The clients that would rather switch than sit tight. p27
The Sparger-Nielsen ratings case gets stickier. p50
What the TV networks are showing this summer. p56
Publication of SESAC catalogue to end FTC case. p64

Spot Radio reaches active people on the go.
The biggest selling cigarettes use it year round.
Need more be said?
Latest generation tape maker

This is the most you will ever see of the new top-secret production area at Memorex. However, you will be seeing plenty of what it produces: Precision Magnetic Tape.

This super-clean facility was built to assure, for all your present and future applications, the smoothest, cleanest and longest-lived tape available. With Memorex magnetic tape, because it is manufactured and tested to exceed the most critical requirements, you know that all your information has been retained.

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Channel 8 telecasts more color than any other station in Pennsylvania, including Philadelphia and Pittsburgh; colorcasts all local programs; affiliate of NBC, the full color network.

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Channel 8
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Representative:
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New York       Los Angeles
Chicago        San Francisco

*Based on Feb. 1966 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

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

BROADCASTING, July 11, 1966
Question period?

If some members of FCC staff got their way, there'd be delay in expected approval of ABC-ITT merger. In analysis submitted to commissioners last week, staff raised number of questions that it said ABC and ITT ought to be asked to flesh out statements in transfer applications. Beyond that, staff suggested that company officials be brought in for informal conference to discuss answers. Though staff said questions were significant, one high source at FCC described them as "flyspecks."

Here are some questions raised by staff: What are ITT's concrete plans for improving network, as promised in application? What effort will be made to prevent conflict between merged corporation's broadcast and non-broadcast activities, and if conflict did occur, would broadcasting lose out to other interests that provide larger income? Does proposed autonomy of ABC under ITT structure square with FCC's concern for licensee responsibility?

Business as usual

Rust Craft Broadcasting Co. will continue as separate division with no change in personnel after proposed merger of parent Rust Craft Greeting Cards Inc. with giant, diversified forest-products firm, Boise Cascade Corp. (see page 75). So says R. V. Hansberger, president of Boise Cascade, who adds that he intends to learn as much about TV and radio as possible between now and Aug. 30 when stockholders of both corporations are scheduled to vote on proposed merger and terms.

Anti-piracy

Britain's pirate-radio-stations scandal has given impetus to drive for legalized commercial radio to operate alongside commercial TV in competition with BBC's non-commercial systems. With Europe's medium band (equivalent to our AM) loaded, proposals under consideration would utilize VHF radio (equivalent to our FM), essentially for local programming and advertising, in hands of private operators (possibly including BBC-Radio as franchise-holder) but with limitations on multiple-ownership to "six of eight," avoidance of local monopolies through newspaper ownership, and limitations on advertising to six minutes per hour, equivalent of that allowed on TV.

London's authoritative Economist, in recent commentary, said local radio is as feasible and as sensible as local newspapers, but it needs safeguards. It said that for BBC's tight-program service to advertise "and thus save the corporation from bankruptcy, seems eminently sensible and is resisted only by a few BBC diehards."

Changes due

FCC started its new fiscal year (1966-67) July 1 with its new chairman, Rosel H. Hyde, but with generally same slate of executive personnel and same issues. But changes are in offering. Expected shortly is appointment of replacement for James B. Sheridan, controversial head of Broadcast Bureau since March 1963, probably through promotion from within FCC's staff. Mr. Sheridan, with commission since 1941 and darling of crackdowners, may be transferred to economic post, possibly in Common Carrier Division, now weighted with its AT&T inquiry and with aspects of CATV regulation.

Mr. Sheridan's successor could be lawyer or engineer, but guess is it will be former. Reported eliminated from consideration is Max Paglin, ex-general counsel and now executive director. After he left FCC (May 1964) to go into private practice, he represented CATV interests, including National Community Television Association before rejoining commission in February this year. Although lawyers usually contend they can become advocate for any client without bias, heat engendered by CATV controversy reportedly militates against Paglin Broadcast Bureau appointment.

Into release

Look for The Defenders, one-hour dramatic series that went off CBS-TV at end of 1964-65 season, to return to TV by syndication this fall. High cost of residuals kept show on shelf during past year, but reports are that leading performers and other talent have agreed to scale down their fee demands, making feasible syndication of 78 episodes through CBS Films. First station reported to have bought series is WPIX(TV) New York for one run of each program, and sales in other markets are pending.

Word spreads

UPI audio news service, which has had healthy growth in past few years in supplying U.S. radio stations with voiced and actuality news reports, is expanding internationally. First overseas clients are stations in Sweden and South Africa, and plans are afoot to sell service in other foreign areas. UPI officials report language is no barrier; foreign-language stations abroad are mainly interested in sounds of events and voices of persons prominent in news which can be faded under native announcer's translation.

Who's in charge?

Emergence of space communications and all its entails is manifesting itself through struggle for power at top. In driver's seat, at least for geographical moment, is Lieutenant General James D. O'Connell (Ret.), director of Telecommunications Management, headquartered at White House, but FCC, Department of Defense and quasi-government Comsat are also involved.

General O'Connell's assertion of jurisdiction over policies (as distinguished from spectrum management) is having repercussions. Military always has been jealous of its prerogatives in communications and, for purported security reasons, has never shown its full hand on spectrum use. FCC is entrusted with allocations in non-government sector and with all regulation. Comsat, although public corporation, feels it has appointed status, having been created by Congress. Problem is one President Johnson himself may have to resolve.

No news

Television station interest in latenight network news feeds, for inclusion in local wraps, apparently is nowhere near as big as earlier indications had suggested. At request of number of affiliates, CBS-TV worked out four alternative formats for 3½-minute late-evening feeds (at annual costs that would range, depending on format's complexity, from $325,000 to $701,000), then polled all CBS-TV affiliates (Broadcasting, May 9, et seq). Although results haven't been disclosed, all signs indicate overall interest was lethargic, at best, and may lead to abandonment of project.
AVCO BROADCASTING CORPORATION

Proudly Announces 1966 Winners of

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for Academic
and Co-curricular Achievement
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KEITH K. KLEIN
Indiana University

GERALD E. RAYBECK
University of Kentucky

LEE W. SHUBERT
Miami University

RICHARD G. ELLIS
Ohio State University

GARY L. RHAMY
Ohio University

EDWARD J. KEENAN, JR.
Xavier University

SUMMER NEWS INTERNSHIPS
at the
WLW Television Stations
for Outstanding Scholastic Records
in Broadcast Journalism

JOHN LEDINGHAM
Ohio State University

JUDITH KRAINES
Northwestern University

ARNOLD PORSCHE
University of Missouri

JOHN CHALFANT
Ohio University

MICHAEL SMITH
Butler University

AVCO Broadcasting Corporation salutes these young people as outstanding examples of today's "Forward Look" . . . tomorrow's Industry leadership!
WEEK IN BRIEF

Grey, Y&R and Compton are big winners in first half of 1966, picking up far more new money than they lost. $146 million in broadcast billings changed agencies in six-month period. See . . .

RESTLESS YEAR . . . 29

Sparger-Nielsen duel erupts into new developments. Ratings firm bares $4,000 check paid by Carol Channing's husband to Sparger, who has admitted he attempted to rig rating of Miss Channing's special. See . . .

SPARGER CASE RAGES . . . 50

Old question of overcommercialization has returned to foreground at FCC. Which way Commissioner Johnson goes is expected to be determining factor in full or short-term renewals, as 3-to-3 votes continue. See . . .

TIE VOTES . . . 36

Canadian government white paper urges radical revisions of BBG and CBC functions. Paper follows much of Fowler Report's suggestions, but stops short of endorsing broadcasting 'czar' plan. See . . .

CANADIAN FACELIFTING . . . 68

NAB's codes are criticized by ANA's Weil as tight regulation of advertising industry. Codes seen ready to sacrifice advertiser interests when they collide with broadcasters' interests. See . . .

CODES HIT . . . 32

FTC closes investigation of SESAC as music-licensing firm agrees to provide broadcasters with list of music it represents. Industry group, after three-year fight, still not satisfied. See . . .

SESAC'S CATALOGUE . . . 64

Finding little heralded sports events, treating them as fast-breaking news events and making them nucleus of weekly 90-minute show has turned ABC-TV's 'Wide World of Sports' into endless sports special. See . . .

SPORTS ANTHOLOGY . . . 60

Rift in CATV industry between broadcasters with CATV interests and CATV-only operators is seen easing. Both sides seek to lighten impact of Conroy's 'love us or leave us' speech at NCTA convention. See . . .

SCHISM CLOSED . . . 44

Rust Craft stockholders to meet in late August to vote on proposed merger with Boise Cascade Corp., large diversified forest products firm. Deal involving Rust Craft stations would need FCC's nod. See . . .

RUST CRAFT TO VOTE . . . 75

Alan King's ad libbed commercials for Dorman's cheese give boost to sales in New York area and result in better relations with chain outlets. Radio campaign aimed at homemakers on peak shopping days. See . . .

MONDAY MEMO . . . 22

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EDWARD PETRY & CO., INC.
Cox lashes colleagues on New York renewals
SAYS FCC SHOULD SET MINIMUM PROGRAM STANDARDS

FCC Commissioner Kenneth A. Cox says commission is shirking its responsibility if it permits radio to serve as nothing more than “a juke box, a ball park and a news ticker.”

Commissioner, he feels, should set minimum standards of service in area of programing that are “vitally important” to public but that are not likely to attract maximum audiences or advertiser support.

And he ridicules argument that such concern with programing would constitute violation of broadcasters’ freedom of speech. Those who make argument, he suggests, are concerned more with profits than with freedom of expression.

Commissioner expressed views Friday (July 8) in statement dissenting from commission action last month renewing, by 4 to 2 vote, licenses of 21 stations without inquiring into adequacy of their service in areas of public affairs, agriculture, instruction and religion (BROADCASTING, June 27).

Stations proposed devoting less than 5% of their time to those categories of programing. And Commissioner Cox said FCC should attempt to determine basis for decision that such “minimal time” will be sufficient “to serve their communities’ needs in these critical areas.”

Commissioner noted that those stations proposed to devote from 95.4% to 98.5% of their time to entertainment, news and sports—categories of popular programing that, he said, would be expected to fill large portion of broadcast day.

But “normal self-interest and competitive pressures” don’t stimulate programing in public affairs, religion, instruction and agriculture, he said, adding, “If broadcasting is not to drift into an ever increasing concern for ratings and profits,” government must review broadcasters’ performance. And that review, he said, should be designed to assure that “certain very general minimum standards are maintained.”

“Radio is now some 45 years old,” he noted. “Surely it should strive to be—with due allowance for the admitted need for a viable economic base —something more than a juke box, a ball park, and a news ticker. If it is permitted to aim no higher than this, I think a vital resource for community service will be squandered—and this agency will be largely responsible for that result.”

He also said it is “ridiculous” to argue that broadcaster who has devoted 23 hours of each day to commercially-sponsored programing “is being subjected to an impairment of his freedom to speak” if he is asked “whether it would not better serve the public interest . . . if more than 25 or 30 minutes of the remaining hour could be devoted to public affairs, religion, etc.”

Broadcaster would be free to design his service in those areas as he wishes, commissioner said. “But,” he added, “I do not think his right of free speech can be equated with freedom to squeeze the last dollar of profit from his use of his publicly licensed channel by playing more records, presenting more sports, and broadcasting more news.”

Furthermore, he said, maintaining minimum standards of service in “less favored categories of programing” promotes freedom of expression, “since they are precisely the ones which involve ideas and opinions.”

Commissioner James J. Wadsworth, who also dissented to renewal of licenses of 21 stations without further inquiry, said in a separate statement that commission lacked information as to basis for applicants’ decision that their proposed programing would serve needs of their communities.

Stations whose licenses were renewed, all in New York state, are WINS, WHN and WNEW-AM-FM, all New York: WBBR-AM-FM and WWSY-AM-FM, both Buffalo; WSGM-AM-FM Huntington: WKY Plattsburgh; WKBRT-AM-FM Cortland; WSN Baldwinsville; WROW and WABY, both Albany; WTRY Troy: WALK Patchogue; WVOX-AM-FM New Rochelle, and WACH Newark.

Commissioner Cox, in addition, said his remarks were directed also to four other stations whose renewal applications have been deferred “because of other deficiencies.” They are WBBF Rochester and WTLB Utica, both New York; and WJZ and WVNJ, both Newark. N. J.

Hall Syndicate acquires WNBH-AM-FM in Mass.

Hall Syndicate of New York, major newspaper syndication firm, announced Friday (July 8) purchase of WNBH-AM-FM New Bedford, Mass., from E. Anthony & Sons Inc. for $507,500 including real estate, subject to FCC approval.

Hall Syndicate, owned 100% by Robert M. Hall, is licensee of WMWM Meridian, and WICH Norwich, both Connecticut.

In January 1966, WNBH-AM-FM and WOBC-AM-FM Yarmouth, Mass., also owned by E. Anthony & Sons, were purchased by Ottaway Stations Inc., but because of overlap problem between two stations, only WOBC sale was approved.

WNBH, founded in 1921 and owned by Anthony since 1934, operates on 1340 kc with 1 kw daytime and 250 w night. WNBH-FM, founded in 1946, is on 98.1 mc with 20 kw.

Propose no election news until end of 24-hour day

Proposal for uniform 24-hour national election day that would bar news media from reporting results until end of that period was adopted without debate by governors attending National Governors’ Conference in Los Angeles. Resolution by Grant Sawyer (D-New.) calls for “national voting holiday” with polls open all night for “a uniform period of 24 hours.” Conference asked President Johnson to initiate study of idea.

Frank Stanton, president of CBS Inc., called idea “wise and practical step” toward bringing election processes up to date.

Media also came in for share of criticism at conference. At panel session between newsmen and governors, state officials felt media put too much emphasis on reporting “unusual, exciting, dramatic” events and as result “distort the general image the public gets of events of the day.”

Bill Lawrence, ABC-TV News, and Lawrence Spivak, Meet the Press, took part in discussion.

TV, radio profits up in ’65, NAB estimates

Typical television station had profit margin of 22.65% in 1965 and typical radio station’s profit margin was 7.65%. Both showed increases over 1964 figures (TV-18.1%; radio-7.5%) in National Association of Broadcasters annual financial reports for TV and radio stations.

TV report for typical station shows revenue of $1,403,000 and expenses of $1,083,500 for pretax profit of $317,000, an increase of $129,500 over 1964 figures.
900. Typical radio station had revenues of $120,300, expenses of $111,100 for pretax profit of $9,200.

Broadcasters, survey says, anticipate 5% increase in typical TV station’s total revenue during 1966 to $1,474,000. For radio, broadcasters look for 4.4% revenue increase this year to $125,600 for typical station.

Of 511 TV stations on air for all of 1965 (less ETV’s, satellites, semisatellite stations and stations in Alaska and territories), NAB received usable returns from 296 or 57.9%. Of 3,910 surveyed radio stations, usable returns were received from 1,239 or 31.7%.

Study of TV stations showed 46 cents of every time dollar, came from national and regional accounts, 29 cents from local sponsors and 25 cents from network advertisers. Program costs took 38 cents of expense dollar; technical, 16 cents, sales, 12 cents and general and administrative, 34 cents.

Of TV salary budget, 38% went to programing, 26% to technical, 17% for sales personnel and 19% for general and administrative. Depreciation and amortization for typical TV station was about $98,000 or ratio of 7% to total broadcasting revenue. Film expense was about $99,700, or 9% of total expense.

Radio income per dollar broke down to less than 87 cents from local; 13 cents from national and regional, and less than 1 cent from network. General expense categories showed 40 cents for general and administrative, 31 cents for programing, 18 cents for selling and 10 cents for technical.

Salary budget breakdown had 37% to programing; 28% to general and administrative; 25% to sales force, and 10% to technical.

ABA ‘Gavels’ to TV, radio

Two television and radio awards were announced Friday (July 8) by American Bar Association as part of eight “Gavel” awards given this year to media best contributing to public understanding of American system of law and justice.

Broadcast awards went to CBS News for TV special Abortion and the Law, WCAU-TV Philadelphia, KMFC Los Angeles and WMAI Washington. ABA certificaties of merit went to NBC-TV, WCCO Minneapolis, WBSD New Orleans, WKCY Cleveland and WVL Cincinnati.

ACLU tells FCC it now favors fairness rule

American Civil Liberties Union overnight told FCC it supports commission’s proposed fairness doctrine rule-making as “a positive step in the direction of diversity of opinion on the air” that will “adequately protect the individual against unanswered attacks in the interest of innate fairness” (see page 65).

In letters to FCC commissioners, ACLU said it was withdrawing its previous objections of two years ago to FCC’s requirement that transcripts be submitted to parties attacked on air. At that time, ACLU felt procedure would be “onerous administrative burden” on stations and could result in reticence to broadcast any controversial points of view. New proposed rule-making, however, ACLU contended, eliminates heavy burden on stations by narrowing its direction “to the one category of attacks on individuals and groups” and “specifically exempt personal attacks in the context of the discussion of controversial issues and personal attacks by political candidates, their spokesmen and their campaign associates.”

ACLU said it welcomed FCC’s proposed measures “in the interest of broadcasting diversity . . . broadening the scope of debate on issues of current importance.” Fairness doctrine itself, ACLU added, assures broadcast on radio and TV of different points of view on public issues and is significant step toward implementation of first Amendment’s guarantee of freedom of expression.

MBS has new owners; Fraim heads buyers

Sale of Mutual Broadcasting System to newly formed Mutual Broadcasting Corp. was announced jointly Friday (July 8) by MBC and 3M Co., which has owned network since 1960. Price was not disclosed but it was reported to be approximately $3.1 million (Broadcasting, May 16).

Transaction was made effective July 1, original date set for take-over of MBS by Mutual Broadcasting Corp. but delayed because of numerous organizational details. Both companies are making their headquarters in New York.

It is widely expected that new ownership will seek to expand into ownership of stations. MBS owns no stations at present.

Officers of the new parent company, who also are members of board of directors, are John P. Fraim, chairman of board and president (former vice president of L. M. Berry Co., Dayton, Ohio); Neil F. Campbell, vice president and treasurer (owner of Neil F. Campbell Co., Los Angeles investment and financial consultant) and George C. McCaughnughey Jr., of Columbus, Ohio, secretary and general counsel (member of law firm of Lawlir and McCaughnughey and Stradley, Columbus).

Other board members are Loren M. Berry of Dayton, board chairman of L. M. Berry Co.; Wiley Buchanan of Washington, former State Department chief of protocol with rank of ambassador; John A. Hardin of New York, financial consultant, and John G. Pew of Philadelphia, senior vice president of Sun Oil Co.

Robert F. Hurlleigh will continue as president and chief executive officer of MBS. Other top executives of network who will remain under new ownership are Stephen J. McCormick, vice president for news and assistant general manager; Raymond Pelham, vice president for sales; Charles W. Godwin, vice president for station relations; Charles A. King, vice president for programs and operations; Dudley J. Cox, controller and treasurer and Herbert J. Cutting, secretary and assistant to president.

Mutual Broadcasting Corp. becomes seventh owner of MBS in nine years.

Ask court to stop tall tower

Six Washington TV stations, which thought they had smooth sailing to put up 1,219-foot tower in suburban Montgomery county, Maryland, ran into snag Friday (July 8).

Six area residents filed petition in county circuit court protesting special zoning exception that would allow tower to go up (Broadcasting, June 6). Tower, which has FAA approval, still requires FCC’s green light. Stations that would be on facility: WTOP-TV, WMAL-TV, WRC-TV, WTTG-TV, WOOK-TV and noncommercial WETA-TV.

‘George’, ‘Sally’ leaving

FCC is losing top two staffers from its office of reports and information. George Gillingham, chief, and Salina Lindo, assistant chief, have informed commissioners they will retire in fall. Mr. Groebli’s Capitol Bulletin on men’s riot.
Oompah, oompah. WRYT has changed its name and we think it’s worth a blast.

This month we take on the call letters of our sister station WTAE-TV. But, fear not, our sound stays the same. Grown-up music — to reach grown-up spenders.

Look for even greater audiences, as we expand news and service programming, thanks to the combined strengths, facilities and personnel of WTAE Radio and WTAE-TV.

SO NOW WE’RE PLAYING TAE FOR TWO

WTAE Radio
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WTAE TV
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The Wolper Award Specials
WE TAKE GREAT PRIDE IN PRESENTING FOR LOCAL AND REGIONAL SPONSORSHIP, THE NATIONALLY AND INTERNATIONALLY ACCLAIMED

WOLPER AWARD SPECIALS

Here is a rare opportunity to offer your viewers the most honored and acclaimed One-Hour Specials available. Proven successes with such national advertisers as:

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DATEBOOK

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

indicates first or revised listing.

JULY

July 11—Golf outing sponsored by The National Academy of Television Arts and Sciences and the International Radio & Television Society, Willow Ridge Country Club, Harrison, N. Y.

July 11-22—Summer session in computerized simulation of market and competitor response sponsored by the Massachusetts Institute of Technology, Cambridge, Mass. For information contact Professor Amstutz, Sloan School of Management, M.I.T., 56 Memorial Drive, Cambridge.

July 12—Annual meeting of stockholders of Taft Broadcasting Co. to elect 11 directors and to transact other business. 1906 Highland Avenue, Cincinnati.

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


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


July 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 22—Seminar for newsmen sponsored by the Kentucky AP Broadcasters Association. Holiday Inn, Frankfurt.

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

July 25—New deadline for submission by pay-TV companies to FCC of detailed specifications for 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.


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

AUGUST

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

Aug. 5-6—Meeting on bar news media relations sponsored by the National Institute on Bar Public Relations. Hotel Queen Elizabeth, Montreal.


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

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

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

Aug. 16—Second annual Communications Clinic sponsored by the U.S. Housing and Urban Development Dept. Speakers include Gordon B. McLendon, president of McLendon Corp.; and Fritz Kular, KRLD-TV Dallas-Fort Worth, Sheraton-Dallas hotel, Dallas.


SEPTEMBER

Sept. 1—New deadline for comments on FCC's proposed rulemaking which would...
for quick, easy reference
... a high-light summary of NSI Reports

The new Blue Chip Summary puts the following information at your fingertips:

- maps of NSI (and/or Metro) Areas for 200+ TV markets
- a roster of reportable stations in each market—with channels and affiliations
- day-part average audience estimates—both per ¼ hr. and cumulative (weekly reach)—with complete demographic breakdown found in regular NSI Reports
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For details, write, wire or phone your NSI Sales/Service Representative.

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Shane comes back.
Every Saturday night.
You knew it as a great western movie. Now it's a compelling new weekly television series—"Shane." And David Carradine, who burst into stardom in Broadway's "The Royal Hunt of the Sun," brings a dynamic new interpretation to the role. The powerful story of a gunfighter who struggles to escape his past and yearns for peace and a new life. As the sensitive boy who worships him, Chris Shea. With Jill Ireland as his mother and Tom Tully as his grandfather. You'll see Shane's return Saturday, September 17, 7:30-8:30. Filmed in color, here is one more of the many ABC Television shows now in preparation for Fall '66.

ABC Television Network
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. 16-17 - Annual meeting and election of officers of Maine Association of Broadcasters. Sebasco Lodge, Sebasco Estates.

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

Sept. 18-20 - Annual meeting and election of officers of Nebraska Broadcasters Association. Holiday Inn, Norfolk.


Sept. 29-30 - Annual fall meeting of Minnesota Broadcasters Association. Holiday Inn, Duluth.


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-30 television markets.


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


Oct. 13-14 - Annual fall meeting of Ohio Association of Broadcasters. Speakers include George W. Bartlett, vice president for engineering, National Association of Broadcasters. Christopher Inn, Columbus.


Oct. 17-20 - Special board of directors meeting of the Association of Maximum Service Telecasters. Del Monte Lodge, Pebble Beach, Calif.


NOVEMBER

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

Nov. 10-11 - Joint fall meeting of Washington State Association of Broadcasters and Oregon Association of Broadcasters. Hilton hotel, Portland, Ore.

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

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

DECEMBER

Dec. 1 - New deadline for reply comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's, in the top-30 television markets. Former deadline was May 2.

*Indicates first or revised listing.
Abigail Van Buren can't tell you the difference between Standard Rate and Data and the telephone book. But she solves media problems every day on CBS Radio.

How come? Listeners. She's got millions of them. Housewives with problems. Housewives without problems. And women whose only problem is that they're not housewives yet.

Abby is one of the reasons CBS Radio has more advertisers than any other radio network. A few more are Arthur Godfrey, Art Linkletter, Garry Moore, Walter Cronkite, Frank Gifford, Mike Wallace, Durward Kirby.

Of course we cost a little more. But as Abby might say, “Dear Frugal, a Cadillac and a scooter will both get you there. It all depends on the kind of impression you want to make on the way.”

The CBS Radio Network
...PUT THROUGH ITS PACES AT NAB
TK-42 shows how to get finest color pictures

The one camera operated under widely varying conditions at the 1966 NAB was the TK-42. In demonstration after demonstration the "Big" Tube Color Camera came through with flying colors.

The big 4½-inch image orthicon in this live color camera makes every color picture better, whether under normal or "problem" conditions...Flesh tones are vibrant and realistic in widely varying light levels. Silhouettes usually avoided with color cameras are now possible. Strong back lighting doesn't give a "green effect" on dark hair (polarization). Reflections (speculars) are handled without halo or flash. Color tracking is accurate down to the subtlest shades.

Other features of this great camera's performance include self-correcting circuits which permit it to operate for days without picture deterioration; transistorization for top reliability; modular design for highest performance and easy maintenance.

It's a demonstrated fact that the TK-42 is today's finest color camera. See your RCA Broadcast Representative for full particulars. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.
Radio campaign helps a cheesemaker gain identity

How can you take a regional product, give it a brand-name identity, imbue it with local excitement and give it a boost over its big unbranded competition and make it competitive, too, with big-budgeted, nationally advertised brands?

Simple. You need a conceptually sound creative approach, an effective media and merchandising campaign wrapped around a saturation radio flight, and, all the luck in the world.

A case in point: One of our clients, N. Dorman & Co., a cheese manufacturer and importer, distributes a full line of cheese in the New York metropolitan area under its Dorman's Endeco label.

Although the company has constantly maintained a respectable share of the market and competed successfully with the national brands, its main competition stems from the private label, unbranded cheeses.

Therefore, any advertising campaign designed to successfully combat both types of competition must accomplish one specific factor:

The campaign must give an identity to the product. And to do that, we needed a hook.

That's where the luck came in. At a party at the home of Bill Dorman, a vice president of the client company, he and I were talking with entertainer Alan King about the effectiveness of ad-libbed "instant" commercials. When Mr. King suggested he might like to try his hand at it, I knew we had found our hook.

Cheese Talk • The taping of the three one-minute commercials went exactly as planned. Armed with only a fact sheet, Mr. King talked about the cheese. He was funny. But more than that, he was persuasive. An unusual feature was Mr. King's refusal to accept money from Mr. Dorman, who is a long-time friend. The only remuneration for his efforts was the mention of his Broadway show, "The Impossible Years."

The following commercial, one of three, illustrates the approach:

"This is Alan King of 'The Impossible Years.' I want everybody to run out this minute and buy Dorman's Endeco Cheese. I'll tell you why. For years, one night a week, I play poker at my neighbor's house. He runs a nice place! With the cards comes a lovely tray of assorted Dorman's Cheese. There are different cheeses for different types of players. There's Swiss cheese for players you can see right through, Muenster for the thinkers. Caraway for the seedy. Snappy for the sharp. And for the fellow from another parish-Provolone. I've been a consistent loser. My host has been a consistent winner. Every time I try to pay up, he says, 'What are you worried about? We'll work it out.' My host happens to be Mr. Dorman of Dormansland. And this is how I'm working it out. All right, Cheesy . . . you want to tear up the 100's now?"

The basis of the campaign was a saturation radio schedule on four top New York stations.

Why radio? We strongly believe in radio's effectiveness with housewives. We are particularly mindful of radio's ability to reach the lady of the house just before she embarks on a shopping trip, and in the suburbs, while she's on the way to the supermarket via her car radio. Radio enables an advertiser to attain the desired frequency, reach a preselected audience, and do this on a less than unlimited budget.

We also felt, for this particular campaign, radio was the best medium to impart a personal identification with the listeners which was part of the creative concept of the Alan King approach.

So, nothing but radio was used, except for trade advertising pointing up the radio campaign.

Target: The Homemaker • The media goal was to reach the maximum number of women, with emphasis on housewives, accenting the 25 to 49 age range. Since all women are potential cheese buyers, we bought daytime radio to reach the homemaker.

To reach four sub-strata of our housewives, we bought four radio stations that we felt had a primary appeal to each of the groupings: WMCA, WNEW, WQAT and WOR. The spots were scheduled for maximum frequency on Wednesday, Thursday and Friday, the prime-shopping days.

During the initial seven-week phase, approximately 100 spots were bought each week, with a peak of 111 announcements.

The campaign was eminently successful as a media buy.

To launch the merchandising phase, a theater-supper dance, "A Night With the Stars," hosted by Alan King and sponsored by Dorman, was held for 360 buyers, food store executives and the management and personalities of the participating stations. Guests attended a performance of "The Impossible Years," supped at midnight at the Rainbow Room atop Rockefeller Center with stage and screen personalities present and were subjected to no sales pitch.

Still another benefit emerged, however, in that Dorman has a modest sales force. The theater party gave the salesman an opportunity to make additional contact with the chain operators, the people responsible for the bulk of consumer sales. As a souvenir, guests received photographs of themselves with Mr. King and the other stars.

A basic reason for this heavy promotional emphasis is that in the highly competitive cheese product field, it's as important to reach the trade as it is the public. In the use of a well-established name to voice the commercials, Dorman was able to stir up dealer interest before the campaign got underway.

Nothing but good came out of the campaign, including a greatly improved relationship between our client and the chains, and a greater product activity. We moved cheese. And, as a clincher, Dorman obtained a whooping 10% increase in sales, and that's the name of the game.

With the success of the radio campaign behind us, there'll be still another. Dorman plans a renewed radio attack in the early fall.
Quality by any measurement is on the record at WELI. The station with the adult purchasing power audience in New Haven. The station that makes New Haven a better buy. 5000 Watts; 960 KC.
A bite of life commercial

Editor: It was very interesting to see the cartoon regarding dog food in the June 20 BROADCASTING. WSAI has Thorobred Dog Food using this exact approach with such brands as "Instant Postman" and "Instant Policeman." The campaign was created for Thorobred by WSAI and the Richard Peck Agency here in Cincinnati. We even went so far as to have the commercials cut by a "talking dog."

The client has been very satisfied and is formulating plans for future use of this approach.—Jim Smith, account executive WSAI Cincinnati.

A question of longevity

Editor: On June 12 Sam Allen retired as chimesmaster for the Tower Chimes, a program broadcast without interruption on KPPC since December 1924. Mr. Allen began his service in May of 1925.

We are wondering if this program might not be the longest continuous program in radio, and Mr. Allen the performer with the longest period of uninterrupted performances. . . . —Edgar C. Pierce, general manager, KPPC-AM-FM Pasadena, Calif.

Who has dirty hands?

Editor: I noticed reference on page 20 of BROADCASTING June 20 to a member of the House Commerce Committee who said: “I don’t trust broadcasters.”

I’d love to write a documentary to that congressman supporting an equally valid premise: “I don’t trust politicians.” It could be refined to “I don’t trust congressmen.”

I think I’d start with Clark Mollenhoff’s Despoilers of Democracy and perhaps with a little research come up with some examples from the gentleman’s own congressional district. . . . Perhaps the congressman would like to
Another dramatic first

...KWGN Television, Denver brings local live color to the Rockies!
...becomes the first all color station in the Growing West!
Radio shouldn't be everywhere

EDITOR: Your June 27 article, "Illegal AM's—a new teen-age fad?", brought to mind an incident which happened in Tulsa last August and ended the first part of last October.

One night I was tuning across the FM band and I picked up a fairly strong signal. Realizing it was not a Tulsa FM station, I decided to listen to find out what it was picking up. Since there was no music or station identification after several hours of listening, I decided that somebody was using an FM wireless mike for bugging purposes.

After about a week of listening, I noticed that a second transmitter was going and obviously for the same purpose, but with a completely different program (100% separate programming!). I became extremely curious since one of these "stations" was airing the bedroom talk of a young couple and in high fidelity. A report was immediately made to the FCC in Dallas with a complaint by KRAV.

After about six weeks the commission sent a man to Tulsa to investigate. We found that both "stations" were still on the air and were radiating for about a half mile from the apartments where we found the transmitters hidden in the air-conditioning ducts with the mike in the vents. We also found the monitoring "station" where an older man was listening to both "stations" and taping everything. His only reply was: "I did not know it was illegal to do this sort of thing." He was immediately shut down and the police were called.—George R. Kravis, president, KRAV(FM)—KFMJ Tulsa, Okla.

FM data for the asking

EDITOR: Mr. LaPenna's letter requesting FM information (Broadcasting, June 27) prompted me to write to you.

The National Association of FM Broadcasters has recently established an "FM Information Center." Questionnaires were sent to all FM stations and we have received over 800 to date. Included in the questionnaire are such questions as programming, house of broadcast, stereo, simulcasting or independent programming, etc.

Anyone looking for information about FM Radio can find what they want by contacting the NAFMB.—Abe J. Voron, president, National Association of FM Broadcasters, 45 West 45th St., New York.

(Ralph LaPenna is conducting a study on FM for the department of agricultural information, University of Tennessee.)
“Hayride” rolled into Pittsburgh and sold out in 48 hours.

There’s a three-year waiting list in Cincinnati. All over the country they’re climbing aboard. No wonder.

“Hayride” is Country-Western entertainment at its very best. What’s more, this top-notch series is taped every week in brilliant color.

“Hayride” is rolling into your town. Are you climbing aboard? Your ABC Films representative is taking reservations now.

Already on board...

 Already on board...

WAST—Albany
WSOC—Charlotte
KTVT—Dallas, Ft. Worth
KBTV—Denver
WHO—Des Moines
WANE—Ft. Wayne
WZZM—Grand Rapids
WLUK—Green Bay
WSPA—Greenville
KHTV—Houston
WGAL—Lancaster
KTLA—Los Angeles
WLKY—Louisville
WQAD—Moline
WSIX—Nashville
WNEW—New York
WAVY—Norfolk
WIRL—Peoria
WTAE—Pittsburgh
WLVA—Roanoke
KTAL—Shreveport
WSJV—South Bend
WHEN—Syracuse
WTVP—Tampa
KUL—Tulsa
WMAL—Washington
WSJS—Winston-Salem

Plus the AVCO Broadcasting stations:

WLWT—Cincinnati
WLWC—Columbus
WLW—Indianapolis
WLWD—Dayton
WOAI—San Antonio

ABC FILMS

1330 Avenue of the Americas, New York, N.Y. 10019, Phone LT 1-7777

A color presentation. Hours and half-hours available.
CG brings home the groceries in Indiana. If you want it to bag more customers for your food products, send your grocery list to ATS.

The Communicana Group Includes:

WSJV-TV  WKJG-TV

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart
The Mishawaka Times  The Elkhart Truth

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP
A restless year for advertisers

$146 million in broadcast business switches agencies in six months; Grey, Y&R and Compton add accounts while N. W. Ayer, JWT and Bates lose

U.S. advertisers, who apparently would rather switch than sit tight, moved a record-breaking $237.1 million in billing, some $146.25 million in television and radio, to new agencies during the first six months of 1966.

The magnitude of the upheaval in account activity is even more marked than in previous first-half periods. The $237.1 million dwarfed the $156.7 million on the move in the first half of 1965 by more than $80 million. And the broadcast share outstripped the 1965 counterpart of $116.1 million by more than $30 million. (Broadcasting, July 5, 1965).

The number of accounts involved in shifts dropped to 42 from 46 in the 1965 half, but the 1966 crop of "defectors" tended to be more sizable in billing and encompassed more multiple-product accounts.

TV-radio budgets in 1966 represented approximately 62% of the total billing moved, as against 74% of the total for the first six months a year ago. An explanation for this percentage decline in view of the rise in TV-radio expenditures as a whole: the preponderance of shifting automotive advertising ($37 million), which spends substantially in the print media.

By still another index, first half '66 was an era of turbulence. The top 10 broadcast accounts involved in changes totaled an estimated $102.8 million, exceeding the comparable 1965 figure of $67.7 million by more than $35 million.

Some Pending • Figures in this compilation include some changes in which the new agencies have been designated and have not yet taken over, and a few in which agencies have been dropped and successors still have to be named.

It is always difficult to pinpoint the reasons for account transfers. In some cases, it was the desire of advertisers to concentrate their accounts at one or two agencies, and, conversely, to spread their business through several agencies.

Some advertisers noted they were intent on developing a new creative or marketing approach. It can be assumed that in some instances changes in management at the advertiser level dictated a shift prompted by conflicts in personality or differences of opinion over marketing or creative strategy.

Tobacco products made up the most restless category in the first half of 1966. Approximately $52 million of billing was involved in the transfer of such accounts as L&M filters, Camel, Kent, Parliament, Alpine, Galaxie and United States Tobacco products.

The runner-up classification in agency transfers was food, totaling almost $42 million, which was spearheaded by the reassignment of an estimated $18 million of General Foods' products and also included such companies as Quaker Oats, Frito-Lay and Florida Citrus Commission.

Approximately $37 million of automotive billing was on the prowl. It was dominated by the $30 million Plymouth account and included Ford corporate and Renault cars.

The January-through-June 1966 period was one of joy for some agencies and of travail for others. It must be emphasized that account shuffling does not always reflect completely the overall gains or losses in billing achieved by agencies. For example, agencies may receive increased budgets from current advertisers or new products from these clients that are not represented in this compilation. For purposes of expediency, the Broadcasting study is centered primarily on broadcast-oriented accounts that bill $1 million or more.

Plymouth Pull-out • Overshadowing all account changes was the movement of the $30 million Plymouth business of the Chrysler Corp. from N. W. Ayer & Son to Young & Rubicam. Ayer has handled Plymouth since 1943 and will continue to serve the company until late summer. Approximately $12.5 million of TV-radio expenditures are incorporated into the account.

Other king-sized agency shifts involved various General Foods products amounting to $18 million ($16 million in broadcast); L&M filters amounting $1 million in TV-radio; Camel cigarettes, totaling about $15 million ($13 million in TV-radio); Philip Morris products aggregating $11 million ($9.1 million in broadcast); and Camel cigarettes, amounting to $10 million ($9.4 million in broadcast).

Agency switch record

For the past three years, the pace of advertiser account switches has become progressively more torrid.

A five-year compilation made by Broadcasting of major TV-radio account moves from agencies at midyear from 1962 through 1966 (covering Jan. 1 through June 30 for each year) shows increases in the amount of billing changing agencies in 1964, 1965 and 1966.

The study reveals that 1962 and 1963 were stable years with virtually no change in the dollar level. In fact, they represented declines from 1961 (not shown in table below) which had reached a peak of $117.3 million ($80 million in TV-radio).

Estimated dollars (in millions) involved in account changes of advertisers active in TV-radio for the first six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>TV</th>
<th>Radio</th>
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<tbody>
<tr>
<td>1962</td>
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<tr>
<td>1963</td>
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<td>1964</td>
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<tr>
<td>1965</td>
<td>$100.7</td>
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<tr>
<td>1966</td>
<td>$237.1</td>
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in television and radio).

The sharpest blow was suffered by N.W. Ayer, which relinquished the $30 million Plymouth business and has not acquired any significant accounts to cushion the loss. This jolt came on top of a disappointing year for Ayer in 1965 when it dropped more than $20 million in billing while acquiring approximately $6 million from new accounts.

Grey Streak * The first half of 1966 was a happy time of the year for Grey Advertising, which plucked accounts totaling more than $35 million while losing less than $4 million during the period. Swelling Grey's total was assignments from General Electric, General Foods, P. Lorillard Co. (Kent), the Seven-Up Co., Celanese Corp. and the prestigious Ford corporate account. For the entire year of 1966 Grey projects billing of about $145 million, as compared with $119.4 million last year.

Another winner in mid-year is Young & Rubicam, fortified with the $30 million Plymouth account. Y&R also picked up business from Vitalis and Sperry-Rand while dropping about $12 million from General Foods and General Electric. It winds up the first six

count was handed to Sullivan, Stauffer, Colwell & Bayles last February from Y&R. In the move, Ballantine assigned its entire account to SSC&B, which in 1965 acquired the $2 million ale portion. SSC&B has had no reported account defections this year.

A newly formed agency, Wells, Rich, Green, was launched in style. During the first few months of operations this spring, it acquired $8.5 million in billing from Braniff Airways and the Persona and Burma products from Philip Morris.

On the losing side of the ledger, in terms of reported account losses this year, were Wade Advertising, Lennen & Newell, J. Walter Thompson Co., Kenyon & Eckhardt, Needham & Steers and Ted Bates & Co., in addition to Ayer.

For Wade, the loss of Miles Laboratories business amounting to approximately $10 million to Jack Tinker and Partners sounded a virtual death knell for the agency. Shortly afterward, the Tonic Co. assigned Casual ($2 million) to Tinker. It was reported last week that a skeleton crew is still functioning at Wade headquarters in Chicago, but the agency is expected to terminate all its operations shortly.

The slide at Wade began in late
1964 when Miles assigned its $12 million Alka-Seltzer account to Tinker. This move severed a 33-year association between the Wade agency and Alka-Seltzer.

A nine-year relationship was terminated this spring when P. Lorillard withdrew its $15 million Kent account from Lennen & Newell and assigned it to Grey. In addition, during the first half of 1966 L&N lost the American Gas Association business ($6.5 million) to J. Walter Thompson. One bright spot in a bleak period was the landing of the Florida Citrus Commission account ($3.5 million) by L&N. The agency still retains more than $15 million of Lorillard expenditures.

For the world's largest agency, the J. Walter Thompson Co., the first half of 1966 was a period of ground-losing insofar as newly acquired account billing was concerned. JWT was dropped as agency for the $15 million L&M cigarette account, though it retained another $15 million of Liggett & Myers business. In addition, the agency lost the estimated $1.8 million Lever's Stripe toothpaste account. One forward thrust was JWT's acquisition of the $6.5 million American Gas Association business.

Needham, Harper & Steers surrendered more than $10 million of Bristol-Myers billing during the six-month period. Included were the departure of Vitalis, Softique, Resolve and Ipana toothpaste. NH&S picked up about $1 million of United States Tobacco Co. expenditures.

Ted Bates & Co. slipped in the accounts competition with the defection of more than $10 million of Mobil Oil and $2 million of American Sugar Co. (Domino). During the period, Bates had no significant new accounts to offset the losses.

At this juncture of the year, 1966 promises to be another record-shattering period in agency account shifts. A new high was achieved in 1965 when almost $263 million in overall advertising expenditures changed agency hands (BROADCASTING, Jan. 3). But that mark is already within striking distance.

With more than $237 million already moved or designated to be moved within the next few months, only slightly more than $35 million is required to eclipse the 1965 high-level mark.

Traditionally, the first half of the year is "moving time" for accounts, with new agencies selected to prepare for the introduction of new models or products during the active fall selling season.

For example, in 1965, during the first half of the year, more than $156 million was involved in agency shifts. The second portion of the year was relatively quiescent with $96.7 million in overall budgets figuring in account transfers.

But with advertisers setting such a torrid pace in the first six months of this year, it seemed a safe assumption last week that 1966 will be the "switchiest" year in advertising's annals.

Functions centralized

Hicks & Greist Inc., New York, announced last week that all marketing and creative services at the agency have been centralized into two new departments.

Creative functions are grouped under Eli Tulman, creative director, into individual art-copy-production teams with specific account assignments in the various media. All market research, media analysis, merchandising, program evaluation and sales analysis activities have been combined into a new marketing services department under Stanley Newman, vice president.
Codes hit as self-serving

Weil claims advertisers get short end of stick when they run into code rules

A key figure in the Association of National Advertisers complained in a speech made public last week that television's self-regulatory code can create "bad" problems for advertisers and will "sacrifice" advertiser interests that collide with broadcaster interests.

It may be "noble" to refer to the TV code of the National Association of Broadcasters as "self-regulation," said Gilbert H. Weil, ANA general counsel, but "so far as we are concerned it is not self-regulation at all" because "we are not regulating ourselves—we are being regulated by the broadcasters.

"And we're being regulated in ways that are more potent even than governmental regulation," he continued, "because there is so little by way of real redress."

In government regulation there is recourse to the courts, Mr. Weil continued, but under the NAB code structure "if the media say, 'no, we will not accept your advertisement,' that is the end of the line. There is no place else to go."

He compared the advertiser's plight under the code with that of a man "being sued or suing and having no opportunity to know who the people are who are advising the judge as to how he ought to decide the case, or what precisely they have said, or to cross-examine them."

"Perhaps," he said, "it's slightly less extreme than I describe. One can meet the representatives of the code, even though one can't get far to the advisers behind them. But, on the other hand, one cannot overlook the fact that they are not unbiased in their approach because, essentially, the code operation is a creature of the broadcast media, set up with the basic objective to protect their interest."

Self-Interest = "One must expect if the choice comes of sacrificing an advertiser interest in order to preserve what is deemed by the broadcasters to be an important broadcaster interest, there's no question as to which way the code would decide such a question: indeed, which way it must decide it: that's the function it's serving."

Mr. Weil acknowledged that "to a very large extent" the interests of advertisers and broadcasters "may be parallel" and that "the broadcasters, while serving the interest of the broadcast industry, may also be serving the interests of advertisers."

But, he continued, "this is not necessarily always so, and where it may be true in direction, it's not always true in extent. There may be similarity but not necessarily congruency, and thus we run into problems."

He saw some signs of progress toward a better relationship, however.

"I think that right now," he said, "we're in the stage of finding out by experience, sometimes very frustrating experience, what the problems are, identifying them, searching for the principles that underlie them, and through natural processes of evolution arising out of the conflicting viewpoints, the arguments and contra-positions between advertisers and the code authorities in these specific occasions, of hammering out some solutions and of trying to develop some modus vivendi to resolve or live with our incompatibilities."

Experience Needed = "I believe there's good faith and good intentions on both sides and that it's a matter of our not yet having had enough experience to be able to define precisely enough, and identify in basic, fundamental principles, the true nature of the underlying problems. We're getting there. Some of them we know. Some of them are beginning to emerge. And as we do, it's going to be a matter of seeing how, working with or against the code people, we can get these things resolved so that both live more comfortably."

Mr. Weil cited this as "part of the overall perspective"—along with government regulation—that advertisers should not lose sight of in their preoccupation with more immediate daily problems.

"Perhaps," he said, "in five or 10 years from now a lot of the things that are terribly frustrating problems to broadcast advertisers now may by our joint efforts come to be satisfactorily resolved."

Mr. Weil spoke during closed sessions of an ANA television advertising management seminar held May 22-26 at Rye, N. Y. (Broadcasting, July 30). Texts of some of the speeches were made public at the time, but those of Mr. Weil and a few others did not become available at ANA until last week.

One of the others released last week, by Douglas Anello, NAB general counsel, dealt at length with the NAB code and its purposes and procedures but not specifically with Mr. Weil's "taxation-without-representation" complaint.

Common Practice = Mr. Anello did note, however, that one of the code authority's functions is to arbitrate differences between code subscribers and advertisers, and that the code provisions are comparable to "common practices of most other media" but go beyond them in flatly rejecting advertising for hard liquor and a few other product categories.

"Agencies and advertisers are encouraged to consult with the code authority when their campaigns are in the planning state," he also said. "This makes life easier for all."

The code, Mr. Anello said, "is of value to advertising because it maintains standards and presents advertising in a most favorable light on subscribers' facilities. It is in the interest of advertising to support and encour-
HAVE YOU LOOKED AT CHARLOTTE LATELY? Cultural and sports center; industrial, distribution and retail sales leader of the Carolinas. Charlotte has highest family income of any metropolitan area in the Southeast—32% above U.S. average. With WSOC-TV you sell not only Charlotte, but its entire market. Nearly 3 million consumers live within the influence of this great area station. Ask us or H-R to tell you about our news, sports, children's and family-fare programming. For programs, participations, packages, we believe you will see that you'll do better in the Carolinas with WSOC-TV.

NBC/ABC—Represented by H-R
ago this process recognizing that advertising is not only subject to criticism but is not immune from the reach of government control."

In other ANA seminar speeches released last week, Charles Barry, executive vice president of Young & Rubicam, dealt with the buying and administration of network-TV program sponsorships as distinguished from network packages; Alvin A. Achenbaum, vice president and research director of Grey Advertising, examined criteria for developing and evaluating commercial testing techniques, and Guy Farmer reviewed the role of the joint policy committee of ANA and the American Association of Advertising Agencies in negotiations with broadcast talent unions.

Mr. Farmer, consultant to the joint policy committee, said that under agreements with the Screen Actors Guild and the American Federation of Television and Radio Artists, advertisers last year paid approximately $40 million directly to performers appearing in commercials.

Except for the activities of "a few far-sighted advertisers" and an ANA program launched in 1960 to bring advertisers and agencies into joint-union negotiations, Mr. Farmer said, the $40 million paid in 1965 would have been $80 million to $100 million.

Business briefly...

General Foods Corp., White Plains, N. Y., is using TV to lock up its introduction of a new coffee (Maxwell House Electra-perk) in selected areas of Michigan, Colorado, South Dakota and Wyoming. Ogilvy & Mather, New York, is handling the campaign.

Stroh Brewing Co., through Zimmer, Keller & Calvert Inc., both Detroit, has bought one-quarter regional sponsorship in 13 midwest markets; and Lone Star Brewing Co., San Antonio, through Glen Advertising Inc., Dallas, both Texas, one-quarter share in 17 south-west markets, both for the July 13 middleweight bout of Emile Griffith-Joey Archer. The fight is being syndicated in color by Madison Square Garden-RKO General Sports Presentations to 90 stations.

Chemstrand Corp., Decatur, Ala., through Doyle Dane Bernbach, New York, will sponsor Lucy in London, one-hour comedy color special starring Lucille Ball with guest star Anthony Newley, on CBS-TV Monday, Oct. 24, 8:30 p.m. EST.

NBC-TV has reported several sales for the new season. Bristol-Myers Co., through Grey Advertising, both New York, signed for three new and eight carryover series in the nighttime schedule; Peter Paul Inc., Naugatuck, Conn., through Dancer-Fitzgerald-Sample, New York, for two new and five continuing shows; Ralston-Purina Co., St. Louis (also D-F-S) for Saturday newscast (Scherer-MacNeil Report) and three new and nine carryover shows and Gold Seal Co., Bismarck, N. D., through Campbell-Mithun, Minneapolis, for three continuing series.

F & M Schaefer Brewing Co., Brooklyn, N. Y., through BBDO, New York, will sponsor The Dwyer Handicap, a $75,000 race featured on The Schaefer Circle of Sports on July 16. The live telecast (4:30-5 p.m. EDT) is scheduled on WNEW-TV New York, WTEN(TV) Albany and WSBY-TV Syracuse, all New York; WSHR-TV Boston; WTIC-TV Hartford, Conn.; WCAU-TV Philadelphia; WRE-TV Scranton-Wilkes-Barre, and WAGL-TV Lancaster, all Pennsylvania; WMAR-TV Baltimore; WJZ-TV Providence, R. I.; WMAL-TV Washington; WMTW-TV Portland, WABI-TV Bangor, and WAGM-TV Presque Isle, all Maine.

ABC-TV's Milton Berle Show starting in September (Fridays, 9-10 p.m.), is two-thirds sold to 16 sponsors representing more than 20 different products. Among the principal ones reported by the network: Bristol-Myers (analgesics and deodorants), Miles Laboratories (Alka-Seltzer), Diet Delight, Warner-Lambert Pharmaceuticals (Listerine), Sherwin-Williams, Anderson-Clayton (Chiffon margarine), Boyle-Midway (household cleansers), Florists' Transworld Delivery Association, American Tobacco, American Motors, Squibb (Sweete artificial sweetener and Spectrocin-T throat lozenges, Norwich (Pepto Bismol), Procter & Gamble (Duncan Hines cake mixes, detergents and dentifrices), Lohn & Fink (Lyso film deodorizer and Noreen hair coloring).

Paper Mate Co., Chicago, plans spot TV campaign in 50 leading markets, starting in August, for back-to-school drive. Firm also will co-sponsor August College All-Star football game on ABC-TV. Agency is Foote Cone & Belding, Chicago.

Xerox explains less use of documentaries

The Xerox Corp., which has established a reputation as a sponsor of quality television programming, denied last week that advertising considerations have been leading it away from presentation of controversial documentaries.

Donald L. Clark, vice president-corporate advertising for Xerox, said higher costs of documentaries and the declining quality of those available for sponsorship were partially responsible for diversification in the types of programming the company now supports.

He also remarked that Xerox advertising objectives have changed somewhat since the company has moved into production of educational equipment and is no longer just a manufacturer of office copier equipment.

Mr. Clark made his observations on
Why WTOL-TV, Toledo bought Volumes 1, 2, 4, 5, and 10 of Seven Arts’ "Films of the 50’s and 60’s"

Says Robert Kriehhoff:
WTOL-TV, Toledo, Ohio, Program Director

"When we look at features to add to our film library, our primary consideration is well balanced programming"

WTOL-TV programs 12 movies weekly in four regular feature slots:
1 - Monday Night Movie, 9:30 to 11:00 P.M.
2 - One O’Clock Movie, Mon-Fri, 1:00 to 2:30 P.M.
3 - The Big Show, Mon-Fri, 4:30 to 5:45 P.M.
4 - The Sunday Show, 6:30 to 8:00 P.M.

This range of time periods takes in all kinds of audiences with different interests from early afternoon to late evening.

When we buy features we are not buying for any one particular time slot and therefore we must select product that will appeal to our wide spectrum of audience composition.

Seven Arts’ ‘Films of the 50’s and 60’s’ met our primary consideration for well-balanced programming and, in addition, provided us with a large percentage of outstanding features for colorcasting — 107 of 205 (52%) in color. Color is obviously very important to us now and will be even more so in the near future."

Seven Arts
ASSOCIATED CORP

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: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West, Empire 4-7193
Tie votes on too many spots

FCC stalls on policing of commercials while new member makes up mind

The FCC's newest member, Nicholas Johnson, has become the swing vote in the latest chapter of the continuing commission controversy over the effort to police overcommercialization on a case-by-case basis.

The commission, with the new commissioner present but not voting, last week split 3-to-3 on four cases in which the staff had recommended that short-term license renewals be given to radio stations that broadcast more commercials than they proposed.

Further consideration of the item has been postponed indefinitely, to afford Commissioner Johnson an opportunity to familiarize himself with the issues and facts in the cases. The commissioner, who was sworn in two weeks ago to fill the vacancy created by the resignation of former Chairman E. William Henry, did not participate in any commission actions last week.

Voting for the short-term license renewals were Commissioners Kenneth A. Cox, James J. Wadsworth and Robert E. Lee. Chairman Rosel H. Hyde and Commissioners Lee Loewinger and Robert T. Bartley voted to grant full, three-year renewals. Commissioner Bartley has shifted back and forth on the commercialization issue several times.

In a fifth case in which the staff recommended a short-term renewal Commissioner Wadsworth furnished the vote needed to grant a full-term license. The staff had recommended that the station involved, KACY Port Hueneme, Calif., which subscribes to the National Association of Broadcasters code, be given a short-term license because it exceeded the code's 18-minute-per-hour limit on commercial time in 27% of the 70 daytime hours checked.

Has Own Limit • The station, however, had not cited the code's limit as its own. Rather, it had said it would broadcast "an average" of three-and-a-half spots per quarter hour, with no spot to exceed one minute in length. And the station abided by that proposal.

It was on that basis that Commissioner Wadsworth voted for the three-year renewal.

The staff had reported that in 11 of the hours checked, commercials occupied between 33% and 40% of the time. The station, in defense of its performance, said it regarded the code as a guide, not a "straight jacket." It proposes, however, to limit itself to 18 minutes of commercial time an hour in its new license period.

The commission action in the KACY case was regarded as supporting the contention of some commission officials that they are not attempting to enforce the NAB code, as such. Speculation that the commission was pursuing that objective has been fed by continuing staff references to NAB code standards in relation to code members.

Commission officials last week said the staff is merely checking a station's performance against its promise. And if a station "promises to abide by the NAB code, we expect it to do so," said one staffer. "We're not out to enforce the code."

There have been instances, however, in which the commission has asked code members to explain why their proposals would permit a greater amount of commercial time than would the code.

No Help to Code • And NAB Code Director Howard Bell has expressed "concern" over the commission's involvement in the commercial area "with respect to the code." Picking his words carefully, he said last week: "The commission's actions are not helping to build support for the code."

He said, however, that although there has been "some feedback" from code members following commission activities in the commercialization area, there have been "no mass resignations" and he doesn't expect any.

Some code officials also point out that the commission, is attempting to apply the code without really understanding it. The commission, one official said, is counting promotions for programs while the Code Authority doesn't.

The arguments expressed by the commissioners on the promise-vs.-performance question last week were, reportedly, similar to those that have been heard in the past on the issue. Those opposed to sanctions feel the exercise is a niggling one; those who favor the hard line feel broadcasters should be held to their promises.

One change, however, was that Chairman Hyde, in his first meeting in that role, played a larger role in the discussion and Commissioner Loewinger, a smaller one. Commissioner Cox reportedly took the lead for the hard line as is customary.

The commission has been engaging in the same debate periodically since January 1964, when, under pressure from Congress, it dropped a proposal to adopt as a rule the NAB commercial time standards, and began its case-by-case approach. That effort finally led to five short-term license renewals in December 1965 and seven two months later (Broadcasting, Dec. 20, 1965; Feb. 28).

Four More • In the four cases on which the commission split 3-to-3 last week, two of the stations involved are code members—KXEN San Jose, Calif., and KFOR Lincoln, Neb. Each had proposed standards stricter than the code's—three-and-a-half minutes per quarter hour.

The staff said KXEN had exceeded its own proposal in 43% of the 15-minute segments checked, and the code's standard in 17% of the daytime hours studied.

KFOR was said to have exceeded its proposal in 45% of the quarter hours checked, and the code's standard in 24.3% of the hours studied.

The two noncode stations involved are KFIV Modesto, Calif., and KTKT Tucson, Ariz. The staff said KFIV exceeded its proposed limit of four minutes per quarter hour in 28% of the 15-minute segments checked. KTKT, ac-
If you know
a time buyer who still
believes there’s a larger metro
market in North Carolina
than the WSJS
Golden Triangle...

Give him this.

If you want to see who’s out ahead in North Carolina today... count the tally. You’ll find the WSJS Television market is the one and only number one. First in population. First in households. First in retail sales. WSJS reaches right into the heart of North Carolina, cuts out a Golden Triangle, and covers it for you—totally. Gives you 3 big metro cities plus surrounding counties. All in the rich, heavily industrialized Piedmont country, the fabulous tobacco-textile-furniture-electronics center. More than a million citizens with a total spendable income in excess of one and one-half billion dollars. You’re in, when you buy WSJS Television.

WINSTON-SALEM, GREENSBORO, HIGH POINT
WSJS Television

Represented by Peters, Griffin, Woodward
according to the staff, exceeded its pro-
posed limit of 18 minutes per hour in 38%
of the hours studied.

All four propose to limit themselves in
the future to 18 minutes of commer-
cial time per hour, although KNPT
leaves itself a little leeway in stating
that, in emergencies, it will allow itself
an additional two minutes.

KTKT's proposal, however, was fash-
ioned only after an exchange of cor-
respondence with the FCC staff. Origin-
ally the station cast its proposal in
terms of a weekly maximum of 1,200
daytime spots.

When this was questioned by the
staff, the station revised its proposal,
stating it would limit its commercial
time to 23 minutes per hour. The staff
then asked the station to explain how
that proposal was in the public interest.
And KTKT revised its policy again. It
said it would maintain the 23-minute
limit until October 1966, when the
limit would be reduced to 20 minutes,
and that the limit would be further
reduced to 18 minutes in the follow-
ing year.

In two other cases in which the com-
mmercial policies and practices of the
stations were involved, the commission
unanimously granted the stations full-
term license-renewal applications, on the
staff's recommendations. Neither sta-
tion is a code member.

KNPT Newport, Ore., had exceeded
its proposed limit of three minutes of
commercial time per quarter hour in
35% of the quarter-hours checked. But
the staff felt the proposal had been in-
ordinately conservative and it pointed
out that the station is proposing four
minutes per quarter hour in its new
license period.

KENO Las Vegas, had exceeded its
proposed maximum of four-and-a-half
minutes per quarter hour in 32% of the
quarter hours checked. But the staff
noted that the station has been under
new management (Lotus Broad-
casting Corp.) for the past year and
that in that time had demonstrated a
ability to stay within its proposed 18-
minute-per-hour limit.

RAB plans regional
awards for commercials

A new series of awards to local
radio advertisers for creative excellence
in commercials is planned this year by
the Radio Advertising Bureau.

RAB sent nominating ballots this
week to stations in the Northeast and
stations in other regions will be polled
at various times during the year.
Awards will be made by region for the
first time to insure a representative
number of local advertisers from all
parts of the country, Miles David, RAB
president, said last week.

Last year more than 500 individual
commercials were submitted to the bu-
reau and 39 were selected as winners.

Alpo dognapping plea
rankles 3 broadcasters

A dog food company's attempt to
enlist free broadcasting support for a
campaign by the firm to warn the pub-
lic of dognappers through paid news-
paper advertising has brought angry
grows from several stations.

At least three stations told the Allen
Products Co. of Allentown, Pa., pro-
ducers of Alpo dog food, that the firm
was backing up the wrong tree in ask-
ning for free support of a campaign
through paid advertising in a compet-
ing medium.

The request had been made in "an
open letter to the broadcasting indus-
try" from Allen Products President
Robert F. Hunsicker. The firm said it
sought help in fighting dognappers by
informing the public and offering re-
wards for dognappers' capture.

However, two broadcasters compared
the request to asking the firm for free
dog food or services while purchasing
a competitor's product. John Carl Mor-
gan, general manager of WFVA-AM-FM

Frederickburg, Va., replied that "no
cause, however worthy, can elicit an
uncompromisingly enthusiastic reaction
for its spou advers who are guilty of such
an approach."

Another protest was written by Israel
Cohen, president of WCAP Lowell,
Mass. Ben Lundy, president and general
manager of KWFT Wichita Falls, Tex.,
commented: "For the life of me I can-
not understand how you could expect
one media to give you free time and yet
expect to pay another media for space."

Commercials
in production...

Listings include new commercials be-
ing made for national or large regional
radio and television campaigns. Ap-
ppearing in sequence are names of adver-
sisers, product, number, length and type
of commercials, production manager,
an agency with its account executive and
producer.

Clef 10 Productions Inc., 421 West 54th Street,
New York 10019.

Fisher/Coza Markets, Cleveland, two
60's for radio, jingle. Charles Barclay, production
manager. Agency: Meldrum & Feensmith, Cleve-
land. John Homan, account executive. George Hill,
agency producer.

Filmfair, 19320 Ventura Boulevard, Studio City,
Calif. 91604.

Elidon Industries Inc., Hawthorne, Calif. (toys); two
60's for TV, live on film, color. Bob Gips,
director. Agency: Sach, Finley & Kaye, Beverly
Hills, Calif. Mike Kaye, agency producer.

Ralston Purina Co., St. Louis (Mr. Waffles,
'cereal); one 30 for TV, live and animation on
film. Hawley Lawrence, director. Agency: Foote,
Cone & Belding, Chicago. Tom Rook, agency
producer.

General Foods, White Plains, N.Y. (Jell-O, Mr.
Wiggle); two 60's for TV, live on film, color. Ken Champ-
in, director. Agency: Young & Rubicam, New York. Pat Lyman, agency
producer.

General Telephone & Electronics, New York
(telephones and services); three 60's for TV,
live on film, color. Tom Thomas, director. Agency:
Tatham, Laird & Kudner, New York. Clair Calla-
han, agency producer.

HR Productions Inc., 2325 Fourth Avenue,
Seattle.

Jack D. Chesterfield Enterprises, Seattle (real
estate); one 60, one 30 for radio, musical. Bill
Hurm, production manager. Placed direct.

Sunny Jim Pop, Seattle (Can-O-Pop); three 30's
for radio, rock 'n' roll. Frank Liberio, produc-
tion manager. Agency: Rene Coran & Seers, Seattle. Phyllis
Miller, account executive and agency producer.

Logos Teleproductions, 3820 South 27th Street,
Arlington, Va.

First and Merchants Bank, Richmond, Va.
(savings account); two 60's for TV on tape. Bob
Johnson, production manager. Agency: Cargill-
Wilson-Acree, Richmond.

Five Day Laboratories, New York (5-Day De-
odorants); five 60's for TV, live on tape. Gerry
Mullens, production manager. Agency: Smith/
FALL AVAILS:
NO. 1 SHOWS IN 58TH TV MARKET


All these number one shows in the Shreveport TV market are available this fall for national spot buying on KTBS-TV. Movies, sports, westerns, variety — their appeal covers the full range of the viewing audience.

And take a look at the market they’re in! In three years Shreveport has jumped from 64th to 58th in the national area market rankings. Latest figures show explosive growth to 174,100 TV homes in prime time.

So this fall, for top-rated spot buys in an expanding market, specify KTBS-TV, Channel 3, Shreveport, Louisiana.

1NSI, February 3-March 2, 1966; ARB, March 1966
2ARB Television Market Analysis, 1962 & 1965
3ARB, March 1966

(All ratings are estimates, subject to reasonable error due to sampling technique employed, but are generally accepted as a reliable index of audience response.)

KTBS-TV
CHANNEL 3 / SHREVEPORT, LOUISIANA

E. Newton Wray, President and General Manager
and Woods, Atlanta, as southern representatives.

Agency appointments...

- Ogden Corp., New York, has appointed Carson/Roberts Inc., Los Angeles, to handle its subsidiary, Tillie Lewis Foods Inc., Stockton, Calif. A large canner of fruits and vegetables in California and marketer of a line of low calorie foods, Tillie Lewis plans extensive promotion of branded merchandise and increased marketing effort.

Also in advertising...

Editorial annex - Video Editors Inc., 321 West 44th Street, New York, has opened annex offices at 151 50th street, which include five editorial rooms, screening and conference areas, and client office. The new quarters will be called Video Editors East.

Purex purchases - Purex Corp. Ltd., Lakewood, Calif., has purchased from the B. T. Babbitt Co., Albany, N. Y., all of its products sold under the Vano, Cameo and 4-in-1 trademarks and substantial part of Babbit's West Coast private label business. The total net sales of the brands acquired by Purex are estimated to be $4 million a year. Purchase price was not disclosed.

NAB revises its guidelines on alcohol

An updated set of alcoholic beverage guidelines has been issued by the National Association of Broadcasters Code Authority. The new set, which supercedes the guidelines of May 1963, offers no startling changes but put on paper interpretations that have been followed since the 1963 edition.

The guidelines cover five areas: beer and wine, hard liquor, distillers and distributors of hard liquor, retailers and mixer products.

The most extensive clarifying treatment is given to beer and wine advertising. Under the old guidelines, these liquids were accepted when presented in "the best of good taste and subject to existing laws."

Under the new guidelines the following copy is unacceptable: for beer and wine containing more than 24% alcoholic content, statements of alcoholic content, references to extra strength of beer and wine, representations conveying impression of excessive consumption of beer and wine, and on-camera representations or sound effects of drinking. Additionally, "language, props and devices primarily associated with hard liquor should be avoided.

There are virtually no changes in the guidelines for hard liquor, and distillers and distributors of hard liquor.

Among the unacceptable items for retailers are: advertising mixed drinks containing hard liquor; the use of terms "which, in context connote hard liquor... these include 'mixed drink,' 'cocktail,' 'highball,' 'spirits' and other such generic references...

However, the words "drink" and "beverage" are acceptable since they do not necessarily refer to hard liquor. Also acceptable are references to drinks that do not contain hard liquor, such as "beer," "wine," "malt liquor," "champagne cocktail."

In the area of mixer products, the guidelines ban references to specific hard liquor of mixed drinks such as "martini mix," "vodka mix," "collins mix." Also taboo are references to drinks containing hard liquor: "screwdriver" or "bloody mary."

Allowable are the words "cocktail" or "cocktail mix" when used as part of the product name. They are unacceptable generally.

NAB TV code adds four radio code drops

The National Association of Broadcasters radio code added 21 stations and lost 25 stations from April 15 to May 15. In the same period four stations were added to the TV code.

TV additions were: WTVY Milwaukee; WILX-TV Jackson, Mich.; KMRT Beaumont, Tex.; and KCFI-TV Concord, Calif.

Radio additions: KMSL Ukiah and KPLY Crescent City, both California; WML Pensacola, Fla.; WRRR Rockford and WRL Peoria, both Illinois; WCOU Lewiston, Me.; WSMF-AM-FM La Plata, Md.; WCLA-FM Gloucester, Mass.; WVOX Moorhead, Minn.; KBFD (FM) Waynesville and KTRR Rolla, both Missouri; WAYN Rockingham and WISP Kinston, both North Carolina; KFLY-AM-FM Corvallis and KSRA Medford, both Oregon; WFAA-FM Dallas; KQMT Orange, Tex.; WNNV Narrows, Va., and WHAW Weston, W. Va.

Radio withdrawals: WPSB Sylacauga and WHOD-AM-FM Jackson, both Alabama; KACC Phoenix; KRYT Colorado Springs; WEXC Chapel Hill, Fla.; WDFL (FM) and WDFH-FM, both Chicago; WFMS(FM) Indianapolis; KCHE Cherokee, Iowa; WMFL Pineville, Ky.; WCER-AM-FM Charlotte, Mich.; WXRO Clarksdale, Miss.; KXLO Lewiston, Mont.; KDCR Espanola, KZRE Farmington and KZSY Albuquerque, all New Mexico; WAFS Amsterdam and WSNY Schenectady, both New York; WKIN Kingsport and WTRQ Dyersburg, both Tennessee; WFAW-AM-FM Fort Atkinson and WGEZ Beloit, both Wisconsin.
Top Banana

Marge Condon, hostess of KPHO-TV's "Open House" program, has earned the first annual Food Industry Award from the Retail Grocers Association of Arizona. And we mean earned it. She was honored not just for her contributions to the food industry but for her activities at the family, church, community and business levels as well. Marge brings to her job a high degree of professionalism. (And the result is a refreshing and informative show with a large and loyal audience. A large and loyal list of advertisers, too.)
The sales facts, please

Eastman system tells advertisers how the goods are moving

One way to get to an advertiser's heart—or more important, to his pocketbook and spot dollars—is to feed him useful over-the-counter sales facts about his product.

Eastman TV, New York, in building on this concept, last week reported its system was "go" and ready for the launching nationwide. Eastman's system is a computerized marketing service that conducts in-store audits for TV and radio stations on a contract fee basis with the data reported to advertisers using spot schedules on the contracting station.

The rep firm in syndicating the service, Market Measurement Index (a subsidiary of Robert E. Eastman Co.), will make it available exclusively within the market of any station in the country—and irrespective of the station's association with Eastman.

Year's Work • A history of a year's development and experimentation preceded the summer launch.

Before that period, Eastman executives, according to Al Shepard, president of Eastman TV and the sales spark behind MMI, presented the index service concept to more than 300 advertisers and agencies. It scored high with these people and since its inception, Mr. Shepard reported, has been able to "stand up to critical measure and conform to national advertisers' 'checkerboard' pattern for testing purposes."

The rep estimated it has invested more than $100,000 for initial research and experimentation in four markets where MMI has been fully engaged:

WSVA-AM-TV Harrisonburg, Va., and KTTS-AM-TV Springfield, Mo., both Eastman-repped, and at KGUN-TV Tucson and WEHT-TV Evansville, Ind., which are not repped by Eastman but are linked to WSVA ownership (James S. Gilmore Jr. stations).

According to Mr. Shepard, MMI should prove advantageous on several counts. He predicted stations could realize an estimated 4-to-1 return on their investment in MMI through increased flow of spot dollars, while advertisers can use the data for pretesting media plans and for estimating market share of their own products and those of their competitors.

In addition, an industrywide benefit should accrue, he said, by providing essential and better information to advertisers who in turn should be motivated to buy more spot nationally.

Magnetic Effect • Eastman officials view MMI as a "powerful inducement for an advertiser to use a market that might easily be overlooked in the media plans of a Procter & Gamble or a Lever Brothers." Moreover, they stress, MMI's design has been tested and its research validated.

At Harrisonburg, the survey, used mostly by national advertisers to pretest their media plans, is offered free to all advertisers who spend a minimum of $5,000 on the stations within a 12-month period. Presumably, a similar formula is being suggested for station adoption in other markets that lend themselves to test-marketing possibilities.

Advertisers using MMI in Harrisonburg are supplied a bi-monthly audit covering sales in local supermarkets of one of 11 advertised product groups. The categories include soaps and detergents, cleaners, headache remedies, shampoos, hair spray and dressings, coffee, toothpaste, cereals and dog foods. Some 135 brand names packaged in 605 different sizes are audited.

The report, which is taken in about 15 groceries and supermarkets, gives an account of the packaging, product, case and item movement by dollar units and percentages. With it, the advertiser knows which products are well stocked and which have shelf visibility.

Eastman officials said they were most enthusiastic over MMI's versatility. Not only can it be used to estimate the "value" of a market by brand category but also measure distribution patterns and variables, make cross-media comparisons and keep tabs on changes in strategy by checking the effectiveness of different advertising copy, packaging, couponing and media weight.

The Eastman executives said the MMI data also will be useful to advertisers who now tend to seek out so-called "areas of dominant influence," or as it is referred to by some in TV research as the "total area of credited influence." At the same time, the data can be applied to the more conventional "metro core" coverage area.

Mr. Shepard said MMI should provide a big piece in the puzzle that the advertiser finds in many medium-sized (and even some larger) markets.

MMI data in this context would be available for the advertiser who can measure and match the distribution of the broadcast audience to the value of a media buy and finally to sales of the product itself.
FCC staff works on CATV form

CATV systems already squirming under the unaccustomed mantle of government regulation will soon have some more red tape with which to deal—an FCC information-reporting form.

The commission, in asserting jurisdiction over all CATV's in February, said that as one of the rules it would require CATV's to file information. And the commission staff last week was putting finishing touches on the reporting form that will be used to obtain it.

The staff has the informal comments of the commissioners, and plans this week to clear the document with officials of the National Association of Broadcasters and the National Community Television Association. When their comments are in, the staff will be ready to seek final approval from the commission.

Staff members thought they were close to final approval of the form several weeks ago, after talking to representatives of the two trade associations. The item, however, then was taken off the commission agenda and sent back to the staff for some revisions after NCTA President Federick W. Ford said he had not seen the staff's proposed form.

As prepared by the staff, the form would require all systems to report their name, community, the number of customers served, and the stations carried on the cable. It would also ask them to report on the kinds of service offered besides television—FM, program origination, among others.

If a system is in any of the top-100 markets it would be asked to state the number of subscribers it had as of Feb. 15. That was the date on which the rule barring expansion of systems in the major markets without commission permission became effective.

Larger systems (staffers were thinking in terms of systems with 500 or more subscribers) would have to submit additional information on their owners, officers, directors and holders of 5% or more interest in the company.

This would include data on their holdings in broadcast stations, communications common carriers, other CATV's or in companies manufacturing communications equipment.

The systems will also be asked to report on whether any of their officers, directors or 5% stockholders has been convicted of a felony within the past 10 years, and on whether they are U. S. citizens.

Still to be determined is the kind of coding device that will be used to permit the commission to store the data in its computer for fast retrieval of the information. Officials indicated the commission would use either the social security number of the principals or their birthdates.

Viking snuffs bid for Hoboken CATV

The chances for a CATV system this summer in Hoboken, N. J., were dimmed last week. Reasons for a new delay were attributed by city officials to a withdrawal of Viking Industries' petition for a CATV franchise in that city, and to the city council's wish to publicly hear more franchise bids for comparative purposes.

Viking's subsidiary, Continental TV Corp., which was expected to file its proposal on July 6 (Broadcasting, June 20), pulled out near the deadline.

In May, Sterling Information Services, New York, through its subsidiary, Sterling Communications Inc., sought a CATV franchise in Hoboken, proposing five-year rates at $6 per month with installation charges not over $70. A source at Viking said he believed the "road was cleared" now for Sterling.

City officials last week said that if no other proposals are acceptable at the Aug. 3 hearing, the Sterling franchise will be endorsed. It was learned that at least one northern New Jersey CATV firm was interested in applying for the Hoboken franchise.

ITT sides with FCC on Comsat question

The FCC last week was in the middle of a power fight between the Communications Satellite Corp. and the international common carriers that threatens to erupt into a major policy contest that already has reversed some traditional roles. And to make matters worse for the FCC, the war in Vietnam is involved.

Late last month, the commission announced that it had unanimously decided that Comsat must deal only with the international common carrier in selling its space satellite telephone and telegraph circuits (Broadcasting, June 27). In that decision, the commission
Repair work begins on bridge between TV and wire

Is there a schism yawning in the CATV industry between those whose sole endeavor is cable operations and those who also are broadcasters?

In the early days of the 15th annual convention of the National Community Television Association two weeks ago (Broadcasting, July 4), broadcasters could have sworn there was; later in the week the tensions were relaxed. Last week they seemed further eased, with the prospective rivalry losing its sharpness as other factors came to light. Among them: fear of dominance by multiple CATV owners on the part of single, small cable operators; envy by pioneer CATV owners at those who have come into the industry recently.

The contest for the chairmanship of the association focused on almost all of these factors, with Alfred R. Stern, president of Television Communications Inc., New York, the official nominee, opposed by Robert J. Tarlton, nominated by petition.

Mr. Stern, who came into CATV from an NBC vice presidency, represents the group owner and a more recent convert to CATV. Mr. Tarlton is a CATV pioneer and the owner of the Lansford and Titusville, Pa., cable systems. Mr. Stern was elected handily.

The broadcast issue was more directly involved in the nomination of Terry H. Lee, Storer Broadcasting vice president, for the board of directors of the cable association. His candidacy, although recommended by the NCTA's own nominating committee, evoked heated comment because of Storer's position on CATV legislation and FCC regulation.

Dual Loyalty • Mr. Lee's position became intolerable, however, when outgoing chairman Benjamin J. Conroy Jr., of Uvalde, Tex., during his annual report to membership, commented on dual loyalties within the NCTA. In a sense telling broadcasters in CATV to "love us or leave us," Mr. Conroy's remarks contained these words:

"To you who approach CATV in this fashion [who have taken 'violent issue' with suggestions made by NCTA to the FCC and to Congress] —as insurance or whatever—you're either with us or against us. I am not for a moment placing the onus of industry problems on you, but why are you so reluctant to close ranks with the rest of us in overcoming them? We have in the past, and still do, welcome members of other industries to our ranks as a blessing. But with the split of loyalties and selfish actions we've seen recently, this blessing is certainly a mixed one."

Mr. Conroy's words provoked Mr. Lee into withdrawing his name from the election race. What made them even more harsh was the fact that Mr. Lee was chairman of the NCTA convention committee and was the only other man on the platform at the time the outgoing chairman was speaking.

Storer, of course, is not only a member of the National Association of Broadcasters, but also of the Association of Maximum Telecasters, a forceful advocate of stringent federal controls over cable operations. CATV operators and broadcasters who are in CATV hastened then, and hasten now, to lighten the import of Mr. Conroy's words and their apparent intent. The NCTA chairman, they say, speaks for himself alone; he does not express association policy. He does not have his report approved by the NCTA board, they emphasize.

Furthermore, apologists say, there are numerous broadcasters in CATV ownership who do not fit the shoe Mr. Conroy was presenting. Certainly, they reason, no such harsh verdict can be applied to Cox Broadcasting Corp. or the Triangle Stations, both of which are heavily engaged in CATV. Nor, they continue, can many of the other broadcasters in CATV be condemned for divided loyalties.

Perhaps the best retort to Mr. Conroy's remarks came last week from a broadcaster-CATV operator:

"After all," he said, "I'm taking in $25 million a year from my TV station and $2 million a year from my CATV operations. Don't ask me to kick over the TV station's position for CATV. I've got to maintain that proportion. When CATV begins to bring in the $25 million a year. . . ."

specifically mentioned the Department of Defense's negotiations with Comsat for military circuits to the Far East, and the impact this might have on the international carriers.

The commission's announcement was followed within a week by a notice from James D. O'Connell, director of telecommunications, Office of Emergency Planning, and telecommunications adviser to President Johnson, calling on the FCC to reconsider its decision, as it affects the Department of Defense "so that we can avoid the necessity of a lengthy review in the courts and in the Congress."

Presumably it would be cheaper for the military to buy circuits directly from Comsat, rather than from international carriers, which, aside from their own cable and short-wave facilities, would have to lease Comsat circuits.

Last week, the FCC found a friend. Contrary to the usual position of the carriers, which is generally opposed to FCC actions, International Telephone & Telegraph Co. protested to the controller general of the U.S. at what it said was the Defense Department's intentions to continue negotiating with Comsat directly in defiance of the FCC's order. It urged that the military branch be ordered to negotiate and to complete an order with one of the international carriers, in compliance with the FCC policy.

WSOY fears broad city CATV ordinance

A radio station in Decatur, Ill., is attacking the legality of the city's CATV ordinance, but it really isn't attacking CATV.

An amended suit has been filed by WSOY-A-M-FM against that city. Its target is an enabling ordinance passed by the city council last fall that Merrill Lind-
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is no statutory authority for the city to regulate CATV; that there is no authority for the city to impose an occupational tax.

Mr. Lindsay emphasized that the radio station is not attempting to prohibit CATV in Decatur, or to keep the GE cable company from operating. "The ordinance is so loosely worded," he said, "that some provisions could be construed to bring us under the authority of the city council."

**CATV waiver requests cite copyright ruling**

A court decision that was a sharp setback for the CATV industry is being seized on by some CATV systems as an argument to support requests for waivers of FCC rules governing their operations.

The decision, handed down by a federal court in New York, held that CATV's that carry programing without obtaining permission of the copyright owner are liable for copyright infringement suits (BROADCASTING, May 30). CATV's aren't saying, generally, that the decision precludes the commission from requiring CATV's to carry the signals of local stations, as provided in the new CATV rules. But some are saying that stations should protect them against any copyright suits that arise.

Berks TV Cable Co. of Reading, Pa., for instance, says the commission should not support a station's demand for carriage of its signals unless the station "absolves" the CATV involved of liability for possible infringement of the station's rights. "If the station wants to reserve a right in its program material," the CATV said, it "should be required to accept the status quo."

Garden State Television Cable Corp., in Vineland and Bridgeport, both New Jersey, and Florida Cablevision Corp., in Fort Pierce and Vero Beach, both Florida, take a similar approach but with a twist. No broadcaster, they say, should have the right to demand carriage of his signals without insuring that the complying CATV will be fully "indemnified from any liability" resulting from "bowing to the demand."

Other systems, noting that stations are seeking carriage of their signals without offering protection against copyright infringement suits, say that "basic due process" requires that the commission stay the effective date of the rules until the problem has been resolved.

The copyright case, involving United Artists' suit against Fortnightly Corp., a CATV operator, has been appealed, and no CATV is ready to accept the lower court's decision as the final judgment on the critical issue.

Nor do the systems expressing concern about being compelled by a local broadcaster to risk a copyright suit see any inconsistency in their taking such risks voluntarily, as they would be doing in importing signals of their choice. They say, in effect, that they want the right to determine when and under what circumstances they will risk a suit.

Commission officials are reviewing the CATV rules in light of the federal court decision. The commission, in adopting its rules, said such a review would be necessary if then pending copyright suits (CBS as well as United Artists has filed one) were decided "adversely" to the CATV industry.

Copyright infringement liability isn't the only area in which some CATV's feel broadcasters should bear responsibility as a result of the commission's new rules. The switching equipment needed to comply with the nonduplication rule is another.

If the commission requires a CATV to stop duplicating the programing of a local station, Garden State said in its waiver petition the agency must "ordain" that the broadcaster "for whose sole benefit the program switching function is to be performed be made responsible for costs incidental to this function."

That suggestion drew a cool reaction from one commission staffer last week. The intended beneficiary of the rules is not the local broadcaster but the general public, he said. "Besides," he said, "what's the difference between requiring a CATV to install switching equipment and requiring a broadcast station to directionalize its antenna to protect another station?"

**CATV loan bill termed discriminatory by NAB**

A bill that would allow CATV systems to borrow federal funds has been called "discriminatory" by the National Association of Broadcasters. The legislation is included in plans to establish two federal banks to supplement Rural Electrification Administration funds for rural electric and telephone programs.

In a letter to Representative Harold Cooley (D-N.C.), chairman of the House Agriculture Committee, NAB contended that allowing CATV's to borrow funds discriminates against radio and TV stations and TV transmitters, entities that could not borrow from the proposed telephone bank and "would not be able to obtain loans under such favorable terms and rates of interest."

NAB President Vincent Wasilewski said TV translators and CATV's exist "in response to the same public demand . . . extension of television signals." Allowing only one to borrow from the proposed bank "would be patently discriminatory," he charged.

He also attacked the section of the bill (HR 14837) that would treat CATV's as common carriers. The FCC's proposed rulemaking and the subsequent CATV bill passed by the House Commerce Committee, he added, do not consider CATV's as common carriers. CATV's, he said, should not be treated as a telephone system by one arm of the federal government and as an "adjunct to broadcasting" by another arm.

Support for the CATV's came last month from rural cooperatives testifying at a hearing on the bill. The measure has also been attacked by private power companies (BROADCASTING, June 6).

**Hoffman lauds TV at UN broadcast meet**

Paul G. Hoffman, administrator of the United Nations Development Program, has praised the American television industry for its "great public service . . . in improving the understanding of today's realities."

His remarks were made at a New York meeting of the U.S. Broadcasters Committee for the United Nations held at UN headquarters.

Attending the meeting were: Raymond Welpott, NBC; John T. Murphy, Avco Broadcasting; F. S. Gilbert, Time-Life Broadcasters; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; David Bennett, radio and TV division, Triangle Publications; Bill Michaels, Storer Broadcasting; Ray Hubbard, Westinghouse Broadcasting; A. Louis Read, wusu-TV New Orleans; Ben West, koco-TV Oklahoma City; James Schia-vone, wjw-TV Detroit; Harold Grams, ksd-TV St. Louis.

Nonbroadcast personnel included Francis Carpenter, special assistant to UN ambassador Arthur Goldberg; George Janecek, acting officer-in-charge of the UN's office of public information, and Michael Hayward, chief of United Nations Television.

The broadcasters committee announced that 13 half-hour programs of the 1967 International Zone series, which tells the UN story in human-interest terms, will be filmed in color.

**Auction set for WTRA**

WTRA in Latrobe, Pa., is scheduled to be sold at auction Aug 3. The station is to be sold to the highest bidder at proceedings to be conducted by Stephen P. Laffey, referee in bankruptcy, at 2 p.m. in the New Federal Building, Pittsburgh.

Gerald N. Ziskind, receiver, says that
the station serves 400,000 people, is grossing $60,000 annually and has a potential of $125,000 yearly.

WTRA was founded in 1956. It operates daytime only on 1480 kc with 500 w.

Cooke finds home for L.A. sports teams

Major community antenna television operator and sports tycoon Jack Kent Cooke announced last week that he will spend a total of $11 million to house his professional basketball Los Angeles Lakers and his future National Hockey League team, the Los Angeles Kings. Mr. Cooke has bought 29½ acres of land in Inglewood, a Los Angeles suburb, for $4,014,340 and will spend about $7 million more to put up a new sports arena to be called The Forum.

The building, described as a modern version of the great Colosseum in Rome, was designed by Charles Luckman and Associates. The construction will be done by C. L. Peck. Target date for completion is Dec. 31, 1967.

The sports arena will seat anywhere from 14,000 to 17,000 people for various events. There will be six levels in the 75-foot high building, with two of the levels underground.

Mr. Cooke's announcement of the site ended five months of controversy about where, if ever, he would house his new hockey team. Awarded the NHL franchise last February, Mr. Cooke stood a chance of losing it unless he found a proper home for the team by September.

The millionaire Mr. Cooke, a native of Canada, also is a minority owner of the Washington Redskins pro football team. Only last month, he was awarded a major league professional soccer franchise for Los Angeles (Broadcasting, July 4). American Cablevision Co., Beverly Hills, of which Mr. Cooke is president, operates CATV systems in Texas, California, West Virginia, New Hampshire, Idaho, Wisconsin and Minnesota.

Cowles plans new paper

Cowles Communications, broadcaster and publisher of newspapers and magazines, plans to start a new daily newspaper in Suffolk county, Long Island, this fall.

The company is reportedly prepared to make a plant investment of $1 million for the paper and is said to expect a circulation in excess of 50,000 by the end of its first three operating quarters.

Cowles owns KRTN-AM-TV Des Moines, Iowa; WESH-TV Orlando, Fla., and WREC-AM-TV Memphis, and publishes Look, Family Circle and Venture magazines as well as newspapers in Florida and Puerto Rico.

Florida CATV system sues phone company

A CATV system in Florida is seeking $1.1 million from a telephone company because the phone company wouldn’t let the CATV use its poles.

The suit, filed by Northwest Florida TV Cable Inc. (owned by Gregg Cablevision Inc., group CATV owner), is against the independent Southeastern Telephone Co.

The cable company, which began operating in Crestview, Fla., July 4, and in Niceville, Fla., last February, is seeking $100,000 in alleged actual damages and $1 million in punitive damages. It claims the telephone company originally agreed to permit CATV lines to be attached to its poles, but later reversed its decision and offered only a leased circuit owned by the telephone company.

The telephone company, Northwest Florida said, claimed it had no room on its poles for the CATV lines.

The plaintiff contends that it had to install 25 to 30 poles of its own in Crestview and about 50 in Niceville to its added expense and to damaged goodwill caused by citizens’ complaints. Northwest Florida also is using electric power utility poles in both communities.

Compounding its injury, Northwest Florida alleged, the telephone company subsequently agreed to permit another CATV system, the Okaloosa TV Cable Co., serving Valpariso, Fla., to use its poles.

Changing hands

ANNOUNCED • The following station sale was reported last week subject to FCC approval:

• WILD Boston: Sold by Noble Broadcasting Corp. to Dynamic Broadcasting Corp. for $275,000. Nelson B. Noble is president of Noble Broadcasting. Dynamic Broadcasting, owned by L. Walk, James Rich and Bernard Friedman, is licensee of WAMO-AM-FM Pittsburgh, WUFM-AM-FM Amherst, N. Y., and WOAAM Miami. WILD is daytime operating on 1090 kc with 1 kw. Broker: Blackburn & Co.

APPROVED • The following transfer of station interests was approved by the
FCC last week (For other commission activities see For The Record, page 81).

* WJRL Rockford, Ill.: Sold by John R. and W. Dale Livingston and Samuel and Rose E. Miller to William R. Walker, John D. Harvey, Joseph D. Mackin, Philip Fisher, Value Radio Corp. and Heart O'Wisconsin Broadcasters Inc. for $123,900. Transfer is of 90% of stock; John R. Livingston will continue to hold 10% of the station. Approval is conditional on Mr. Harvey's disposal of his interest in WMAD Madison, Wis. WJRL, founded in 1960, operates daytime-only on 1150 kc with 500 w.

COMMUNITY TELEVISION

* Hegins-Valley View, Pa.: Sold by Valley Cable Co. to Sports Network Inc. for undisclosed amount. Hegins-Valley View serves approximately 600 customers. SNI owns CATV systems in Muncie, York and Honesdale, Pa., all Pennsylvania. The first two were purchased last April, and the last in June.

Mutual adds two

Mutual last week acquired two new affiliates: WTOP Toledo, Ohio, and WAXU Georgetown, Ky., bringing its total number of affiliated stations to 515. WTOP, owned and operated by Booth Broadcasting Co., operates daytime only on 1560 kc with 5 kw. General manager is Robert F. Martz. WAXU, owned by WAXU Radio, is a daytime on 1580 kc with 10 kw. Its general manager is Robert E. Johnson.

Media reports...

Architects' choice * The 38-story CBS building at 51 West 52d Street, New York, continues to influence architects and win awards. Latest: First Honor Award of the American Institute of Architects, announced last month at the AIA's convention in Denver. According to CBS, this is the nation's highest professional recognition for architectural excellence. The award was presented to Eero Saarinen and Associates, Hamden, Conn., the building's architects.

Overmyer's second * Overmyer Communications Co. began construction last week at the tower and transmitter site of WSCO-TV (ch. 19) Newport, Ky., which will cover the Cincinnati area. The transmitter and tower site is at Lehman Road and Jean Street, Cincinnati. WSCO-TV is scheduled to go on the air in September and will be the second Overmyer UHF station. WDT0- TV Toledo, went on the air May 3.

7T0 roster * KATV(TV) Little Rock, Ark., WFTL-TV Philadelphia and non-commercial KTCA-TV St. Paul have joined the Television Information Office.

Relocation * KWX St. Louis, has moved to 400 Mansion House Center. The station's executive offices are now located on the promenade level of the north tower.

Computer Applications acquires Simmons

Computer Applications Inc., New York computer consulting firm, has reached an agreement to acquire all assets of W. R. Simmons and Associates Research, the market research organization.

The acquisition is being accomplished through a transfer of 70,000 shares of Computer Applications stock valued at more than $1 million. Simmons has been a private, closely held company. Computer Applications is public and traded on the American Stock Exchange.

Simmons will operate as a subsidiary of Computer Applications with William R. Simmons, its president, remaining chief executive officer. Mr. Simmons said application of the computer systems knowledge of the acquiring company would be a clear advantage in processing the data fathered by his organization.

In recent years Simmons has syndicated national audience reports for network TV programs and magazines.

Computer Applications has been involved in market research through another subsidiary, Speedata, which has done research on the movement of grocery products. The parent company also owns Electronic Business Services Corp., a New York computer service bureau.

Computer Applications President John DeVries said the Simmons organization would continue in a somewhat autonomous manner and that there are no plans to alter its research operations.

PhD dissertations indexed

The School of Journalism of Syracuse University has published A Bibliography of Doctoral Dissertations in Radio and Television, compiled by Kenneth R. Sparks, who received his doctorate from the School of Journalism in 1964. This is a revised and enlarged edition of the one first published in 1962. The publication is available for $2 a copy from the School of Journalism, Newhouse Communications Center, Syracuse University, Syracuse, N. Y.
The Sparger case gets stickier

Ratings fix case now involves agent-husband of Carol Channing as Nielsen turns up with cancelled $4,000 check from Lowe to Sparger

The running war between former congressional TV ratings investigator Rex Sparger and the A. C. Nielsen Co. erupted into a new battle last week that may become bloodier before it subsides.

The fight enmeshed a new participant, Charles F. Lowe, the producer-manager-husband of actress Carol Channing, through the Nielsen firm's disclosure that Mr. Lowe had paid $4,000 to Mr. Sparger. Mr. Sparger has admitted he attempted to rig the ratings of the Carol Channing special on CBS-TV last Feb. 18 as well as other programs to get information for a book he says he is writing on rating practices and abuses.

Both Mr. Lowe and Mr. Sparger denied that the check had any connection with the rigging attempt. They said it was for other research work about the program and its commercial effectiveness.

The developments in the Nielsen-Sparger affair:

- Over the July 4 weekend there were unsuccessful attempts to settle out of court Nielsen's $1.5 million damage suit against Mr. Sparger for his attempts to rig the Channing ratings. The case is pending trial in the U. S. district court at Oklahoma City, Mr. Sparger's home town (Broadcasting, March 28).

- Nielsen last Wednesday afternoon held a news conference in Chicago at which copies of the $4,000 check Mr. Lowe allegedly gave to Mr. SpARGER were produced. The check is now part of the court record. Nielsen representatives reviewed the history of the rigging attempt and noted that Mr. Sparger has told the court he had received no money from anyone.

- The court at Oklahoma City last Wednesday morning made public a deposition by the bank teller, Mrs. Ayleen M. Chilton, who was said to have cashed the Lowe check for Mr. Sparger. Mrs. Chilton testified about efforts by Mr. Sparger to get bank records of the check and by his mother-in-law, Mrs. Delbert Cravens, to influence her testimony in the trial. Mr. Sparger denied these allegations and noted Mrs. Chilton was emotionally upset.

Mrs. Cravens for many years has booked theatrical acts in Oklahoma City including Miss Channing and "Hello Dolly!" at a 6,000-seat theater there early this year. Mr. Lowe hired Mr. Sparger for the special research work after being introduced by Mrs. Cravens at the close of the "Dolly" engagement.

- Mr. Sparger reacted to the Nielsen news conference disclosures with denials and multiple countercharges. He said he had tried to protect Mr. Lowe because he feared that the check would be "misunderstood" and that Mr. Lowe would be subjected to "guilt by association."

Mr. Sparger explained that ever since his work as an investigator for the House Commerce Subcommittee probe of TV ratings in 1963 he has been interested primarily in getting Nielsen to clean up its own house and do a good job in ratings. But after last week's events, he said: "I'm after the company now" and vowed to fight "rough."

He contended he would introduce

Check to Rex Sparger Research Consultant for $4,000 was drawn by Charles F. Lowe on Jan. 10, 1966, and cashed the next day in Oklahoma City by Mr. Sparger. Mr. Lowe is husband and manager of Carol Channing.

On the same day Mr. Sparger purchased American Express Travelers Cheques in the amount of $3,300 from an Oklahoma City bank.
Mr. Lowe said it was "both ridiculous and incredible on the face of it that the Carol Channing show would need any help from anyone in the matter of the rating." He said he was shocked at the implication attached to his payment to Mr. Sparger for research work.

**Former Partner** Counsel in the court case for Mr. Sparger is former Oklahoma Governor J. Howard Edmondson. Mr. Lowe has retained Robert E. L. Richardson, who earlier represented Mr. Sparger and is an assistant dean of the law school at the University of Oklahoma. Mr. Richardson was assistant counsel of the House Commerce Subcommittee during the TV ratings probe when Mr. Sparger was an investigator for the same subcommittee. The committee chairman was Representative Oren Harris (D-Ark.) who now is a federal judge in his home state. Nielsen’s counsel is George McBurney, Chicago.

In its court suit Nielsen charged Mr. Sparger used knowledge and information obtained while working for the Harris committee to aid him in his efforts to rig the TV ratings.

Nielsen repeatedly has pointed out that the rigging effort on the Channing show was detected prior to the telecast and the 58 sample homes involved were deleted from the rating computation. The Channing show enjoyed ratings far above those of competitive programs.

The suit charged Mr. Sparger with mailing a questionnaire to 58 Nielsen homes in Ohio and Pennsylvania designed to influence them to watch An Evening with Carol Channing Feb. 18 on CBS-TV. Each questionnaire enclosed $3, and another $5 was promised upon return of the questionnaire.

In 1964 when Mr. Sparger no longer was with the Harris committee the committee called him to appear before it to answer charges that he was misusing information (Broadcasting, April 11). The committee took no action.

Teller’s Testimony Mrs. Chilton, bank teller at the Liberty National Bank in Oklahoma City, testified in the court deposition that she cashed Mr. Sparger’s check from Mr. Lowe last Jan. 11. She said Mr. Sparger phoned her at home at midnight the day before the court was to begin and asked her if she could “get the microfilm,” indicating she would be “taken care of” if she cooperated. She said she refused.

Mrs. Chilton testified further that Mr. Sparger’s mother-in-law, Mrs. Cravens, called at another time to inquire about what she planned to say in the case and suggested that she could say she “couldn’t remember.”

At Nielsen’s news conference in Chicago last week, Henry Rahmel, executive vice president of the company, observed that Mr. Sparger “has acknowledged publicly on numerous occasions that he attempted to distort the audience ratings of the Nielsen Co.” and specifically the Channing special. Mr. Rahmel said that earlier in the day there had been filed with the federal court in Oklahoma City “a reproduction of a $4,000 check made to Sparger’s order on Jan. 10, 1966, drawn on the United California Bank (Los Angeles) account of Charles F. Lowe, signed by Lowe and cashed by Sparger Jan. 11, 1966, in an Oklahoma City bank.”

Mr. Rahmel noted that the check was made to the order of “Rex Sparger Research Consultant” and so endorsed. He said it was discovered during the taking of depositions of employees of the bank.

“Prior to the discovery of the existence of this cancelled check Sparger had maintained—in sworn testimony—that he had not received money from Lowe for any purpose,” Mr. Rahmel said.

“Sparger has maintained, also in sworn testimony, that he did not have more than two telephone conversations with Lowe prior to March 24 when the Nielsen suit was filed,” Mr. Rahmel continued. However, he said, “telephone company depositions taken in this case indicate that there were at least 40 telephone conversations between Sparger and Lowe in the form of long-distance communications between Oklahoma City, Washington, Chicago and New York City.”

**Statements Made** Mr. Rahmel continued: “In the several weeks that
General Foods, CBS clarify positions

A spokesman for the General Foods Corp., White Plains, N.Y., said an agreement made with Miss Channing and General Foods more than two years ago provided for her appearance in the special shown on CBS last February and also in a pilot film. The advertiser had indicated at that time that it would consider the pilot as a possible series for showing in the 1967-68 TV season, starting in the fall of 1967. General Foods said it has made no decision on a series but that the understanding with Miss Channing still stands.

The CBS-TV network said in New York, following the disclosure of the check made out to Mr. Sparger, that it had "at no time any knowledge of any alleged tampering with, or attempt to distort, the ratings" of the Carol Channing show. CBS also said it didn't know the existence of any arrangement between Mr. Lowe and Mr. Sparger. CBS explained that the show had been brought to the network by an advertiser (General Foods) and that CBS had no connection with its production other than supplying studio facilities.

"We plan to continue our prosecution of the lawsuit now pending," he added. During questions and answers at the news conference, which was well attended by press and broadcast media, Mr. McBurney, the Nielsen lawyer, said: "We suspected that Mr. Lowe was involved" before the check was found, but it couldn't be proved. He declined to explain the reason for the suspicion. Mr. McBurney said the discovery of the check "makes Mr. Lowe a part of the case now" but no decision had been made whether to name him a co-defendant.

Ready for Settlement - Nielsen officials and counsel indicated they always stand ready to make an "appropriate" settlement of the case out of court. The chief concern is "clearing the reputation" of the company and getting a court injunction against any rigging attempts.

In a prepared statement Mr. Lowe said: "I am shocked and appalled" by the story "in which I apparently have been implicated in the alleged rigging of the Nielson ratings of the Carol Channing show." The statement continued:

"The facts of the matter are quite clearly and specifically spelled out in a contract between Mr. Rex Sparger and myself, drawn on Jan. 11, 1966. Mr. Sparger had approached me at that time in Oklahoma City where Miss Channing was appearing in "Hello Dolly" under the auspices of Mrs. Delbert Cravens, Mr. Sparger's mother-in-law, an impresario who had booked the show.

"Mr. Sparger suggested that I hire him as a research consultant to conduct a survey during the telecast entitled the Carol Channing show. Not before, but during. The key paragraph of my contract with Mr. Sparger reads as follows: "Said analysis shall generally provide information concerning commercial effectiveness, general demographic data correlated to product purchase and advertising effectiveness, audience acceptance of the Channing special correlated with normal viewing habits, viewing pattern habits correlated with influences from media on such habits and a comparison through prequalification of such aforementioned data."

"In return for this service, I made out a check to Rex Sparger, research consultant, in the amount of $4,000 for expenses. His fee for the survey was $1,000. I need hardly add that it is both ridiculous and incredible on the face of it that the Carol Channing show would need any help from anyone in the matter of the rating; that Miss Channing, one of the most prominent stars in the entire entertainment world, would consider such a reprehensible deal for an instant; that I, her husband and manager, would be so naive as to write out a check for any other purpose than that plainly set forth in the contract with Mr. Sparger, or that the A. C. Nielsen Co. could be so loosely and negligently managed as to allow a single individual to influence the quality of its product for the sum of $5,000.

"The facts as they pertain to Miss Channing and myself are readily available and in writing. We have unwittingly been drawn into the long running nettle between Mr. Sparger and the A. C. Nielsen Co. The Nielsen Co. has now seen fit to make our participation public. I am happy to make the facts public. And that, so far as we are concerned, is the end of the matter."

On Thursday a public relations representative of Mr. Lowe in Los Angeles explained that his client never sent Mr. Sparger the remaining $1,000 because he was so upset over the trouble...
A funny thing happened to Blondie on the way to television...

She played the theaters. Do you remember? The customers turned out in droves. They came by day and by night. All ages.

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West: Maurie Gresham 213-769-0232
East: Ted Rosenberg 212-682-5600
Mr. Sparger had gotten himself into. He explained also that the check had been dated Jan. 10 because the research deal talks began then and the contract signed the next day before the check was cashed. He also commented that the research work was merely routine in view of the upcoming CBS-TV series show of Miss Channing with General Foods as sponsor and may even have been agreed to merely as a gesture of courtesy to Mrs. Cravens for the successful Dolly run in Oklahoma City.

In a prepared statement also, Mr. Lowe's counsel, Mr. Richardson, denied any connection of the check with the rigging attempt. Mr. Richardson said: "Mr. Sparger is a television research consultant eminently qualified to conduct such a survey. Mr. Sparger's reasonable fee for such a survey was $4,000 expenses plus $1,000 fee, which Mr. Lowe paid by check, certainly evidence of Mr. Lowe's good faith. At no time did Mr. Lowe have any intent of engaging in any manipulation of the rating system. His hiring of Mr. Sparger was for a totally unrelated job of research—one that Mr. Sparger said he had performed for many clients in the television industry."

Action expected on CATV copyright

Congressional subcommittees considering copyright legislation affecting CATV foresee the possibility of some action on the measures soon.

A House judiciary subcommittee studying the complex copyright law revision is hopeful of completing action on the entire package late this month or in early August although a source admitted this may be optimistic. The subcommittee, however, is not considering taking up the CATV aspects of the bill separately as is a Senate subcommittee studying an identical bill.

The Senate Judiciary Subcommittee on patents, trademarks and copyright still has not decided whether it will consider the CATV part of the bill separately, a move it has been weighing for some time. The Senate group hopes to reach its decision perhaps this week when Congress returns to normal after a week of holiday recess. If it does decide to take up the CATV copyright segment alone, it hopes to do so before the Senate focuses its attention on the pending civil rights bill. This would mean hearings might be held during the latter part of July or early August.

In preparation for such a move, the subcommittee sent letters to interested parties asking for their comments. A source noted that most of the respondents identified with the CATV industry favored holding separate hearings soon on the CATV aspects of the copyright measure while those aligned with the copyright owners were opposed since they felt they might get better treatment from pending court rulings.

Hallmark series schedules TV drama

Three original TV dramas have been commissioned by the Hallmark Hall of Fame series on NBC-TV.

George Schaeffer, Hallmark producer-director, said last week playwrights James Costigan, James Ross and Joseph Liss are doing the scripts for telecasts probably in the 1967-68 season. The plays: Mr. Costigan's "Love Among the Ruins," a sophisticated comedy set in England at the turn of the century; Mr. Liss's "In Generous Years," based on a battle against slavery waged by John Quincy Adams in the U. S. Supreme Court, and a to be titled psychological drama by Mr. Ross that has a historical setting in England.

In the 1966-67 season four of the five specials Hallmark plans to show include Maxwell Anderson's "Barefoot in Athens" (Peter Ustinov plays Socrates); Guy Bolton's "Anastasia" that will star Julie Harris in the title role and Lynn Fontaine in a major role, Sir James Barrie's "The Admirable Crichton" and Noel Coward's "Blithe Spirit."

U.S. TV film set for Monaco festival

Prince Ranier and Princess Grace of Monaco have chosen ABC-TV's coming one-hour color special, Beauty and the Beast as the only film to be shown during the July 18-24 festivities of "American Week," part of Monte Carlo's centennial celebration.

The film, starring Haley Mills as storyteller and featuring the San Francisco ballet company, will make its world premiere on the festival's opening night (July 18), according to Thomas W. Moore, president of ABC-TV, and David M. Sacks, ABC-TV vice president and general manager of KGO-TV San Francisco.

The story of Beauty and the Beast is based on the familiar fairy tale and set to the music of Tchaikovsky. Produced by KGO-TV, the special was purchased by ABC-TV for national presentation during the coming winter holiday season. International distribution will be handled by ABC Films.

KCBS reaches accord with AFTRA strikers

A month-long strike at KCBS San Francisco ended last week (July 5) with the radio station signing a new three-year contract with announcers of the American Federation of Television and Radio Artists. The new contract provides pay raises for announcers, retroactive to November 1965, with increases for three years until a weekly minimum of $233.50 for staff announcers is reached. Announcers had been paid an average of $205 a week under the old contract.

A key issue in causing the strike was AFTRA's demand that announcers be allowed to honor other picket lines. Indications are that the settlement will permit announcers to respect the picket lines of the International Brotherhood of Electrical Workers should that union go out on strike in the near future, but that subsequent relationships or staff announcers to other union employees would be subject to negotiation.

AFTRA's strike did not shut down KCBS. The station was operated by supervisory and administrative personnel. Settlement means the end of AFTRA's threat, issued last week (Broadcasting, July 4), to establish "informational" picketing of CBS Inc. stations throughout the U. S. in support of the San Francisco walkout.

KNBR San Francisco also was involved in the negotiations with AFTRA. The NBC station's announcers, who did not go on strike, will be covered under the new agreement.

College sports package sells fast for KVI

Sports programming is more expensive than ever. KVI Seattle found this out when it tried to win radio rights to cover University of Washington football, basketball and spring sports events. The Golden West Broadcasters-owned station won the rights for the next two years with an option for a third year, but the price came high. KVI paid $71,630.

It was a gamble that has quickly paid off. For sponsorship of the entire sports package of 41 events was sold in two weeks for a gross of $125,000. Sponsors of the live coverage of University of Washington sports on KVI include Humble Oil, through McCann-Erickson; Northwest Ford Dealers, through J. Walter Thompson; Western Airlines, through BBDO, and Household Finance, through Needham, Harper & Steers.
This is television's first UHF super gain zig-zag antenna.

Overmyer Communications Company just ordered 3 of them.

General Electric's new super gain antennas, series TY-97-A for channels 14 to 83, offer you an almost unlimited choice of directional patterns. The standard omnidirectional version has a power gain of 44.5—with 20% null fill-in and 0.75° beam tilt.

You also get these new features:

- Single or dual line feed.
- With dual line feed, antenna can be sectionalized for standby and/or emergency operation at full rated power.
- Rated power input 60-KW black level plus aural power—120-KW for dual line feed.
- Height, depending on channel, 63.5 ft. to 102 ft. less lightning protector.
- Low impedance—no high voltage points.
- Simplified electrical and mechanical design for high reliability and low maintenance.
- Simplified deicing system—deicing current passed through radiator. Plus separate feedpoint deicers.
- All Zig-Zag radiators grounded for lightning protection.
- Factory tested—no field tuning required.

The antenna shown here is 1 of 3 purchased by Overmyer Communications. It's for channel 24, and has a directional pattern giving a maximum power gain ratio of 131.3.

To get complete details on General Electric's new super gain antennas, call your G-E broadcasting representative.

General Electric Company, Visual Communications Products, 7-315, Electronics Park, Syracuse, N.Y. 13201

**General Electric**
What the networks are showing this summer

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: (C), color; sus., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsors; cont., continued. All times Eastern. Show sheets are published at the beginning of each quarter.

SUNDAY MORNING
10 a.m.-Noon
ABC-TV No network service.
CBS-TV 12:12 No network service; 12:30-1 Face the Nation, sus.
NBC-TV No network service.

1-2 p.m.
ABC-TV 1-1:30 No network service; 1:30-2 Issues and Answers, sus.
CBS-TV No network service.
NBC-TV 1:30-2 Meet the Press (C) part; 2:30-2 Religious programs and public affairs; part.

2-5 p.m.
ABC-TV 2-4 No network service; 4-4:30 Porch Party (C); 4:30-5 New American Bandstand '66 part. (eff. 9/10).
CBS-TV No network service.
NBC-TV 2:30-4 CBS Sports Spectacular, Colgate, Bristol-Myers; 4-5 No network service; (2-2:30 No network service; 2:30-5 NFL Football, part.; eff. 9/11).

5-6 p.m.
ABC-TV No network service.
CBS-TV 5-6 Mr. Ed, Pillsbury, RAston (To Tell the Truth, part.; eff. 9/11); 5:30-6 Amateur Hour, J. B. Williams.
NBC-TV 5-6:30 Vietnam Weekly Review (C); 5:30-6 Sportman's Holiday (C), part. (AFL Football, cont.; eff. 8/28).

6-7 p.m.
ABC-TV No network service.
CBS-TV 6-7 The 20th Century; 6:30-7 No network service.
NBC-TV 6-8:30 The Frank McGee Report (C), part.; NBC News Encore, part. (AFL Football, cont.; eff. 8/28).

7-8 p.m.
ABC-TV Voyage to the Bottom of the Sea (C).
CBS-TV 7-8 1-1:15 Lassie (C), Campbell, part.; 7:30-8 My Favorite Martian (C), part. (7:30-8 It's About Time (C), part.; eff. 9/11).
NBC-TV 7:30 NBC News Encore, cont. (Bell Activities (C), Bell Telephone, eff. 9/11); 7:30-8 Walt Disney's Wonderful World of Color (C), Kodak, Ford and RCA.

8-9 p.m.
ABC-TV The FBI (C), Alcoa, Am. Tobacco, Ford.
CBS-TV The Ed Sullivan Show (C), Am. Rome, P. Lorillard, Lever.
NBC-TV 8-9 Walt Disney, cont.; 8:30-9 Brandeis (C), P&G (Hey Landlord (C), P&G, eff. 9/11).

9-10 p.m.
ABC-TV The Sunday Night Movie (C), part.
CBS-TV Perry Mason, part. (Garry Moore Show (C), part.; eff. 9/11).

10-11 p.m.
ABC-TV Sunday Movie, cont.
CBS-TV 10-11 10:30 Candid Camera (C), part.; 10:30-11 What's My Line (C), part.

NBC-TV The Wackiest Ship in the Army (C), part. (Andy Williams Show (C), Buick, Colgate, N. J. Reynolds, eff. 9/11).

MONDAY-FRIDAY
7-10 a.m.
ABC-TV No network service.
CBS-TV 7-8 No network service; 8-9 Captain Kangaroo, part.; eff. 9/10 No network service.
NBC-TV 7-9 Today (C), part.; 9-10 No network service.

10-11 a.m.
ABC-TV No network service.
CBS-TV 10-11 No network service.

11-Noon
ABC-TV 11-11:30 Supermarket Sweep, part.; 11:30-12 The Dating Game, part.
CBS-TV 11-11:30 Andy of Mayberry, part.; 11:30-12 The Dick Van Dyke Show, part.
NBC-TV 11-11:30 Showdown (C), part.; 11:30-12 Chain Letter (C), part.

Noon-1 p.m.
ABC-TV 12-12:15 Donna Reed Show, part.; 12:15-1 Fother Knows Best, part.

1-2 p.m.
ABC-TV Ben Casey, part.
CBS-TV 1-1:30南路 Students, part.; 1:30-2 As the World Turns, P&G and part.
NBC-TV 1-1:30 No network service; 1:30-1:55 Let's Make a Deal (C), part.; 1:15-2 Floyd Kalber with the News (C), part.

2-3 p.m.
ABC-TV 2-3 Confidential for Women, part. (The Newlywed Game (C), part.; eff. 7/11); 2:30-3:30 A Time for Us, part.; 2:55-3 News, Purex.
CBS-TV 2-3 Password, part.; 2:30-3 House Party (C), part.
NBC-TV 2-3:30 Days of Our Lives (C), part.; 2:30-3 The Doctors, Colgate, part.

3-4 p.m.
ABC-TV 3-4 General Hospital, part.; 3:30-4 The Nurse, part.
CBS-TV 3-3:25 To Tell the Truth, part.; 3:25-4 After School News with Douglas Edwards; 3:30-4 The Edge of Night, P&G.
NBC-TV 3-3:30 Another World (C), part.; 3:30-4 You Don't Say (C), part.

4-5 p.m.
ABC-TV 4-4:30 Dark Shadows, part.; 4:30-5 Where the Action Is, part.
CBS-TV 4-4:30 After School News with Douglas Edwards; 4:30-5 No network service.
NBC-TV 4-4:30 After School Game (C), part.; 4:25-4:30 Nancy Dickerson with the News (C), part.; 4:30-5 No network service.

5-6 p.m.
ABC-TV No network service.
CBS-TV 5-6 Late Afternoon News; 5:10-6 No network service.
NBC-TV No network service.

6-7:30 p.m.
ABC-TV Peter Jennings with the News (C), part.; 6:30-7:30 The National News, part.; 6:30-7:30 NBC World News, part.

Broadcasting, July 11, 1966

56 (programming)
It takes a woman to know a woman.

That's why each Corinthian station has a women's director. Each understands the particular interests of the distaff side of her community.

In a half-hour program each weekday she provides news and comment on everything that matters to the women of today. On art, women in the news, theatre, child care, education, careers, fashion, travel—any subject that adds a significant dimension to the lives of the women in her area.

Women respond to our women's shows. Each is the top-rated women's show in the market. Four out of five reach more women than any other daytime show—local or network—on any competing station.*

You might say our women are doing a man-sized job.

*Latest available NSI reports. Sign-on to 5:00 p.m. Subject to qualifications described in said reports.
the CATV Broker with the reputation of BUYER-SELLER SATISFACTION and FAST ACTION

DANIELS & ASSOCIATES, Inc.

The CATV Broker with the reputation of BUYER-SELLER SATISFACTION and FAST ACTION

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Beagles (C), part. eff. 9/10.
NBC-TV No network service. (12-12:30 Topcat (C), part.; 12:30-1 No network service. eff. 9/15).

1-2 p.m.

ABC-TV 1-1:30 Hoppity Hooper (C), DeLuxe Gel Mills, part.; 1:30-2 New American Bandstand '66 part. CBS-TV 1-1:30 My Friend Flicka, Gen. Mills, Nestle (Tom and Jerry (C), part. eff. 9/10); 1:30-2 No network service. NBC-TV No network service.

2-5 p.m.

ABC-TV 2-3:30 American Bandstand part.; 3:30-5 No network service (NCAA football (C), part. eff. 9/10). CBS-TV No network service. NBC-TV No network service.

5-7:30 p.m.

ABC-TV 5-6:30 ABC's Wide World of Sports, part.; 6:30-7:30 No network service. CBS-TV 5:30-10 network service; 6:30-7:30 Saturday Evening News with Roger Mudd (C), part. NBC-TV 5-6:30 No network service; 5:30-6 Golf with Sam Snead; 6:30 No network service; 6:30-7 The Scherer-MacNeil Report (C), part.

7:30-8 p.m.

ABC-TV 7:30-8 Ozzie & Harriet (C), part.; 8-8:55 Donna Reed Show, part. (7:30-8:30 Shone (C), part. eff. 9/17); 8:30-9:30 Lawrence Welk Show (C), part. CBS-TV 7:30-8:30 Continental Showcase, Philip Morris, part.; 8:30-9:30 Secret Agent, part. (7:30-8:30 Jackie Gleason-Art Carney Show (C), part.; 8:30-9 Pistols ‘n’ Petticoats (C), P&G, Am. Tobacco, eff. 9/17). NBC-TV 7:30-8 Flipper (C), part.; 8-8:30 Please Don't Eat the Daisies (C), part. eff. 9/17); 8:30-9 Get Smart (C), Lever, Ford.

9-10 p.m.

ABC-TV 9-9:30 Lawrence Welk, cont.; 9:30-10:30 Hollywood Palace (C), part. CBS-TV 9:30-10 Secret Agent, cont.; 9:30-10 Face Is Familiar (C), Philip Morris, part. (9-10 Mission Impossible (C), Philip Morris, Bristol-Myers, part. eff. 9/17). NBC-TV 9-11 Saturday Night at the Movies.

10-11 p.m.

(c)


NBC-TV Saturday Night Movies, cont.

11 p.m.-1 a.m.


FOI law enactment ends 10-year fight

President Johnson has signed into law a bill giving citizens the right to obtain information from the federal government.

The law states a citizen may have access to all government records, with some exceptions involving national se-
What kind of potion or secret juice do you feed a network sports program to make it burgeon from one man's idea to a three-man operation to a 500-man organization branching into the chief countries of the world? If you follow the process used by Roone Arledge, vice president and executive producer of ABC Sports, you treat the sports show as though it belonged to the news department.

In 1961 Mr. Arledge, then an ABC producer, saw the three networks fighting for major league baseball rights under rules that blacked out broadcasting in league cities.

He came up with a programing idea to ferret out interesting sports events, no matter where found or how bizarre, as long as they were not sold in a package deal. This was the germ of Wide World of Sports, ABC's year-round sports anthology presented Saturdays 5-6:30 p.m.

The essential point, Mr. Arledge felt, would be to cover a sport as a fast-breaking news event, not a past event to be dissected in retrospect.

"At first," Mr. Arledge says, "I was by myself flying all over the world trying to line up a schedule. But I was joined soon by Jim McKay and Chuck Howard, who's now our director of sports production.

"After some hectic programing negotiations, we had to scare up a sponsor. We sat in my office one Friday afternoon knowing that if we didn't have an advertiser by about 5:45 p.m., the program was dead. R. J. Reynolds Tobacco Co. called at 5:30 p.m."

Wide World was launched as a 20-week summer replacement and opened on April 19, 1961, with Jim McKay covering the Penn Relays at Franklin Field, Philadelphia. A torrential rain knocked out four of the six TV cameras. Thus began a tragi-comic period that turned into a round-the-world chase of assorted "way-out" sports.

"Many times the game officials couldn't understand English and weren't quite sure what these crazy Americans with TV equipment were doing at a sumo wrestling match or a snake hunt," says Mr. McKay.

Turning Point: The U. S.-Russian track meet July 22, 1961, was the turning point for Wide World, Mr. Arledge pointed out: "In this live-on-tape telecast the U. S. for the first time saw the Russian track team performing inside Russia — this was no 'way-out' sports event."

From that time on, audience and advertisers climbed aboard. Ratings this year are up 15% over 1965, which, in turn, was 10% above 1964. The May Nielsen gave the program just under 6 million homes, or nearly 20 million viewers weekly.

The 52-week program is generally sold out a year in advance. Such national advertisers as Allstate Insurance, Bristol-Myers, L&M, Wilkinson Sword and J. B. Williams have been with Wide World over the years.

In running ABC Sports like a news department, Mr. Arledge carries out his original concept of "sports as happening." If the event cannot be reported live because it occurs outside Wide World’s Saturday-afternoon time period, then tape is used.

When time and terrain necessitate film (about 5% of the show's on-the-air footage), Mr. McKay and his fellow commentators still cover the event in the style of a live broadcast.

Some 500 officials, athletes and sports afficionados have been recruited as news "stringers" to tip ABC "Sports Central" about unpublicized but significant sports events. "We could have missed the great confrontation of U. S. and German ski power at Oberjock, Germany, in January without a tip from one of our overseas people," Mr. McKay said.

"On the Oberjock junket," he continued, "we had to transport heavy equipment up a road with dozens of hairpin turns and then haul it up the side of a mountain with tractors. If anything slipped," Mr. Arledge added, "we would have lost 20 tons of equipment and the village of Oberjock."

The five years of broadcasts that Wide World celebrated April 23 have included such major sports events as Jim Beatty running the world's first indoor four-minute mile in Los Angeles in 1962; Valery Brumel setting the world's record high jump during the U. S.-Russian track meet in Moscow in 1961; Arnold Palmer winning the British Open in Royal, Scotland, in 1963; Chuck McKinley becoming the last American to win the men's tennis singles at Wimbledon in 1963, and Peggy Fleming winning the figure skating title in this year's national championships in Berkeley, Calif.

"Our success is a matter of philosophy," says Mr. Arledge. "Wide World gets our respect and many of our best people even when ABC is carrying another major sports event in the same week."

Mr. Arledge holds that the temptation to throw his total resources into a golf special or an NBA basketball game, for example, is the pitfall that would destroy Wide World.

Respect for the show, adds Mr. McKay, is founded on finding the appeal of a minor sport and learning to care about "some guy jumping 17 barrels because the participants really care."

Mr. Arledge has logged over 1.1 million air miles in his five years as executive producer of Wide World. He spends many hours negotiating rights with sports producers and associations, returning to a site to survey for camera placement and coverage strategy, and sitting in on client meetings.
know Wide World's ratings, prestige level and type of audience. Thus the executive producer often confers with clients to reveal announcer assignments and other production elements.

But because certain time periods are left tentative for flexibility, advertisers rarely know the full schedule they're buying. Programming flexibility permits, however, such "advertiser bonuses" as the last-minute scheduling of the Clay-Cooper heavyweight championship fight, which tripled Wide World's normal ratings.

Wide World programs for a family audience. This is especially true, according to Mr. Arledge, when another network has an event with masculine appeal such as the Rose Bowl football game. Moreover, in covering an event in Paris Wide World's cameras would range to the Eiffel tower, to the Seine, the Louvre and scenic attractions with family appeal.

"A side effect of all our traveling," according to Mr. McKay, "is asynchronia. This is a confusion of the body clocks and processes that results from crossing time zones. Your mind gets used to it but your viscera never do."

A typical Arledge-McKay schedule might include conferences in their New York offices until 9 p.m. on a Thursday night, an overnight flight to London, a conference at the BBC at 10 a.m. and cocktails with "lunch" at a private club when their stomach's are "thinking" breakfast.

The Wide World team has the consolation that in high-speed flight they share in the activity of the communications satellites.

Satellite Era - Among the satellite broadcasts last year by ABC sports—on Wide World or as specials—were the U.S.-Russian track meet in Kiev, the Le Mans auto race in France and the Irish Sweepstakes.

This year ABC satellite transmission carried Le Mans, the British Open and the Clay-Cooper fight. The next two world's heavyweight championship fights—Cassius Clay vs. Brian London and the winner against Karl Mildenberger of Germany, current European champion, Sept. 10. In Frankfurt—will be televised by our satellite on Wide World. The Brian London bout will be broadcast from London's Earls Court Stadium Saturday, Aug. 6. TV rights for the London bout are understood to have cost about $200,000.

"The satellite will change people's viewing habits," Mr. Arledge says. "They won't care that the event is not coming over at 2 p.m. Saturday; they'll rather watch a live track meet from Russia at 11 a.m. People on our West Coast have already gotten accustomed to early broadcasts."

According to the ABC vice president, the combination of sports on TV via satellite will improve relationships among the nations: "You can get goopy about this, but that shouldn't prevent us from admitting a tremendous good will be coming through sports in the next 10 years.

"Cultural exchanges reach relatively few people. But start off with a man with star quality like Valery Brumel on international TV. Britishers in pubs will be holding their breath as he goes for a seven-foot high jump. The Russians will be holding their breath, and through a kind of international language, both nations will see how much alike they are."

Covering Russian athletes on TV and the attendant problems are not unfamiliar to the Wide World crew. In covering the 1962 World Figure Skating Championships in Prague, Messrs. Arledge and McKay were not allowed to choose their hotel accommodations.

"The Communist authorities," explains Mr. McKay, "simply assigned Roone, myself and another producer to one small hotel room. Beyond that, Roone and I were assigned to sleep in the same double bed! Mr. McKay accuses his vice president of snoring.

Generally, however, Wide World has a way with the Russians. The satellite broadcast of the U.S.-Russian track meet at Kiev last summer was the only TV program the commissars have ever permitted live from Russia to the U.S.

FCC publishes letter on program forms

The FCC in an unusual move last week made public the text of a letter sent to six licensees in the June renewal group that submitted what the commission considered inadequate responses to Part I of the new AM-FM program-reporting form.

The commission seldom if ever publicizes communications requesting additional information from broadcasters concerning their applications. However, it was felt that publication of the letter would give all broadcasters a clearer understanding of the kind of information expected from Part I, which deals with ascertainment of programming needs. The form was used for the first time by April 1 renewal applicants.

The text of the letter, the substance of which became known last month (Broadcasting, June 27), follows:

"Upon review of your application for renewal of license, it appears that you may not have fully understood the purpose as well as the importance of the questions in Part I of Section 1V-A of the application. In any event, your present response to these questions is considered inadequate and further information is therefore necessary.

"By these questions, the commission seeks full information with respect to: (a) the steps that have been taken to inform yourselves of the real needs and interests of the area served by your station and to provide programming which, in fact, constitutes a diligent effort, in good faith, to provide for those needs and interests; (b) such suggestions as may have been made as to how your station could help meet the real needs and interests of community from the viewpoints of those consulted; (c) your evaluation of the relative importance of all such suggestions and the consideration given them in formulating the over-all program structure for your station; and (d) the programming that you propose, either generally or specifically, to meet the needs and interests of the community as you have evaluated them."

Program notes . . .

Buckley show - Stephen Associates Inc., New York, will distribute to radio stations five-minute transcribed news commentaries by William F. Buckley Jr. The series starts Sept. 5 and is available on a five-days-per-week basis, from SAI, 420 Lexington Avenue.

McGee tapped - NBC News has selected Frank McGee as the reporter on a 3½-hour White Paper telecast produced by McGee Media in the United States. The special will be on NBC-TV, Aug. 25 (7:30-11 p.m. EDT).

Benson-Screen Gems - Hugh Benson and his TV production company have signed with the Screen Gems Television to develop new properties for the 1967-68 season. Mr. Benson, a former producer for Warner Bros., was most recently a feature film producer for Paramount Pictures.

Bette Davis replaced - A wrench back has forced Bette Davis to relinquish the role of Red Queen in NBC-TV's special colorcast, Alice through the Looking Glass, set for Sunday, Nov. 6 (7:30-9 p.m. NYT). Agnes Moorehead will play the part. Jack Palance also has been signed for the special.

Series available - Jonathon Kirby Enterprises, Anaheim, Calif., is making
available to radio stations a 15-minute daily series called Voice of Truth and Freedom. The program features Dr. Bob Wells, pastor of the Central Baptist Church of Anaheim, a critic of the World and National Council of Churches.

Off-network buy — In what it claims to be the biggest block buy of off-network shows of any independent station, KSeo-(TV) Los Angeles announced last week purchase of $3 million worth of prime-time fall programming. Off-network shows acquired include Perry Mason, McHale's Navy, The Munsters, The Patty Duke Show, The Wackiest Ship in the Army, Honey West, My Mother the Car and Burke's Law.

New Address — William Morris Agency Inc. has moved its New York offices from 1740 Broadway to larger quarters at 1350 Avenue of the Americas. The telephone number will retain its telephone number (212) 586-5100 and cable address WILLMORRIS.

Movies to TV — Thirteen science-fiction feature films will be coproduced in England and on the Continent by Telegraff Film Corp. and Armitage Films Ltd., London, it was announced last week. The features, all in color, will be released theatrically prior to their television presentations.

TV show wins in film festival

Among the early returns from international film festivals, there were six American films listed as winning top prizes, with one being produced for television. Way Out Men, a Wolper TV documentary sponsored by Minnesota Mining and Manufacturing Co., won a gold medal for first place at the Buenos Aires Scientific Film Fete in the information category.


Radio series sales . . .

July 4, 1776 (Woroner Productions): KTnn Trenton, Miss.; kKro Aberdeen and kuen Wensatchee, both Washington.

The First Christmas and Easter the Beginning (Woroner Productions): kajo Grants Pass, Ore.; kKro Aberdeen and kuen Wensatchee, both Washington.

Tips on Tots, Points on Pets, and Your Green Garden (Woroner Productions): kLoo Lake Charles, La.

Northwestern Reviewing Stand (Northwestern University): KFrc San Francisco; wKrr Dearborn, Mich.; wBnn Milwaukee; kMA Shenandoah, Iowa; WFBt Baltimore, and wRRR Rockford, Ill.


Jimnie Fidler Hollywood News (Jimnie Fidler in Hollywood Inc.): KVM Iuka, Miss.; wazs summerville, S. C., and kroe Sheridan, Wy.o.


Chickennan (Spot Productions): KLMS Lincoln, Neb.; WFEc Harrisburg, Pa.; KBOX Dallas and keed Eugene, Ore.

The Shadow (Charles Michelson): KJno Juneau, Alaska; kTtB Garden Grove, Calif.; wLnh Laconia, N. H.; wWst Wooster, Ohio, and wtkM Hartford, Wis.


Earl Nightingale (Nightingale-Co- nant): wEEL Dallas and wRc Rich- lands, both Virginia; wckw Garyville and KRUS Ruston, both Louisiana; wWxi Athens and wMTN Morristown, both Tennessee; WBa Madison, Wis.; kFrr Fairbanks, Alaska; WCR Scottsbor, Ala.; WSRW Hillsboro, Ohio; KFRU Columbia, Mo.; wtCA Plymouth, Ind.; kcole Fort Collins, Colo.; KBow Butte, Mont.; kvnu Logan, Utah, and kSMm Mason City, Iowa.

Hollywood Negroes upset over employment

Hollywood television and movie producers were accused last week of not hiring enough Negroes for jobs "in front of and behind" the cameras and of ignoring, if not distorting, the "true image" of American Negro people. The charges were made by Herbert Hill, labor director for the National Association for the Advancement of Colored People, at a news conference in Los Angeles, where the civil-rights organization was holding its annual convention.

Mr. Hill said the NAACP plans to establish a "watch dog" bureau in Hollywood to look after Negro interests in the film-making business. It would be patterned after a similar bureau in Washington that supposedly keeps tabs on the treatment of Negroes in government jobs.

Mr. Hill, who acknowledged "full support" from both the Screen Actors Guild and the Screen Writers Guild, was most critical of the craft unions in the film industry. He claimed that most of them had either excluded Negroes altogether or limited Negro membership to a token so as to give tacit observance to the civil-rights law. He indicated that the NAACP would meet with representatives of TV and movie producer organizations this week in hopes of achieving better employment results for Negro talent and a fairer over-all treatment of the Negro image on screen. If the meetings are unsuccessful, Mr. Hill said the NAACP would consider filing complaints with the National Labor Relations Board and under the equal opportunity clause of the Civil Rights Act "in order to get justice."

The NAACP official cited two recent movies that ignored Negroes although, he contended, they should have been integral members of the casts. Yet television did not escape uncritized. Mr. Hill said that certain TV series never have Negroes in their casts.

Joining Mr. Hill at the news conference was actor Davis Roberts, a representative of the Hollywood chapter of the NAACP. Mr. Roberts said there are about 100 Negro actors in Hollywood, besides some 135 people who perform as extras. They are, in the judgment of Mr. Roberts, "all complaining."
How watching movies can extend life

The solitary actor appearing in this film won't win an Academy Award. He'll be awarded something far greater—a longer, healthier, more active life. Our "actor" is a hospital patient. He suffers from fainting spells, chest pains and shortness of breath. Two doctors are in the audience. One, a cardiovascular surgeon. The other, a radiologist—a physician specially trained in the medical use of x-ray. Through the use of x-ray motion pictures (cin-efluorography) the radiologist is able to record and study the intricate actions of a patient's heart; able to accurately diagnose the trouble—in this case, a leaky heart valve. By restudying the x-ray movies and consulting together, the radiologist and surgeon were able to confirm a malfunctioning heart and pave the way for a successful operation. In this instance, it can truly be said that movies—and the "actors" who appear in them—are getting better. Thanks, in part, to General Electric—a Company that cares, and continues to care, by providing the medical profession with the finest and most advanced equipment for use in x-ray diagnosis.
SESAC publishes a catalogue

FTC ends its investigation of music-licensing firm after it agrees to reveal its full song list so stations can decide if they want license

The Federal Trade Commission has closed its investigation of SESAC Inc., music-licensing organization, following a commitment by SESAC to let broadcasters know what music it represents.

The investigation had dealt with a point of long-standing complaint among broadcasters: that without knowing which compositions are licensed by SESAC, they couldn’t tell whether they needed a SESAC license or, if they did, which compositions to the catalogues. The settlement and its terms, including provision for issuance of per-piece licenses, were made public by the All-Industry Radio Station Music License Committee last Thursday (July 7) through release of an FTC letter to Emanuel Dannett, committee counsel, saying that the FTC “has received adequate assurances that the practices which were under investigation have been discontinued and will not be resumed.”

The all-industry committee, headed by Robert T. Mason of WMRN Marion, Ohio, has been one of the leaders in urging FTC action against SESAC. Mr. Mason said that he and Mr. Dannett and other members of the committee had been pressing the issue for almost three years.

He made clear, however, that although the committee was pleased that “vital” information about SESAC music would be made available, it still wasn’t satisfied that broadcasters had got all they were entitled to. He said the committee was keeping “the SESAC situation” under consideration.

In the FTC’s words, the investigation involved “alleged violation of the Federal Trade Commission Act by SESAC through alleged refusal to disclose the size and content of its repertory of musical compositions in connection with its activities of licensing its musical compositions to the broadcasting industry.”

FTC Letter • The settlement and its terms, including provision for issuance of per-piece licenses, were made public by the All-Industry Radio Station Music License Committee last Thursday (July 7) through release of an FTC letter to Emanuel Dannett, committee counsel, saying that the FTC “has received adequate assurances that the practices which were under investigation have been discontinued and will not be resumed.”

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He said specifically that radio broadcasters need “essential relief” that they haven’t received. This was interpreted as meaning the committee feels that broadcasters ought to have some means of ascertaining themselves that SESAC’s rates are reasonable—perhaps through recourse to the courts, in the case of music rates of the American Society of Composers, Authors and Publishers. ASCAP operates under an antitrust consent decree.

There was also some feeling among committee sources that the information to be supplied on SESAC music, while probably helpful to large stations with their own music-clearance departments, might prove to have considerably less value to small stations.

A copy of a memorandum from SESAC to the FTC, dated April 27, was sent to the committee’s Mr. Dannett by the FTC last Wednesday (July 6). Signed by Alice H. Prager, SESAC executive vice president and managing director, the memo committed SESAC to maintain current office files and also to distribute, to all broadcasters, catalogues listing alphabetically (1) all of the compositions in the SESAC repertory and (2) all of those that have been recorded for mechanical or electrical transcription.

Log Ready • The catalogue of recorded works was to be ready by May 15 this year, as was the office file of recorded compositions. A broadcaster who is also a committee member reported Thursday that his station some time ago had received a catalogue that seemed to answer this description. The office files and catalogues of all SESAC compositions will be compiled by Oct. 15 this year, according to the SESAC memorandum.

In the memo SESAC also agreed to update the lists and issue annual supplements to the catalogues. The supplements will be issued on March 1 in the case of the recorded-works catalogue, on April 1 in the case of the complete catalogue.

The office files, which are to be available for “inspection and copying” during “regular office hours,” and catalogues of the complete repertory are to list SESAC compositions alphabetically and also show the name of the composer, the writer, the arranger (if it is an arrangement) and the publisher.

The files and catalogues of recorded compositions are to show the title, name of recording artist and phonograph record label of the manufacturer.

In addition, “upon written request from any prospective user of musical compositions SESAC will inform such user whether any compositions specified in such request are in the SESAC repertory,” according to Mrs. Prager’s memorandum.

She also said SESAC would “continue to offer any prospective user” per-piece licenses if the following information is supplied to SESAC in advance of the broadcast: title of composition, publisher, composer, author and arranger (if any), names of the artists involved, name, date, time and commercial or noncommercial nature of the program in which the music is to be played, and whether the performance is recorded, transcribed or live.

Mrs. Prager specified that the assurances in the memo were “for settlement purposes only” and do not constitute admission that any of SESAC’s acts or practices are unlawful.

The memorandum also said that “radio broadcasters and telecasters have from time to time complained of their inability to ascertain the contents and size of the SESAC repertory and because of this have encountered difficulties in determining what type of license, if any, they needed to obtain from SESAC.

“SESAC,” it continued, “has been informed that it may be illegally capitalizing on the difficulties of radio broadcasters and telecasters to ascertain the content and size of the SESAC repertory,” even though it “did not and does not intend to” do so “in any way to impede [broadcasters] from selecting the types of licenses SESAC offers to the broadcasting industry.”

In its letter to Mr. Dannett disclosing that its investigation had been closed in line with its rules dealing with “voluntary compliance,” the FTC also said that it “may take such further action as the public interest may require.”

Number Three • SESAC is one of the three leading music performing rights organizations in the United States but is overshadowed by the two others, ASCAP and Broadcast Music Inc.

Early last year SESAC officials estimated their repertory at about 150,000 broadcast stations and 50 television stations. This figure is in sharp contrast to the 1.4 million broadcast stations and 740 television stations that ASCAP serves.

BROADCASTING, July 11, 1966
in the United Steelworkers of America. The Steelworkers argued that the proposed rules would violate rights guaranteed by the Constitution. “No court has ever upheld the industry's claim of total exemption under the First Amendment from government regulation,” the union said.

Broadcasters have contended there is no such distinction and that, therefore, electronic journalism should have the same constitutional guarantees of a free press as are presently afforded to newspapers. The union said, also that the broadcast license is not an ordinary property interest but rather is a "qualified grant of a monopoly subject to government regulation. The industry is claiming an absolute property right which it never had."

As for the broadcaster argument that the proposals are unnecessary, even though they might be constitutional, the union argued that "self-regulation in many areas may be the best way of achieving the goals of national policy. The guarantee of a free forum for discussion in the broadcasting industry is not such an area. A free forum with access open to divergent points of view must be guaranteed. To allow one group, no matter how well motivated, absolute control over access to this forum would defeat the intention of Congress."
Payola probe hears disk jockeys

The lengthy closed-door FCC payola probe in Los Angeles ground on last week with the emphasis on witnesses switching from record-industry to radio-station people.

Sam Riddle, Gene Weed and Wink Martindale were the first of several disk jockeys to appear. Mr. Riddle, formerly at KFWB, now is with KJLH, both Los Angeles, while both Mr. Weed and Mr. Martindale work for KFWB. Mr. Weed also is host for ABC-TV's syndicated Shivaree series. The three disk jockeys followed 15 record-industry artists, promoters, manufacturing executives and distributors who have testified in the hearing that began June 22 and is expected to continue for about two more weeks (Broadcasting, June 27).

At least four other KFWB employees also took the stand last week to testify secretly before FCC examiner Jay A. Kyle. They were record librarian Don Anli, KFWB disk jockeys Reb Foster and Jimmy O'Neill (the latter one-time host of ABC-TV's Shindig show) and J. J. (Joe) Bernard, vice president and general manager of the Crowell-Collier-owned station.

KFWB, whose $10,750,000 purchase by Westinghouse Broadcasting awaits FCC approval, figured heavily in a $230,000 damage suit brought by record promoter Albert Huskey in 1964. Mr. Huskey, who claimed he was forced out of business for refusing to relay bribes from record companies to Southern California radio personnel in exchange for favorable air play, is believed to have triggered the current FCC payola investigation.

While the FCC last week was listening to testimony in the U. S. courthouse in Los Angeles, disk jockey Chuck Daugherty of KBEU El Cajon, Calif., asked the Los Angeles superior court to dismiss Mr. Huskey's suit. Mr. Daugherty, one of the defendants in the original suit, claimed that Mr. Huskey failed to prosecute his charges and has refused to answer questions at a deposition. A hearing on the dismissal request has been set for July 18.

Other WBC appearances in new Griffin contract

Merv Griffin announced last week a new long-term contract with WBC Productions, New York, producer and syndicator of The Merv Griffin Show. Under the agreement, Mr. Griffin will also appear in other WBC programs and projects now in the planning stage.

Leslie G. Arries Jr., president of WBC Productions Inc. and WBC Program Sales Inc., noted that the Griffin show, produced in cooperation with Mr. Griffin's Anthony Productions, New York, is syndicated to 55 stations.

Mr. Arries said the show, which began on May 10, 1965, in some 20 major cities, is now seen in 23 of the top-25 markets and 40 of the top-50 markets.

N.C. stations help in emergency test run

An emergency communications test for Rockingham County, N. C., which included all of the county's radio stations and a corps of citizens-band radio operators, took place successfully June 26.

WLOE-AM-FM Leaksville, N. C., was the originating station for the radio network which included WJRC and WREB, both Reidsville, and WMYN Madison, all also in North Carolina. More than 60 citizens band radio licensees participated.

WLOE's mobile radio facilities were established at emergency headquarters and broadcast all citizens band transmission as well as vital public information. The civil defense test was conducted in cooperation with police, fire, military and other organs of the county government. The operations of citizens band network drew praise from Archie Daniels, county manager and civic defense director, and from Douglas L. Craddock, president and general manager of WLOE.

Big problem for actors: movies on television

Movies in theaters may be better than ever but on television they're as big a problem as actors all over the world face. That's what Chester L. Migden, associate national executive secretary of the Screen Actors Guild, thinks. Reporting in the July-August issue of Screen Actor, official publication of the talent union, Mr. Migden cautioned that the number of movies shown on American TV has reached a point beyond which the trend can be taken casually.

SAG surveys, he pointed out, show an average of 273 features telecast each week in Los Angeles, 172 in New York, 135 in San Francisco, 133 in Boston and 122 in Pittsburgh. In addition, foreign movies average 16% of all the features shown in these markets. According to Mr. Migden this all adds up to a serious employment problem.

The economics of movies on TV also have reached new highs, he writes. A feature sold to the networks for $380,000 last year, costs about $525,000 this year. Because foreign features are part of these soaring economies, foreign talent unions have "a substantial stake in American TV," Mr. Migden claims. He says "that payment of additional compensation for features on television, whether shown domestically or internationally, is an essential goal" of talent unions in all countries. Just as important, the union executive states, "is the form and extent of the compensation to be sought."

SAC waged a strike that lasted six weeks in 1960 for a contract provision that pays actors when movies they appeared in are shown on television. The same sort of "full scale struggle" now faces foreign unions, Mr. Migden predicts, before the actor's right to payment is achieved.

Film sales...

Of Land and Seas (Olas Corp.): KORN-TV Portland, Ore.
Films of the 50's and 60's (Seven Arts Associates): WMAL-TV Washington; WSL-TV Harrisburg, Ill.; KVII(TV) Amarillo, KELP-TV El Paso and KKMB-TV Monahans-Odessa, all Texas; WMAR-TV Baltimore; Kolo-TY Reno, and WEEK-TV Peoria, Ill.
To see some of the advertising written to reach advertising people, you'd think we were a bunch of Magoos.

It's poster advertising, designed for media that are skimmed and scanned. Media too full of clutter and clamor. The result: BIG TYPE and little sell.

How'd you like to sell a little in your advertising? Run it in The Printers' Ink Network of Magazines, the new circulation leader in its field.

The Network has three magazines which blanket the market better than any single publication can. Total circulation: 83,500.

Because they're designed to work together, the Network's magazines also cover the market more efficiently than any other combination of publications in the field. Duplication: less than four per cent.

Along with this wider reach, the Printers' Ink Network offers you higher visibility and deeper readership for your advertising. Good graphics prevail, and editorial and advertising communicate more easily as a result.

You want your advertising to be read, so you don't put clutter into it. Why put it in clutterful media?

Switch to the wider-reaching, better-read pages of The Printers' Ink Network of Magazines.
A radio-TV facelifting in Canada

Government's white paper calls for radical revision of BBG and CBC functions; suggestions follow many of Fowler Report recommendations

A sweeping revision of Canada’s broadcasting regulatory bodies was envisioned last week by the government in a 4,850-word white paper. It calls for:

- A larger and much more powerful Board of Broadcast Governors.
- Splitting the functions of the Canadian Broadcasting Corp. president and creating a new CBC post to handle day-to-day operations.
- Keeping a firm control on the growth of CATV systems.
- Setting up a new public service and educational broadcasting system in Canada.

The government report, which will go before the House of Commons broadcasting regulatory committee in the fall, encompasses many ideas of last fall’s Fowler Report (BROADCASTING, Sept. 13, 1965). However, it stopped short of one recommendation that the Fowler committee had given top priority: Elimination of the BBG and CBC board of directors and replacing them with a 15-man group to be headed by a broadcasting “czar.”

The government’s white paper went part way toward the Fowler system but it did not buy the idea that the overall regulatory authority (BBG) should also be responsible for CBC management. The white paper also drew a clear line between people who make regulations and people responsible for programming.

New Composition • Under the proposal, the new BBG would be made up of five fulltime members and “up to seven” parttime. The BBG now has three fulltime and 10 parttime members.

The revised BBG would grant licenses without having to get cabinet approval; it would set program standards based on the size, wealth and location of each station; it would suspend or revoke licenses for failure to comply with the conditions of license.

State Secretary Judy LaMarsh said the main reason for wanting to put the final decision on applications in the BBG’s hands was the suspicion that political considerations had been a factor in granting of licenses.

It was also noted that the BBG’s power to interfere with day-to-day programming would be very limited. It would not be empowered to give directions “other than by generally acceptable regulations or in the conditions of a license” to any broadcaster concerning specific programs.

The remake of the CBC hierarchy would see the president remaining as chairman of the board in charge of overall policy. Newly created would be a chief executive officer who would be responsible to the board but not sit on it. He would act as general manager and handle day-to-day operations.

The government paper also proposed to provide long-term financing for the CBC through five-year parliamentary grants instead of annual grants.

Commercial activities of the CBC would continue, but the white paper deemed it important to CBC and private broadcasters that “definite limits be set as to the amount of revenue to be derived from commercial activities. The corporation should not seek to increase its present volume of commercial programming.”

Final decision on the function of the CBC board, its size to be determined, will await the Commons’ committee study. There is a possibility of dividing it in two with each half watching over the production in centers in Toronto and Montreal.

CBC’s headquarters will remain in Ottawa but control of programming and operations will be shifted to Montreal for the French network and Toronto for the English network. Headquarters staff will be cut to “minimum size” needed for effective general direction.

Better Communications • The movement of the production centers to Toronto and Montreal are seen as a means of quickly improving the internal communications within the CBC. The white paper noted “recent difficulties” between management and production staff “forcefully underline the necessity for significant improvements.”

CATV’s, the white paper said, will be treated as parts of the national broadcasting system and will be subject to licensing regulation and control by the BBG.

The Fowler Report had found more than 350 operating CATV’s in Canada, some of them cutting into private TV stations’ markets. It felt a distinction should be made between the system serving remote areas and those competing in “thin” markets.

The white paper did not mention this distinction but said study was being given to special problems of jurisdiction involved in the regulation of closed-circuit operations and the reception of U.S. transmissions.

Creation of a national ETV network on UHF was also announced in the government report. The statement automatically shut the door on provinces that had applied for licenses to operate their own stations.

Current thinking now calls for the federal government to set up a new federal agency, separate from the CBC and subject to BBG regulation. This will “work directly” with the provinces in planning the educational-public service system on both radio and TV. These stations would carry school broadcasts determined by provincial education departments entering into agreements with the federal agency.

UHF is not in regular use in Canada at present and tests are being conducted by the Department of Transport on technical aspects. BBG and the department will recommend allocation of the UHF channels between the public and private sectors.

Reaction Favorable • Broadcasters had general praise for the white paper, but there were also some criticisms.

Jean Pouliot, president of the Canadian Association of Broadcasters said the white paper seems excellent overall and felt the strengthened BBG would have a good effect “especially as a way of avoiding involvement in politics.”

Gordon Keeble, president of the CTV Television Network, said the industry had been waiting for a firm set of guidelines, such as those spelled out in the white paper. The government’s plans, he feels, will aid the development of private network television.

However, he was critical of the report’s stand on second-station licenses for CBC. The white paper called for considering such licenses on the recommendation of the BBG, subject to reservation for CBC use at Victoria, B.C.; Saskatoon, Sask.; Sudbury, Ont., and Saint John-Fredericton, N. B.

Mr. Keeble charged the CBC received grants for those areas in 1963 but hasn’t done anything about getting them on the air. “The CBC should either act in these key areas soon,” he said, “or let someone else do it.”
'Romper Room' is now seen in 15 countries

Overseas sales on Romper Room, the TV series for preschoolers that has been on the air in the U. S. for 11 years, should exceed $400,000 during 1966-67 with the program scheduled on 24 stations in 15 countries.

This assessment of Romper Room was provided by Paul Talbot, president of Fremantle Inc., international distributor of the program, during an interview in New York. He reported the program will begin this fall in Barbados, Switzerland, Spain and Italy to round out its prior coverage in Canada, Mexico, Great Britain, Australia and various Latin American countries.

The program, owned by Romper Room Inc., Baltimore, and created by Bert and Nancy Claster, is carried in the U. S. by more than 80 stations. In both the U. S. and abroad, stations are provided with suggested scripts, props and other materials, and "teachers" are given two weeks of instruction.

For example, Miss Celine Gale (seated) of the Barbados, will be the teacher on the program beginning there in the fall. She had several training sessions in New York last week, assisted by "Miss Louise" (standing), who conducts Romper Room telecasts on WNEW-TV New York.

In overseas areas, the program is generally carried live each day on a five-or-six-day-a-week basis in either hour or half-hour versions. A few stations video-tape record the program.

"Our next sales targets are Germany, Africa and the Middle East," Mr. Talbot remarked. "We have had tremendous interest in Romper Room from these areas. Remember, the program is not an American show as it is presented in overseas markets; it's their own local preschool program."

Canadian radio-TV profits up sharply

Revenues and operating profits of the Canadian broadcasting industry showed a substantial increase in 1965, according to the annual report submitted to the House of Commons by the Board of Broadcast Governors this week.

The report showed 51 privately owned television stations had total revenues of $68,900,000 in calendar 1965, an increase of 18.6% over the previous year. Profits totaled $13,100,000. Six TV stations reported operating losses in 1965, the report also showed.

The 186 private radio stations in existence for at least the past three years reported an increase of 6.8% in revenue and 13.9% in operating profits in 1965. No dollar figures were given. Forty radio stations also reported operating losses during the year.

In a related matter, the Canadian Broadcasting Corp., in its annual report to Commons, said it needs more public funds to strengthen its programming and make greater efforts in the color television field. It said that when color TV starts this fall there will be a minimum of 30 hours weekly in English and 20 in French.

Other objectives cited in the report involved increasing Canadian programs in the evening hours and lessening the reliance on American programs. It also advocated more programs "of substance" on both the English and French Canadian networks in the evening hours and increased production of programs from regional points.

The publicly owned corporation's annual report also showed that for the fiscal year ended March 31, 1966, the corporation's operating expenses totalled $133,447,000, and another $713,000 went to repay loans to the federal treasury. Parliament provided an operating grant of $97,044,000, gross advertising revenues totalled $33,563,000 and other revenues amounted to $795,000. After allowing $4,739,000 for depreciation, the CBC returned $1,981,000 to the government in unexpended funds.

IAAB asks revision in national policies

Fourteen executives representing broadcasters in the Western Hemisphere last week urged several Latin American governments to change their policies governing broadcasting.

The executive board of the Inter-American Association of Broadcasters,
meeting in Columbus, Ohio, called on Uruguay to ban commercial advertising on the government-owned radio-TV stations. IAAB called this "unfair competition" with private broadcasters.

It also asked the new Argentine government to avoid or modify existing legal measures that do not give enough guarantees of freedom of information and expression. Argentina was also asked to return to private ownership the 36 radio stations seized under the Peron regime, and still operated by the government.

IAAB asked Ecuador to drop custom duties on imported radio equipment; suggested El Salvador approve a law guaranteeing open and free expression for all groups there; asked Peru to alter the articles of its military code which could threaten freedom of expression, and requested all Central American governments to regulate frequency and channel distribution to avoid interference with stations in other parts of the continent.

The association, representing 8,000 private and public TV stations in the Americas, also suggested that the National Association of Broadcasters and the Canadian Association of Radio and Television Broadcasters have broadcasters visit several Latin American nations during February 1967. Such a trip would coincide with the IAAB's general assembly to be held that month in either Buenos Aires or Mexico City.

U.S. delegates to the board meeting were Herbert Evans, People's Broadcasting Corp., Columbus, vice president of IAAB, and Harold Niven, assistant to the president of NAB.

International film sales...


Felix the Cat (Trans-Lux): Westward Television Ltd., Plymouth, England, and WKAQ-TV San Juan, P. R.

The Beatles (King Features): CTV Network, Toronto.

Dr. Kildare, Laramie, Michael Shayne (NBC International): Radiotelevisione Italiana.

Bonanza (NBC International): Spanish TV, Spain; Yleis-TV Finland, and Lebanese TV, Lebanon.

Hullabaloo (NBC International): Teleuruba, Netherlands Antilles; Channel 2, Managua, Nicaragua, and TV Singapura, Singapore.

Boston Symphony Concerts (Seven Arts TV): Pay-TV Ltd. London and Radio Eireann Dublin.

Abroad in brief...

Grey chosen + Atlantis Venezolana C.A., a subsidiary of Reckitt & Colman Ltd., has named Kittay-Grey Advertising C.A., Caracas, as its agency in Venezuela for a number of non-food products. Grey and international partners also serve Reckitt & Colman in Great Britain and Australia.

Global report + Fremantle International Inc. has sold TV programs to 12 networks and to 177 stations in 67 countries during the first half of 1966. Fremantle's largest number of sales were made in Australia.

K&E/CPV in Venezuela + Kenyon & Eckhardt/Colman, Pretzis, Barley of London's Latin American partner, CORPA, has been assigned all present and future products manufactured and sold by the Beecham Co. in Venezuela. CORPA has also been appointed, effective Jan. 1, 1967, agency for Uniroyal-Venezuela—tires, footwear and industrial products.

British sale + Madison Square Garden-RKO General Sports Presentations, New York, has sold Viewsport Ltd. of London the TV rights to the July 13 Emile Griffith-Joey Archer middleweight title fight in New York. The bout will be carried on closed-circuit TV the following evening to British viewers.

Northern tie + Norman, Craig & Kummel (Canada) Ltd. has been named to handle Arnold bread and Arnold products. Previous agency for the account was James Lovick & Co. Ltd. NC&K, New York, is agency for Arnold Bakers in the U. S.

New cable firm + Boston Insulated Wire & Cable Co., Boston and Societe Geoffroy Delore, Paris and Clichy, France, have formed GEDEBIW, a new European cable firm that will manufacture and market cable for various uses including TV cameras. Boston Insulated operates in El Segundo, Calif., and Hamilton, Ont., in addition to Boston.

Johnson & Johnson in Denmark + Norman, Craig & Kummel Inc., New York, has reported its partner office in Copenhagen, Denmark (Lockey, Norman, Craig & Kummel A/S), has received the account, Johnson & Johnson AB of Stockholm, Sweden, for advertising baby products and Band-Aid in Denmark. NC&K offices in Canada, Sweden and the United States also handle Johnson's products. The Johnson account in Copenhagen was formerly with Wahl Asmussen Reklame-Marketing 1/S.


Radio bureau set up by Japanese

Ryoji Matsumoto, chairman of the National Association of Commercial Broadcasters (NAB), Japan, announced the inauguration of NAB Radio Bureau (NRB), which is designed to support sales promotion of radio programs as an advertising medium.

A survey by the research department of Dentsu Advertising, he said, showed a drastic drop in commercial radio revenues analogous to the radio slump in the U.S. when commercial television started.

Mr. Matsumoto estimated that more than 20 million TV sets in Japan are causing radio revenues to dwindle rapidly, and the advent of color TV networks makes the "squeeze" that much tighter. The NRB hopes to curb this trend, he added.
Who ever thought Miss Brown would be running the station?

Certainly not Miss Brown. The closest she ever came to broadcasting was a man-on-the-street interview.

But today she’s a traffic manager at an ATC-automated radio station. And the little IBM cards she punches out do indeed run the station.

The new ATC punch card programmer works in conjunction with other ATC equipment to give a broadcaster truly efficient automation.

There's also a magnetic tape control system, and a time/sequence control system. They work wonders, too, even though Miss Brown isn’t in there punching.

When you consider the benefits of station automation, cost doesn’t mean much. But broadcasters live with budgets, so you want to know what it’s going to cost.

Can you sell $65.00 worth of extra spots a week? AM and/or FM? That’s all it takes to automate your station. In many cases, even less.

You can buy the system outright. Or finance it. Or lease it.

Then you can take your creative announcers away from purely mechanical control room work. Give them more time to prepare better programs. Better commercials. Better newscasts. To make more sales.

AUTOMATIC TAPE CONTROL INC.
1107 E. Croxton Street
Bloomington, Illinois
309-829-7006
GE to make home video-tape recorders

General Electric Co. soon expects to step into the home video-tape recorder business. Its plans include model lines for color (estimated price of over $2,000) and black-and-white (suggested at an $850 price).

GE's Consumer Electronics Division, Syracuse, N. Y., in an announcement last week, claimed the home color recorders will be the first marketed by a major U. S. company and should be available early in 1967. GE said the first recorders (monochrome) to reach the market this fall will be aimed at educational and industrial fields. They will include professional-quality educational systems priced up to $4,000.

According to GE's announcement, the solid-state video recorders will eventually be used for playing pre-recorded video programing. Their application will first be in manual or automatic off-the-air recording, and second in recording home "instant electronic movies." The color systems will provide 60 minutes of recording on compact, seven-inch tape reels, and the monochrome systems up to 90 minutes of play.

The lineup of GE projected home video recorders includes a color console with a 25-inch TV screen, videotape deck, AM-FM FM-stereo tuner, and storage space for optional camera and microphone for home telecasting; various color components such as videotape deck with storage area; and a black-and-white recorder deck with storage area, both designed for use with a 19-inch monochrome TV receiver.

Other manufacturers either in the home video-tape market or in the planning stage include, among others, Sony Corp. of Japan, Defense Electronics Inc., Ampex Corp., RCA, Fairchild Camera & Instrument Corp., Par Ltd., 3M and ITT Research Institute.

Minicamera developed for NASA by Teledyne

The dream of TV newsmen since the video medium came on the scene, a small camera, may be on the horizon.

Two miniature television cameras, each about the size of a 95-cent paperback book, have been delivered to the National Aeronautics & Space Administration, it was announced last week. NASA intends to study various uses for the "Microeye" cameras, including the possibility of putting one in a spacecraft to observe the demeanor of an astronaut in flight.

The cameras are 1 1/2 x 3 x 4 1/2 inches and weigh only one and one-half pounds. They employ a half-inch vidicon tube and integrated circuits. Resolution is said to be the equivalent of commercial broadcast cameras, 525 lines. Consuming 7.5 w of power, the cameras are operated from batteries clipped to the belt of the user, with a life time of two, or 10 hours from a larger power pack.

One of the two minicameras delivered to NASA contains also a small, low-powered transmitter that broadcasts about 100 feet. The other is connected to the monitor by wire.

The cameras were built under contract to NASA by Teledyne Systems Co., Los Angeles, for a total of $350,000.

MGM reveals new sound recording system

The Metro-Goldwyn-Mayer lion is roaring about equipment, not pictures, these days. The equipment is a new sound recording device that studio officials claim could be the most significant film sound development since the changeover 16 years ago from optical to magnetic recording.

The new recording device uses standard quarter-inch, 7 1/2-inches-per-second, magnetic tape cartridges in a solid-state mixer-recorder unit. It's said to be considerably more simplified than the 17 1/2-mm wide magnetic-film recorder it replaces. It also costs less, with tape selling for $1.50, compared to $15 for magnetic film.

Other advantages claimed for the new sound system include compactness (it weighs about 100 pounds, some 200 pounds less than the equipment it replaces) and its flexibility to use less...
power and almost any power supply and still require less maintenance. The system was designed and developed by Franklin Milton, head of MGM's sound department. F. M. Sprague, a studio sound department transmission engineer, completed the circuitry for the system and developed the breadboard model from Mr. Milton's design. Stancil-Hoffman Corp., Hollywood, will package and manufacture the new recorders for sale to both motion picture and television film industries.

Reportedly, the new recording device now is being used in the production of three MGM-TV series, The Rounders, and both The Girl and The Man from U.N.C.L.E. MGM says it hopes to have 12 machines in use for TV and movie production by the end of July.

GE unveils silicon chips for radios

General Electric Co. this fall plans to sell miniature portable radios that use microelectronic chips in place of the wiring, connections and individual components of present receiver circuits.

The new radios, introduced last week in New York, contain silicon chips 1/32-inch square. Each set measures about as large as a cigarette pack, and comes with a detachable recharger available in either standard ($29.95) or clock ($39.95) bases. Overnight charges are said to give 12 hours of play power.

GE indicated that microcircuit systems (third-generation electronic products preceded by vacuum tubes and transistors) will be introduced in a portable TV set and phonograph late this year, and by 1970 become part of all GE's consumer electronic products.

Monogram gets ownership of Moviola company

Monogram Industries Inc., Culver City, Calif., last week announced the acquisition of Moviola Manufacturing Co., a North Hollywood producer of film-editing equipment for movie and TV studios. The purchase was made for an undisclosed amount of cash and stock.

Moviola will be operated through Magnasync Corp., a Monogram subsidiary that produces sound-recording equipment. According to company projections, Moviola will add about $2 million to Monogram's annual sales in the fiscal year that began July 1. Monogram's estimated sales in the year just ended were about $11.5 million.

TV set sales are one-third color

Distributor sales of color television sets continued to zoom in the first four months of this year, compared to the same period last year, with other categories of TV and radio sales remaining essentially the same. Auto radio sales, however, fell below the figures for last year.

For the January-April period this year, color TV sales increased by 1.2% while total TV sales for the period moved up by 22.4%. For April, however, monochrome sales fell by only 10.4%. Of total TV sales in the 1966 period 33.4% were color sets.

Home radio sales for the four-month period were up 20.3% with FM sales up 58.9%. Auto sales were down 6%.

Sales for the four months, as reported by Electric Industries Association last week:

<table>
<thead>
<tr>
<th>Period</th>
<th>Television Total</th>
<th>Monochrome</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.-April 1966</td>
<td>3,697,066</td>
<td>2,458,597</td>
<td>1,238,469</td>
</tr>
<tr>
<td>Jan.-April 1965</td>
<td>3,021,157</td>
<td>2,428,720</td>
<td>592,437</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Period</th>
<th>Radio Home</th>
<th>Monochrome</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.-April 1966</td>
<td>4,074,487</td>
<td>1,150,039</td>
<td>3,182,917</td>
</tr>
<tr>
<td>Jan.-April 1965</td>
<td>3,386,290</td>
<td>729,941</td>
<td>3,386,752</td>
</tr>
</tbody>
</table>

Technical topics . . .

CBC color buy - General Electric Co.'s Canadian division has received a $2 million-plus order from the Canadian Broadcasting Co. for live and film color TV cameras. CBC has ordered 10 G-E PE-250 live four-tube and 19 G-E PE-24 four-vidicon film color cameras.

Antenna rotor cable = International Telephone & Telegraph's wire and

AMCI antennas for TV and FM

- Omnidirectional TV and FM Transmitting Antennas
- Directional TV and FM Transmitting Antennas
- Tower-mounted TV and FM Transmitting Antennas
- Standby TV and FM Transmitting Antennas
- Diplexers
- Vestigial Sideband Filters
- Coaxial Switches and Transfer Panels
- Power Dividers and other Fittings

Write for information and catalog.

ALFORD Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASSACHUSETTS
Under-$500 home-video-tape recorder developed

Illinois Institute of Technology's Research Institute has shown its color video-tape recorder for the home, which it claims can be marketed for under $500. (Above) John P. Skinner (l), IITRI manager of magnetic recording, checks over the system with its inventor, Marvin Carma, IITRI scientific adviser.
The fixed-head, longitudinal unit takes standard one-quarter inch audio tape on a seven-inch reel. It operates at 120 inches per second with video and audio recorded on three tracks. Weighing only 20 pounds, the portable unit takes 14 circuit connections to any color set or monitor. IITRI has licensed three manufacturers to develop commercial versions.

cable division, Pawtucket, R. I., has a new five-conductor antenna rotor cable of flat parallel construction designed for TV remote control applications. The cable is made of stranded copper with polyethylene insulation and one conductor tinned for polarity.
Quick zoom lens • Zoomar International Inc., Glen Cove, N. Y., U. S. distributor of P. Angenieux lenses, has available a fast zoom lens, model 6 x 12.5B, that covers focal lengths (12.5-75mm) most frequently used with 16mm motion picture cameras.
New videotape • Ampex Corp., Redwood City, Calif., has introduced a new broadcast quality magnetic videotape for use with its VR-600 series and VR-1500 series helical scan videotape recorders. The new tape permits 64 minutes of playing time on a standard eight-inch reel. It's priced at $70.70.

More donations • Movielab Inc., New York, has made a second $25,000 grant to the Rochester (N. Y.) Institute of Technology for use in its motion picture and television sciences building now under construction. A $25,000 gift in 1965 was earmarked for a scholarship program at the institute.

Catalogue out • Sarkes Tarzian Inc.'s semiconductor division, Bloomington, Ind., has a new catalogue, 66-DL-3, available listing ST silicon and selenium rectifiers for replacement applications and tube replacement silicon rectifiers. It also lists many of the newer replacements designed especially for color television.

TV relay from D.F.

ITT's German affiliate, Standard Elektrik Lorenz A. G., has an $8 million contract to install a two-link TV network in Mexico City for the 1968 Olympic Games.

Order, placed by Telefonos de Mexico S. A., is for black and white and color equipment for broadcast north to the U. S. border and south to Guatemala. System will employ new microwave radio units for simultaneous transmission of 1800 telephone calls. ITT's Belgian firm, Bell Telephone Manufacturing Co., as the subcontractor, will provide service channels for the radio link.

Ionosphere study planned

An intensive study of the "D" and "E" layers of the ionosphere—responsible for the day and night differences in the distances reached by radio stations—is due to commence soon from the Aeronomy Field Station of the University of Illinois. The day-by-day study is under the direction of Professor Sidney A. Bowhill, department of electrical engineering.

How these layers appear and disappear, their height, intensity and movement, their hourly and seasonal changes and their relationship to the 11-year sunspot cycle will be investigated with radio signals. The study is being partly financed with a $122,000 National Science Foundation grant.
RCA can’t keep up with color demand

RCA set new sales and earnings records in the second quarter and first half of 1966 as volume exceeded $1 billion at mid-year. Six-month profits rose 27% over last year’s first half and sales jumped 18%.

Subsidiary NBC also achieved a profit record during the first six months, up 20%.

The now familiar report that “color television in all its aspects—sets, tubes and components, broadcasting and studio equipment—continues to be a major contributor to the company’s record sales and earnings,” again led the RCA financial statement.

The company’s volume in the second quarter was 14% ahead of the 1965 second period, reaching $567 million.

In the first half RCA’s production of color receivers exceeded that of black-and-white sets.

The company said its production of color sets in the last half of 1966 would be more than double that of the same period last year and that demand for color sets by consumers is still running ahead of the set manufacturing industry’s capacity to produce them.

Elmer Engstrom, chairman of the executive committee and Robert Sarstoff, president, said, given a favorable economic climate “we anticipate that RCA’s record of profit improvement, now in its sixth year, will continue through the balance of 1966 and will be maintained in the promising years ahead.”

Six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.94</td>
<td>$0.74</td>
</tr>
<tr>
<td>Sales</td>
<td>1,132,600,000</td>
<td>977,900,000</td>
</tr>
<tr>
<td>Pretax profit</td>
<td>105,200,000</td>
<td>80,800,000</td>
</tr>
<tr>
<td>Net profit</td>
<td>56,000,000</td>
<td>44,000,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>58,191,000</td>
<td>58,756,000</td>
</tr>
</tbody>
</table>

Rust Craft to vote on merger in August

Stockholders of Rust Craft Greeting Cards Inc. will meet Aug. 30 in the home office city of Dedham, Mass., in a special meeting to vote on the proposed merger of Rust Craft with Boise Cascade Corp., Boise, Idaho, diversified forest-products firm. A majority of Rust Craft directors have already approved the merger, which would leave Boise Cascade the surviving corporation.

The merger plan, announced by Rust Craft Chairman Louis Berkman at the company’s annual meeting last month, must be approved also by Boise Cascade’s stockholders who will meet Aug. 30 in Boise.

Rust Craft, which is a major firm in the greeting-cards business, owns five TV, six AM and five FM stations in nine cities. The merger would require FCC approval. Rust Craft also owns or has interests in eight CATV systems.

For its fiscal year ended Feb. 27, Rust Craft reported net sales of $40,680,000 and net operating income of $1,723,806 ($2.36 a share). It also received nonrecurring income of $1,563,566 from the sale of WVEU(TV) New Orleans in which it held a 40% interest to Screen Gems Inc. in 1965 for $8 million. For the first quarter of the 1966 fiscal year, ended May 31, Rust Craft reported net sales of $9,066,000 and net operating earnings after income taxes of $249,000 (33 cents a share). For the same period in 1965, the company had net sales of $8,207,000 and net operating earnings after income taxes of $91,000 (13 cents a share).

Major stockholders in Rust Craft are the Berkman brothers, Louis, Jack N. and Allen H., who entered broadcasting in 1940 with WSTV Steubenville, Ohio. With the acquisition of other stations, the Berkmans built the Friendly Group. In 1959, they acquired United Printing & Publishing Co. (later renamed Rust Craft Greeting Cards Inc.).

The 35-year-old Boise Cascade firm has expanded into diversified fields during recent years, from lumber and lumbering to newstream, packaging, building products and stationery. In 1965 it had sales of $420,680,000 and earnings of $17,888,000 ($3.25 a share).

R. V. Hansberger is president of Boise Cascade. William D. Eberle is vice president, but is leaving Sept. 1 to assume the presidency of American Radiator & Standard Sanitary Corp.

Preferred for Common: Under the terms of the proposed merger Boise Cascade will issue 1.03 shares of its $1.40 convertible preferred stock for each share of Rust Craft stockholder.
The Securities and Exchange Commission has reported the following stock transactions of officers and directors of other stockholders owning more than 10% of broadcasting or allied companies in its Official Summary for May (all common stock unless otherwise indicated):

ABC Inc.—Jerome B. Golden sold 600 shares, leaving 2,250. Jacq Hausman bought 600 shares, giving total of 2,100. Simon B. Siegel sold 5,000 shares, leaving 12,807.

Avco Corp.—James Bruce, holding 3,000 shares personally, bought 500 shares on beneficially held trust, giving total of 3,000. Edward H. Litchfield bought 1,000 shares, giving total of 4,100, plus 2,600 beneficially held with wife and 500 on beneficially held Litchfield Associates account.

Capital Cities Broadcasting Corp.—A. Fletcher sold 500 shares, leaving 62,582.

CBS Inc.—C. Edwin Drumheller exercised option on 1,000 shares, giving total of 1,016. William C. Fitts Jr. sold 400 shares, leaving 1,108.

Cowles Communications — Gardner Cowles sold 50,000 shares, leaving 278,883 plus 11,892 on beneficially held account with wife, 12,807 on beneficially held account with children, and 205,000 on beneficially held holding companies. Palmer R. Lebermein sold 8,885 shares, leaving 51,115, plus 12,500 beneficially held as trustee. John L. Weir bought 1,005 shares personally, bought 1,700 shares, and sold 500 shares, leaving 2,265 shares and sold 2,267 shares through underwriting transactions on Goldman Sachs & Co. trading account, giving total of 1,216.

Cox Broadcasting Corp.—Clifford M. Kirkland sold 900 shares, leaving 3,343.

Flimways Inc.—Douglas Nolan exercised option on 522 shares, giving total of 5,577.

Gross Telecasting—Raymond W. Miotel, holding 100 shares personally, bought 600 and sold 700 shares on beneficially held Paine Webber Jackson & Curtis trading account, leaving 302.

H & B American Corp.—Dolley Bright sold 12,200 shares, leaving 17,800. Harry N. Wyatt sold 1,560 shares, leaving 8,200.

MCA Inc.—Milton R. Rackmil, holding 12,128 shares personally, sold 400 shares on beneficially held account as trustee, leaving 11,728 sold 300 shares on beneficially held account, leaving 400 plus 801 on beneficially held account as trustee.

A. C. Nielsen Co.—H. E. Nickelson, holding 5,000 shares personally, sold 300 shares, leaving 4,700.

Price of its preferred shares from $40 to $48 sold to grand one-half vote to each share of the convertible preferred. Each preferred share is convertible into 1.3 shares of common stock. Boise Cascade also will increase the number of its common and preferred shares.

The exchange is valued at about $37.8 million.

Rust Craft stations are WSTV—AM—FM—TV Steubenville; WCRB—TV Chattanooga; WDBW—TV Augusta, Ga.; WROC—AM—FM—TV Rochester; WKNW—FM—TV Jackson- ville, Fla.; WPTA—AM—FM Pittsburgh; WSOU Tampa, Fla.; WRCP—AM—FM Philadelphia, and WWOL—AM—FM Buffalo, N.Y. Through Neptune Broadcasting Corp., Rust Craft owns CATV's in Martins Ferry and Steubenville, both Ohio, and has interests in Marion, Lima, Lisbon, East Liverpool and Wellsville, all Ohio, and in New Castle, Pa.

Wometco to buy two 
vending companies

Wometco Enterprises Inc., Florida-based diversified firm with TV and radio holdings, announced last week that it had entered into an agreement to purchase Cincinnati Vending Company and Fresh Brew Coffee Service Inc. both Alex- andria, Va. and both serving the greater Washington area. Price is said to be in excess of $200,000. Closing is Aug. 1. Wometco acquired Coffee Time Inc., Brentwood, Md., also in the Washington area, last year. The new full line, automatic vending and industrial food service operations of Castell and Fresh Brew will be operated jointly with those of Coffee Time Inc. Wometco's vending division also provides automatic and "manual" food and refreshment services in Florida, Georgia, Tennessee, South Carolina, Panama Canal Zone, the Republic of Panama and the Bahamas.

Wometco's TV and radio properties are in Miami and Jacksonville both Florida; Asheville, N. C., and Bellingham, Wash. It also owns theaters and soft-drink bottling plants in the South-east and Caribbean area.

Sterling registers 
stock at SEC

Sterling Movies U.S.A. Inc., New York, has filed a statement with the Securities and Exchange Commission seeking registration of 250,000 shares of common stock. The stock is being offered by underwriters headed by H.L. Felderman & Co., New York.

Agreement has been made to sell to Felderman & Co., for $200, three-year warrants to purchase 20,000 common shares at $7.50 per share, and there is also an agreement to sell for $70 to Martin M. Pollak, as finder, warrants to purchase 7,000 common shares at $7.50 per share.

Of the net proceeds from the sale, $810,000 is to be applied to the purchase of 15% interest in Sterling Information Services Ltd. from Charles F. Dolan and group. Sterling Movies already holds a 15% interest in Sterling Information, which is 25% owned by Time-Life Broadcast, 22.5% by J. Elroy McCaw and 22.5% by William Lear.
Sterling Information holds a CATV franchise to serve lower Manhattan and is seeking additional CATV permits in Nassau and Suffolk counties, New York.

The balance of the approximately $1.5 million to be raised from the underwriting will be used to retire a $168,500 note and to be added to working funds.

After the proposed sale of the 250,000 shares, Mr. Dolan, who is president of Sterling Movies, will own 39.56% and Sophie C. Höhne, senior vice president, 20%.

The firm is involved in the distribution of sponsored motion pictures to television stations, adult organizations and schools. News Screen Inc., a wholly owned subsidiary that serves film sponsors in the distribution of releases to television news editors. Creative Programing Services is a division that produces and releases newsmagazine programs for television and theaters. Television Presentations Inc. is a wholly owned subsidiary that arranges and produces closed-circuit telecasts for its clients. Sterling Movies also owns Videotronics Inc., a subsidiary organized to procure and market television equipment.

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**FANFARE**

**ABC O&O’s ballyhoo new season**

**TIMEBUYERS SEE PREVIEW OF FALL PROGRAMS**

A $250,000 cross-country crime probe was the centerpiece of this year’s swing by ABC owned TV stations and ABC-TV Spot Sales to introduce the ABC-TV network’s new fall program schedule to prospective spot-adjacency buyers in the five cities where ABC owns television stations.

Officials said 4,550 agency and advertiser people saw this year’s show, a 40-minute film featuring Batman and Robin investigating the alleged theft of an ABC program and, in the process, showing highlights of the entire prime-time schedule.

The nine-day safari, which toward the end was being dubbed “The second Bataan death march” by some of the executives along, played to full houses in Los Angeles, where ABC-owned KABC-TV was host at a Hollywood style premiere: San Francisco (with KGO-TV as host), New York (WBTV-T), Detroit (WWZ-TV) and Chicago (WKB-T).

The fifth annual festivities opened on a zany note June 15 in Los Angeles when KABC-TV engaged Phillis Diller as guest hostess at the Carthay Circle theater. A Hollywood premiere atmosphere was created by hired actors who wildly applauded timebuyers arriving at the Carthay. Attendance there registered 900 persons.

Leonard H. Goldenson, ABC president, and ABC board members joined 2,200 buyers and guests attending the the New York gala at Lincoln Center’s Philharmonic Hall, where, as in the other cities, dinner and dancing followed the presentation. Tom Moore, ABC-TV president, took time from a business trip to drop in at the Los Angeles and San Francisco affairs.

Officials said the showings attracted 700 buyers in Chicago, 350 in San Francisco and 400 in Detroit.

Those making the annual swing included Theodore F. Shaker, president and Symon B. Cowles, director of advertising and publicity, ABC owned TV stations; Richard Beesemyer, vice president and general manager, and Barrett Geoghegan, general sales manager, WABC-TV New York; Richard O’Leary, vice president and general manager, and John McMahon, general sales manager, WKB-T Chicago; John E. Campbell, vice president and general manager, and Donald Keck, general sales manager, WXYZ-TV Detroit; Elton Rule, vice president and general manager, and James Osborn, general sales manager, KABC-TV Los Angeles; David Sacks, vice president and general manager, and Russ Coughlan, general sales manager, KGO-TV San Francisco, and James Conley, president, and Fred Netter, vice president and general sales manager, ABC-TV Spot Sales.

**CBS-TV expects to get 3,300 interviews**

Over 2,400 news interviews with CBS-TV stars and personalities was the prime target for the network’s July star junket which was set for this past
weekend (July 9 and 10) in Chicago and Washington, D. C. The junket is the second phase of CBS-TV's publicity-promotion campaign for the coming season.

Some 30 radio-TV interviewers from CBS affiliates and 90 newspaper TV editors were set to conduct the interviews. The performers were also scheduled to tape on-air promos boosting their shows for the 73 affiliated stations registered for the weekend.

Together with 876 interviews made in the first phase of the campaign May 23-28 in Hollywood, the junket interviews were expected to top 3,300, a 100% hike over CBS-TV's record of 1,500 interviews during last year's promotion.

Drumbeats...

Agency switches • WABC-TV New York, has named Degarmo Agency there to handle its account, moved from Doyle Dane Bernbach, ABC Films, also New York, has appointed the Lambert Agency in that city to handle its advertising and sales promotion. Former agency was Arthur, Roberts and Hill, New York.

Caddy contest • WMAQ Chicago is giving away two Cadillacs in audience promotion based on "tell a friend" about the station's new adult music format. Listeners write the station giving their names plus those of three friends whom they have told about WMAQ.

Canada records history • CKPM Ottawa has published its annual one-hour LP Canadian History Makers Album featuring actual voices and events of the previous year. In 1964, CKPM received the Beaver Award from the Canadian Broadcaster, a radio-TV trade publication. Approximately 5,000 albums are distributed each year to government, civic leaders and libraries.

New grant • ABC Radio has presented $1,000 to the Berkshire Music Center in Tanglewood, Mass., to establish two summer fellowships for development of promising musicians. This move broadens ABC's previous efforts to develop talent in arts and communications through grants in writing, performing, journalistic and talent areas.

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Ayers Mr. Mathieu

Donald C. Ayers, Armand H. Mathieu and Robert H. Westerfield, associate creative supervisors at J. Walter Thompson Co., New York, elected VP's.

W. Paul Stewart, group VP of Campbell-Ewald Co., Detroit, retires to devote his time to personal activities. Donald A. Wright, account supervisor at C-E, Detroit, named VP. Neil J. Quinn, former VP of Geyer, Morey, Ballard, joins C-E, New York, as broadcast creative supervisor.

Mr. Fairchild Mr. Friedman

Philip T. Fairchild and Jack Friedman, copy supervisors at Needham, Harper & Steers, Chicago, elected VP's.

Jerry Harwood, VP and associate research director for Kenyon & Eckhardt, New York, joins NH&S, that city, as VP and director of research.

W. Dewees Yeager Jr., formerly with Young & Rubicam, New York, joins The Nestle Co., White Plains, N. Y., as advertising manager for coffee division.

Harry F. Landon, account director for Frye-Sillis & Bridges, Denver, appointed broadcast director.

Joe Golden, formerly with Duluth (Minn.) Herald-News Tribune and WEBC Duluth, named sales manager of KDAL-TV, that city, effective Aug. 1.

Anders Krall, director of research of Cunningham & Walsh, New York, elected senior VP.

Peter Collins, account supervisor at The Fletcher Richards Co., New York, named VP.

John J. Allen, with Fuller & Smith & Ross, New York, named VP and group head, industrial division.

Edward R. Krauss, former director of research, Radio Advertising Bureau, New York, elected VP-client services, Queen Applied Research, same city.

Frank B. Rice, southern manager, Harrington, Righter & Parsons, Atlanta, elected VP.

John C. McClay, formerly with KOY Phoenix and senior account executive at Limber Advertising, Phoenix, appointed national sales manager of KOOL-AM-FM, that city.

Richard Boaz, formerly marketing information director for MacManus, John & Adams, New York, appointed director of marketing and research department.

William B. Moseley, senior VP and associate creative director for TV production, Norman, Craig & Kummel Inc., New York, named associate creative director of one of agency's three vertical creative groups. Peter A. Von Schmidt, associate director for radio-TV, elected director of TV productions at NC&K.

Jack E. Richter, VP and director of sales development department of Pappert, Koenig, Lois, New York, joins BBDO there as supervisor of sales promotion and merchandising in agency's communication design center. Robert Cohen, former product marketing manager of American Bakers Co., Chicago, joins BBDO there as account executive.

Frank Billerbeck, radio account executive, NBC Spot Sales, New York, named to new post of manager, local sales, WNBC New York.

Ling Lee Ryan, formerly promotion director of KOTV(TV) Tulsa, Okla., appointed research and production manager of White Advertising Agency, that city.

John F. Carlucci, with Sudler & Hennessey, New York, appointed account executive.

Bill M. Howard, account executive at N. W. Ayer & Son, New York, joins Al Paul Lefton Co. there as account executive.

Pierre Blommers, former production manager of Bofinger-Kaplan Advertising, Glenside, Pa., appointed account executive.

Hugh G. O'Gara, formerly local sales manager for WJRT-TV Flint, Mich., joins KETV(TV) Omaha, Neb.-Council Bluffs, Iowa, as account executive.

Arthur Thomas Plant, buyer of broadcast media, D'Arcy Advertising
Co., Chicago, named account executive, Stone Representatives Inc., same city.

Forrest N. Morgan Jr., VP of AdMedia Inc., Augusta, Me., named sales coordinator of WGAN-TV Portland, Me.


Jack Fenster, with WQXR-AM-FM New York, appointed account executive.

William C. Montgomery, senior account executive with BBDO, San Francisco, appointed assistant advertising manager for Mattel Inc., Hawthorne, Calif.

Mel Winters, account executive at HKJ-TV Los Angeles, named assistant sales manager.

Roy Hilligoss, copy supervisor with Klau-Van Pietersun-Dunlap, Milwaukee, named copy chief.

John W. Hevener, director of marketing services for Inter-Continental Trading Corp., New York, joins account executive staff of Chirurg & Cairns Inc., that city.


Frederic H. Milman, former assistant account executive, Fuller & Smith & Ross, New York, named assistant product manager, Borden Foods Co., same city.

Harry E. Doyle Jr., account research manager at J. Walter Thompson, Chicago, joins Dancer-Fitzgerald-Sample, San Francisco, as assistant account executive.


Frank Dougherty, formerly manager, Harrington, Righter & Parsons, San Francisco, joins sales staff of Venard, Torbet & McConnell, same city. Boyd Rippey, with Venard, Torbet & McConnell, San Francisco, for six years, appointed manager of that office. Robert R. Allen, VP formerly in charge of San Francisco office, moves to New York to work in TV.

Joe Archer, with H-R Representatives, Detroit, named president of Detroit chapter of Station Representatives Association. Den Jacobsen, Avery-Knodel, Detroit, named secretary-treasurer.


James A. Joyella, with office of chief of information, U. S. Army, Washington, joins National Association of Broadcasters as assistant to Sherrill Taylor, vice president for radio.

Frank Scarpa, general manager of Garden State TV Cable Corp., elected president of New Jersey Cable Television Association.

J. Milton Lang, VP and consultant on business planning of General Electric Broadcasting Co. (WGY, WGFM(FM) and WGR(TV) Schenectady, N. Y.), retires after 38 years with GE.

Mr. Lang


Fred L. Scott, executive sales director of WABB Mobile, Ala., appointed general manager of WMIN St. Paul.


Michelle Danielle, formerly with Subscription Television Inc., New York, named station manager of KGBK(FM) Garden Grove, Calif.

Steve Cook, director of merchandising for KGO San Francisco, named retail coordinator for KCSB, that city.

PROGRAMING

John H. Foley, sales manager of Olas Corp., Cleveland, appointed VP and director of sales.


Charles Tapping, with Filmack Studios, Chicago, named VP in charge of administration.

Revender D. Williams McClurken, executive secretary, division of radio and TV, executive council of National Episcopal Church, New York, becomes associate executive director and director of broadcast operations of Broadcasting and Film Commission of National Council of Churches, effective Sept. 1.

George Paris, production manager for KNBC(TV) Los Angeles, named unit manager for NBC-TV. Paul De'ak, associate director at KNBC, replaces Mr. Paris.

Clay Adams, formerly with Plautus Productions, New York, signed as director of production operations at Henry
Jaffe Enterprises, that city.

William Horton Kurtis, newscaster at WBW-TV Topeka, Kan., appointed program manager.

Joe Perkins, with WTRK-TV Norfolk, Va., named program director.

Mort Hock, advertising manager, named assistant for advertising and merchandising; Meyer Hutner, publicity director at United Artists Corp., New York, resigns and becomes assistant for publicity and public relations, and Hy Hollinger, publicity manager, named director of special projects at Paramount Pictures Corp., New York, in realignment of marketing and merchandising functions. All report to Joseph Friedman, VP and director of advertising and public relations.

J. Ross Felton, formerly general sales manager of WMMN Fairmont, W. Va., joins WWVA Wheeling, W. Va., as operations manager.

Kevin Joe Jonson, free-lance TV director, joins Tulchin Productions, New York.

George E. Schneidewind, program supervisor of noncommercial WHA-TV Madison, Wis., appointed assistant director of field services for National Educational Television, New York.

NEWS

Joe Phipps, editorial director at WFLD-AM-TV Philadelphia, named director of news and editorial operations.


Robert Trout, former CBS News correspondent, becomes roving correspondent, WCBS-TV New York.

Rod Williams, news director of WSAI Cincinnati, leaves July 14 for world trip, including 10 days in South Vietnam.

Robert R. Irvine, producer of three-hour daily news block for KNX Los Angeles, named desk editor.

Gary M. Sukow, former news secretary for Representative Albert H. Quie (R-Minn.), named editorial director of WMAL-AM-FM-TV Washington.

Frank K. Grant joins special projects and documentary film unit of WJZ-TV Baltimore. Ed Harris, with WAYE Baltimore, joins news staff of WJZ-TV.

Helene Rush, with KARK-AM-TV Little Rock, Ark., appointed director of program research in public affairs department.


Bruce Brown, formerly with WCHB Inket, Mich., joins news staff of WLS Chicago.

Steve Floethe, reporter-editor for WNOR-AM-FM Norfolk, Va., joins WCKT-TV Miami, as reporter-photographer.

Adrian J. Cronauer, former program director of Armed Forces Radio in Vietnam, named newscaster at WIMA-TV Lima, Ohio.

EQUIPMENT & ENGINEERING


Marion B. Paul appointed chief engineer of WFIE-TV Evansville, Ind.

Charles Hallinan, director of engineering for Wkop Binghamton, N. Y., named president of Society of Broadcast Engineers, Annapolis, Md., succeeding John H. Battison.

B. S. Durant, president of RCA Sales Corp., Indianapolis, also named division VP, operations, RCA Victor Home Instruments division, that city. Donald O. Corvey, former purchasing agent for RCA Electronic Components and Devices, Harrison, N. J., appointed to newly created position of director, purchases, RCA Victor Home Instruments and Electronic Components, Camden. N. J. Adron M. Miller, former manager, broadcast merchandising and West Coast operations, Camden, N. J., will head new instructional and scientific department, same city.


Joseph N. Tawil, with Berkey Technical Corp., Woodsie, N. Y., appointed eastern market manager for motion pictures and television.

ALLIED FIELDS

William F. Dennis, former director of merchandising, ABC Merchandising Inc., New York, elected VP.

Stanley McKinley, aide at Bureau of Budget for last six years, moves to FCC as assistant Broadcast Bureau chief for management. In that newly created position he will assist in personnel work, in devising systems and procedures, and in budget planning.

INTERNATIONAL

Peter Reilly, formerly host of Canadian Broadcasting Corp.'s News-magazine program, appointed executive producer in charge of news and public affairs operations for CTV Television Network, Toronto.

FANFARE

David McGaney, sales promotion specialist at WFIL Philadelphia, named radio promotion manager in place of Claire McMullen, who takes charge of TV sales promotion at WFIL-TV.

David Bellin, former advertising director for 20th Century-Fox, appointed director, advertising, for advertising department of NBC, New York.
John J. Graham, creative director in NBC's advertising department, appointed director, design. Philip Minoff, coordinator, special projects, public information, NBC, New York, appointed editorial director in advertising department. Noel M. Engler, writer-producer, on-air advertising, appointed manager, on-air advertising. Mart Fleischmann, former Announcer, promotion, West Coast, appointed director, promotion. John Lollos, former coordinator, promotion, New York, appointed manager, promotion. Ralph F. Shawhan, former director, press and publicity. NBC West Coast, appointed director, press relations there. He is replaced by Henry Rieger, former manager, press and publicity. In New York, Owen S. Comora, coordinator, national press, appointed manager, national press; Malcolm S. Barbour, former senior magazine editor, appointed manager. Associated...and Alan M. Ebert, former special projects writer, appointed coordinator, special press projects.

J. L. Mitchell, member of advertising staff of West Seattle Herald and Rainier District Times, both Seattle, joins KING-TV, that city, as assistant promotion manager.

DEATHS

Deans Taylor, 80, composer, critic and writer who was formerly radio commentator for Metropolitan Opera and New York Philharmonic broadcasts, died July 3 at Medical Arts hospital, New York, after long illness. Mr. Taylor once served as regular panelist on radio's Information Please panel show.

Harold J. Kolb, 56, film screening editor at WTCI-TV Hartford, Conn., and musician on WTC in 1930's and 1940's, died June 30 at U. S. Veterans' hospital in Newington, Conn., after long illness.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, June 30 through July 6, and based on filings, authorizations and other FCC actions.


New TV stations

ACTIONS BY FCC

Owensboro, Ky.—David T. Channel CableVision Inc. Granted CP for new UHF on channel 31 (572-578 mc): ERP 776 kw vis., 155 kw aur. Ant. height above average terrain 560 ft., above ground 404 ft. P.O. address: Masonic Building, Owensboro, Ky. 42301. Estimated construction cost $450,860; first-year operating cost $218,940; revenue $315,427. Transmitter located, trans. of both Owensboro. Geographic coordinates 37° 46' 44.0" N., 88° 50' 10.0" W., 800 ft. adjacent to courthouse and city offices. Legal counsel Withers and Berger, consulting engineers A. D. Ring Assoc. & Associates. Type trans. RCA TTU-30A (LA); type ant. RCA TPF-30J. Principals: T. J. Bartlett, Wynn Smith (each 80%). William W. Wilson (20%). Mr. Bartlett has ownership in farmer, farm supply company, apartment company, pest control service, Gulf Oil Co. distribution agency. Mr. Smith is supermarket and shopping center investor. Mr. Wilson is law partner. Action June 30.

APPLICANTS

Phoenix—Harcourt Brace & World Inc. UHF channel 18 (476-482 mc): ERP 383 kw vis., 64 kw aur. Ant. height above average terrain 1,655 ft., above ground 2,856 ft. P.O. address: c/o Margaret Mary McQuillan, 757 Third Ave., New York 10017. Estimated construction cost $799,860; first-year operating cost $380,000; revenue $360,000. Studio to be located in Phoenix; trans. to be located in South Mountain. Geographic coordinates 33° 20' 09" N., 112° 26' 30" W. Type trans. RCA TTU-30A (LA); type ant. RCA TPF-36J. Legal counsel Copley & Berfield, consulting engineers A. D. Ring Assoc. & Associates. Broadcast & World is owned by 1,566 stockholders, of which Harcourt Brace owns 9.9%, Katharine Graham 1.9%, and Donna Brace 7.7%. Harcourt Brace & World is publisher of books. Co.-company has also applied for CP for new UHF in Portland, Ore. Ann. June 30.


NEW CALL LETTERS ASSIGNED


New AM stations

ACTION BY FCC

Hot Springs, Ark.—Christian Broadcasting Co. Granted CP for new AM on 1420 kc, 5 kw D. P.O. address: Route 1, Box 8, Hot Springs. Estimated construction cost $33,181; first-year operating cost $25,566; revenue $40,000. Principals: Forrest and Aline Eddy (each 40%) and L. C. Eddy (20%). Eddy family has interest in Buena Vista Resort Inc. Action June 30.

APPLICATIONS

Jackson, Ky.—Intermountain Broadcasting Co. Inc. 810 kc, 1 kw P.O. address: 1128 Main, Jackson, 41339. Estimated construction cost $31,700; first-year operating cost $16,000; revenue $19,700. Principals: Mr. and Mrs. Robert Gibson, 80% interest. No broadcast interests. Ann. June 5.

Richmond, Ky.—Lewis F. Yeung 1110 kc, 250 kw D. P.O. address: 4643 S. Sixth St., Louisville, Ky. 40214. Estimated construction cost $292,500; first-year operating cost $27,700; revenue $41,300. Mr. Young is minister and 50% partner in application for new AM in Shively, Ky. Ann. July 8.

Auburn, Me.—Andy Valley Broadcasting System Inc. 1400 kc, 1 kw D. P.O. address: c/o Lorris C. Rice, Box 156, O'Neill, Neb. 68701. Estimated construction cost $21,885; first-year operating cost $35,500; revenue $40,000. Principals: Lorris C. Rice (50%), Gilbert L. Poise (30%) and Carle P. Mathis (20%). Mr. Rice is 10% owner of KBEX O'Neill, Neb. Mr. Poise is 80% owner of KBEX, while Mr. Mathis is chief engineer. With same station, but no financial interest. Ann. June 30.

Lenoir, N. C.—Furniture City Broadcasters Inc. 1080, 1 kw D. P.O. address: Box 428, Lenoir, N. C. Estimated construction cost $20,652; first-year operating cost $31,000; revenue $44,000. Principals: George G. Beasley (55%), R. L. Bush Jr., C. O. McAfee Jr. and James R. Tidwell (each 15%). Mr. Beasley is publisher of WPVB Benson, N. C.; permissive of WKBV Chatam, Va., and 33.1% owner of WKVY Paducah, Ky. Mr. Bush is automobile dealer. Mr. McAfee is manufacturer of candy. Mr. Todd is lawyer. Ann. June 30.

Lorain, Ohio—Midwest Broadcasting Co. 1380 kc, 500 kw D. P.O. address: c/o Ted

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D. C. • 01 7-8531

BROADCASTING, July 11, 1966
applications

WZAM Prichard, Ala.—CP to increase power from 750 mW to 4,000 mW, to transmit as a radio-television broadcasting station and to change call letters from KZBU to WZAM. Owner: Joseph W. Davis. Estimated construction cost $25,000; first-year operating cost $13,000. Action June 29.

KLEX Wichita, Kan.—CP to change term of station location from 21st St., midway between W. Wash. and Walker to 14th St. between W. Kansas and Kansas. Estimated construction cost $5,760; first-year operating cost $3,150. Action June 29.


San Antonio, Tex.—Inter-American Radio Broadcasting. Granted CP for new FM on 95.1 mc. Owner: Inter-American Radio Broadcasting Co. Estimated construction cost $40,000; first-year operating cost $24,000; revenue $15,000. Action June 22.


KORN-FM Fort Collins, Colo.—Granted assignment of license from Horsetooth Broadcasting Co., owner: Louis Weiss (23%), R. J. Bellatti (30%), J. L. Bellatti (32%), Winfrey Houston (3%), and others. Licensee: Poudre Valley Broadcasting Co. Estimated revenue $2,100,000. Action July 1.


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2814 East Edison

Phone (Area Code 602) 326-7805

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Phone Kansas City, Laclede 4-3777

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SPECIALISTS FOR AM-FM-TV

445 Concord Ave.

Cambridge 38, Mass.

Phone 786-2810

PROFESSIONAL CARDS

Service Directory

BROADCASTING, July 11, 1966
### SUMMARY OF COMMERCIAL BROADCASTING, July 7

<table>
<thead>
<tr>
<th>Licenses</th>
<th>CP's on air (new stations)</th>
<th>Not on air CP's</th>
<th>TotalApplications CP's for new stations</th>
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<tr>
<td>AM</td>
<td>415</td>
<td>16</td>
<td>431</td>
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<td>FM</td>
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<td>TV-UHF</td>
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**AUTHORIZED TELEVISION STATIONS**

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<th>Not on air CP's</th>
<th>TotalApplications CP's for new stations</th>
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<td>732</td>
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<tr>
<td>Noncommercial</td>
<td>70</td>
<td>69</td>
<td>139</td>
</tr>
</tbody>
</table>

**COMMERCIAL STATION BOXSCORE**

Licensed by FCC, April 30, 1966

- AM: 4,042 CP's, 1,454 FM's, 558 TV's
- FM: 3,777 CP's, 1,329 FM's, 362 TV's
- Total: 7,819 CP's, 2,783 FM's, 920 TV's

### COMMERCIAL BROADCASTING

Inc. Dubuque Broadcasting is owned by H. N. Cardozo Jr. (46.62%) and Philip T. Kelley (15.38%). Communications Properties will be new corporation formed by merger of KFQO Fargo, N. D., WBDQ Escanaba, Mich., and WBDO with KATE Alberta Lea, Minn. Alberta Lea Broadcasting Co., licensee of KATE, will be surviving corporation whose interests will be assigned to Communications Properties Inc., owned by H. N. Cardozo J. (46.62%), Philip T. Kelley (15.38%) and A. E. Dahl (28.0%). For details see WBDQ above.

KOWH-AM-FM Omaha—Seeks assignment of license and CP's for increase in power, from National Review Inc. (wholly owned by William F. Buckley, Jr.), to Stard Broadcasting Group Inc., owned by William F. Buckley (66.5%) and Peter Starr (33.5%). Stard Broadcasting is applicant for assignment of KISD Sioux Falls, S. D. Consideration $400,000. Ann., July 5.

KHAP Abilene, N. M.—Seeks transfer of control of licensee corporation San Juan Broadcasting Inc., N. M., from Thomas A. Moyer (100% before, none after) to Louise A. Moyer (not before, 100% after). Mr. Eck is 47% owner of KRST Cheyenne, Wyo. Consideration $23,000. Ann., July 1.

KXPG Fargo, N. D.—Seeks assignment of license of license from KXGQ Broadcasting Inc., owned by H. N. Cardozo (100%) and Communications Properties Inc., owned by H. N. Cardozo (46.62%), Philip T. Kelley (5.63%) and A. E. Dahl (28.0%). For details see WBDQ above.

KTHI-TV Fargo, N. D.—Seeks transfer of control of producers Inc. (60% owner of limited liability corporation Pembina Broadcasting Co.) from The Polaris Corp. to Communications, owned 100% by Natecor, which is owned by J. B. Punco, Natco Communications and The Polaris Corp. are merging. No consideration. Ann., July 1.

### ROUTINE ROUNDPUP

**ACTIONS ON MOTIONS BY COMMISSION**

- Commission on July 5 granted petition by Federal Communications Corporation to extend of time from July 8 to Sept. 18 for responses to notice, and from July 22 to Sept. 20 for reply in matter of joint application for permit.

**By Office of Opinions and Review**

- Denied petition by WOBL Inc., Haworth, N. J., for reconsideration in proceeding on AM applications of Great Lakes Broadcasting Corp. and Normandy Broadcasting Corp. for new FM's in Glen Falls, N. Y.; scheduled prehearing conference for July 29 and hearing for Sept. 29.

**By Chief Hearing Examiner**

- James D. Cunningham

**By Designated Examiner Millard F. French**

- To hear in proceeding on applications of Olean Broadcasting Corp. and Northeast Television Cable Corp., for new TV's to operate on channel 35 in Olean, N. Y.; scheduled prehearing conference for July 22 and hearing for Sept. 7.

**By Designated Examiner Charles J. Frederick**

- To hear in proceeding on applications of Allston Televistion Co. and Northeast Television Cable Corp., for new TV's to operate on channel 35 in Somers, N. Y.; scheduled prehearing conference for July 22 and hearing for Sept. 7.

**By Designated Examiner Iadore A. Horn**

- To hear in proceeding on applications of TVU Inc., and Galveston Television Inc. for new TV's to operate on channel 35 in Galveston, Tex.; scheduled prehearing conference for July 22 and hearing for Sept. 6.

**By Designated Examiner Feislor F. Carey**


**By Designated Examiner William H. Curtiss**

- To hear in proceeding on applications of Omega Associates Inc., and Omega Broadcasting Corp. for new TV's to operate on channel 35 in Panama City, Fla.; annulled presently scheduled hearing date of July 12.

### HEARING CASES

**INITIAL DECISION**

- Hearing Examiner Millard F. French issued initial decision looking toward granting of application for new station in West Palm Beach, Fla., for new FM to operate on channel 274 in West Palm Beach, Fla. Ann., July 1.

**OTHER ACTIONS**

- By memorandum opinion and order in proceeding on applications of Station WQIZ Inc., Northeast Television Cable Corp. for new TV's to operate on channel 35 in Olean, N. Y., order in proceeding no further.

- By memorandum opinion and order in proceeding on application of KQGO Minot, N. D., to cease operation, order in proceeding denied petition of KQGO in court of appeals.

- By memorandum opinion and order in proceeding on applications of Gordon Sherman, Michigan-Omision Television Corp. for new TV's to operate on channel 35 in Orlando, Fla., order in proceeding no further.

- By memorandum opinion and order in proceeding on applications of Charles Erck and Associates Inc., owner of station WDOD Omaha, Neb., and KEGO Lincoln, Neb., to cease operation, order in proceeding denied petition of KEGO in court of appeals.

- By memorandum opinion and order in proceeding on applications of Century Broadcasting Corp. for new TV's to operate on channel 35 in Jupiter, Fla., order in proceeding denied petition of Century Broadcasting Corp. in court of appeals.
Cascade not certified to commission record

July By Springfield Twp, Pa., BROADCASTING, By various respects in Pompano Beach, Fla., and Hearing Examiner Millard 26. Broadcasting no. proceeding, Hearing Examiner and proceeding file of new all. WIII, Homestead, Fla., and extend time for renewal of AC Bureau in proceeding of new Alexandria, La.—Granted license covering use of old main trans., and ant. auxiliary trans. WI-FM, Conn., Ill.—Granted license covering installation of new trans., and new ERP of 3 kw, site and ant. height and remote control operation. KYJZ-FM, Portland—Granted license covering installation of new ant., and change in ERP and ant. height. WFPF-FM Orlando—Granted license covering installation of new ant., change in ant., and height in 15 ft. KOIT(FM) San Francisco—Granted license covering installation of new ant.-trans. and change in location. WHOM-FM New York — Granted license covering change in ant.-trans. location of alternate main trans. and redesignation as auxiliary trans. and change ERP. WSJN St. Joseph, Mich.—Granted license covering change in ant.-trans. location and making change in ant. system. WLAD Danbury, Conn.—Granted license covering use of old main trans. as auxi-

lary trans. at main trans. site and license covering increase in power. installation of new trans. and new ERP of 3 kw. KOME Tulsa, Okla.—Granted license covering installation of new ant., change in aux. trans., and new ERP of 3 kw, site and ant. height. WNAV Dayton, Ohio—Granted license covering change in ant. system. KORA Bryan, Texas—Granted license covering use of former main trans. at main trans. location and making changes in ant. system. WGON Moline, Ill.—Granted license covering change in ant.-trans. location and making change in ant. system. WGNJ Mutual, Mich.—Granted license covering installation of new trans. WMAM Chicago—Granted license covering increase in daytime power and installation of new trans. WMZB Chicago—Granted license covering change in frequency, increase in power, making change in ant. system and change in ground system. KENI Anchorage—Granted license covering installation of auxiliary trans. as auxiliary trans. KORA Bryan, Tex.—Granted license covering installation of auxiliary trans. WMTO Mobile, Ala.—Granted license covering installation of auxiliary trans. WMDD Fall River—Granted license covering installation of new auxiliary trans. with remote control operation. KEIO West Bend—Granted license of license to change studio location and operate trans. by remote control; conditions.

KCBS-AM Olean Broadcasting Corp., Normalley Broadcasting Corp., Glenn Falls, N. Y.—Granted license of license to change studio location and operate trans. by remote control; conditions.

KQAC-AM Salinas, Ore.—Granted mod. of CP to reduce ERP 9 kw and change type trans. and type ant.; conditions. KQAC-TV Salinas, Ore.—Granted mod. of CP to change ERP to 72 kw for 79.4 frequency, site and ERP of change in type trans., location type ant., and make changes in ant. structure. Granted licenses for following AM's: WLKE Waupun, Wis., and specify type trans. and studio and remote control system; WINW Canton, Ohio, and specify type trans.; con. KWFD Piedmont, Mo. Granted licenses following FM's: KGKI-FM Omaha; WX(TA)FFM Greenacres, Ind.; WKEI-FM Kewanee Ill. KGOX Array, New York—Granted mod. of license to change name to Radio Station KQXM.

WPPR(FM) Terre Haute, Ind.—Granted mod. of CP to change ant.-trans. and studio location; increased ERP to 1.2 kw. and height 135 ft. WHK-FM Cleveland—Granted CP to install new trans. and ant.; remote control permitted; conditions.

In WPGU(FM) Urbana, Ill.—Granted CP to replace expired permit for FM. WMVY(FM) South Bristol, N. Y.—Granted mod. of CP to change ant.-trans. and instal. ant.; remote control permitted. WMAY(FM) Mayaguez, P.R.—Granted mod. of CP to change ant.-trans. and studio location.

WSAC-FM Fort Knox, Ky.—Granted mod. of CP to change type trans. and install. ant.; remote control permitted. WGBL-FM Portland, Wash.—Granted mod. of CP to change ant.-trans. location; change type trans., and increase ant. height. 135 ft. remote control permitted; conditions.

WGLA-FM Port Washington, Wis.—Granted mod. of CP to change type of trans. and increase ant. height. WJIC-FM Manhasset, N. Y.—Granted mod. of CP to change type of trans. and increase ant. height.

Following stations were granted extensions of completion dates as shown: KPTL Carson City, to Dec. 31, S. C., to Sept. 19; WAAM Ann Arbor, Mich., to Sept. 1; WTVN Columbus, Ohio, to Oct. 5; WADA Shelby, N. C., to Sept. 30; WHRA Holly Springs, Miss., to Sept. 1; WPOR Providence, R. I., to Sept. 1; WBAF Barnesville, Ga., to Sept. 1; WKUB(FM) Mantowoc, Wis., to Oct. 27; WPJZ-TM Timm Jaccobi


KXAC Abilene,

Granted WCBM Ripley, Tenn., change in remote control operation.

KSFI-WM) Wausau, Wis.—Granted SCA on sub-carrier frequency of 87 kc. WCBM (FM) Chippewa Falls, Wis.—Granted mod. of SCA to add marketing.

KXAC Abilene.

 Granted request and cancelled SCA which authorized operation on 87 kc.

WCTP-FM Hopkinsville, Ky.—Granted license covering operation with new ant. and new ERP of 1 kw, license covering installation of new trans. and ant. and WABI-FM Bangor, Me.—Granted license covering change in ant.-trans. location and changing in ERP and ant. height.

WISN-FM Milwaukee—Granted license covering installation of new trans. and change in ERP and ant. height, and specify type trans.

Actions of June 29

KTU(FM) Linn Commerce, Calif.—Granted license covering change of studio, stand and ant.-trans. location, change ERP and height.

WMH-FM Los Angeles—Granted license covering new type ant.

KLIZ-FM Brainerod, Minn.—Granted license covering change of studio and location, installation of new ant., change in ERP and ant. height, remote control permitted.

KDES(FM) Palm Springs, Calif.—Granted license covering change in ant.-trans. location, installation new ant., change in ERP and ant. height, and deletion of remote control authority.

KDCM-FM Washington—Granted license covering installation of auxiliary ant. and new ERP of 1 kw, license covering installation of new trans. and change in ERP.

WKHY(FM) East St. Louis, Ill.—Denied license covering changes in facilities and changes in ERP.

WMUB(FM) Oxford, Ohio—Granted license covering change in ant., system, and ERP of 1 kw.

WMBO-Peoria, Ill.—Denied license covering change in ant., height and installation of new ant.

WFMU-AM Landsdale—Granted license covering installation of new ant.-trans. and change in ERP.

WYRF-FM Palm Beach, Fla.—Denied license covering installation of new trans., change in ERP and ant. height, and specify type trans. and height.

WGLA-FM Atlanta—Granted license cover.
RADIO

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Real Opportunity top salesman Boston area. New 10,000 watt station. Send complete resume, references. Box G-72, BROADCASTING.

If you have perspiration, inspiration, enthusiasm, we have an opportunity. KFRO, Longview, Texas.

Nelson Boswell program "Challenge and Response" is expanding rapidly and needs representatives. This prestige talk program is a sure sale and the company that owns the program is setting up a nationwide organization. This is excellent opportunity for the right man. To see if your area is available write Lion House, Inc., Box 2179, Fort Lauderdale, Fla.

Announcers

Announcer with experience. Reading ability important. Excellent salary. N. Y. State. Box G-15, BROADCASTING.

Announcer for all-night shift, top 40 format. First phone ticket preferable but not essential. Must have complete ability to move up. Send tape and resume. Box G-56, BROADCASTING.

Announcers—cont'd

Telephone talk personality for aggressive California station, to follow syndicated Joe Pyne show. Play by play and disk jockey background desirable. Air mail resume, tape, and picture. Box G-43, BROADCASTING.

Bright airman for middle of road. Possible chance for play-by-play. Send tape and salary requirements to Box G-50, BROADCASTING.


Program director for new 10,000 watt Boston area must be completely experienced, creative, and dynamic. Send tape, complete resume. Box G-73, BROADCASTING.

Combo top 40 personality for evening shift need by Skw No. 1 station in its area. Good pay and conditions. No Bonuses, no kids. Send tape and resume. Box G-80, BROADCASTING.

Suburban Cleveland MOR medium needs pro morning man. First phone required. Box G-87, BROADCASTING.

Announcer—alert, top 40 style, also able to handle song and news. Leading 5,000 watt NBC affiliate in 20th year has opening for deejay. Excellent fringe benefits and working conditions. Send audition, references, experience, marital and draft status, and salary requirements to: Box G-90, BROADCASTING.

Have opening for announcer with third class endorsement, and someone who would be interested in sports play-by-play. Please send tape and resume. Box G-93, BROADCASTING.

Announcer—Production-The number one station in Virginia's number one market is looking for deejay production man with plenty of know-how, able to walk in, walk out within a four-hour period and pull a spinning-tape-splicing session as well. Salary is open to right man. Send tape with sample of production work and air shot, picture, and complete background. Box G-100, BROADCASTING.

Fulltime southern California metro modern country station seeking bright morning man. Box G-113, BROADCASTING.

Morning man. We want college and concept on the job. Job a major group with stations to coast to coast. Immediate need in New York State. Salary open to right man. Send resume and photo. Box G-109, BROADCASTING.

Top 40 fulltime 5000 watt, number one swinger in market of 200,000 needs first phone changer immediately. Maintenance ability desired, but not a factor. Rush tape and resume to Jim Kill, WAAY Radio, P.O. Box 978, Huntsville, Alabama 35804.

First phone announcer for 6 pm to midnight shift on center clax. Must be able to do one country station. Send tape & resume. KDKL Radio, 541 Ammon Rd, Twin Falls, Idaho.

WCL, Corning, N.Y., seeking mature staff announcer. Salary open. No top 40. Send complete resume. RWB Radio, Rt 1, Box 1115, First National Bank Bldg., 4th & Walnut, Cincinnati, Ohio.

Good music station wants 1st or 3rd phone changer immediately. Send tape and resume to Jim Youngblood, WPAD, Paducah, Kentucky.

Announcers—(Cont'd)

Need good afternoon announcer-deejay for 3-k indy with middle-of-road music format. Send tape and resume to: P.D., KLIK, Jefferson City, Missouri.

Announcer for middle of road station with bright sound. Immediate opportunity for experienced and dynamic top 40 deejay. Good job and good group operation. Salary based on experience and ability. We have a permanent position for an ambitious talented individual. Write KMNZ, P.O. Box 117, Sioux City, Iowa 51102, or call Ted Beaudin, 712-283-6268.

Sportscaster—High school, 4 yr & Junior college. Fordy Anderson College Athletic Director, 60 game schedule. Primarily interested in college sports. Send tape, resume. No kids but must be a class nice but not necessary. Contact KOLT, KOLP, Scottsburg, Nebraska. Send resume and salary.

KBP, Needs an experienced 1st phone announcer. Immediate opening. Contact Harriett W. KPUE, Pueblo, P.O. Box 831, phone 303-456-5971.

Excellent opportunity for first phone MOR announcer with ambition to advance with progressive small market station. News, programming and production. Good working conditions and good salary. Send audition tape, photo and complete resume to Bob Brewer, KXAT, Frederick Oklahoma.

Announcer-newman needed by an outstanding small market radio station. Vacancy caused by draft. If you are dependable, trustworthy and not a floater, you may be surprised at the opportunity awaiting you. KXVN, 804 Main, Trenton, Missouri or call C. E. Breazeal, 816 Elwood 2-2261 for details.

Announcer-copywriter. Small market, good pay, automated tape, resume, photo, salary requirements. Ralph Bowen, KVML, Sonora, California.

Announcers, Female jocks—are you talented and ready to make a name? Send resume and photo. Do you have a bright, sincere, different approach? Do you want to live in Southern California? Send tape and resume to Larry Granowski, KWWZ, 310 W 5th Street, Santa Barbara, California 93101.

Top 40 fulltime 5000 watt, number one swinger in market of 200,000 needs first phone swinger immediately. Maintenance ability desired, but not a factor. Rush tape and resume to Jim Kill, WAAY Radio, P.O. Box 978, Huntsville, Alabama 35804.
Announcers—(cont'd)

September opening for the right man, must be steady and reliable. One station market. 2 p.m. to 3 p.m. Monday through Friday, 9 a.m. to 10 a.m. Sunday. Send resume, tape and audition to Dan Hollingdale, Box WQDY, Calais, Maine.


Gulf Coast country and western. Needs experienced country music announcer. Send tape and resume to Broadcasting Enterprises, P.O. Box 5797, Meridian, Mississippi.

Wanted, announcer, first-phone required. Immediate opening for station located in Martinsville, Virginia area, one of the fastest growing areas in the state of Virginia. Call Arnold Terry, 703-583-7014 day, 703-447-8393 night.

Florida major market has opening for good, bright, young, energetic announcer. Must have sales and production experience. Send resumes and audition tape to Broadcast Enterprises, 712 Dade Federal Bldg., Miami, Florida.

There are a number of employers interested in advancing the opportunities of the Denrey Media Group in newspaper, radio and television. The group operates in six states including Hawaii and Alaska. Write Personnel, Denrey Media Group, 865 Smith, Arkansas. Equal opportunity employer.

Five figure salary to the right men. Major group operation in top market on the lookout for the top "personalities." If you are ready for us, we may be ready for you. Don't apply unless you are prepared to prove your record. Send full hour audition, no edits, plus resume. We want to know what you sound like. Apply to Mr. Dan Hollingdale, Box WQDY, Calais, Maine.

Technical

Vacation engineer needed immediately for work on coast radio station. Resume available for personal interview. Must have first class FCC license. Write Box F-158, BROADCASTING.

Young first class man who likes to construct and maintain good equipment. Good wages, good benefits and good opportunity. Strictly engineering. East. Box F-145, BROADCASTING.

Transmitter engineer, experienced, for high powered AM-FM, Philadelphia area. No announcing. Box G-91, BROADCASTING.

Need experienced engineer for maintenance of 5kw, two tower directional AM station. Will assist in maintenance of full power television station. Contact Chief Engineer, KGVO-TV, Missoula, Montana.

Engineer—Announcer . . . needed immediately . . . KHIL, Wilcox, Arizona.

KEGG, Dangerfield, Texas soon to go on air is now hiring. Need experienced combo engineer/announcer, emphasis on engineering, directional experience helpful. Need someone that can recognize when to go on and when to shut off. Send resume and audition tape. Only non-smokers need apply.

Contact Charlie Monk, c/o KOKA, Box 969, Kilgore, Texas.

Full-chase chief for 1 kw directional daytime station. Position available for a 3 to 7 year chief returning to college in September. Modern gear. New station with new studio—transmitter building. No announcing required. $590 per month. WAZY, Lafayette, Indiana.

Technical—(Cont'd)

First phone man for transmitter. No announcing. WAMD, Aberdeen, Md.

First class ticket for solid AM daytimer with excellent day parts. Must have 2 years or more experience. $950. WMBV, Sidney, Ohio. 513-492-1461.

First phone engineer-announcer for middle of the road music station. DJ and news experience. Send resume and audition tape. WXYN, Youngstown, Ohio. 216-468-4191.


WRFM, Titusville, Florida has permanent job for an engineer. Five hundred watts, daytime, non-directional. Application in PM.

Engineer—Must have first class radiotelephone license. Contact WTAC, Radio, Grand Blanc, Michigan. Telephone 894-1146.

Wanted: Chief engineer. Major market station looking for young, aggressive engineer. Prefer man under 30. Must have ability to handle AM DA and FM stereo. Send resume to General Manager, WKMN, Minneapolis, Minnesota. Applications kept confidential.

Top engineer for 1,600 watt daytime. 250 watt nighttime AM station. Only AM station in the county. Fine pubilc service. Much room for college growth. Twenty two lakes in the area. Services of engineer requires fifteen to twenty hours maintenance only. Balance of time selling, copy or announcing. Must give top notch performance and management experience. If you can qualify, salary is open. Please forward tape, picture, and resume which will be kept confidential. To: President, Gerity Broadcasting Company, Adrian, Michigan. Telephone 283-1125.

NEWS

Top-rated midwest regional group seeks modern radio newsman now! News directorship possible. Rush tape, resume today to Box G-8, BROADCASTING.

Dedicated, hard-driving radio news director wanted by one of the Nation's top radio stations. Must have saleable resume and tape. Send resume to Box G-136, BROADCASTING.

Opportunity—Combination news, production and announcing. Send details, KFRO, Long- view, Texas.


Wisconsin regional needs news director experienced at gathering and delivering news. We'll pay well above average for the right man. (The right man that's experienced, dependable, able to get news and gets along well with others.) Send tape and resume and include salary requirements to Jack Severson, WCUB Radio, Manitowoc, Wisconsin.

Newswoman now—for airing and gathering in expanding news department. Well established top facility—good future for right man. Salary open—Call me at WJAI, White Plains, N.Y.

Immediate opening for the man with sound news background, great news desire and a voice and delivery to match. Send tapes and resumes to: IntelliBull Radio News Director, Radio Station WIP, 19th & Walnut Sts., Philadelphia, Penna. 19103.


Production—Programing, Others

Program director for southern radio station in city of over 600,000 population. Opportunity to plan and execute all phases of programing and equipment operation. Must have extensive knowledge of programing and equipment operation and success in previous positions. Liberal pay program. Box F-282, BROADCASTING.

Program director who understands programing and who can do a top air show and teach others. Must be able to think, type, take instruction, give instructions, first phone helpful. Station’s sound and image your responsibility. Florida. Box G-83, BROADCASTING.

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box G-128, BROADCASTING.

RADIO

Situations Wanted—Management

General manager—Solid broadcast background, over 12 years proven ability all phases. Mature. Exceptional record: Sales, Promotion, Management. Finest credentials. Call 812-721-1100 or Box G-57, BROADCASTING.

General manager, general sales manager. In depth experience, proven professional, executives, ability, with extensive of national, local, regional sales. Box G-53, BROADCASTING.


Need opportunity to put 19 radio years experience to work for you. All phases from single station to seven AM-3 TV markets. Available immediately. Replaced after five years by president's son. Ten years successful management. Strong on sales. First position manager. Management background opportunity. Wes Minemure, DR 3-1548 or FL 6-1850. Box 1384, Amarillo, Texas.

Situations Wanted—Announcers

Sportscaster . . . experienced. Radio and TV. College graduate. Married. Box F-54, BROADCASTING.

First phone—combo top forty . . . five years experience, presently employed as chief and MD. Box F-294 . . . family. Box F-293, BROADCASTING.

Beginner, trained by top professionals, board experience. Want small station experience. Box G-85, BROADCASTING.

Negro. School of broadcasting, Six months experience. Box G-81, BROADCASTING.

DJ with 4 years all-round experience seeks job with established top 40 station in metro market having strong state only. Box G-82, BROADCASTING.

First phone dj-announcer, dependable bright personality with over year and one half experience in radio, big market or middle of road. Desire top 60 format although consider others. Box G-86, BROADCASTING.
**Announcers—(Cont'd)**

**Top salary gets top-notch radio-TV announcer with lat phone. Box G-96, BROADCASTING.**

**Negro announcer-dj. Smooth delivery. Pop and Jazz preferred. Box G-98, BROADCASTING.**

Creative personality—Experienced all phases radio including news and play-by-play sports. Married, have first phone. Desire Progress, big city area. Box G-101, BROADCASTING.

**Experienced sportscaster, strong on sales, moves to third. Relocate. Box G-102, BROADCASTING.**

Personality announcer—six years radio... desires bigger market... more money. Feel announcing ability needs more recognition. Prefer Big band and popular tunes... no rock and roll. Family man... will relocate. Desire television work... if available. Tape, picture, resume... upon request. Box G-103, BROADCASTING.

Talk radio, 25 years announcing all types programing, sales, sports, management. Well read, college, 44. Good interviews, restauran... more. —would like to get back into fulltime electronic journalism. Age 31, Box F-229, BROADCASTING.

**Ready for top metro station, prefer northeast. Tape and resume available, Box G-98, BROADCASTING.**

Professional voice, strong on news, write, deliver with authority. Pleasant dj personality. Desires large west market. Box G-142, BROADCASTING.

Available immediately—Bright, bouncy college freshman for full-time work in Boston, Mass. area. Limited experience but willing and ready. Mostly news. Larry Kaye. 55 Wilcox St., New Britain, Conn. Phone 229-8889.

College grad., single, speech and journalism background, draft free, 4 years radio/TV experience wants full-time news position. Paul Cotter, 30. Country Club, Nebraska, 68847, tel.: 303-237-3569.


**Production—Programing, Others**

Association Secretaries, Regional Nets, Stations, Adv. and Employment Agencies. Write if you have work for a "Guy Friday" with references, experience, third, samples and a voice. Minimum salary requirements of states only. Box G-106, BROADCASTING.

Professional top 46 programer, ideas, ratings, young McLendon trained talent, hard working producer: first phone. All station netials considered. Currently employed. Top lock job considered. Box G-127, BROADCASTING.

**TELEVISION**

**Help Wanted—Management**

Business manager/accountant needed immediately by major eastern market. Top salary to individual with experience, desire to work and ability to handle executive type of experience necessary. All replies given strictest confidence. Box G-151, BROADCASTING.

Management position soon to be available sales department of Western Washington's TV station. Need go-getter who knows the Washington market and can turn up business, as well as fine services. All replies considered. BROADCASTING will be given strictest confidence.

Immediate opening for an aggressive local salesman in Atlanta market. Please forward resume and salary requirements. Box G-58, BROADCASTING.

Account executive experienced in TV sales. Ideal opportunity in challenging conditions in California at top CBS station. Contact Dr. Darnell. Local Sales Manager, KKBV TV, Bakersfield, Calif. (Cont'd)

**Technical—(Cont'd)**


**NEWS**

Experienced newman. College graduate with radio and television speech degree. Presently working for several newspapers, radio and TV stations, a position for four years. Would like to get back into fulltime electronic journalism. Age 31, Box F-229, BROADCASTING.

**Help Wanted—Technical**

Studio and transmitter supervisor for WFH fast-growing ETV station in the northeast. Starting salary $7500. Write Box F-287, BROADCASTING.

Grow with south Florida VHF. Opening for studio maintenance. VTR experience essential. Salary competitive. Write Box F-382, BROADCASTING.

**Technical**

**Personable, dependable announcer for large Texas station. Box G-112, BROADCASTING.**

Leading midwestern station needs married announcer and good commercial presentation. Send resume VTR or tape and photo plus salary requirements. Box 123, BROADCASTING.

**Help Wanted—Technical**

Chief engineer of large eastern television station. Staff of 75 engineers and technicians. Must be engineering graduate, experienced in all phases of TV engineering, operation and maintenance. Send resume, Box G-84, BROADCASTING.

Chief engineer of large eastern television station. Staff of 75 engineers and technicians. Must be engineering graduate, experienced in all phases of TV engineering, operation and maintenance. Send resume, Box G-84, BROADCASTING.

Management supervisor, with proven record of success in major midwest market. Salary open for right man. Must relocate. Resume, Box G-84, BROADCASTING.

**BROADCASTING.**

Technicians. Permanent openings for qualified men in midwest operation. High union wages. Apply now for September vacancies. Send resume to Box G-92, BROADCASTING.

Engineer of good character, best technical qualifications for south Texas station. Box G-116, BROADCASTING.

**Announcers**

Well-qualified engineer trained with first phone for Texas VHF, Box G-120, BROADCASTING.

Maintenance chief for Texas station, super-technical qualifications. Box G-120, BROADCASTING.

Opportunity for qualified, reliable assistant chief engineer, southwest VHF. Box G-132, BROADCASTING.

Engineer with first phone for southwestern VHF. Accet on maintenance. Responsibilities and compensation commensurate with technical experience and ability. Send resume, references and salary requirements. Box G-116, BROADCASTING.


Engineer with first class license. Must have car. No announcing. Company pays full cost of hospitalization, major medical and pen- sion plan. Send resume, picture and references to Glenn Hall, WWNY-TV, Water- ville, N. Y.

**BROADCASTING**

**Broadcasting engineer: Outstanding opportunity with a pioneer, educational radio and television station. Western university with small town air-shape Wonderful family community. Salary commensurate with experience. Write to Personel, Washington State University, Pullman, Washington. An equal opportunity employer.**
Technical—(Cont'd)
Engineer—1st class license, experienced or interested. Denver, New York state. Call collect 607-772-1122.

NEWS
Wanted: fully qualified news director for full power VHF-TV and cleared channel radio. In medium market. Air-

ing required. Salary negotiable. Box G-94, BROADCASTING.

Top ten eastern market station desires top drawer motion picture photo addition to its award-winning documentary unit. Must be fully competent in all aspects of double systems photography. Camera must be equipped with finest gear available. Only man who can be recommended. Send self and resume. Box G-106, BROADCASTING.

Opportunity for alert newsmen who can gather, write, and voice news. Texas station. Box G-110, BROADCASTING.

NEWSPMAN with good on-camera delivery. Texas VHF, Box G-116, BROADCASTING.

Production—Programming, Others
New station in top eastern market has immediate opening for experienced TV artist. Excellent opportunity for a man from a smaller market. No. 2 man ready to move up. You will enjoy the creative chal-

ing offered by this position. Send sample of work and resume to Box F-278, BROADCASTING.

Top eastern independent station with heavy live and live programming potential to experienced producer/director. Send complete details to Box F-287, BROADCASTING.

Station in top eastern market has immediate opening for an experienced switcher. Should be young, aggressive, quick witted, and have ability to make clean creative splits. Send resume to Box F-295, BROADCASTING.

Producer/director for ETV station in northeast. Must be heavy hitter with creative potential to experienced producer/director. Send complete details to Box F-287, BROADCASTING.

Creative commercial continuity writer for Texas station. Box G-107, BROADCASTING.

Immediate opening for experienced, creative producer/writer to head continuity department at St. Louis station. Background must include commercial, institutional, fashion and documentary. Please send resume and a sample copy to Box G-111, BROADCASTING.


TELEVISION—Situations Wanted
Management
General manager—Developer of station or group of stations; 13 years experience. Just turned 41. Thoroughly experienced all phases: Administration-development, sales, promotion, programing, production. Have developed five shoddy losers into profitable, prestige properties, doubling value of three, tripling two in smallest; medium and 23rd largest markets. Rebuilt, repackaged, and sold selling TV for twice investment. Aggressive producer of profits and prestige. Box F-15, BROADCASTING.

WANTED: experienced producer. Twelve years pro-

graming-production, working with sales. Now wants sales alone. Box G-147, BROADCASTING.

Announcers
Top salary gets top-notch radio-TV an-

nouncer with 1st phone. Box-97, BROADCASTING.

Good radio announcer, 35, experienced all phases, prefers expand into TV, salary secondary. Box G-124, BROADCASTING.

NEWS
News director—Currently airing, writing, mixing 2 events at once. Box G-77, BROADCASTING.

Production—Programming, Others
Producer-director, B.A. music, M.S. TV. Exp. in closed-circuit, remote, live & film. Recruit Box G-8, BROADCASTING.

WANTED to BUY
Equipment
We need used 250, 500, 1 kw & 10 kw AM transmitters. Electronic Components Corp., 1314 Iturbide St., Laredo, Texas 78046.

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

Wanted TV 5 kw equipment, channel 4, price, trademark, Homero Rios D. P. O. Box 1284, Mexico City, Mexico.

Public school system—Building ETV station—seeking good quality, relatively new studio equipment. Inventory includes manufacturer, model number, age, condition, etc., to: Mr. Mike L. Jones, 2640 W. Palm Beach, Florida.

Broadcast Engineering Services—AM-FM-TEV: everything from mike to tower to complete station. 16532 Stanford Avenue, Garden Grove, California, 92640. Phone: (714) 537-9562.

Wanted: 500 or 1000 watt modulation transformer for old Gates 500-D transmitter that has 810 modulation (5000 modulation). Impedance ratio is 15,000 to 10,000 (1.5:1). Want new or used. Please write to: Box 833, Walterboro, S. C. 803-549-3881.

250 or 1,000 watt FM transmitter and monitor. WFKO, Kokomo, Indiana.

FOR SALE
Equipment
Television radio transmitters, monitors, tubes, microwave, camera, audio, electroni-

cs, 440 Columbus Ave., N.Y.C.
Co-axial cable—Helix, Styrfoex, Spiriline, etc. Also rigid and RG types in stock. New material. Write for list, Sierra-Western Electric Co., Willow and 24th Streets, Oakland. California, Phone 415-582-3500.

RCA 50 kw BTA-50G now in service will be available in approximately six months due to electronic deficiency. Paid $22, 500 complete, write Box F-142, BROADCASTING.

Why buy new cart tapes. We install new tape, pads and clean inside & out—any size 300-350 day service—Lik-Nu Cart Corp., 2606 Pl. Wayne, Indiana.

Let us serve your used equipment needs
Broadcast Engineering & Supply Co., Box 3141, Brooklyn, New York.

Broadcast Engineering Services—your "one-

stop shopping center" for new and used AM-FM-TV equipment-equip. types, 16532 Stanford Avenue, Garden Grove, California, 92640. Phone: (714) 537-9562.

Transmitters for sale or trade. Owner purchased new. One 1 kilowatt, FM, One 500 watt FM—Both in perfect shape. Two way units. All units ok. Power In-

crease do not need. WQMS Radio, Hamilton, Ohio 45041-7561, 1501 Woodview Lane. BROADCASTING, July 11, 1966

FOR SALE
Equipment—(Cont'd)
For sale: RCA Lim. MI-11216 (BAs)-$250.00. Collins lim. SC-175.00. Progar Langevin Corp., 150.$0.00, R.C. BRB audio board $1550.00, 2-Spot-O-Matic P/B 1-Rec. amp. $350.00. RCA TA FM 1035— $350.00. Complete stock for Magnecon re-

cept head. Box-5, BROADCASTING.

Production—Newscasting, Sportscasting, Continuity, Etc.
Wanted: fully competent news director for Clark County, Nevada. Must be experienced. Box G-115, BROADCASTING.

Production—Newscasting, Sportscasting, Continuity, Etc.
Wanted: fully qualified news director for Clark County, Nevada. Must be experienced. Box G-115, BROADCASTING.

As is: Seeborg 208 45 player—$500.00. Magnecon 414, 14" reel continuous play-

back—$200.00, Ampex 500 16" reel continuous playback—$500.00, voice operated relay for Magnecon PT-6, just plug in—$25.00. (3) G.E. 2000 Mic 10 watt trans-

mitter & receiver—$500.00 each. (2) Gray Equalizers—$25.00 each. Box G-133, BROADCASTING.

Gates ST-101 spot recorder, good condition, new tape—$250.00. Box G-141, BROADCASTING.

MISCELLANEOUS
15,000 Professional Comedy Lines Topical Material in top comedy form. Published by Echo Comics. California. Free sample. Write for free catalog. Orben Comedy Books. Atlantic Beach, N. Y.


DEEJAYS! 4000 classified gag-lines. $4.00! Comedy catalogue. Hollywood, California, 90065.


Coverage maps, station brochures, Broadcast Sales aids of all types custom designed. National Broadcast Supply, Downers Grove, Illinois 60515.

Comie Tags—On tape with character voices that have made you laugh. "One too much"—"I am going to tell your wife"—"Oh Brother". Send for sample tape to: Voice Box 9563, San Diego, Calif. 92106, plus 50¢ for handling.

Program syndication facilities, we are pro-

fessionally equipped to duplicate and mail. Write for rates. Audio Productions, P.O. Box 3024, Alexander, Virginia.

Manufacturers representatives for the west coast, established in broadcast industry. Interested in product lines for TV-AM-FM or CATV, Contact McRae Co., 1420 N. Seward Ave., Hollywood 26, California.

INSTRUCTIONS
FCC license and A.S.E. degree programs by home study and resident instruction. Resident FCC courses available in Washington, D.C. Salem, Hollywood, Calif. Home study conducted from Holly-


Learn Radio-TV announcing, programing, production, newscasting, sportscasting, on-

sale operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated by equipment purchased by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Radio License School, 3656 Inwood Road, Dallas, Texas 75235.

The masters, Elkins Radio License School School of Broadcasting. deliver the unmatched know-

ledge and success of the famous Elkins Laboratory and the best in the business. Get your Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.
INSTRUCTIONS (Cont'd)

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1359 Spring St., N.W., Atlanta, Georgia. 


Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois. 

Since 1946. Original course for FCC first phone operator license in six weeks. Over 120 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting August 17, October 15. For information, references, and reservations, write William B. Ogden Radio Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer, 1st in announcing since 1934. National Academy of Broadcasting 814 Pennsylvania Ave., NW, Washington 1, D.C.

"It's REI and Here's Why!" First phone license in 10 weeks—and we guarantee it. Tuition only $286. Rooms 8-112 per week. Classes Monday through Thursday weeks in beautiful Sarasota by the sea, on Aug. 1—Sept. 5—Oct. 1—Nov. 14. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.


Your 1st Class License in six weeks or less at Don Martin School of Radio and Television. Your course is an introduction to the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1921). Make your reservations now for our Accelerated Theory Course starting August 15. Most experienced personalized instruction and methods. Lowest, fastest, accommodations available close-by. Call or write: Don Martin School, 1663 N. Cherokee, Hollywood, Calif. (213) 387-2381.

RADIO—Help Wanted

Opportunity with top chain in major market. Send complete resume & recent photo. Responses kept confidential.

Box G-152, Broadcasting.

Sales

It's Time to Think of the Future

Are you managing or selling for a small radio station, a small television station, or a small newspaper? How long have you worked in a small market? How long since your last raise? Have you come as far as you can in your field? Why not make a change?

Outdoor advertising is on the move. In the next 10 years, outdoor advertising will have the largest business increase of any media. Why don't you get in on the ground floor? Send your complete, salary requirements, and a recent picture to:

Box E-123, BROADCASTING

Announcers

ANNOUNCER WANTED

Smart, experienced Illinois regionalfilliner will enjoy attractive salary plus bonus and other fringe benefits. Write: SLAX, Chic., III.

ANNOUNCER


Production—Programming, Others

We want a young

PROGRAM DIRECTOR

Are you 28? Contemporary? A swinger with an administrative bent? A basic fan who likes people and can handle detail? Would you like to program and operate a top 40 station in a top market? Send resume, salary and sales experience, knowledge of TV-media markets. Creative and administrative ability desirable. Good salary. Send resume including contacts.value and references.

Box G-79, Broadcasting.

ANNOUNCERS (Con't)

AIR PERSONALITY 100% PRO

Considered one of the top ten funny jocks in the business by most modern format broadcast areas. IMPROCCABLE cumulative numbers in a dozen highly-competitive major market battles.

I believe in being creatively entertaining, extremely informative, and playing lots of the music people want to hear. I'm convinced that to do these things WILL require consistent preparation and constant community involvement and awareness. In short: Talent + Hustle = Top Numbers. (And a SALEABLE Audience Comp.)

If you want ABSOLUTE listenerdominance in your market, in either drive-time, drop me a confidential inquiry.

Box G-128, Broadcasting.

TELEVISION

Help Wanted—Management

Television Sales Management

Television sales and programming background desired for management of TV operation in metropolitan market. Sales management experience, knowledge of TV-media contacts essential. Creative and administrative ability desirable. Good salary. Send resume including references.

Box G-86, Broadcasting.

Techical

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.


An Equal Opportunity Employer M/F

RADIO CORPORATION OF AMERICA

BROADCASTING, July 11, 1966

RADIO CORPORATION OF AMERICA

Competent Engineer

for UHF-TV station in major market with growing Co. Pleasant working climate, fine future, outstanding fringe benefits. Call collect: 301-365-1934 between 8 & 11 pm.
**TELEVISION PRODUCER**
Promotions have created openings for creative, young producer able to handle anything from news and weather to documentaries. 2 years experience in smaller market operation preferable.
Good working skill, with the ability to shoot and edit as required.
College background preferred. Write and tell us why we should hire you.
Allen Wilson, Personnel Dept.
WHAS-TV
Louisville, Kentucky 40202

**NO FEE TO APPLICANT**
RADIO-TV PERSONNEL CONSULTANTS
645 North Michigan Ave., Chicago, Ill.
Phone area code 312-337-2472
RON CURTIS—President

**TELEVISION**
Situations Wanted—Management

GENERAL MANAGER
AM-FM-TV
Excellent profit record
17 years experience
college graduate $25,000
Box G-139, Broadcasting.

**MISCELLANEOUS**
*OFFER $90,000 CASH PRIZES*
With exciting new "LUCKY INITIALS" pro-
gram, you are invited to win big! We (not you) pay all prizes to local residents who
name their initials with Owner, Personnel Dept., etc.
Low Cost. Best Ad Rates. Best Ad Time
Sales. Proven Successful. For details write or phone outlined.
Dept. B, Arroyo Productions, 913 N. Charles
Ave., Baltimore, Md. 208-7575.

**FREE**
Report on dramatizing TV weather coverage
Actual case history of Gemini 9 TV weather reporting, using direct pictures from NIMBUS—the orbiting weather
satellite. Read this special report to stockholders by Chairman of the Board, of Alden Electronics & Impulse Recording Equipment Co., Inc., Westboro, Mass. 01581.
Request today from: Irene, of our P.R. Dept.,
No obligation.
(Write for similar coverage of Gemini 10
over NBC-TV and ABC-TV July 18.)

**EMPLOYMENT SERVICE**
ANNOUNCERS—1st NEWSMEN—ENGINEERS
DJ’s—SALESMAEN
If you need a job, we have one for you!
C.B.I. PLACEMENTS
1615 California St., Chicago, Ill. 60611
Phone 312-227-4828

**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:
TOWERS UNLIMITED
120 Flamingo Rd., Las Vegas, Nevada

**RECEIVER’S SALE**
RADIO STATION WTRA, LATROBE, PENNSYLVANIA, serving an area en-
compassing 400,000 population, 1460
kilocycles and 0.5 kilowatts, grossing
$60,000.00 per annum with potential of
$125,000 per annum.
To be sold to the highest bidder, at
sale conducted by Stephen P. Laffey,
Referee in Bankruptcy, on Wednesday,
August 3, 1966, at 2:00 pm (D.S.T.)
at Room 1733, New Federal Building,
Pittsburgh, Pennsylvania, 15219.

**FOR SALE—Stations**
NORTH CAROLINA
Daytimer. Single Station Market. Pro-
gressive. Heavily populated coverage area. Excellent reputation. Deal Direct with Owner. $90,000 F. & T. Terms. Qualified Principals only.
Box G-78, Broadcasting.

Puerto Rico AM & FM operating over 15 years
good income and growing area. Principals only.
Box G-146, Broadcasting.

**EMPLOYMENT SERVICE**
ANNOUNCERS—1st NEWSMEN—ENGINEERS
DJ’s—SALESMAEN
If you need a job, we have one for you!
C.B.I. PLACEMENTS
1615 California St., Chicago, Ill. 60611
Phone 312-227-4828

**EMPLOYMENT SERVICE**
PUBLIC RELATIONS
STATION WTRA, LATROBE, PENNSYLVANIA, seeking a
Public Relations Director. Responsibilities include
writing, copy, sales, TV.
Salary commensurate with experience.
Response to:
WTRA, LATROBE, PENNSYLVANIA.

**REPORT WANTED**
Back up report on Gemini 10. Must be
published to date Aug. 8, 1966. Up to
$5000.00 for report. Address:
CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30309

527 Madison Ave., New York, N.Y. 10022
BROADCAST PERSONNEL AGENCY
Shelley Barth, Director

WANTED TO BUY—Stations
RADIO STATION $50,000 to $100,000 Cash
Manager. Creative sales and pro-
grammer. Desire part interest in prof-
itable northeast radio. Want to re-
tire? Or buy another property? Let's
Talk in confidence.
Box G-95, Broadcasting.

**FOR SALE—Stations**

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GENERAL MANAGER
AM-FM-TV
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17 years experience
college graduate $25,000
Box G-139, Broadcasting.

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COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through July 6. 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.**

**Pending applications for CATV permits in July 6 include:**

- **(Continued from page 85)**

**WNYC-FM New York—Grant mod. of CP to change type trans. and type ant. change, increase ERP from 1 to 30 kW, and increase ant. height to 1,220 ft.**


Following stations were granted extensions of completion dates as shown: WUSP-FM, Redlands, Calif., to Dec. 29, WTVZ-TV channel 25, Cleveland, to Dec. 29.

**Rulemakings**

- **Commission notified WAEI Inc. that it has incurred apparent forfeiture liability of $353,592 of completion and type trans.; KTHO-FM Atlantic, Iowa, trans. type channel 35 to rebroadcast programs on channel 34 in Hartford, Total cost of project $353,592. Also $194,386 for purchase of station's entire production of local programs and for purchase of color equipment. Total project cost $534,978.**

- **BROADCASTING**

- **KAWW-FM Rockford, Ill., was granted a 25-year nonexclusive franchise. There will be a $6.00 monthly rate for the first three years and a $4.60 rate thereafter.**

- **Cape Coral, Fla.—Cablevision Inc. (John W. Keller, Jr., representative) and Greg Cablevision Inc. (W. R. Withers Jr., representative) have applied to extend their application from Cape Telecable Inc. is still pending.**

- **Warrensburg, Mo.—Telesis and Warrensburg Cable Inc. jointly have applied for a franchise. The city of Warrensburg has a pending Transmission Inc. is still pending.**

- **Franklin, N.J.—Cablevision Inc. (Philipp Beigel, president), Rockland Cablevision Inc. (John Hekker, representative), and Passaic Cable TV Inc. (Leonard Cohen, president), are seeking franchises.**

- **Hartwell Cablevision Inc., Hartwell, Ga., requests waiver to carry WRDW-TV, WJBFTV (both Augusta; WSB-TV and WAGA-TV both Georgia). Saratoga Cable TV Co., Saratoga Springs, N.Y., requests waiver to carry WPIX(TV), WOR-TV and WNEW-TV, all New York. Southeastern Cablevision Co., Raleigh, N.C., requests waiver to carry WFMY-TV Greensboro, and with WTV-TV Washington, both North Carolina.**

- **Applications to be made by Jefferson Antenna Corp., Eufaula, Ala., request waiver to carry WDID-TV Montgomery, WCOV-TV both Montgomery, all Alabama.**

- **NEW CALL LETTERS REQUESTED**

- **Window Rock, Ariz.—Navajo Bible School and Sunday School Inc., requests KJNP to be assigned to Window Rock, Idaho; Cedar City, Utah.—College of Southern Utah, requests KGCS—Cedar City.**

- **Monticello, Ind.—Fidelity Broadcasting Co. requests KMMX—Monticello, Ind.**

- **KXMB Coatings, Calif.—James M. Strain.**

- **KQOLL WORL—Boston.**

- **KQRT—Pilgrim Broadcasting Co. Annetta, Tex., requests WTVZ-FM.**

- **KXBP Bakersfield Broadcasting Inc.**

- **KZIQ-FM Key West, Fla.—Florida Keys Broadcasting Co., requests WMSL—Key West.**

- **WDAE-FM Tampa, Fla.—Roussaville of Tampa Inc. Requests WATL-FM.**

- **WAVU-FM Albertville, Ala.—Sand Mountain Broadcasting Service. Requests WMSB—FM.**

- **Cheyenne, Wyo.—CCC Inc. Requests KDWN-TV.**

- **Ak-Sar-Ben Broadcasting Co.**

- **KXXW-St. Louis—Big Signal Broadcasting Co. Requests KILR.**

- **Calhoun, Ga.—New Echoh Cabling Co. Requests WBS.**

- **Bright, S. C.—J. Workman. Requests WSJW.**

- **Wilmington, N.C.—New Ramover Broadcasting Co. Requests KSN—Wilmington, N.C. Phoenix—American Telecasters Inc. Requests KKGB—TV.**

- **University of North Carolina, Requests WUND-TV.**

- **Fontana, Calif.—International Panorama TV Inc. Requests KLXKA—TV.**

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- **Applications to be made by Jefferson Antenna Corp., Eufaula, Ala., request waiver to carry WDID-TV Montgomery, WCOV-TV both Montgomery, all Alabama.**

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92 (FOR THE RECORD)

BROADCASTING, July 11, 1966
SUCCESS is like a solid right cross to the jaw. It snaps, can be felt, has authority, can't be mistaken. Jennings Lang, is surrounded by, is part of, enjoys and exudes success. As senior vice president in charge of television production at Universal City Studios, he's in the forefront of a panorama of success.

Outside his big, bright, somewhat austere office, with its bare, black-topped desk, the bustle of success is everywhere in evidence. Tourists by the thousands come to gape at the sound stages busy with people and machinery and sets. Studio streets buzz with the drone of delivery trucks on the move. Typewriters clatter from scores of offices filled with girls in Hollywood's perpetual summer dresses. There's the rattle of hustle in the air.

And even the trappings are in the proper mode of success. The lawns are as crisp and green as newly printed money. The hills, framing the lot, have the sweet, sure roll of dice destined to come up seven. Winding paths twist and turn throughout but always to a purpose and a quick destination.

It's all controlled, orderly, efficient, nothing spared, yet nothing wasted. That's the why of Universal's primary place in the Hollywood sun these days; the why it's the piper of what used to be Metro-Goldwyn-Mayer's tunes of glory.

The Complementary Components

For at Universal show business and just plain hard-headed business are what make success ring out so loud and true. And at Universal, never the twain of hustle shall meet.

They don't clash under Jennings Lang's stewardship. He knows show business better than any broadcasting executive and he knows the broadcasting and advertising businesses better than most show business executives.

"This is show business we're in," he says. "Not enough broadcasters recognize or understand this. They think like businessmen when they should be thinking like showmen."

Thinking both as a showman and programer of long-standing, Mr. Lang is convinced that as television continues to expand and grow up there's going to be a need for longer entertainment forms.

"Audiences will not allow the so-called TV theater to be controlled only by children," he says. "But in order to attract quality writers, producers, performers we have to provide them with the longer forms of entertainment time, something of substance to get them involved."

These are not preachings with maximum belief and minimum implementation. For besides currently overseeing seven series before the cameras comprising six-and-a-half-hours of weekly motion pictures being made for first showing on NBC-TV, starting in the fall.

The TV movies really are something special for him. Talk to him about them and he smiles wistfully, the way one does when considering a recalcitrant child of great expectations. He believes in the future of two-hour, tailor-made movies for television because they make show business sense and have the marketing flexibility to make a businessman's sound dollar.

Flexible Formula "Please give me one night in the week on a network to program," he asks. "It would be the simplest thing in the world."

What would he do? He'd open with the news. Not five minutes, or 10 minutes or 15 minutes worth. He rails against the rigidity of the broadcaster's time schedule. He'd let the length of the news or any of the programs on his network night be dictated only by the time it takes to tell it best.

He'd follow the news with a filmed short and then come in with a modestly-budgeted, modest-quality feature film, the kind that used to be categorized as class B.

The highlight of the evening would be a better-quality movie, the main feature of the double bill.

What he's advocating, in essence, is a complete movie night on a network, the kind of many-splendored bauble that hypnotized millions of families into theaters on their particular, once-a-week, special movie night in those sweet times past made archaic by the coming of television.

Jennings Lang backs such a radical opinion with almost 30 years of winning ways in the film business behind him. It was a career that started in a New York law office, where young Jennings, a lawyer at 21, clerked for a firm specializing in show business law. But hoping to be a movie-maker, he gave up Blackstone for the glittering stones of Hollywood only to become an actor's agent. That's how MCA Inc. found him in 1950. A 16-year member of the MCA corporate family, he helped put Revue Productions in business in 1950. He was the executive in charge of production of The Revlon Theater, starring Joan Crawford, the first major Revue film series for television. Mr. Lang also has been and still is responsible for program development at Revue now called Universal Television.

In the fifth decade of his life, there's a look of a sleek, gray fox about Mr. Lang. He speaks with a deep-throated voice that can growl as well as purr. He's sure and he's quick and he knows how.

Like the MCA parent, like the Universal offspring, he's a winner. There's no mistaking it.
EDITORIALS

The cost of music

By ROBERT T. MASON

IEEE Committee representing radio stations have decided to meet
each other half-way in their negotiations for new rates for the
use of BMI music. BMI wanted a 25% increase, the com-
mittee wanted no increase, and after protracted talks they've
agreed that a 12.5% increase would be reasonable.

The stations themselves gave BMI the argument that
proved decisive. They did it by increasing, over the years,
the amount of BMI music they play. By BMI's estimates,
its music represented a little more than one-third of all the
music on local radio in 1959 but by last year accounted
for almost one-half. Since BMI pays its writers and pub-
lishers according to how much their music is performed,
success on this scale was beginning to pinch. Last year,
according to BMI, its royalty payments exceeded its revenues.

The all-industry committee did not have to accept the
BMI estimates at face value. It had available figures from
BMI's biggest competitor, the American Society of Com-
posers, Authors and Publishers, showing that the amount
of non-ASCAP music on local radio—meaning BMI music
primarily—had increased by about one-third between 1959
and 1963.

These ASCAP figures are significant not only in support
of BMI's claims but in justification of another position
taken by the committee—that ASCAP's rates ought to be
reduced. In a court case that has dragged on for more
than two years now, the committee, headed by Robert T.
Mason of WMRN Marion, Ohio, is seeking a 22% cut in
radio stations' payments to ASCAP.

BMI's rates have been about one-half as high as ASCAP's.
Even with the 12.5% increase they would still be a bar-
gain by comparison. Each station must, of course, decide
for itself whether to accept the new contracts. Whatever
the outcome, however, one thing seems clear: If use is any
determinant of music's value—and it should be in this
case, since both ASCAP and BMI base their charges on
station revenues, and broadcasters select the music that they
think offers the greatest revenue potential—then it seems
to us that ASCAP's own figures support a reduction in
ASCAP rates no less convincingly than BMI's figures sup-
port an increase in BMI rates.

Right direction

The majority of the FCC acted with commendable re-
straint in its most recent interpretation of its fairness
decision. In renewing a station license that had been chal-
enged by the Anti-Defamation League of B'nai B'rith, the
commission had to resist a skillfully prepared appeal to its
emotions. Luckily, in this case reason prevailed.

The ADL had asked the FCC to lift the license of KTYM
Inglewood, Calif., on the grounds that the station had
carried anti-Semitic broadcasts by Richard Cotten, a con-
servative commentator who is also heard on other sta-
tions. The ADL, which rejected offers by KTYM of time
for reply, clearly had one purpose in appealing to the
FCC—to prevent the government suppression of Mr. Cotten's broad-
casts.

Like the members of the FCC, this publication has nothing but contempt for Mr. Cotten's warped ideas, but the FCC was quite correct in denying the ADL's petition to ban him from the air. In its decision, the commission

put the issue squarely (Broadcasting, June 20): "It is
the judgment of the commission, as has been the judgment
of those who drafted our Constitution and of the
overwhelming majority of our legislators and judges over
the years, that the public interest is best served by per-
mitting the expression of any views that do not involve
'a clear and present danger of serious substantive evil
that rises far above public inconvenience, annoyance or
unrest.'"

That same language could be used as a compelling argu-
ment for elimination of the fairness doctrine, and indeed it
has been used, in almost the same form, by a number of
broadcasters who have announced their intention to chal-
gen the doctrine in court (Broadcasting, June 20). In the
KTYM case the commission applied its doctrine judicious-
ly, but in more cases than not the doctrine works to dis-
courage an indulgence in controversy and hence to achieve
the very suppression of free discussion that the FCC avoided
in this instance.

As long as a fairness doctrine is on the books, it will be
interpreted according to the prevailing attitudes of the
commission. Those attitudes can change with changes in
the FCC's membership.

And as long as the fairness doctrine is on the books, it
will be repeatedly used, as by the ADL, as justification for
special interests for attempts to suppress broadcasts that
they find personally objectionable.

If the First Amendment means anything, it is that the
fairness doctrine is unconstitutional. The FCC almost said
as much in renewing the license of KTYM.

Payola vigilance

Those secret hearings into payola that the FCC has
been conducting in Los Angeles many not turn up any-
thing at all. But they do constitute a warning that broad-
casters throughout the country ought to take seriously.

It has been only seven years since payola was the sub-
ject of a widely publicized congressional investigation that
hamed the whole image of radio and television. Broad-
casting doesn't need another experience like that.

There is no evidence that undercover deals are wide-
spread now, but that should give radio and television man-
agement no cause to diminish its surveillance of payola
opportunities that may tempt employers.

"I hate to see the medical shows go off. But with Medi-
care coming in, I guess doctors won't have time to appear
on TV."

Drawn for Broadcasting by Sid Hix
First and last

"Nothing is at last sacred but the INTEGRITY of your own mind," wrote Emerson. But we believe that integrity of our own minds comes first. And "at last sacred" is the integrity of our actions.

The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

XGIN-TV
Grand Island

WJEY
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac
How to climb aboard the color bandwagon easily, economically, with RCA-4415/S,-4416/S image orthicons...

Color TV is really rolling in high gear... And now, you may be facing the question of creating a color facility—with new studios, lighting, air conditioning and other equipment.

Being old-timers at color, we anticipated some of these facility problems and developed the RCA-4415/S,-4416/S, a matched-set of three image orthicons. They perform well in cameras for color at lighting levels usually available in black-and-white studios and eliminate the need for extra air conditioning equipment as well.

Another good feature of these tubes is that they behave more like the old faithful 5820A or 7293A's that you have been using in black and white during the past years. In the color camera, they can stand more over-exposure and are a little less finicky on the operating controls. For example, when you have a suntanned actress working in a gleaming white kitchen, you can operate with the highlights fairly far above the image orthicon knee without having the color picture going to pot.

We make up carefully matched sets consisting of two 4415/S image Orthicons for the red and green channels, and one 4416/S image Orthicon for the blue channel where a lot of “umph” in blue sensitivity is needed. The three mates of the set are matched to track very well and produce a nice uniform color picture. In addition, the sensitivities are balanced so that each tube is just about working at its maximum sensitivity and you are not throwing away extra light in the optical system to favor one low sensitivity channel. The result is good color pick-up at black-and-white studio lighting levels.

For further information about RCA Image Orthicons contact your RCA Broadcast Tube Distributor.

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N.J.

Available From Your RCA Broadcast Tube Distributor.

The Most Trusted Name in Electronics