grant in court. Under a 1960 general law that no city can award an exclusive franchise.

Colby, Kan. - Multi-Vue TV Inc. has been granted a franchise. A 6-channel system is planned which will be expanded to 12.

Dodge City, Kan. - Kansas Cable Television Inc., Cable Television Systems Inc., Doobie City Cable TV and Multi-View System Inc. have applied for franchises. Seward County Broadcata Co. applied previously.

Kansas City, Kan. - Milatine Corp. (Thomas Lynn Linn) has applied for a franchise. Proposes fees $12 to $15 per month plus a 50% service charge.

McPherson, Kan. - Multi-Vue TV Inc., Wichita, Kan., has received a franchise.

Belleville, Ky. - Clearview TV Cable Inc., a subsidiary of Associated Cablevision Corp., has applied for a franchise. Proposes fees $12 to $15 per month plus a 50% service charge. The firm holds other franchises in Flatwoods, Russellville, Brooklyn and Woodland, all Kentucky.

Ann Arbor, Mich. - Cablevision Inc., a subsidiary of Ann Arbor (Frader Reams, representative) has applied for a franchise. Proposes fees $12 to $15 per month plus a 50% service charge.

Clayton, Mo. - Clayton Total Television Co. (Bill Voelker, Ralph Bird and Larry Hug- nard, president, each individual and cable TV) has applied for a franchise. Proposes fees $12 to $15 per month plus a 50% service charge.

Hampton, Pa. - Washington Cable TV Co. is seeking a franchise, and has been granted permission to solicit borough residents on a petition to receive CATV. A $5 initial fee per household would be $10, with a monthly charge of $3.

Mount Carmel, Pa. - Jepko CATV, Inc., Eastern Pennsylvania Relay Station Inc. and TVS System have been awarded franchises. Kar-Mel CATV is seeking to install a fourth cable system.

Union City, Pa. - Blatt Bros. Cable Inc., (William Blatt), has been granted a franchise. Its 10-channel system will receive stations from Buffalo, New York, and London and Hamilton, both Ontario.

Port Albert, Wis. - Womira Cable Co. has been granted a franchise pending the approval of a city ordinance by Jerry Poplawski, village attorney, who has arranged for installation of CATV in the town. A $5 monthly charge for $5 plus $1.25 for each additional service.

Fort Atkinson, Wis. - Jefferson Cable Corp. has been granted a franchise. The city vote to support application by the operator, a member of the village, a firm to apply thus far. Jefferson Television Wisconsin Inc. and Jefferson Cable Corp. have also been granted a franchise.

Huntington, N. Y. - Inter-County Television Corp. has applied for a franchise.

Poughkeepsie, N. Y. - Bartell Media Corp., New York City, and Northeast Media Co., New York, are seeking franchises, bringing the total number of applicants thus far, to four -Time-Life Broadcasting, New York City, and WEOK Poughkeepsie, previously had one.

Seneca Falls, N. Y. - RMC Cable Inc., Utica, N.Y., has been awarded a franchise. Requests are coming in for exercise of the objections of the CATV's (group CATV owner). Syracuse, N.Y. New Channel Co. said it had only signed up so far. A hearing is set for Aug. 11, 1964, and was "slated to" as the second of a pub- lic hearing to be held to adopt a resolution granting a franchise to RMC.

Smithtown, N. Y. - N. Y. Cable and Smithtown CATV have been awarded non- exclusive, one-year franchises provided construction begins within a year. 25-year franchises will be granted thereafter. The town board stipulated further that the companies pay 7% of gross system revenue to the town, provide liability insurance and a $5,000 performance bond. A maximum rate of $30 installation and $5 for monthly service will be charged.

N. Bern, N. C. - American CATV Serv- ice Inc. applied for a franchise; Jefferson Standard Broadcasting Co. and Carolina Communications Inc. of Carolina Co.) applied previously.

American TV Cablevision Inc., Coshocton, Ohio; Telecama Inc., Cleveland; Armstrong Utilities Inc., Butler, Pa., have applied for franchises. Other applicants include: Direct Channels Inc., Akron; Multi-Vue Cable, Portsmout; Great Lakes Broadcasting, Lorain; Videonetics and KYW-TV, Cleveland.

East Conemaugh, Pa. - Apex TV & Radio Service Inc. request for a franchise has failed. The borough council originally approved the franchise but Mayor John Knott, Jr., vetoed it, saying the mayor's veto fell short of the necessary vote.

Little Falls, N. J. - Viking Industries Inc. of New Jersey, is seeking a franchise. Proposes fees $15 to $20 per month plus a 50% service charge.

Freedom, Pa. - Rego Industries, Hobo- ken, N.J. (Viking Industries Inc., J. S. Flynn, representative) has applied for a franchise. A 10-channel system will be installed free with a $45 monthly service charge.

Hampton, Pa. - Washington Cable Co. is seeking a franchise, and has been granted permission to solicit borough residents on a petition to receive CATV. A $5 initial fee per household would be $10, with a monthly charge of $3.

Kittanning, Pa. - Sale of Valley Master Cable Inc., to George Kerr, Butler, Pa., has been announced. The sale is contingent upon city council granting the operator a franchise. CATV in Springboro and Conneaut- ville. The city council in Springboro, has been granted a franchise. The approves a franchise, pending the review of a city ordinance by Jerry Poplawski, village attorney, who has arranged for installation of CATV in the town. A $5 monthly charge for $5 plus $1.25 for each additional service.

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WHEN Marianne B. Campbell sits down with the board of the National Association of Broadcasters in Washington this week, 43 men will probably stumble over one another in their rush to hold her chair.

But from that moment on the attractive and personable general manager of WJEH-AM-FM Gallipolis, Ohio, who is the NAB's first woman director, will easily be just one of the boys. A veteran broadcaster, Mrs. Campbell well understands their problems and long has spoken their language—or at least as much of it as befits a lady.

Several outstanding women broadcasters have served with the NAB in various capacities, but Mrs. Campbell breaks with history in her directorship role. She was elected in a mail ballot earlier this year by the station members of District 7 (Ohio and Kentucky) to fill the opening hereafter to be vacated by Gene Trice of WBNW Youngstown, Ohio. Last year Mrs. Campbell served on the NAB Radio Code Board.

"Proud of Radio" • A past president of the Ohio Association of Broadcasters, a director of the Association for Professional Broadcasting Education and secretary-treasurer of the Daytime Broadcasters Association, Mrs. Campbell is active in a host of local, state and national civic and professional organizations as well as such groups as American Women in Radio and Television. But first of all she is a radio saleswoman—and she sells constantly with such enthusiasm, effectiveness and dignity that she wins wide respect not only for her stations and herself but for all of broadcasting too.

It was 16 years ago this past Sunday afternoon (June 19) that Mrs. Campbell helped put the station on the air for its founder, John E. Halliday, a Gallipolis attorney. In the early 1950's she helped launch affiliated WLMJ Jackson, Ohio, and also supervised the operation of WBEX Chillicothe, Ohio, upon its acquisition. Both WLMJ and WBEX were later sold. WJEH-AM-FM went on the air in December 1961.

"Big" Little Market • Many don't quite know how to pronounce Gallipolis ("Think of 'gallop' and then 'police,'" she says) but this small, typically grass roots market is no mystery to Madison Avenue and Midwest agencies, for its advertising people, thanks to the missionary zeal of Mrs. Campbell. She regularly travels the agency circuits to tell how much WJEH-AM-FM are a part of the daily life of 50,000 folks in the counties of Galia (Ohio) and Mason (West Virginia) along the Ohio River just northeast of Huntington.

National and regional business on small market stations often may be only a small fraction of their gross. But WJEH last year got 22% of its dollars from these non-local sources and in May of this year, the highest gross month ever for WJEH, the national-regional total was up to 30%. The figures also are unusual since WJEH has no national representative.

Mrs. Campbell's cheery smile for all has helped but obviously is only a tiny part of the reason why. She gives all credit to her "skimpy-dozen" staff (11 people), especially for their loyalty and dedication over the years in working to completely integrate the WJEH stations into the community and its every activity. She drew the attention of the members of the FCC in this respect several years ago when she testified for the NAB during the commission's program hearings.

Never Alone • "You don't do anything by yourself. It's all what other people help you to do," is Mrs. Campbell's philosophy about the important achievements in life or business. She particularly cites how the staff stuck with her in 1957 when a fire burned WJEH to the ground. Only a tiny garage-storeroom still stood and it became the station while rebuilding during a very hot summer.

"The working conditions were sad for a few months, to say the least," she recalls, "But everyone pitched in and we laughed to keep from crying. And we made it."

Mrs. Campbell holds firmly to the concept that radio—both its AM and FM versions—are quality "products" and she has instructed her staff to always sell them that way. WJEH-AM has been programmed and sold separately since the start and rates are the same for AM or FM to emphasize their equality and "total" service to the market. The rate card is sacred, need not be trotted out and WJEH salesmen do not sell against the local press.

WJEH-AM is "easy listening" music in the morning, plus feature remotes from nearby Point Pleasant, W. Va., and other service features. Afternoon time moves from a news block at noon to rock country and western to more up-beat tunes and into a half-hour rhythm-and-blues show with a Negro personality, plus news. Later in the day in summer months an all-request show for the teens, letter requests only, fills out the day. "It rocks," Mrs. Campbell admits, "but it apparently does a job and it stays sold from one year to the next."

FM Role Distinct • WJEH-FM is all good music but it has the benefit of extending service into the nighttime hours when WJEH is off. WJEH-FM, however, also carries considerable sports, including being a feed station for the Cincinnati Reds, and has local school games live too.

Mrs. Campbell recalls how well her father guided her in learning poise in public speaking and debate ("A woman should be able to stand on her feet and say what she has to say, brief and to the point"). This helped her in Pittsburgh radio work during college, she says, and it was such fun that she had her grade school children "play radio" to learn their lessons while she was a teacher in Gallipolis. One pupil was Halliday's daughter and it brought her the opportunity at WJEH.

Mrs. Campbell's husband, Bill, works in the earth-moving contracting field. "The broadcasters spoil you rotten when you're away," he tells her, "then when you are home I keep it up."

They live on the farm from 40 acres spread along the Ohio River. It's a working farm for tobacco and cattle. Her Palomino show horse and his quarterhorse give Sunday afternoons a relaxing pace, she notes, because "the phone can't ring when you're back in the valley."
EDITORIALS

Their place in the sun

There may be some fun in the sun for members of the National Community Television Association at their annual convention in Miami next week. But not all of the multiple diversions of beach, pool, cabana and cabaret will be enough to take the CATV operators' minds completely off their problems.

The cable people haven't had much good news from the government lately. A court has declared them liable for payment of copyright fees. The FCC has adopted rules limiting their expansion. A House committee has voted out a bill endorsing, and indeed extending, the FCC's power to regulate the wire systems. Nothing much has gone right for the NCTA. Attention in Miami will be devoted to ways to turn the tide in Washington.

Still not all has been lost. Except for the copyright problem, which could be sticky if it is handled badly, the cable operators who are now in business have not been terribly roughed up by government rulings. Indeed in the House they won one concession, an immunity from common-carrier regulation that would have fixed their rates.

It's the wire ventures who had visions of building a system to rival and indeed best on-the-air TV whose plans have been frustrated by recent rulings and actions. In forming plans to counterattack in Washington, the NCTA would be well advised to stay out of the sun and keep a cool head.

The main chance

For years the hard-line regulators on the FCC and its staff have been challenging broadcasters to test the constitutionality of FCC decisions. For just as long the FCC has been careful to avoid giving broadcasters a case on which constitutional issues could be clearly based. This game of dare-you by an agency that is willing to fight only on its own terms may be coming near an end.

As reported at length elsewhere in this issue, a number of prominent broadcasters have jointly announced their intention to go all the way to the Supreme Court in a test of the constitutionality of the political broadcasting law and all the FCC regulations that flow from it. Their plan depends, however, upon the FCC's adoption of its proposal to incorporate parts of its loose fairness doctrine in its formal rules. The test, in short, could be aborted if the FCC decided not to accept the challenge that broadcasters have at last directed to it.

It will be interesting to see whether the commission will put its action where its mouth has been. The original proposal to adopt the fairness rule was voted last April by Chairman E. William Henry and Commissioners Kenneth A. Cox, James J. Wadsworth and Robert E. Lee. Commissioner Robert T. Barley dissented. Commissioner Rosel H. Hyde abstained. Commissioner Lee Loevinger was absent.

The final vote on adoption could be a near thing. Mr. Henry has of course left the commission. No law requires the surviving three of the original majority to vote on the final adoption as they did on the issuance of the proposal, although Mr. Cox, it seems to us, has a moral obligation to do so; he, among the FCC incumbents, has been the most vocal in daring broadcasters to take the FCC to court.

Assuming that the FCC makes it possible, the court test could take as much as two years, perhaps longer. The route through the Circuit Court of Appeals and Supreme Court is both expensive and prolonged. The group of broadcasters who have joined to bear the burden of extended litigation deserve support from the whole fraternity of broadcasters who stand to benefit from this most important case. Perhaps the NAB will want to lend a hand.

Never before has there been a clear test of the constitutionality of Section 315 or the FCC's fairness doctrine. This could be that test. A favorable ruling would not only remove a political broadcasting law and fairness doctrine that have severely frustrated the practice of broadcast journalism but would also deter the government from intrusions into other forms of programming.

No more important project is on the broadcasters' books.

That NAB chairmanship

Internal politicking is an organic function in a National Association of Broadcasters that comprises numerous members of disparate conditions and attitudes. At the moment the politicking happens to be unusually intense, owing to the contest between John F. Dille Jr. and Jack Lee for the NAB chairmanship.

The contest will be settled this week at the mid-year meeting of the NAB board—hopefully after responsible debate and with a minimum of rancor. The principles at stake are not important enough to justify any blood-letting.

The main issue that has been discussed openly is whether an NAB chairman ought to be permitted to serve consecutive terms. Those who argue against a continuum have a point in their desire to avoid the perpetuation of a hierarchy. But in this case their fears are ill founded. Mr. Dille is really not an incumbent seeking re-election to the same office; the nature of the chairmanship has been changed since he was first elected to it.

When Mr. Dille took office, the chairmanship was established as a full-time assignment in Washington. At his suggestion the board approved a new structure that modifies the role of the chairman and exalts that of an enlarged executive committee consisting of the chairman, the immediate past chairman, the chairmen and vice chairmen of the radio and television boards and the paid president of the NAB. The job to which Mr. Dille was originally appointed is not the one at stake this week.

There is merit in the election of Mr. Dille to serve another year while the new organization that he designed shakes out. He has been on the scene at NAB headquarters and has a practical understanding of the relationship between the staff and the executive committee that supervises policy. In the interests of tidy management during a transition period, Mr. Dille is needed for one more year.

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