Color Television is the medium that really gets maximum attention today. And Petry TV Colorspot has the flexibility to let you score in the markets that have the greatest sales potential for your product. The Stations we represent are leading the way in this new kind of selling.
Years from now, people can still watch Surveyor's scan of the moon's surface

... thanks to Memorex precision magnetic tapes. When Surveyor relayed its famous closeup photographs of the moon's surface, Memorex tapes at JPL's Goldstone tracking station were busy recording these signals. All told, some 90% of the video and instrumentation tapes used in the Surveyor Program were Memorex. Now used to evaluate the mission, these tapes form a permanent record for future study.

Why was Memorex chosen? Simple. Space officials needed a tape that was rugged and reliable, and stood virtually no chance of missing any data. The logical choice was Memorex. Because of advanced design, careful manufacturing and uncompromising inspection and certification, Memorex tapes consistently outperform all others, reel after reel, year after year.

To find out what Memorex can do for you, call at one of our sales and service offices in this country and abroad, or contact us directly. We guarantee your satisfaction.

symbols of
&
good
fortune

Good fortune for advertisers resides in the
remarkable 18% color penetration* in the
Channel 8 area. All local programs are
colorcast live, on film, or via color tape
recorder. WGAL-TV is an affiliate of NBC,
the full color network. The magic of color
means good fortune to you. Buy WGAL-TV
and add the magic touch to your sales.

Steinman Television Stations: Clair McCollough, Pres.
WGAL-TV Lancaster, Pa. • KJAT-TV Albuquerque, N. M. • KVDA-TV Tucson, Ariz.

Broadcasting, July 25, 1966

316,000 WATTS
ever active expansion program

One more step in Gilmore Broadcastings

Your vital market areas.
Assuming increasing leadership responsibilities in the
continuing major investments by Gilmore Broadcastings Group in
color equipment and technical improvements, all reflect
expanding local news coverage and programing.

With a channel change from 50 to 251,
and sharpening the signal for a local quarter million audience...approximately 70,000 more families into WEHT's unique audience.

Beginning in September, doubled tower height will bring

* FOR WEHT-TV, EVANSVILLE

NEW 988-FOOT TOWER AND ANTENNA

RISING HIGHER... REACHING FARTHER...
Facing the electorate

President Johnson's first full-dress, previously called news conference in nearly year last Wednesday (July 20) was seen as effort to assuage news media that have been critical of his non-scheduled, impromptu sessions. Reaction generally was favorable and hope was expressed that he would follow same general format in future.

Extent to which broadcast media figures not only in live pickup of conference, but also in questioning was reflected in Q&A statistics at 35-minute session. Of 19 questions asked, six were from broadcast correspondents (two from ABC and one each from CBS, MBS, NBC and Westinghouse Broadcasting). Also detected: Not one question was asked about Gemini 10, then in second day of its unprecedented three-day mission.

Undercover man

Ollie Treyz, president of Overmyer Network (in process of formation; see Broadcasting, July 18) quietly has been nurturing project as consultant to Daniel H. Overmyer for past eight months. Apart from network project, Mr. Treyz's National Television Sales represents Overmyer's WHQ-TV Toledo, Ohio, and is contracted to represent five additional major-market UHF's for which Mr. Overmyer already holds construction permits. No inkling of Mr. Treyz's consulting status with Overmyer had leaked prior to formal announcement of 1967 fourth-network project fortnight ago.

New deals

If United Artists' merger with giant Consolidated Foods Corp. goes through (see page 52), UA may start looking for TV station acquisitions. In past UA has been in several station deals that fell through in disagreements over value of UA stock which was to be used for purchases. UA officials contend their shares have been underpriced in public market. Prospective sellers wanted to trade nearer market price.

Doing their bits

National Collegiate Athletic Association is counting on "ingenuity" of game officials to keep sports writers and fans in stadiums from harping about number of commercials in collegiate football games on ABC-TV this year. Although only 12 (of 18) 60-second spots are allotted to game portion of telecast and NCAA says "no extra time outs will be called for the accommodation of television," NCAA is depending on officials to keep fans in stands from getting "impatient and critical."

NCAA says officials must "busy themselves in contacts with huddles or in movement about the area in which play has been suspended; this will effectively guard against dissatisfaction in the stands." Each of 12 time outs for TV will be two minutes long—providing ample time for one-minute commercial and easing without clipping action before or after.

Early risers

FCC hopes to take final action in matter of weeks on proposed rulemaking lifting restrictions on presunrise operations for many daytime AM stations. Proposal under consideration since 1962 would permit daytimers on Class III regional channels to go on air at 6 a.m. with 500 w. Proposal now under consideration would be more liberal than original issued for comment in 1962. It would extend presunrise operations to stations in all areas—not just to those lacking fulltime outlets.

One reason for length of time involved in completing action on proposal is that agreement with Canada is needed on number of points affecting that country's treaty rights. Negotiations with Canada appear to be nearing status where proposed rule may be brought back to commission for final vote.

UHF's own scale

American Federation of Television and Radio Artists convention delegates were impressed Friday with reports at closed session of success of unique contract at WFLD-TV Chicago (scale based on percent of UHF penetration of market, renegotiable yearly). It could set pattern for AFTRA effort to go after agreements in UHF elsewhere.

Another important potential area for AFTRA growth, based on WFLD pact as described to closed convention by Sterling C. (Red) Quinlan, WFLD manager, is provision for syndication rights without residuals. WFLD deal with AFTRA on taped series for syndication gives performers 25% of series' net profit, if any, thus sharing risk with station and giving it encouragement to venture into outside production. Details of WFLD agreement herefore were not widely known.

Taking the hints

FCC policy of querying AM-FM stations that propose more than 20 minutes of commercial time per hour appears to be having effect. For second renewal period in row, no stations propose to exceed that amount, according to staff report to commission. However, in Aug. 1 renewal group (Pennsylvania and Delaware) staff found six stations it says should be queried on their special hours in which they would exceed their normal maximum. Six, staff says, propose what appears inordinate amount of special hours in which they would carry 22-24 minutes of commercials. Staff also recommends that four stations be queried on apparent discrepancy between promise and performance on commercial practices and that nine others be asked for clarification of their response to program-reporting form question on survey of programming needs.

Commission, meanwhile, will be watched closely this week for possible change in policy of imposing sanction of one-year renewal on stations that violate policy on commercial practices. Four cases on which commission split 3 to 2 early this month are on agenda. And there is some speculation that commission may swing away from sanctions, even without vote of new Commissioner Nicholas Johnson, who has yet to participate in commission action.

This is fair?

Rex Howell, owner of KKEX-AM-FM-TV Grand Junction, Colo., and incumbent Republican member of Colorado legislature, has withdrawn from election this fall because of FCC's fairness doctrine. Current FCC policies, he said, apply fairness doctrine to any air appearances, which would mean he would be precluded from taking his turn before microphone and camera even for public service or editorializing stints without offering his opponents equal time.
NO MAGIC!
NO MYSTERY!
NO GIMMICKS!

IT'S JUST
TALENT

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

- Live variety show
- News
- Farm
- Good music
- Sports
- Business
- Women — whatever the
category, WSYR has Central New York's
TOP PERSONALITIES.

WSYR

5 KW
570 KC

SYRACUSE, N.Y.

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

BROADCASTING, July 25, 1966
Network figures support Wall Street's contention that greater shares of network profit are coming from daytime sales. From January to June, daytime sales on 3 TV networks rose 23.6%; nighttime only 7.8%. See...

**DAYTIME SALES . . . 29**

Joint Committee on Organization of Congress puts opening of House hearings on radio-TV coverage near top of 100 recommendations. House and Senate may get chance to vote on it this session. See...

**RADIO-TV IN HOUSE . . . 46**

Justice Department gives transfusion to FCC's plan to limit network ownership of programming. Turner says networks' control of programs raises serious antitrust questions. See...

**50-50 PROPOSAL BOOST? . . . 38**

ABC-TV and Sports Network sign separate deals with PGA to televise total of 28 golf matches in 1967 and '68. ABC-TV paying $800,000 for 14 matches, SNI gets 14 events for $1.4 million. See...

**28 PGA EVENTS . . . 42**

To save television from 'hara-kiri in glorious color,' Leo Burnett suggests each TV network have two program departments, each trying to outdo other with each responsible for six-month season. See...

**TV NEEDS 2 SEASONS . . . 43**

General Motors' $1.6 million outlay led all network radio advertisers in first quarter of 1966. RAB figures show network advertising rose 28% in first quarter compared to 1965. See...

**BOOMING YEAR . . . 32**

FCC votes 4 to 2, with Johnson abstaining, to send letters to ABC and ITT asking for clarification of merger details. Bartley and Cox lose out in move to hold hearing on merger. See...

**NO HEARING ON MERGER . . . 56**

Boards of directors approve merger of United Artists into Consolidated Foods Corp. UA would be autonomous, wholly owned subsidiary. Move reflects Wall Street's caution on film stocks. See...

**NEW VISTAS FOR UA? . . . 52**

FCC orders hearing on KFMB-TV's complaint that CATVs are adversely affecting stations in San Diego by importing Los Angeles signals. Commission tells two of four systems to curb expansion for moment. See...

**OUT OF STARTING GATE . . . 58**

Government-industry committee, headed by commissioner, will prepare test to see if land mobile can feasibly share unassigned TV channels with broadcasters. New York's channel 12 may be test ground. See...

**LAND MOBILE TEST . . . 68**

DEPARTMENTS

<table>
<thead>
<tr>
<th>AT DEADLINE</th>
<th>LEAD STORY</th>
<th>BROADCAST ADVERTISING</th>
<th>THE MEDIA</th>
<th>BUSINESS BRIEFLY</th>
<th>MONDAY MEMO</th>
<th>CHANGING HANDS</th>
<th>OPEN MIKE</th>
<th>CLOSED CIRCUIT</th>
<th>PROGRAMING</th>
<th>DATEBOOK</th>
<th>WEEK'S HEADLINERS</th>
<th>EDITORIAL PAGE</th>
<th>WEEK'S PROFILE</th>
<th>EQUIPMENT &amp; ENGINEERING</th>
<th>FANFARE</th>
<th>FATES &amp; FORTUNES</th>
<th>FILM SALES</th>
<th>FINANCIAL REPORTS</th>
<th>FOR THE RECORD</th>
<th>INTERNATIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>29</td>
<td>32</td>
<td>56</td>
<td>34</td>
<td>27</td>
<td>66</td>
<td>22</td>
<td>5</td>
<td>38</td>
<td>12</td>
<td>10</td>
<td>92</td>
<td>91</td>
<td>67</td>
<td>54</td>
<td>72</td>
<td>43</td>
<td>52</td>
<td>77</td>
<td>70</td>
</tr>
</tbody>
</table>

**BROADCASTING, July 25, 1966**
In January 1966 WMAZ-TV began telecasting from its new, nearly 50% taller tower... a new RCA Traveling Wave Antenna, and increased power... to the maximum 316,000 watts ERP. Our Grade B Contour now reaches...

39 RICH MIDDLE GEORGIA COUNTIES
"BOOM MARKET OF THE SOUTH"
WITH...

Population 707,000
Incomes $1,174,063,000.
Retail Sales $748,559,000.

Data from Sales Management Survey of Buying Power June 10, 1966

Write now to the Station, or to Avery-Knode for facts about the dynamic Macon Market.

Signal Coverage in the Southeast...

Offering advertisers coverage of more than 1-million homes in six southeastern states.

WBIR-TV  WFBC-TV  WMAZ-TV

Represented Nationally by AVERY KNODEL, INC.

SOUTHEASTERN BROADCASTING CORPORATION
Greenville, South Carolina
WXUR license renewal hearing being sought

Nineteen religious, social and civic groups have asked FCC to designate for hearing renewal application of station headed by Rev. Carl McIntire. Groups also said they want chance to participate in proceeding.

Petitioners say WXUR-AM-FM Media, Pa., carries programing that is "extremely one-sided, unbalanced and weighted on the side of right-wing radicalism."

Station is licensed to Faith Theological Seminary. Dr. McIntire, whose conservatively-oriented Twentieth Century Reformation Hour program is heard on some 600 stations, is president of seminary.

Petitioners, who include AFL-CIO of Pennsylvania, Catholic Community Relations Council and New Jersey Council of Churches, state that on most controversial issues station has failed to abide by requirements of fairness doctrine. They said week's monitoring of station indicated that 26.9% of time was devoted to "extreme right wing, or conservative viewpoint, while not a single minute is devoted to presentation of the liberal viewpoint..."

Petitioners note that commission, in granting transfer of station to seminary last year (BROADCASTING, March 22, 1965) said that seminary "specifically represented that it will comply with the requirements of the fairness doctrine" and that "equal opportunity will be afforded to opposing viewpoints on controversial issues."

Petition was framed with obvious eye to approach taken by United Church of Christ in winning court case that resulted in hearing on renewal application of WLBT(TV) Jackson, Miss.

Premieres moving up

ABC-TV is to announce today (July 25) final plans for advance of substantial portion of its nighttime schedule to Labor Day week, starting Tuesday (Sept. 6). In all, 12 new series are affected (see page 40), with addition of Batman, F Troop and 12 O'Clock High, all to be shown in color.

Exception among new shows is Wednesday night ABC Stage 67 and Iron Horse, Rat Patrol and Felony Squad, last three on Monday night schedule to make first appearance on Sept. 13, same week CBS and NBC premiere their shows.

MBS gets radio rights for Clay-London battle

Mutual said Friday (July 22) it has exclusive U.S. radio rights to Cassius Clay-Brian London heavyweight fight to be held Aug. 6 in London. Waterman-Bie Pen Corp., Milford, Conn., through Ted Bates Co., New York, will sponsor MBS's coverage.

Mutual also has radio rights to fight in Caribbean area, Mexico and Latin America, but as yet has not scheduled broadcasts there. Mutual's contract arrangement with Main Bout Inc., promoter of Cassius Clay, includes radio stations outside Mutual markets and those in areas where affiliate may decide not to broadcast fight. Van Patrick of Mutual will report bout.

ABC-TV has TV rights in U. S. to Clay-London match, and also to fight in Frankfurt on Sept. 10 that will feature winner against Germany's Karl Mildenberger. Latter will be telecast via satellite as will Clay-London contest.

Renews youth concerts

CBS-TV reported Friday (July 22) that Bell System for next season has renewed New York Philharmonic Young People's Concerts and that American Iron and Steel Institute will sponsor three national test telecasts.

The National Sports and Physical Fitness Test and another test program on knowledge of current affairs make up two of three test shows, with third subject to be announced at later date. American Iron and Steel's agency is Sullivan, Stauffer, Colwell & Bayles, New York.

Bell, through N. W. Ayer & Son, Philadelphia-New York, will sponsor four taped concerts. Series first began on CBS in 1958 and Bell has sponsored them in past two years.

ACLU, seeking diversity, says 50-50 deal won't do

American Civil Liberties Union says FCC should abandon its proposal for stimulating diversity in program sources. Commission, it said, should consider means of stimulating diversity of program content as well as sources.

ACLU, in comment filed with commission Friday (July 22), said solution lies in divorcing program content from domination and control of both advertisers and networks. ACLU said commission proposal to bar networks from owning or controlling more than 50% of their prime-time, nonnews programing would make matters worse rather than better so far as content is concerned (see page 38).

ACLU noted that advertisers would be expected to assume responsibility for filing 50% of prime time schedule. And experience indicates, ACLU said, that advertisers control results in sameness of programming.

Time has record net;
Time-Life acquires CATV

Time Inc. reports record earnings for first half of 1966, up 30% on revenue gain of 12%. All major divisions of company contributed to revenue increase according to President James A. Linen.

Time-Life Broadcast Friday (July 22) announced joint venture with Boston Capital Corp., forming Hightower Telesystems to operate community antenna television systems in Newburgh and Poughkeepsie, N. Y. T-L is purchasing 50% interest in Hightower held by Henry O'Neill of Newburgh for undisclosed price. No broker was involved. Newburgh system now
WEEK'S HEADLINERS

Fred Silverman, director of daytime programs for CBS-TV since 1963, named VP, daytime programs, for network. Mr. Silverman, 28 years old, previously was supervisor of live programming and general program assistant at WPIX(TV) New York and with WGN-TV Chicago as director of program development, assistant to manager and staff producer-writer.

Mr. Silverman

William A. Schudt Jr., VP of affiliate relations, CBS Radio, and with company since 1929, will retire in mid-September but will continue as consultant.

George J. Arkedis, VP in charge of network sales for CBS Radio since 1959 and veteran of 20 years with company, assumes additional duties as senior executive in affiliate relations. Mr. Schudt joined CBS as writer in January 1929, and has served in various executive capacities, including general manager of WBT Charlotte, N. C., and WRC Cincinnati, which were owned by company in 1930's. He joined CBS station relations in 1942 and was elected VP in 1953.

Mr. Schudt
Mr. Arkedis

Jack W. Herbstreit, deputy director, U. S. Institute for Telecommunication Sciences and Aeronomy (formerly Central Radio Propagation Laboratory), elected director, International Radio Consultative Committee (CCIR) at plenary assembly in Oslo. Mr. Herbstreit was elected on third ballot, defeating Dr. Miroslav Joachim of Czechoslovakia, 56 to 41 votes. Mr. Herbstreit joined FCC in 1940, then was with U. S. Army Signal Corps during World War II, became radio engineer with CRPL in 1946.

Mr. Herbstreit

Michael J. Donovan, VP and manager of media department, BBDO, New York, joins Papert, Koenig, Lois, that city, as VP and media director. Mr. Donovan had been in BBDO post for seven years. Previously he was VP and media manager at Benton & Bowles which he joined in 1954.

Mr. Donovan

For other personnel changes of the week see FATES & FORTUNES

serves several hundred subscribers and has reported potential of 15,000 customers. Poughkeepsie system, not yet built, will have 25,000 customer potential. Hightower has agreed to purchase Cornwall Co-ax, small cable system operator in Cornwall, N. Y.

Six months ended June 30: 1966 1965
Earned per share $2.58 $2.04
Revenues 230,312,000 213,713,000
Operating income 30,469,000 24,962,000
Income 17,730,000 13,833,000
Shares outstanding 6,868,000 6,868,000

FCC affirmed in tower case

Federal court in Washington Friday (July 22) upheld FCC action in granting without hearing request by KGO-TV San Francisco, for taller tower while at same time denying similar application by KRON-TV, same city.

U. S. Court of Appeals found for commission in unsigned opinion, but Chief Judge David L. Bazelon dissented.

TV feature licensing seen continuing upward

Metro-Goldwyn-Mayer has had 20% increase in licensing features to TV this year compared to 1965 and similar hikes are expected in each of next two years until eventual ceiling is reached at about $18 million per year.

This projection was given by Robert H. O'Brien, MGM president, in talk to Security Analysts of San Francisco. Mr. O'Brien said MGM's earnings will rise over next several years and cited TV production and motion picture TV licensing as among activities supplying underpinning for company.

Mr. O'Brien said also that production of new features has increased to such extent that films taken out of library for TV licensing are released in almost equal amount to new productions. MGM thus maintains reserve of 125-150 unreleased features, he said. Company now has 175 in library.

Vietnam escalation brings 'nyet' from USSR

Citing current international situation, Soviet Union has cancelled permission for CBS to film two TV programs inside Russia: "Ten Days That Shocked the World," documentary on 50th anniversary of Bolshevik revolution, and cultural show starring American and Russian folk singers.

CBS News producer Arthur Barron reports Soviet authorities informed him of cancellations shortly after American bombings of Hanoi and Haiphong oil depots June 29.

Mr. Barron and another CBS News producer, David Oppenheim, were in Moscow preparing programs when cancellation notices were received. Mr. Barron in New York reported Friday (July 22) Soviets were cordial and suggested permission to complete documentary might be granted next spring.

CBS spokesman said network was now thinking of producing "Ten Days" without making trip to Russia. Music show has been postponed indefinitely.

Metromedia revenues up 24%

Metromedia Inc., major group station operator with other media interests, had 24% jump in first-half revenues and slight gain in per-share earnings compared with same period last year.

Metromedia board has declared regular quarterly dividend of 20 cents per share on common stock payable Sept. 15 to stockholders of record Aug. 25.

Twenty-six weeks ended July 3:

1966 1965
Earned per share $1.14 $1.12
Revenues 62,543,156 50,469,196
Net income 2,500,899 2,491,894

Blair half-year up slightly


Six months ended June 30:

1966 1965
Earnings per share $1.05 $1.03
Gross revenue 5,073,172 5,185,406
Net earnings 1,117,286 1,084,311
First-run travel adventure.

"CARAVAN AROUND THE WORLD"

Narrated by Vincent Price


Write or call for reservations and/or sample reel.
WBC Productions,
1900 Beverly Blvd., Los Angeles, Calif. 90057.
Phone Dan Reveles (213) 385-7450

PART ONE - SOUTHEAST ASIA
PART TWO - INDIA I
PART THREE - INDIA II
PART FOUR - MIDDLE EAST
PART FIVE - EUROPE

Unusual...exciting...dynamic! Time: approx. 23 min. each
BEST PUMPKIN IN THE HOUSTON MARKET

Give your client the Cinderella treatment

Buy K·NUZ

THE PRODUCER STATION

THE KATZ AGENCY, INC.

National Representatives

In Houston Call Dave Morris JA 3-2581

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

JULY

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 of their present or proposed systems for over-the-air subscription TV. Commission will use information to determine technical standards if it ultimately decides to authorize nationwide over-the-air pay television.


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. 16—Annual shareholders meeting of Desilu Production Inc.

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


Aug. 24-26—Annual Western Electronic Show and Convention including a technical exposition at the Sports Arena and Hollywood Park, Biltmore hotel, Los Angeles.


Aug. 30—Special stockholders meeting,

DATEBOOK

NAB FALL REGIONAL CONFERENCES

Oct. 13-14—Statler-Hilton hotel, Dallas
Oct. 17-18—Mark Hopkins hotel, San Francisco
Oct. 20-21—Hilton hotel, Denver
Oct. 24-25—Radisson hotel, Minneapolis
Nov. 10-11—Chase-Park Plaza hotel, St. Louis
Nov. 16-17—Waldorf-Astoria hotel, New York
Nov. 17-18—Queen Charlotte hotel, Charlotte, N. C.
Nov. 21-22—Robert Meyer hotel, Jacksonville, Fla.

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

SEPTEMBER

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

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

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


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

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

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

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


Sept. 20—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
Gene Smith got the radio bug in 1927...
today he's an electronics analyzer at GM

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

But more importantly, for Gene, it's his first closeup look at radio, and he is fascinated with the maze of wire and tubes that somehow—miraculously—snatch the announcer's voice from the air. That fascination never cools.

First, Gene Smith built crude crystal sets. Then, he rebuilt a set operated off his father's car battery. Next a plug-in set, one of the first in the neighborhood. And radio was a big part of his life in the U.S. Navy, where he served as Radio Technician, 1st Class.

And then, in 1953, Gene Smith joined the Cadillac Division of General Motors and set up the Test Instrumentation Application Section. Today he heads up a crack team of technicians responsible for the accuracy of test equipment that helps make Cadillac the leader among luxury cars.

There were three winners that eventful Fall day many years ago: Gene Tunney, Gene Smith and General Motors.

General Motors is people making better things for you.
Two proven successful NBC-TV network series

Fury

HORSEPOWER!

11 successive years, the bulwark of NBC-TV network's Saturday mid-morning lineup with such blue chip advertisers as General Foods, Borden Company plus Mars Candy, Mattel Inc., Milton Bradley Co., General Mills and others.

114 half-hour, outdoor adventures for local strip, multi or one-a-week starring the award-winning, audience-winning combination of a boy—engaging Bobby Diamond—and his horse—"Fury, the Wonder Horse"; co-starring Peter Graves, TV star of "Court Martial" and "Whiplash," and William Fawcett, veteran of television and motion pictures.

INDEPENDENT TELEVISION CORPORATION
now available for local programming...

FIREBALL XL5

ATOMIC POWER!

39 half-hour adventures aboard a super spacecraft in the 21st Century; filmed in spectacular Supermarionation; created by the producers of TV's outstanding syndication successes: "Stingray," "Supercar," and soon-to-be-released "Thunderbirds."

Two successive years on the NBC-TV network, a Saturday morning favorite that won top ratings with millions of young viewers... now immediately available for local station programming.

Call today for details.

INDEPENDENT TELEVISION CORPORATION

555 Madison Ave., New York, N.Y. 10022, PL 5-2100
17 Ch. Cumberland Place, London W1, Ambassador 8040
100 University Ave., Toronto 1, Ontario, Empire 21166
Mexico City, Paris, Rome, Buenos Aires, Sydney and offices in principal cities in 45 countries around the world.
Somebody's going south with my money

said the worried client.

Fear no more, sir, said the man assigned to the case. We at our advertising agency have the leak plugged. From now on not one penny of your Madison, Wisconsin TV allocation will be squandered extravagantly on a lot of duplicated coverage south of the border in Illinois. We'll put your commercial instead in coverage south of Wisconsin TV allocation now.

Fear WKOW, Benison, Yes, on no to not one penny of NYED agency. (interconnected) WAOW ty more, sir, said Pres.-Pres. NATIONALLY WKOWtv? asked case. BY unduplicated going at your Madison, from the WKOW, client. that ad.

Portsmouth, George W. Bartlett, vice president for engineering, National Association of Broadcasters. Christopher Inn, Columbus.

Oct. 11-14 — Annual fall meeting and election of officers of Indiana Broadcasters Association. Indianapolis.

Oct. 13-14 — Annual fall meeting and election of officers of Indieana Broadcasters Association.


Nov. 12-13 — Annual fall convention of Sigma Delta Chi, professional journalistic society, Pittsburgh.

Nov. 16-17 — Annual meeting of the Television Bureau of Advertising. Continental Plaza hotel, Chicago.

Nov. 16-19 — Annual fall convention of the Broadcasters Promotion Association. Chase Park Plaza hotel, St. Louis.


served by the Radio Advertising Bureau, Hilton Inn, Tallmadge, N. Y.

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


Oct. 12-14 — Annual fall meeting of Ohio Association of Broadcasters. Speakers include George W. Bartlett, vice president for engineering, National Association of Broadcasters. Christopher Inn, Columbus.

WKOW-tv, the Madison station that feeds it to 200,000 unduplicated homes in the Madison/Midwest Wisconsin market. You asked WKOWtv? asked the client.

Yes, replied the man from the advertising agency. Great WKOW, said the client.


Editor and Publishers Sol Taishoff

Editorial Vice President and Executive Editor Edwin H. James

EDITORIAL DIRECTOR (New York)

Rufus Crater

MANAGING EDITOR

Art King

SPECIAL EDITORS:

Frederick M. Fitzgerald, Earl B. Abrams, Lawrence Christopher (Chicago), Leonard Zeldenberg, David Ber- lin (New York), Rocco Faminighetti (New York), George W. Darlington, Morris Gel- man (Hollywood), John Gardner (New York), Sherr Brodey; Staff Writers: John Cheeseman, Joseph A. Esser, David Fosbury, Thomas Twedt, Associate Editors: Harold Deneault, Parlin Hargrave, Shawn Rosenberg; Secretary to the Pub- lisher: Gladys L. Hall.

Business Vice President and General Manager Mitty Long

NATIONAL SALES MANAGER

Walter W. Middleton (New York)

ADVERTISING EDITOR

Ed Sellers

INSTITUTIONAL SALES MANAGER

Eleanor Manning

PRODUCTION MANAGER

George L. Dari; TRAFFIC MANAGER: Harvey B. Advertising Assistants: Robert Sandor, Howard Rector, Carol Ann Cunningham, Ruth Simms; Secretary to the General Manager: Doris Kelly.

COMPTROLLER: Irving C. Miller; ASSISTANT AUDITOR: Eunice Weston.

Publications and Circulation DIRECTOR OF PUBLICATIONS

John F. Cosgrove

Subscription Manager

Richard B. Kinsey


Bureaus


Newport: (212) 755-6510.

Editorial Director: Rufus Crater; Special Editors: David Berlin, Rocco Faminighetti, John Gardner; Staff Writers: James G. Barrett, Phil Fitzell, Judith Grider, National Sales Manager: Walter W. Middleton; Institutional Sales Manager: Eleanor R. Manning; Eastern Sales Manager: Robert T. Monbro; Advertising Assistant: Sherry Gluck.

Chicago: 360 North Michigan Avenue, 60601. Telephone: 312 Central 3-0149. Special Editors: Lawrence Christopher; Midwest Sales Manager: David J. Bailey; As- sistant: Rose Adraji.


ASSISTANT PUBLISHER

Lawrence T. Taishoff

Broadcasting* Magazine was founded in 1931 by Broadcasting Publications Inc. using the title, Broadcasting*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1933. Broadcast Reporter in 1933 and Telecast* in 1953. Broadcasting- Telecasting was introduced in 1948.

*Reg. U. S. Patent Office

Copyright 1966; Broadcasting Publications Inc.
All of the Meredith markets are in the top 13 used most frequently for test markets or product introductions*


All four are also included in Printer's Ink Proved Test Markets list. For an effective test, use all four Meredith markets. You'll test within the framework of four geographically different markets, four solid yet different economic bases. Check with the Meredith stations for help in coordinating and developing a successful test or product introduction.

**"Time-Sales AdAges," published by Advertising Age**

MERIDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV; PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV
Come September, a happy marriage gets off the ground...on a rooftop.
Say "hello" to newlyweds Julie and David. The bride is impish, impulsive and highly imaginative. The groom is practically practical and entirely nuts about her. Together, these kids are just beginning to learn all about marriage's happy little problems. Little money. Little furniture. A little top floor apartment that doesn't even have one little window. But at least they have a view of San Francisco—the Golden Gate, the rolling hills and cable cars, all from their part-time bedroom, the roof. That's "Love on a Rooftop."

Drop over for the premiere Tuesday, September 13, 9:30-10:00. Judy Carne and Peter Deuel star. Love on a Rooftop is another of the many exciting new ABC color television shows now in preparation for Fall '66.
Increased music rates 'unfair'

EDITOR: The so-called All-Industry Radio Station Music License Committee appears a misnomer. In agreeing to a 121/2% rate increase for use of Broadcast Music Inc. music (Broadcasting, June 27), the committee certainly has not recognized stations such as ours.

We program only the all-time popular standard hits, approximately 94% in the American Society of Composers, Authors and Publishers repertoire. The remaining 6% of our music is split about evenly between BMI and SESAC. The committee bought the idea of increased use of BMI music, but because many stations program a preponderance of rock 'n' roll, country and western, rhythm 'n' blues, it seems to us unfair to pay increased rates to support the music fare of those stations that prefer to sacrifice quality for quantity.—Jack Faulkner, managing director, WSO Pinellas Park, Fla.

No longer Young

EDITOR: Your July 4 Closed Circuit page contains an error. National Television Sales is the national sales representative for WCIV(TV) Charleston, S. C.—and has been since Aug. 1, 1965.

—Jack Mohler, vice president, National Television Sales, Inc., New York.

(The item, dealing with the expected sale of WCIV to Young as station's representative, a relationship that was terminated in 1965.)

Agrees on FCC's prudence

EDITOR: First, let me express my sincere commendation for the excellent editorial "Right Direction" in the July 11 issue. I don't condone anti-Semitism in any form, but I agree that the FCC acted wisely in resisting a skillfully prepared appeal to its emotions in the Anti-Defamation League of B'nai B'rith vs. KTVM case. The absence of a "clear and present danger" is far more significant than the presence of annoying statements of a prejudicial nature by the speaker who probably raised tempers of many besides members of ADL.

I noticed in the same issue the interesting story about the American Civil Liberties Union's attitude about the fairness doctrine. Singularly interesting were the quotations from ACLU regarding "...broadening the scope of debate on issues of current importance." The memory is still very sharp to me of J. Lawrence Fly, representing the ACLU at the time of our hearings on editorializing (1949), when he fought bitterly for the retention of the ban imposed by the Mayflower decision to thwart the expression of any opinion by broadcasters.

ACLU represents itself as liberal. So does the National Council of Churches. Both are more properly definable as reactionary. They want free expression of opinions they share and outright banning of divergent views.—Rex G. Howell, president, KREX-AM-FM-TV Grand Junction, Colo.

They're framing Hix

EDITOR: The head of our department, E. Boyd Seghers Jr. is on vacation and I am sure the original of the Broadcasting July 4 Sid Hix cartoon would be a very good way to welcome him back.—Larry A. Rodkin, sales promotion and research, WGN-AM-TV Chicago.

EDIToR:

"Here come our egg-head neighbors. They won't have a set in the house, but run over here everytime a good documentary is on!"

(Originals of both cartoons sent)
WLBW-TV IS ON THE MARCH!
(CHECK MARCH 1964-1965-1966)*

ARB SHOWS 51% INCREASE IN PRIME TIME TOTAL HOMES 1964-1966

WLBW-TV HAS RACKED UP A WHOPPING 51% INCREASE IN PRIME TIME TOTAL HOMES, SUNDAY THROUGH SATURDAY OVER THE PAST TWO YEARS!
...CONTACT YOUR NEAREST H-R OFFICE FOR THE FULL WLBW-TV STORY AND COST-EFFICIENT AVAILS!

*SOURCE: ARB MARCH 1964 - MARCH 1966
Audience measurement data are estimates only, subject to defects and limitations of source material and methods. Hence, they may not be accurate measures of the true audience.

WLBW-TV, CHANNEL TEN, MIAMI, FLORIDA
AFFILIATED WITH WCKY, 50 KW, CINCINNATI, OHIO

Represented by
Television, Inc.

ABC
MATCHED LINE OF TV TAPE EQUIPMENT

...everything you need for assembling color TV tape

- Designed to serve all the varied requirements of quadruplex TV tape users.
- Equipment that is exclusively part of a complete "matched line" for broadcasters—matched in performance, features and appearance.
- All RCA engineered, built and backed, assuring single responsibility from one source.
- All designed for color.

ECONOMY RECORDER-PLAYER

The TR-4 is a complete low-cost unit, easily expanded to include a choice of accessories. Here's a total capability recording and playback machine with suitable monitoring and playback facilities, built-in picture and waveform monitors, and other provisions for good quality pictures. Records and plays back in monochrome, or in color when it is suitably equipped. High band conversion is available.
HIGH BAND COLOR

The TR-70 is designed, built and tested as a completely integrated tape system for high band color recording and playback. It's the only TV tape recorder equipped and tested at the factory for color. This means the user can produce color tapes and go on-air immediately. Instant selection of three recording standards—low band monochrome, low band color, or high band monochrome/color. Makes superb copies of color tapes that look for all the world like originals.

your own facility!

PLAYER ONLY

The TR-3 is for screening and "on-air" playback of television tapes. Frees expensive recording equipment for other uses. Compatible with all quadruplex recorders. Plays back in monochrome, or in color when suitably equipped. High band conversion available.

MOBILE RECORDER

The TR-5 is for on-location commercials or special events. It makes a fine on-the-spot recorder. Completely transistorized—only 37 inches high, 33 inches wide, 34 inches deep. Records in color, plays back in monochrome. High band not available.

See your RCA Broadcast Representative for complete details, or write RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J.
When WRVA-RADIO announces “THE ELEVATOR WILL BE OPEN 'TIL 11”... the lights burn late

All it takes is the word from WRVA’s Alden Aaroe.

Virginia farmers need to know the hours the Richmond elevator keeps: its 7 a.m. openings and almost midnight closings, its holiday workdays like the 5th of July. Their small grain, corn and soybean crops depend on it. And they depend on WRVA—the early bird Aaroe show and noontime Farm Market Reports.

In reply to a Virginia Department of Agriculture Survey, Commonwealth farmers listed WRVA-Radio 7 to 1 as the Richmond station they listen to for market news.

That’s covering the farm market.

WRVA-RADIO

Richmond, Virginia
50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC
National Representative:
Peters, Griffin, Woodward, Inc.
Gallant Men of Olds very big on motherhood... and radio

In May of this year, when new-car sales appeared heading straight for the cellar, Chicago Oldsmobile dealers linked together in an effort to hypo regional sales just as quickly and receptively as possible.

They weren't asking for much. All they set out to do on May 6 was to select an agency that would create a new and exciting image for the Chicago Olds dealers, plan a media and merchandising program that would generate sufficient penetration in Chicago to adequately expose the new image, and, of course, get the program on the air in two weeks! The new Olds group had full intentions of out-Dodging the Dodge Boys, out-yessing the local Chevrolet (and also Ford) Yes campaign, and giving the Buick, Mercury, Rambler and other dealer organizations an extremely rough competitive time, even though the campaign would be a good three months late in starting.

The program that Stern, Walters & Simmons presented to the ad committee apparently was right on target, for we did hit the air on four radio stations in only two weeks from the date of our presentation, with a new approach on the central theme, "Those Gallant Men of Olds." Around this theme was built an all-male musical chorus that pictured the Olds dealer as a modern D'Artagnan, Sir Walter Raleigh, Prince Valiant (oops), George Washington, Joe Louis and maybe Arthur Goldberg, all rolled into one. As a man, the Olds dealers solidly believe in baseball, the flag and motherhood. In fact, they're "... very big on motherhood." And their virtuous deals on "a rocket priced for every pocket" portray the Gallant Men just as bold, brave and true as Sir George slicing his way through a showroom full of four-wheeled dragons.

The Gallant Men of Olds theme is tailor-made for imaginative radio expression. It produces a slightly whimsical series of situations that cast our men in the role of do-godders and benefactors of lady-fairs, little kids and daddies. Unlike the Dodge Boys, our heroes aren't fighters. They're lovers of humanity, and their deeds are recorded in 60-second spots that rotate musical and voice-over stories.

Radio Chosen • In almost every car-dealer advertising organization, dollars are made available through assessments against dealer shipments. As car shipments swing up, so do available advertising funds. Budgets are predicated on periodical shipment projections. But, unlike manufacturers' budgeting, there's little opportunity for "investment spending"—spending against an anticipated sales increase which hopefully occurs after sustained advertising effort.

In other words, the "fat dollars" would become available only after our dealers really felt signs of life. Since the Olds dealer group was newly formed, and the new venture unproven, we found it especially necessary to concentrate our efforts in a single medium that would deliver maximum reach and frequency at the most efficient cost-per-thousand possible. Only radio could deliver the goods on this basis and in time. Our target had to be hit with a steady, repetitious volley of rifle shots and that's what radio does.

Another reason for selecting radio as our prime medium was the geographic location of our dealers. The 30 dealerships are spread throughout a 50-mile radius of Chicago, with 60% located in suburban areas. Radio's broad arm covered our market like a blanket, at a minimum cost per dealer.

The Right Audience • Another reason for using radio to get our Olds heroes' message across is selectivity. Thanks to a plethora of market facts furnished by Oldsmobile and its agency, D. P. Brother & Co., we were able to zero in on our car buyer. He's young, under 35, has a family and very often two cars. The fact that he is automobile-conscious makes him a ripe prospect for any of the 40 models in the Oldsmobile line. So, we concentrated our time buys during periods of heaviest drive time, on stations whose audience automobile ownership was rated highest. Paradoxically, one of the four original stations selected is number one in teen audience; and although its basic audience profile somewhat differs from that of our typical Olds buyer, its sudden rating upsurge in drive-time periods brought it in at a remarkably efficient cost per adult listener on an overall basis. Our time buys were benefited greatly by the cooperation of Oldsmobile and the D. P. Brother Co. who permitted Stern, Walters & Simmons to identify the Chicago portion of their national spots with the Gallant-Men tag. This and other media coordination resulted in what an Oldsmobile executive rightly termed "two-dollar dollars" working for our dealers.

Dealer Communications • In the relatively short time that the campaign has run, we have found that constant communications to the dealers have played an important part in building members' excitement and cooperation. In addition to the radio portion of the program, a number of other vital elements have been integrated into the campaign. Among these: a dealer self-advertise newspaper ad program, window displays and showroom display materials, plus merchandising pieces. All, of course, are built around the "Gallant Men of Olds" theme.

How is the campaign doing? After less than three months exposure, it's too early to tell, but there are some bright signs of encouragement. Olds regional sales for the past month are up significantly, and we'd like to think that the Gallant-Men campaign has had more than a little to do with it. Another is public reaction. Our dealers get a playback of the commercials from many of their customers and friends. In showrooms, dealers frequently are asked: "Are you a Gallant Man?" Even their wives like the campaign. But then what would you expect. Our men are "very big on motherhood."

Martin J. Simmons is executive vice president and a senior account supervisor at Stern, Walters & Simmons Inc., Chicago. Mr. Simmons, as a principal of this company has spent the last 15 years in the advertising agency business. Presently, he supervises a number of the account activities in the agency, including the Chicagoiland Oldsmobile Dealers Advertising Association and handles a major portion of the agency's Colgate-Palmolive consumer and professional brands.
WKRG-TV
MOBILE, ALABAMA
FULL COLOR

COLOR REMOTES
COLOR SLIDES
COLOR PLUMBICON CAMERAS
COLOR EDITEC EDITING
COLOR TELEMET EFFECTS
COLOR VIDEO TAPE
CBS NETWORK COLOR

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

Big profit potential stirs Wall Street's interest;
in first five months network daytime increase was
$34 million compared to nighttime's $28 million gain

Daytime television schedules, currently the most promising claims in network profit mining, are now producing sponsor dollars in bigger monthly increases than their nighttime counterparts.

For the first five months of 1966, network daytime sales rose by $34 million, reaching $178.2 million. Over the same January-May period nighttime revenues were slipping up by $28.3 million over the comparable term of the previous year. They reached $392.1 million, still more than double the daylight gross, but not growing nearly so quickly.

The overall three-network daytime gain for the year through May, latest month for which figures are available, was a hefty 23.6% compared to nighttime's 7.8% advance.

Both weekday and weekend sales made healthy contributions to brighter sunlight operations in this five-month span. Monday-Friday sales were up $24 million to $131 million, a 22.4% jump, and Sunday-Saturday business grew 27.2% to $46.8 million, a gain of $10 million.

Broadcast economists and Wall Street analysts of the networking business are still excited by the profit leverage left in daytime operation. All are agreed that greater and greater shares of network profit are being generated through daytime sales.

Highest Rates at CBS-TV - CBS-TV, with much the highest daytime price structure, is widely believed to be turning more of its total profit in daytime than at night, depending on the method of accounting for costs attributable to both day and night operation.

The most exciting growth in daytime networking operation this year has been exhibited by ABC-TV which, through May, had weekday sales of $32.1 million, a 64% increase over the $19.6 million registered for the same stretch in 1965.

CBS-TV, with $50.5 million in week-

---

Here's the record for network daytime

The three television networks are continuing to find there's something new under the sun in the way of sales and profits.

Their daytime business, clearly growing faster than nighttime in terms of percentage gain, also outdistanced the nighttime volume increase during the first five months of this year. Daytime volume was up $34 million for that period; nighttime advanced $28.3 million.

Here's how the three networks shared January-through-May revenues from daytime program sponsors with comparative data for the previous year. The estimates represent net time and program billings as compiled by LNA/BAR.

<table>
<thead>
<tr>
<th>Network</th>
<th>January-Through-May</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$144,196,200</td>
</tr>
<tr>
<td>CBS</td>
<td>17,064,000</td>
</tr>
<tr>
<td>NBC</td>
<td>14,304,200</td>
</tr>
<tr>
<td>Total</td>
<td>175,564,400</td>
</tr>
</tbody>
</table>

---

BROADCASTING, July 25, 1966
Schlitz, Falstaff lead brewers’ TV parade

A total of 62% of the combined 1965 ad expenditures of the top 15 brewers went to TV, according to the Television Bureau of Advertising.

Reporting last week on major media investments by beer and ale producers, TVB's Warren Morton said the brewers’ 1965 TV investment was $61.8 million, or 62% of their $99.5 million investment in all media.

Mr. Morton noted, however, that yearly per-capita consumption of gallons of beer rose only from 15.1 to 15.9 between 1960 and 1964, while per-capita consumption of soft drinks went from 12 to 15 gallons in the same period. In addition, soft drink TV billings rose 10% in 1965 as compared to a 4% hike for the beer industry as a whole

These comparisons are “clearly a message to the brewing industry that it must use more television to stave off greater inroads on beer consumption,” Mr. Morton concluded.

He added that 1966 first-quarter reports for beer show a TV total of $15.6 million as against $14.5 million in last year’s first quarter. On the network side, first-quarter spending this year rose from $4.3 million to $5 million.

TVB's tables comparing 1965 major media investment by the top brewers and an intra-television breakdown follows:

**BEER-1965-1964**

<table>
<thead>
<tr>
<th>Top 15 Brewers</th>
<th>1965</th>
<th>1964</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anheuser-Busch</td>
<td>$2,436,400</td>
<td>$2,138,000</td>
<td>14.0%</td>
</tr>
<tr>
<td>Jos. Schlitz Brewing</td>
<td>2,553,400</td>
<td>2,000,000</td>
<td>27.7%</td>
</tr>
<tr>
<td>Pabst Brewing</td>
<td>2,511,000</td>
<td>1,975,000</td>
<td>27.0%</td>
</tr>
<tr>
<td>Schlitz Brewing</td>
<td>2,083,000</td>
<td>1,725,000</td>
<td>19.6%</td>
</tr>
<tr>
<td>Falstaff Brewing</td>
<td>1,883,000</td>
<td>1,500,000</td>
<td>25.4%</td>
</tr>
<tr>
<td>Canadian Breweries (Carling)</td>
<td>1,267,000</td>
<td>1,016,000</td>
<td>24.6%</td>
</tr>
<tr>
<td>F. &amp; M. Schaefer</td>
<td>847,400</td>
<td>735,000</td>
<td>15.2%</td>
</tr>
<tr>
<td>P. Ballantine &amp; Sons</td>
<td>898,000</td>
<td>735,000</td>
<td>22.6%</td>
</tr>
<tr>
<td>Rheingold Corp.</td>
<td>1,391,000</td>
<td>1,135,000</td>
<td>19.7%</td>
</tr>
<tr>
<td>Associated Brewing</td>
<td>637,400</td>
<td>510,000</td>
<td>25.3%</td>
</tr>
<tr>
<td>Theo. Hamm Brewing</td>
<td>2,400,000</td>
<td>2,190,000</td>
<td>11.0%</td>
</tr>
<tr>
<td>Miller Brewing</td>
<td>2,049,000</td>
<td>1,725,000</td>
<td>18.7%</td>
</tr>
<tr>
<td>Adolph Coors Co.</td>
<td>2,151,000</td>
<td>1,725,000</td>
<td>24.7%</td>
</tr>
<tr>
<td>Olympia Brewing</td>
<td>1,400,000</td>
<td>1,200,000</td>
<td>16.7%</td>
</tr>
<tr>
<td>Stroh Brewing</td>
<td>2,052,000</td>
<td>1,725,000</td>
<td>18.7%</td>
</tr>
<tr>
<td>C. Schmidt &amp; Sons</td>
<td>2,052,000</td>
<td>1,725,000</td>
<td>18.7%</td>
</tr>
<tr>
<td>Totals</td>
<td>$18,921,700</td>
<td>$16,188,000</td>
<td>16.6%</td>
</tr>
</tbody>
</table>

**Sources:** Network TV—(net time & program costs) TVB/LNA-BAR; Spot TV—(gross time) TVB/Rorabaugh; "Sales Rankings—Modern Brewery Age"

**BEER & ALE-1965**

<table>
<thead>
<tr>
<th>Top 15 Brewers</th>
<th>Total TV</th>
<th>Magazines</th>
<th>Newspapers</th>
<th>Radio</th>
<th>Combined Media</th>
<th>% TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anheuser-Busch</td>
<td>$7,927,000</td>
<td>$2,599,100</td>
<td>$342,900</td>
<td>$5,219,000</td>
<td>$16,084,000</td>
<td>49.3</td>
</tr>
<tr>
<td>Jos. Schlitz Brewing</td>
<td>10,458,000</td>
<td>2,295,000</td>
<td>137,000</td>
<td>6,972,000</td>
<td>20,707,000</td>
<td>62.0</td>
</tr>
<tr>
<td>Pabst Brewing</td>
<td>7,331,600</td>
<td>1,267,000</td>
<td>256,000</td>
<td>4,283,000</td>
<td>14,263,000</td>
<td>64.5</td>
</tr>
<tr>
<td>Schlitz Brewing</td>
<td>9,214,500</td>
<td>575,200</td>
<td>669,000</td>
<td>2,675,000</td>
<td>14,536,000</td>
<td>64.2</td>
</tr>
<tr>
<td>Canadian Breweries (Carling)</td>
<td>2,433,600</td>
<td>254,000</td>
<td>574,000</td>
<td>4,672,000</td>
<td>13,949,000</td>
<td>47.0</td>
</tr>
<tr>
<td>F. &amp; M. Schaefer</td>
<td>1,839,000</td>
<td>254,000</td>
<td>574,000</td>
<td>4,672,000</td>
<td>13,949,000</td>
<td>47.0</td>
</tr>
<tr>
<td>P. Ballantine &amp; Sons</td>
<td>3,129,000</td>
<td>18,960</td>
<td>321,000</td>
<td>2,953,000</td>
<td>9,389,000</td>
<td>59.0</td>
</tr>
<tr>
<td>Rheingold Corp.</td>
<td>2,448,500</td>
<td>1,860</td>
<td>685,000</td>
<td>4,056,000</td>
<td>15,935,000</td>
<td>69.0</td>
</tr>
<tr>
<td>Associated Brewing</td>
<td>673,400</td>
<td>1,860</td>
<td>685,000</td>
<td>4,056,000</td>
<td>15,935,000</td>
<td>69.0</td>
</tr>
<tr>
<td>Theo. Hamm Brewing</td>
<td>3,225,000</td>
<td>685,000</td>
<td>4,056,000</td>
<td>15,935,000</td>
<td>69.0</td>
<td></td>
</tr>
<tr>
<td>Miller Brewing</td>
<td>2,049,000</td>
<td>1,860</td>
<td>685,000</td>
<td>4,056,000</td>
<td>15,935,000</td>
<td>69.0</td>
</tr>
<tr>
<td>Adolph Coors Co.</td>
<td>1,072,400</td>
<td>1,860</td>
<td>685,000</td>
<td>4,056,000</td>
<td>15,935,000</td>
<td>69.0</td>
</tr>
<tr>
<td>Olympia Brewing</td>
<td>2,052,000</td>
<td>1,860</td>
<td>685,000</td>
<td>4,056,000</td>
<td>15,935,000</td>
<td>69.0</td>
</tr>
<tr>
<td>Stroh Brewing</td>
<td>1,355,000</td>
<td>840,000</td>
<td>50,100</td>
<td>1,550,000</td>
<td>4,672,000</td>
<td>61.2</td>
</tr>
<tr>
<td>C. Schmidt &amp; Sons</td>
<td>2,052,000</td>
<td>1,080</td>
<td>685,000</td>
<td>4,056,000</td>
<td>15,935,000</td>
<td>69.0</td>
</tr>
</tbody>
</table>

**Sources:** Network TV—(net time & program costs) TVB/LNA-BAR; Spot TV—(gross time) TVB/Rorabaugh; "Sales Rankings—Modern Brewery Age"; Newspapers—Bureau of Advertising

TV homes, having increased its lineup from 117 stations to 148.

The ABC-TV daytime rate structure gives advertisers the opportunity to earn a five percent discount by placing orders for 52 consecutive weeks. The network has a new simplified rate card being introduced this fall with rates, on the average, substantially higher than before, but not across the board.

**Still Going Strong • CBS-TV,** which has dominated the network daytime rating and sales scene for years, shows no sign of relinquishing its first-place grip.

Moving into an already strong morning lineup next September will be reruns of two staples of the network’s nighttime schedule. Candid Camera will replace I Love Lucy at 10-10:30 a.m., and The Beverly Hillbillies will be set in the following half-hour, taking the position now held by The McCosy (both replacements will continue as CBS-TV nighttime presentations).

CBS-TV daytime sales vice president Joseph Curl is ebullient about the network’s daytime outlook and apparently with good cause. New rates announced by the network last spring go into effect Sept. 10 and will jump prices as much as 20%.

The network’s afternoon quarter-hours are virtually sold out for the fourth quarter and its morning minute plan, roughly two-thirds spoken for, is expected to reach the sold-out level.

NBC-TV introduced three new programs early this month in the middle of its weekday lineup—two game shows and a country music show—to bolster ratings that had shrunk for two dramas, Morning Star and Paradise Bay, and the Post Office game show.

The latter programs are held responsible for a slight drop in third-quarter daytime sales for the network from last year’s third quarter. But NBC-TV sales officials see a turnaround in the ratings for this time block. They’re encouraged by a recent Nielsen 30-market report that indicates these periods are up by an average four share points.

The new programs are Chain Letter, which strips at 11-11:30 a.m.; Showdown, which runs 11:30 to noon, and Swinging Country at 12:30-12:55 p.m.

NBC-TV’s regular daytime minute prices range from a low of $4,500 in the morning show Eye Guess to a high-end $7,000 in You Don’t Say. No discounts are applicable, although NBC, like the other networks, reduces day rates during the summer months. Reductions may run from $400 to $1,000 per minute through the summer. (A.C. Nielsen data indicates that summer to winter the average TV household increases its morning use of the medium 34% and its afternoon use, 36%.)

NBC-TV’s regular daytime price
We don't claim it, but we may be the most honored station in the nation. Hundreds of awards on our wall. Forty more received since the first of the year, including two Alfred P. Sloan Awards, the U. S. “Mayors' Award,” the Associated Press “Pacemaker Station of the Year” Award and the George Washington Honor Medal from the Freedoms Foundation. It's nice to be recognized and WSB Radio is.

WSB RADIO ATLANTA
NBC Affiliate. Represented by Edward Petry & Co., Inc.

BROADCASTING, July 25, 1966
structure holds through the fourth quarter, but in January 1967 about half of the shows in its daytime schedule will carry new price tags, moving up five percent or slightly less in most cases.

James Hergen, NBC-TV director of special program, sports and daytime sales says the network is pleased with its clearance situation, with its top daytime programs reaching around 190 stations. NBC-TV opened up the 1:30-2:00 p.m. period last year, feeding

Let's Make a Deal to a growing list of stations. Since January this number has grown by 16, bringing Deal's total clearance to 151 stations and giving it a coverage of 86.9% of television homes.

A booming year for network radio

First quarter runs 28% ahead of 1965 pace

with advertisers spending nearly $18 million;

General Motors, Florida Citrus lead the buying

Network radio advertising rose 28% in the first quarter of 1966 as compared with the like period in 1965.

Radio Advertising Bureau announced the gain today (July 25) in a report on the first quarter in which advertisers in network radio spent an estimated $17,922,259.

General Motors Corp. with an expenditure of more than $1.6 million led the advertiser list in the quarter.

The Florida Citrus Commission with a little more than $1 million was the second biggest network radio spender in the quarter. Others in the top 10: Campbell Soup, $991,000; State Farm Mutual Automobile Insurance Co., $794,000; Liggett & Myers Tobacco Co., $652,000; The Mennen Co., $585,000; General Mills Inc., $492,000; R J Reynolds Tobacco Co., $490,000; Sterling Drug, $483,000, and William Wrigley Jr. Co., $480,000.

The top 100 network radio advertisers invested a total of $17,702,000 in the quarter, according to the report that also includes a 'breakout by advertisers' brand activity. The listing follows:

<table>
<thead>
<tr>
<th>Brand</th>
<th>Estimated Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General Motors Corp.</td>
<td>$1,557,000</td>
</tr>
<tr>
<td>2. Florida Citrus Commission</td>
<td>$1,045,000</td>
</tr>
<tr>
<td>3. Campbell Soup Co.</td>
<td>$991,000</td>
</tr>
<tr>
<td>4. State Farm Mutual Automobile Ins. Co.</td>
<td>$794,000</td>
</tr>
<tr>
<td>5. Liggett &amp; Myers Tobacco Co.</td>
<td>$652,000</td>
</tr>
<tr>
<td>6. The Mennen Co.</td>
<td>$585,000</td>
</tr>
<tr>
<td>7. General Mills</td>
<td>$492,000</td>
</tr>
<tr>
<td>8. R J Reynolds Tobacco Co.</td>
<td>$490,000</td>
</tr>
<tr>
<td>9. Sterling Drug</td>
<td>$483,000</td>
</tr>
<tr>
<td>10. American Motors Corp.</td>
<td>$480,000</td>
</tr>
</tbody>
</table>

Radio's big reach

Network radio compares favorably with the top-10 television programs in terms of audience reach, Stephen B. Labunski, president of NBC Radio, told a meeting of the Advertising Club of Memphis last Friday (July 22).

He based his contention on the findings of NBC's national study, CRAM (Cumulative Radio Audience Method). Mr. Labunski reported that in one day, CRAM "found that radio reaches three out of four adults, while the corresponding figure for TV based on a national television index tabulation covering in-home viewing is 66% ."

Mr. Labunski said it was "unrealistic" to compare radio with TV on a spot-for-spot basis because "radio simply isn't bought that way today, nor is it listened to that way." He added that it's impossible to determine with any accuracy the subjective impact of the two—a minute's worth of TV versus a week's worth of radio—but pointed out that radio has "one obvious advantage—frequency ."
Have You Noticed the New Drift in the West Today

Here
The water
The boat
The Sunday
The family
leaning on each other
in a way that most
certainly has depth.

and Hear
KRLA,
the sort of sound
that makes you want to
toss sophistication to the wind
and lean on real people
like water leans on shore.

KRLA/Los Angeles' listened-to radio station.
Sold Nationally by H-R Representatives, Inc.
MIFED is the International Film, TV film and Documentary Market whose successful operations extend over a number of years. Its Autumn Cine-Meeting will be held from 15 to 24 October 1966. MIFED is a new-style market dealing in feature and documentary films for the Cinema and TV. It is an active business centre for producers, buyers, renters and distributors of films. MIFED has twenty viewing rooms equipped for all possible technical requirements. Ten are for cinema films and ten for telefilms. Its Club facilities make it one of the most attractive and elegant business rendezvous in Europe. MIFED clients who are unable to attend the whole Autumn Cine-Meeting are invited to make use of its special assistance bureau which undertakes to represent their interests.

Information from: MIFED Largo Domodossola 1 Milano (ital) Telegrams: MIFED - Milano

**THE 5 “CONTINENTS TROPHY” FOR CINEMA FILMS**

**MIFED**

**INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET**

**2 GRAND AWARDS FOR TELEFILMS**

**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 possible of pay TV by wire.


Oct. 2–7—100th Semiannual Technical Conference and Equipment Exhibit sponsored by the Society of Motion Picture and Television Engineers. Ambassador hotel, Los Angeles.

Oct. 3 — Deadline for comments on FCC's proposed rulemaking that would prohibit group owners from having more than three television stations, not more than two of them VHF's in the top-10 television markets.


WIFE wants affidavits ruled
Suggests FCC take same approach to 'inaccurate' bills as to double billing

The FCC was urged last week to adopt rules to prohibit broadcasting stations from furnishing advertisers with "inaccurate" affidavits concerning the times and dates their commercials are broadcast. The request was made by WIFE-AM-FM Indianapolis, which faces a hearing on its license-renewal application largely on issues involving alleged falsification of affidavits submitted to advertisers.

WIFE, in the same pleading, accused the FCC's Broadcast Bureau of withholding from the commission information that might support the stations' case. It also said there was no basis for the bureau's request that a misrepresentation issue be added in the case (Broadcasting, July 4).

The WIFE pleading also sought to place the blame for the improper affidavits on a former manager and vice president, Ron Mercer. The station said he had executed the plan in order to boost station earnings that would result in additional bonus money that, the station said, he needed to pay off debts.

Mr. Mercer, who is now in the advertising business in Indianapolis, said the charge is not true. "I don't want to be the scapegoat," he said. Mr. Mercer in affidavits furnished the bureau, said that Don Burden, owner of the station, was responsible for the plan.

In its request for a rule on inaccurate affidavits, it quoted statements from heads of three station-representation firms—H-R Representatives, Robert E. Eastman Co. and The Katz Agency—that information in such affidavits is
More than a woman can bear

New 60-second spots for Clorox bleach team up the usual woman at the usual washing machine with the usual washday problem. But her co-star in humorous vignettes set in a campers’ laundry area is Bruno, a live bear. The commercial is one of a series that will be used on 279 stations beginning at the end of this month. Agency for the heavy-duty bleach product is Honig-Cooper & Harrington, San Francisco.

frequently erroneous.

Same as Double Billing = The station said the commission should treat the matter of inaccurate affidavits in the same way that it treated double billing. In the latter situation, the station recalled, the commission adopted a policy statement and then a rule barring the practice.

Broadcasters, the station said, were put on notice that the practice could result in loss of license. The same notice should be given in the case of inaccurate affidavits, if the commission is “to take jurisdiction over these practices,” the station said.

“There is no administrative efficacy in singling out wife—for the very same reasons that the commission did not single out any one of the stations which it knew had practiced ‘double billing,’” the station added. Wife plans to file a formal request for rulemaking this week.

The withholding-of-information allegation involves principally nine documents an advertising agency had submitted to the bureau in response to a query but which, the station said, had not been made part of the record. Wife said it was given copies of six of them after submitting a request to the bureau.

But one of the remaining three documents—which the station obtained from the advertising agency involved—would have “deflated” the bureau’s case if it had been submitted to the commission, wife said. It was a proof-of-performance affidavit for the month of February 1965 for Henri’s Food Products which, the station noted, “had no times whatsoever specified on it.”

The bureau had compared the advertising contract with the times that wife carried in the affidavits and found discrepancies. But the affidavit in question, the station said, would not have proved misrepresentation. Although the bureau didn’t submit copies of the affidavit, it did refer in a pleading to copies of Henri Food Product invoices and letters including statements for February and March 1965 which were sent to it.

Witnesses Ignored = The station also alleged that, “on information and belief,” the bureau had interviewed witnesses whose testimony would “tend to weaken if not demolish the bureau’s case.” But the bureau did not take statements from the witnesses despite “its responsibility to present all relevant facts to the agency and not confine its evidence to that which is prejudicial to the [licensee],” wife said.

The bureau’s request that a misrepresentation issue be added in the case results from wife’s assertion that it had discovered errors in its affidavits through its own processes and had moved to make restitution before any advertiser or the commission took action. The bureau said its evidence indicated that the station was prompted to act by complaints of Amalie Motor Oil.

Wife, in reply, submitted copies of memorandum notes of a station official recapitulating errors she had discovered and which, the station said, led to offers of restitution to advertisers. The notes are dated June 5, 1965; the first complaint from Amalie was written four days later.

The station also submitted a letter from Amalie’s advertising agency observing that, as a general rule, affidavits of performance, “leave a lot to be desired.” The letter, dated July 8, 1966, expressed satisfaction with the manner in which the Amalie schedule was running on the station.

Business briefly...

Laura Scudder’s Corn Chips, East Anaheim, Calif., division of Pet Milk Co., St. Louis, through Doyle Dane Bernbach, Los Angeles, is running spot TV campaign with theme of “Wampum Corn Chips are a great old American custom.” Spots will run in Arizona, California, Colorado and Nevada.

Campbell Soup Co., Camden, N. J., through BBDO, New York, has signed for 44-weeks on NBC Radio’s Emphasis features.

Schick Safety Razor Co., Milford, Conn., through Compton Advertising, Los Angeles, will sponsor Sports Network Inc.’s New England Junior Amateur golf tournament, Aug. 27 (2:30-4:30 p.m. EDT).

Chevron Oil will be advertised this fall in 50 markets through a half-hour color film on the Bridgehampton Double 500 sports car classic. Order was directly handled by Standard Oil Co. of Kentucky, Louisville, for 29 markets in five southern states, and Chevron Oil Co., Perth Amboy, N. J., for 21 markets in the Northeast. Triangale Stations is producing the telecast, which will also be on five of its TV outlets: WFLN-TV Philadelphia, WLYH-TV Lancaster-Lebanon and WFBS-TV Altoona, all Pennsylvania; WNBF-TV Binghamton, N. Y., and WNHK-TV New Haven, Conn.

The Glidden Co., through Meldrum & Fewsmith, both Cleveland, has pur-
Why WFBM-TV, Indianapolis bought Volumes 3, 4, 5, 7 & 10 of Seven Arts' "Films of the 50's and 60's"

Says Eldon Campbell:
Vice President and General Manager of WFBM-TV, Indianapolis, Indiana

"We have two feature film shows on which we program only prestige feature films.

One of them is titled 'Bernie Herman Presents' (Mon-Sat at 4:30 P.M.) and the other, 'The Best of Hollywood' (Saturdays, 11:30 P.M.). WFBM-TV has extremely high standards for the features selected to be used on these shows.

In turn, WFBM-TV goes to great lengths in showcasing this outstanding entertainment. 'Bernie Herman Presents' is hosted live with elaborate preparation and production. Our host travels extensively to various leading production centers to film interviews with today's top producers and stars. In fact, our production crew has recently returned from three weeks in Europe visiting various studios and on-location production sites. This trip resulted in over 13,000 feet of film in color. (Color interviews are a great support for the color features we telecast).

The filming of interviews and live hosting for the showcasing of these features is rather expensive, but it is also a true reflection of how important we think the presentation of this product should be.

We are very selective and conservative buyers of feature films and have to maintain a good level of quality. That's why we have turned to Seven Arts so often, and, to date, have a total of 222 'Films of the 50's and 60's' in our library (including 117 ready for colorcasting)."

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 3-7333
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., State 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West, Empire 4-7193
Chased sponsorship in NBC Radio's Joe Garagiola Sports Show.

Heublein Inc., through Fletcher Richards Co., New York, will participate in seven NBC-TV programs next season: The Girl from U.N.C.L.E., Run for Your Life, Tuesday Night at the Movies, I Spy, Daniel Boone, Laredo and Saturday Night at the Movies.

Glenbrook Laboratories, through Benton & Bowles, both New York, has bought participations for next fall on NBC-TV's Scherer-MacNeil Report, Star Trek, The Andy Williams Show, The Virginian, Saturday Night at the Movies and Tarzan.

Singer moves some of its account out of JWT

Singer Co., New York, in the process of acquiring Packard-Bell Electronics Corp., Los Angeles (Broadcasting, July 18), has taken its consumer-product advertising, minus the sewing machine account, out of J. Walter Thompson, New York, and assigned it to Carson/Roberts Inc., Los Angeles. The relocated account, which by 1967 is expected to bill over $1 million, includes radios, TV sets, phonographs, type-writers and vacuum cleaners.

Singer transferred the account in anticipation of "an eventual conflict with the RCA account" now at JWT. Singer's new company, Packard-Bell, now manufactures TV, color TV and stereophonic equipment. The sewing machine account, estimated at $7 million, is being retained by JWT. Officials at Singer said radio-TV advertising in the future will be emphasized in the consumer account handled by C/R.

Uniform affidavits for radio being tested

A move to standardize proof-of-performance affidavits throughout the radio industry was announced last week by The Katz Agency, New York station representation company.

In association with the MacManus, John & Adams agency, Katz is devising a standard form that it hopes will eventually be used by all radio stations to confirm commercial placements to advertisers and agencies.

A study by the representation firm revealed that of 209 affidavits being processed at one agency, 207 were different in some respect. Size of forms varied as did information contained in them, and the information they requested.

Katz-represented stations have been asked to fill out new proof-of-performance forms during a four-week test period. Another test will be run two months from now after improvements suggested by the first test have been added to the forms.

MacManus, John & Adams is running a similar experiment to ascertain the value of standard radio affidavit forms from the agency's point of view.

Xerox lines up 100 for drug documentary

The Xerox Corp., Rochester, N. Y., has assembled a "network" of more than 100 local TV stations to carry a one-hour documentary on a husband and wife who are real-life drug addicts, it is being announced today (July 25). The program will be telecast between Sept. 6 and 9 in prime-time periods.

Donald L. Clark, Xerox vice president for corporate advertising, said the program, Storm Signal, will mark the fourth time that the company has created its own "network." Xerox is following this procedure, he added, because prime evening time desired was unavailable on any of the three major networks. The Xerox agency is Papert, Koenig, Lois, New York.

The program, produced by Robert Drew Associates, utilized the "cinema verite" technique, under which the subjects are not controlled or directed and events are filmed as they happened.

Rep appointments ...


Also in advertising ...

- Honig-Cooper & Harrington, San Francisco, will resign the Roman Meal Co. account, effective July 29. The agency handled Roman Meal cereals and bread and Western Host Meat Loaf Mix. Most of the company's advertising is in television, with spot radio, newspapers and magazines also used.
- Radio's role as "everyman's media" is now in effect for Washington state residents. With a Seattle First National Bank credit card in hand, anyone can charge time on KAGT Anacortes. On June 1, credit cards were mailed to the almost 500,000 regular customers of the bank, who can now buy time on KAGT simply by saying "charge-it."

WPIX spot presentation starts on 7-city tour

A group of 350 advertiser and advertising agency media executives in New York attended the premiere of a new WPIX-TV (New York presentation last Thursday (July 21) that purported to show the superiority of spot TV bought on an independent station over a similar announcement on a network station.

Other showings are planned for Chicago, Minneapolis, St. Louis, Los Angeles, San Francisco and Boston.

Backing its claim, WPIX said the three network-owned stations' spot rates were four times as great as the independent (WPIX) but didn't deliver commensurate audiences, that the WPIX buy afforded better production protection, and that the independent had better audience composition.

Frank X. Tuoti, WPIX vice president for sales development and advertising, who delivered the presentation, made use of both Nielsen and American Research Bureau data to buttress his points.

Ayer, L.A. Plymouth parting

N. W. Ayer & Son, Los Angeles, has resigned the account of the Plymouth Dealers' Association, Los Angeles region, effective Sept. 30. The account bills an estimated $1 million, of which about $300,000 is in broadcast. Ayer, which recently lost the $30 million Plymouth-Chrysler Division business, said it decided to relinquish the Los Angeles dealer account in order to be free for another assignment in the automotive field.

Airlines' spot TV documented

Investments by the airlines in spot TV grew by 600% between 1961 and 1965, according to a study prepared by the television division of Edward Petry & Co. and released last week. During the four-year period, Petry reported, airline spot TV expenditures rose from $2.4 million to $16.5 million, while newspaper investment declined by $900,000 to $391.1 million. Airline magazine spending jumped by $10.8 million to almost $20 million. The study showed spot TV is the fastest growing of airlines advertising, Petry stated.
WHO gives you nearly 10 times as many people

<table>
<thead>
<tr>
<th>WHO MARKET</th>
<th>DES MOINES METRO ONLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>POPULATION</td>
<td>2,744,500</td>
</tr>
<tr>
<td>HOUSEHOLDS</td>
<td>847,000</td>
</tr>
<tr>
<td>RADIO HOMES</td>
<td>809,780</td>
</tr>
<tr>
<td>RETAIL SALES</td>
<td>$4,355,048,000</td>
</tr>
<tr>
<td>POPULATION</td>
<td>284,000</td>
</tr>
<tr>
<td>HOUSEHOLDS</td>
<td>91,760</td>
</tr>
<tr>
<td>RADIO HOMES</td>
<td>87,610</td>
</tr>
<tr>
<td>RETAIL SALES</td>
<td>$485,568,000</td>
</tr>
</tbody>
</table>

SOURCE: SRDS '66, NCS '61

*This* time . . .
when you buy *Des Moines* . . .
make the buy that gives your client
the full potential of his ad dollars
here. Make sure your buy
measures more than just a
tenth of the nation's 23rd
largest radio market. *This* time,
buy the WHO Radio Market.

50,000 WATTS • 1-A CLEAR CHANNEL • NBC IN DES MOINES, IOWA

*Represented Nationally by Peters, Griffin, Woodward, Inc.*
50-50 proposal gets a boost from Justice

Antitrust chief says networks' control of programming raises serious questions

The FCC proposal to limit network ownership of programming, which has been languishing for lack of support, received a boost last week from the U.S. Department of Justice.

Donald F. Turner, chief of the department's antitrust division, said present network control of television programming, which amounts to more than 90% of prime-time offerings, raises serious antitrust problems that the commission should consider.

Mr. Turner expressed his views in a letter to Chairman Rosel H. Hyde.

He did not endorse the commission's proposed rule or the alternative proposal put forward by Westinghouse Broadcasting Corp. "Our purpose," he said, "is simply to point out to the commission the serious nature of the antitrust policy considerations that we believe to be involved."

He also said that while antitrust-law enforcement is a matter for the Justice Department, appropriate relief in the network programming issue is something for the commission to determine under the public-interest standard of the Communications Act.

The department's letter was not unexpected. The department had encouraged the commission to move into the network-program-ownership area, and had maintained close liaison with the agency on the matter.

Spine-Stiffener • Accordingly, it was regarded as a possible effort to stiffen the resolve of those at the commission who support the idea of limiting network ownership of programming as a means of promoting a diversity of sources of network programming.

The commission's proposal had been subjected to such a heavy barrage of criticism—from networks, broadcasters generally, and advertisers—that it appeared doomed.

The commission proposal would, among other things, prohibit networks from owning or controlling more than 50% of their prime-time nonnews programming, and bar them from acquiring proprietary interests in independently produced programs. The WBC proposal would limit network control by prohibiting stations in the top-50 markets having at least three outlets from carrying more than three hours of network programming, other than news, between 7 and 11 p.m.

Mr. Turner said that the central antitrust issue stems from the three networks' control of access to the television facilities of their affiliates. The power of the companies to foreclose access to others, he said, raises "serious questions" under the antitrust laws.

He also said the antitrust law is not limited to the redressing of "illegally conduct or abuses of power." He said it could be applied "to persons in monopoly positions in order . . . to dissipate the potential consequences of their power, prevent abuses and preclude extension of their monopoly power into other fields."

Mr. Turner also provided some support for the factual basis of the commission's proposal. The networks, through a report submitted by the Arthur D. Little research organization, had challenged many of the premises and assertions in the notice of rulemaking.

Mr. Turner said the department's analysis showed "no substantial controversy" about commission statistics indicating that network ownership or control of programming had increased from 67.2% of prime-time offerings in 1957 to 93.1% in 1964.

He also said commission figures showing that networks have continued to acquire proprietary interest in a "high percentage" of independently produced programs "do not appear to be inconsistent with data supplied by the networks."

An introspective look by radio

A New York radio station intends to broadcast an examination of the radio industry in a weekly series starting Aug. 7. FCC Commissioner Kenneth A. Cox will be the first guest of a WNEW series set for Sundays, 7:30-8 p.m. Richard K. Doan, radio-TV editor of The New York Herald Tribune will be the moderator on The Truth About Radio: a WNEW Inquiry.

Commissioner Cox, it was pointed out, early this month opposed commission action reviewing the licenses of 21 New York radio stations without inquiring into the adequacy of their public service programming (Broadcasting, July 11). WNEW was one of the outlets in question.

Harvey L. Glascock, vice president, general manager of WNEW, said the series would "cast a critical eye on radio's own backyard" and not be a "self-serving vehicle for WNEW." Jerry Graham, WNEW program director who conceived the series, will be executive producer.

Commissioner Cox in dissenting to the license renewal of the 21 stations, said radio should "with due allowance for the admittedly viable economic base," be something more than a "juke box, a ball park, and a news ticker."

NBC plans programming for its O&O FM's

NBC will supply some nine hours daily of new programming to its owned FM stations starting Sept. 1 in line with the FCC's move to require at least 50% nonduplication of programming by AM-FM combinations in top markets. The stations plan to program serious music.

Preparations by NBC for its own FM programming have been underway for some time (Closed Circuit, May 23). Programming will be assembled in Cleveland at WKYC-FM where study of the "new classical sound" has been in progress and where NBC has a separate production unit (announcer, engineer and producer). Music will be taken from recordings and possibly live orchestra pickups.

An NBC spokesman said the network

---

38

Broadcasting, July 25, 1966
Is it possible to take WNEW radio (New York's must-buy station) and move it lock, stock, and LP's all the way to the Oakland/San Francisco Bay Area?

No.

So we created a West Coast version of WNEW radio. We call it KNEW. It's got the same things going for it that WNEW has... popular personalities, first-class programming, Planned Music-hood, Instant, In-Depth News, and the world's hottest promotions. (Watch for them!)

How can we miss? We can't.

More important, neither can you—when you buy the station with that sweet smell of success.

KNEW RADI0 910
A METROMEDIA RADIO STATION/OAKLAND, CALIFORNIA
represented by Metro Broadcast Sales
would provide fresh programming each week from Cleveland.

NBC-owned FM stations are WNBC-FM New York, WMAG-FM Chicago, WJAS-FM Pittsburgh, KNBR-FM San Francisco, WRC-FM Washington and WKYC-FM.

CBS is supplying taped music in an FM service if it is syndicating to stations across the country in addition to programming the music on its owned stations. This service also is to begin Sept. 1 (Broadcasting, May 23).

While NBC's approach is toward classical, CBS's is toward contemporary music, heavy on instrumentals but with a modern beat. CBS calls its service "The Young Sound."

**CATV copyright hearing set**

A Senate group that has been studying revisions of the copyright law has decided to hold a hearing on the CATV issue.

Senator John L. McClellan (D-Ark.), who is chairman of the Subcommittee on Patents, Trademarks and Copyright of the Senate Judiciary Committee, announced last week that a hearing on CATV and copyright would be held next week, Aug. 2-4.

Senator Quentin N. Burdick (D-N.D.) will be acting chairman of the unit conducting the hearing. Others on the panel are Senators Philip A. Hart (D-Mich.), Hugh Scott (R-Pa.) and Hiram L. Fong (R-Hawai).

The subcommittee last month wrote to various parties involved in the CATV-copyright issue and has received, according to counsel Thomas C. Brennan, comments from those who testified in the House copyright hearing (Broadcasting, June 27). Mr. Brennan said that the committee decided to go ahead on the CATV question in light of the recent New York federal court decision holding that CATV systems are liable to the payment of copyright fees, the FCC's action in asserting jurisdiction over all CATV's, and the House Commerce Committee's report sanctioning FCC authority over CATV.

The move is based also on the generally accepted belief that this Congress will not have time to take up the entire copyright revision proposed last year by the register of copyrights and representatives of major copyright holders. Members feel, it was explained, that the CATV question is urgent enough to justify separate consideration.

This attitude was expressed by Senator Lee Metcalfe (D-Mont.) who, three weeks ago, referred to the court decision as "undue and unfair discrimin-

**ABC may 'sneak' 12 shows in early**

When viewers tune in the week of Sept. 12, it'll be "premiere week" for the new-season schedule of all three TV networks, but viewers will get the opportunity to "preview" a substantial number of ABC's new shows the week before.

That's the official way that ABC-TV's president, Thomas W. Moore, confirmed plans last week of ABC's push-up of all but three of its new-show series in the fall. The gist of these plans had been reported earlier (Broadcasting, July 18).

Mr. Moore said there are 12 new shows (or 3½ hours) that may get an advance at "sneak" showing. Because Monday (Sept. 5) is Labor Day, that night will not be involved. The new show previews begin on Sept. 6, three that night and three also on two other evenings (Thursday and Friday), two on Wednesday night and one (Shane) on Saturday night.

The programs:

The Rounders, The Pruitts of Southampton and Love on a Rooftop on Tuesday; Them Monroe and The Man Who Never Was on Wednesday; Tammy Grimes, That Girl and Hawk on Thursday, and Green Hornet, Time Tunnel and The Milton Berle Show on Friday.

Monday night's new-show schedule (Iron Horse, Rat Patrol and Felony Squad) will not be affected, the first shows going on the air Sept. 12. Also unaffected: ABC Stage 67 (Wednesday, 10-11 p.m.), which will start Sept. 14.

ABC will be running newly made episodes of Batman and Peyton Place in the Labor Day week, Mr. Moore noted. He said Peyton will run its last black-and-white segment that week and pick up with color the following week. In addition, ABC may "sneak" its "premiere" showing of two other continuing series. These were not identified.

**Nielsen calls ratings democracy in action**

Television ratings are like votes in an election and they help to preserve the public's voice in TV programming by reporting what people prefer to watch.

That's how A. C. Nielsen Jr., president of the A. C. Nielsen Co., headlined his defense of the ratings system last Wednesday (July 20) in a talk before the Oklahoma City Advertising Club. The Nielsen firm presently is in U.S. district court there pressing a $1.5 million damage suit against former House subcommittee investigator Rex Sparger for alleged ratings tampering incidents (Broadcasting, July 11).

Mr. Nielsen said he often is asked how his company can measure television audiences with data from 1,500 homes but he said he believes the public is becoming more aware of the validity of sampling. "People by the millions have witnessed the high accuracy of the political polls," he said, "and these polls are based on samples of about the same size as ours."

The real debate today is how the ratings are used in making program decisions, Mr. Nielsen said. "Ratings are simply a method of counting the votes. Even in troubled times of hot and cold wars this is how we pick Presidents. If people are wise enough to pick Presidents they are wise enough to pick programs," he explained.

**NHL hockey rights now open for bids**

NBC-TV last week bypassed its option right on a TV contract with the National Hockey League for 12 late-season games plus the Stanley Cup playoffs during the 1966-67 season. This clears the way for bids from the other
BIG THINGS ARE HAPPENING IN MID-PENNSYLVANIA

... AND WJAC-TV DOMINATES THE MIDDLE!

MINE MOUTH GENERATION COMPLEXES PRODUCE BIG NEW SOURCE OF POWER!

This huge $175,000,000 Keystone Generating Complex will create a vast new industry in WJAC's mid-Pennsylvania! It will be capable of producing 1.8 million kw's of power right from the mouth of soft coal mines... the first of three such plants.

WJAC-TV dominates this area of growth. Through colorful WJAC-TV, you can reach over 259,000 TV homes... penetrate the heart of the big happenings in mid-Pennsylvania!

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, INC.
Affiliated with WJAC-AM-FM
The Johnstown Tribune-Democrat Stations

BROADCASTING, July 25, 1966
networks, either national or regional, according to NHL officials.

Originally, NBC paid an estimated $250,000 for the NHL playoffs last April and with them received an option on games this season. NHL officials, meeting in Montreal last month, tied up a package of 12 late-season regular games, beginning in mid-January 1967, and the playoff series in April. NBC, if it had picked up the option before the July 18 deadline, would have carried Sunday and some Saturday afternoon live colorcasts.

NBC was silent on its reasons for not accepting the NHL proposal. Speculation, however, suggested that all three networks might await the spread of the NHL to a 12-team league (1967-68) on a national scope. It was also suggested that NBC turned away the proposal because of afternoon commitments on Sundays in the January-April period, especially with the Wild Kingdom and College Bowl series.

The NHL made its proposal for late season games to accommodate the three networks' schedules of either professional or collegiate football ending in January.

28 PGA events for $2.2 million

ABC-TV, Sports Network Inc. make separate golf package deals over two years

ABC-TV and Sports Network Inc. have agreed to pay an aggregate of about $2.2 million for golf TV rights in two-year packages disclosed last week.

The purchases involve ABC-TV and SNI splitting 26 Professional Golfers Association tournaments over the years 1967 and 1968, and SNI buying rights to still another classic for two years.

- ABC-TV paid some $800,000 for seven PGA tournaments to be held in 1967 and again in 1968.
- SNI, for approximately $1 million, bought rights to six PGA events in each of those same years, and in addition paid over $200,000 for each year of the PGA Westchester Classic in 1967 and 1968.

The packages were revealed last week by the PGA and its TV representative, Martin Carmichael & Co., New York, which claimed the deals were the first made simultaneously with separate buyers. Details were outlined at the golden anniversary championship of the PGA of America in Akron, Ohio. (ABC Radio covered the July 21-24 competition giving reports on its progress in 32 three-minute spot reports scattered over the coverage days.)

Exclusive of the newly purchased package, ABC has already scheduled six golf tournaments for 1966 and 1967, with two of these on the PGA tour.

Lucky 13 - ABC-TV plans to colorcast nine PGA tournaments during 1967. They include Pensacola (Fla.) Open (March 26), Dallas Open Invitational (April 22-23), Houston Champions Invitational (May 6-7), Colonial National Invitational (Fort Worth, May 20-21), Memphis Open Invitational (June 3-4), Cleveland Open (June 24-25), and American Golf Classic (Aug. 12-13). Two other PGA

He's back in the TV saddle again

President Johnson held his first, formal televised White House news conference in almost a year last week and everyone seemed mighty pleased. There's speculation that the President is more inclined, after last week's reaction, to do more with this news conference technique.

Although the President is known to feel he doesn't come through at his best during the give-and-take of a televised news conference, he's not averse to TV as such. In fact since the last full-scale TV news conference in August 1965, he's allowed TV cameras to cover his news conference at the Texas LBJ Ranch, and last month, after a news conference in his office with newspaper and magazine reporters, he repeated the conference in abbreviated form with broadcast newsmen in the White House TV facility.

For last Wednesday's (July 20) conference, carried live by all three TV networks, President Johnson wore a blue shirt, a navy blue tie with a single and thin blue stripe.

The portable aluminum frame (at right in photo) holds the studio lights for presidential appearances. The structure stands 10 feet high and was built about six months ago by Signal Corps technicians assigned to the White House Communications Agency. The placement of the spots, scoops and floods however is under the control of the TV pool director.

The erector set-type framing, which also contains a blue, cloth panel in the rear, was built so that lights do not blind the President when he's reading the text of a statement or speech, speaking to the TV cameras or responding to questions from newsmen. It is used only when the President appears before TV or motion-picture cameras.
Does TV need two seasons?

Burnett programers want each network to have two program departments

Two separate program seasons each year, one starting in September and the other in March, with each network having two separate and competitive program departments to supply the product. This is the proposal of program executives at the country's sixth largest agency, the Leo Burnett Co., Chicago.

The proposal is contained in the newest issue of "It's About Time," a client newsletter published by Jack Masla & Co., radio-television station representative. The concept is the concluding portion of an analysis of the 1966-67 television season prepared for Masla by Burnett.

It is described as a "collective look" at programming by the program people in the Chicago, New York and Hollywood offices of the agency. Burnett's annual billing presently tops the $200 million mark and three-quarters of this is in TV.

"From the standpoint of creative programming, the season ahead is disappointing," the Burnett analysis observed, noting that "if there are any new directions they can't be ascertained from the pilots."

The Burnett group felt, however, that "there is enough new programming on the air to give you a change of pace and new faces. There is so little exciting in the pilots that it is impossible to predict whether any of the new shows will remain on the schedules. None of the new entries demonstrates enough program strength to become runaway hits. If they survive, it will be because of positioning on the schedules, but only if concept and writing are sharpened in subsequent episodes."

The Burnett analysis predicted that "there must be changes in the TV programming structure. There is something radically wrong with any system that permits a 64% to 73% failure on pilots year after year."

The analysis recognized the inherent problems and costs in establishing a completely new scheme of things as well as the limitations on ideas and talent. "We nevertheless urge the consideration of a new way of approaching nighttime television programming," it said.

"As a thought starter we propose putting the emphasis where it belongs—to keep the viewer challenged and watching 52 weeks a year," the report continued. "We believe the networks should consider two separate program seasons each year. This calls for separate program departments, each responsible for a season. They should be so competitive that each tries to outdo the other. If the fall season begins in September, then the spring season begins in March," it explained.

"With all the obvious legal and economic complications," the report said, "let's forget about reruns as we now know them and negotiate for reruns in subsequent fall or spring seasons, interspersed with new product."

Nighttime reruns should occur only when a given episode is outstanding, the Burnett group suggested, while all other reruns should be held for syndication or daytime.

"With two separate programming seasons," the analysis noted, "sets-in-use might be sustained on a considerably higher level all year because the viewer will not be asked to live on a complete diet of reruns."

Program producers "might view this double programming standard as a new opportunity to get their products on the air," the Burnett group suggested. "Talent would get a better shake," they added.

"Each new program would get a fair chance," the report said, "but neither producers, networks nor advertisers would be committed long-range to turkeys. Best of all, we might save television from hara-kiri in glorious color."

Radio series sales . . .

Earl Nightingale Program (Nightingale-Conant): WRAB, Arab, Ala.; KCOO El Centro and KGEM Tulare, both Calif.; KELRN Canal City and KAVV Rockyford, both Colorado; WCTT Corbin, Ky.; WKXK-FM Framingham, Mass.; KAGE Winona, Minn.; KGVO Missoula, Mont.; WNNJ Newark, N. J.; WCHL Chapel Hill, N. C.; WBEX Chillicothe and WPKO Waverly, both Ohio, and WMJ State College, Pa. (Now on 563 stations.)

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): WKTA McKenzie, Tenn.; KEVA Evans ton, Wyo., and WNGA Siler City, N. C.

The Joe Pyne Show (Hartwest Productions): WHN Atlanta, WCLS Columbus and WPAX Thomasville, all Georgia; WAVV Atlanta and WRGB Richmond, both Virginia; WSCR Scranton and WBRE Wilkes-Barre, both Pennsylvania; WCCO Columbia and WFPO Sumer, both South Carolina; WFBL Syracuse, N. Y.; KGNC Amarillo, Tex.; WLOS-FM Asheville, N. C.; WJHO Opelika, Ala.; KWMT Fort Dodge, Iowa, and WMKM Blounts-
The Case for Color

OR: What to say when everybody's thinking black and white and you know the campaign is crying for color.

This has probably happened to you. You've come up with a color campaign for the business press. The ads look great. You paste them in a couple of the business publications you'll use. The color jumps off the page. You dominate the issue. You have that tingle in your gut— you know it's right. Beautiful!

So you present the campaign. There's the first sparkle. And then hesitations and clearing of throats. Something's going wrong. Know what it is? Spoken or not, it's the fear that "Color costs too much."

Only it doesn't. Color usually cuts costs. Because color increases results.

Two-color ads in the business press score 25% higher than black-and-white in readership... cost only 16% more.

Four-color ads have noted scores 77% higher than black-and-white... cost only 60% more. (And since this research was done, ROP four-color costs have been cut substantially.)

Not to mention what color advertising does to and for a sales force... a company image... sales.

So next time you're selling a color campaign, forget the esthetics. Point out that buying it is a sound business decision.

Want more information on "The Case for Color"?
Write Broadcasting for our free pamphlet.
Network image for smaller guys

ABC Radio offers plan in areas ordinarily bypassed in affiliations

A way to acquire a "network image" in programing, particularly in news and special events, has been devised by ABC Radio for stations in markets considered too small for regular network affiliation.

As disclosed last week, ABC Radio's plan—dubbed Program Service Plan—provides stations with the network's full programing service for which stations pay a nominal fee to the network. The stations pay the line costs to the nearest ABC interconnection point.

According to Earl Mullin, vice president in charge of station relations, ABC Radio, two stations, KKICX McCook and KUVR Holdrege, both Nebraska, already have signed for the service.

Stations participating in PSP can delete network commercials in most of the programing and sell the positions to local advertisers.

A station is eligible for PSP participation if it is in a tertiary market—that is, its home-county population does not exceed 50,000—ABC Radio officials explained. A monthly service charge is paid by the station, which for daytimers comes to 20 times the one-minute rate and for fulltime outlets represents 30 times the one-minute rate. Agreements are for two years with an automatic renewal clause as well as a three-month mutual cancellation privilege.

Mr. Mullin said PSP was blueprinted in response to station inquiries as to the possibility of receiving network programing, especially from the point of view of servicing the local community with network-caliber news and network coverage of special events such as space shots, a broadcast by the President or a championship boxing bout (though in cases where ABC pays a rights fee, stations must negotiate separately for the broadcast).

Under PSP, a station has access to virtually the complete network schedule without clearance requirements. The station must arrange payment for the necessary line, loop and connection from the nearest ABC interconnection point or reimburse ABC its out-of-pocket facility costs.

Fed Quantity • Mr. Mullin estimated that PSP would make approximately 16 hours daily of network programing available, helping the station to provide a service to the community.

There are some limitations as to what a station can carry in the way of programing and as to what commercials can be deleted. According to ABC Radio, several shows, among them Bob Considine, Tom Harmon and all commercially sponsored religious programs must be carried intact. Sustaining shows, of course, cannot be offered to local sponsors.

Co-op programs, of which Paul Harvey (Monday-Friday, 12:12:15 p.m. NYT) is a notable example, necessitate an additional program charge in PSP participation.

According to Mr. Mullin and Robert Pauley, president of ABC Radio network, PSP is not designed to boost affiliation totals. The network already claims its commercial signal covers 97% of all radio homes in the country. From their expressed point of view, PSP is meant to provide a public service for the convenience of the local community station in areas otherwise omitted in ABC Radio's commercial programing.

Formats swapped by West Coast stations

KDAY, Santa Monica, Calif., on Aug. 1 will cease programing to the Negro market and switch to all-phone-request music programing, emphasizing standards instead of rock 'n' roll. Larry Buckett, John Tackaberry and Jim Harison, all account executives with KFWR Los Angeles, will take over as general manager, sales manager and program director, respectively, at KDAY.

Moving over to a Negro format on Aug. 1 is XERB Tijuana, Mexico, which will aim its programing primarily at the Los Angeles Negro market. Bob Smith will be general manager of the station and Bob Dore Associates, New York, will be the rep.

Program notes . . .

Animated rock 'n' roll • Krantz Films, New York, has completed the pilot of a half-hour color cartoon series, Flipsides, produced in conjunction with the teenage magazine, Cracked. Production was completed by Air Programs International, Sydney, Australia, and original rock 'n' roll music will be scored in New York. Syndication is through World-Wide Films, New York, of which Steve Krantz also is president.

Benny's hour • Jack Benny will star in an NBC-TV color comedy special on Thursday, Dec. 1 (8:30-9:30 EST).

Movie buy • Screen Gems has licensed a special film package consisting of 281
Hill group calls for radio-TV in House

Joint Committee on Congressional Organization would allow media in hearings as on Senate side

Opening of House of Representative hearings to radio and television moved a step closer to reality last week upon the recommendation of the Joint Committee on the Organization of Congress. It was one of the almost 100 reforms offered by the committee in 18 months of study.

The committee said it proposed no rigid rule requiring or prohibiting the right to broadcast hearings. "Each case," it said, "should be decided on its merits."

Such coverage would not be allowed if "testimony may either bear on national security matters or tend to reflect adversely on the character or reputation of the witness or others," the committee said.

The unanimously approved recommendations, in bill form as the Legislative Reorganization Act of 1966, will be put before the House and Senate this session.

If followed, the committee's thinking on House hearings would be in line with the 1946 reorganization law. At that time Congress sought to impose on itself the duty to hold public hearings. But it was never followed, the committee said, because no distinction was made in "hearings" and other "meetings" of the kind at which legislation is drawn and other business conducted.

Hearings open to radio and TV also means the House would follow a pattern similar to the Senate, where such coverage is allowed in most cases. It would also mean an end to the unwritten law banning live coverage. That doctrine was set down years ago by the late House Speaker Sam Rayburn of Texas and has been continued by the present speaker, John W. McCormack (D-Mass.).

Members of the joint committee are: Senator A. S. Mike Monroney (D-Okla.) and Representative Ray J. Madden (D-Ind.) co-chairmen; Senator Karl Mundt (R-S.D.) and Representative Thomas Curtis (R-Mo.), ranking minority members. Also, Senators Lee Metcalf (D-Mont.), Clifford P. Case (R-N.J.) and J. Caleb Boggs (R-Del.): Representatives: Jack B. Brooks (D-Tex.), Durward G. Hall (R-Mo.) and James C. Cleveland (R-N.H.).

Church sues KWGN TV for dropping services

A Denver church has gone to court to force KWGN-TV there to put its Sunday services back on the air. The Faith Temple Inc. filed a $210,000 suit against the station in district court Wednesday (July 20), claiming it would lose that much over the next 30 years unless the services were telecast.

The Rev. Dick Newman, pastor, said TV services began in September 1965, when the station, then KETO-TV, was owned by J. Elroy McCaw. The telecasts resulted in doubling attendance and church revenues, he said.

The church services have not been carried since March 6, three days after WGN of Colorado Inc. took over the station.

Officials of KWGN-TV said it is station policy not to accept paid religious programs; that time is given free for such programs.

Similar to the practice and policy of WGN-TV Chicago, KWGN-TV airs a one-hour live remote from a different church each Sunday morning. It is unlikely Faith Temple will qualify for free broadcast through the rotation policy since it does not hold regular public church services.

Japanese films slated for Bay Area festival

KTVU(TV) Oakland-San Francisco is planning an experimental person-to-person series in September called The Japanese-American Television Film Festival. The week-long project will include presentation of Japanese documentaries and Bay Area Japanese cul-

motion pictures to WCBS-TV Charleston, W. Va. The deal includes such features as "From Here to Eternity," "On the Waterfront" and "The Solid Gold Cadillac."

Artists' America • NBC-TV will present a one-hour color special depicting the growth of America as seen through the eyes of its artists. The program, The American Image, will show painting and sculpture, colonial through modern.

on display at the Whitney Museum of American Art, New York. Frank De Felitta will be the producer and director of the program, set for early next year.

Spooky show • A new half-hour radio series, A Ghostly Affair, is being offered to stations by LaBrie Associates, New York. The 28-episode series discusses ghosts and the occult from the beginning of time to the present. Frank Waldecker narrates.

Round one • Olympus Television, Sherman Oaks, Calif., will start syndication this fall of weekly, 90-minute boxing matches from Olympic Arena in Los Angeles. The color series is a presentation of KTSL(TV) Los Angeles, which has carried it for more than a year.

Draft talk • An interview with Staff Sgt. Barry Sadler, composer of the Ballad of the Green Berets, by four teen-agers on the subject of the draft was taped and distributed last week to approximately 1,000 radio stations. The interview, recorded and distributed by Ketchum, MacLeod & Grove Inc., New York, was prepared in cooperation with the Selective Service System of New York.

Change of bases • Julio Di Benedetto, vice president of Bob Banner Associates, is moving from New York to Hollywood. Mr. Di Benedetto, who was the producer of Ice Follies special for NBC-TV and the Emmy broadcast for CBS-TV, now will be located at the offices of Banner Associates at Paramount Pictures studios in Hollywood. He will continue to work on specials in addition to developing new television projects for the independent production company.

Lewine's company • Producer-composer Richard Lewine has announced creation of a new TV and feature film production company, Canto Productions, 600 Madison Avenue, New York 10021. The first properties Mr. Lewine has scheduled are ABC Stage 67 specials: "Rodgers & Hart Today" and "Flip Sides."

New 'Divorce Court' • Storer Programs Inc. will produce a new series of Divorce Court programs for syndication. The series, to be produced in color for the first time, will use the facilities of KTSL(TV) Los Angeles.
A 50 KW UHF-TV transmitter that delivers 50 KW's

You get a full 50 KW's of output power on all UHF channels from this General Electric UHF-TV transmitter.

General Electric spent 12 years perfecting the design—four, easily accessible, self-contained modular cubicles with new type Klystron tubes operating at improved efficiency in both visual and aural transmitters.

The vestigial sideband filter (low power) is inserted between 100 watt visual driver and the 50 KW amplifier. The outputs of the visual and aural amplifiers are connected to the slot diplexer with —3.58 MC trap—and the output is then fed right to the antenna.

G.E.'s full line of UHF transmitters is designed to FCC and EIA specifications for color and monochrome operation—all with remote control capability via external landline and/or microwave terminal equipment. Cubicle combinations are available for 15 and 30 and 50 KW, with visual to aural power ratios of 5-to-1 to 10-to-1.

If you'd like to learn more about this complete line of powerful transmitters, call your General Electric broadcasting representative.

He has the full power story.

General Electric Company, Visual Communications Products, 7-315 Electronics Park, Syracuse, N.Y. 13201
AFTRA makes plans for negotiations

The American Federation of Television and Radio Artists gathered in Chicago last week in a national convention dedicated to two principal propositions:

1) Heralding the continuing growth of the union despite the rise in the use of film in television—especially in movies but also for commercials (film being the province of the Screen Actors Guild rather than AFTRA)—and despite the plurality of new problems like television and other technical innovations.

2) Preparing for the industrywide contract negotiations in both radio and television that will get underway this fall. With network and other radio-TV program and contract expiring in mid-November, the detailed give and take of negotiations will have to start in September when AFTRA must present its demands to employers.

AFTRA locals have been preparing their recommendations to the national union for the past several months. Regional influences (Los Angeles, New York, Chicago, Washington etc.) and specific talent categories (announcer, actor, singer etc.) have played strong parts in the proposals.

All of the proposals went under review behind closed convention doors last week in Chicago and the final recommendations of the membership were not expected to be thrashed out until some time Saturday or Sunday. Even then the results were destined to be kept secret until national union officials present them in formal negotiating demands.

Based on convention conversations in part and also the annual report of Donald F. Conaway, AFTRA's national executive secretary, however, the general direction of the deliberations could be discerned. AFTRA this fall will probably seek:

- A national contract for newsmen instead of local and regional pacts as at present. This would cover both "working conditions and fees which will reasonably compensate this large segment of professional talent and which needs the benefit of AFTRA's combined strength."

- An increase in the percentage on gross (now 5%, but perhaps 8% will be sought) which employers pay into AFTRA's pension and welfare plan. The employee pays nothing. Broad changes and increases in the benefits newly instituted by the fund trustees virtually dictate inclusion of this demand in the fall negotiations.

- "Considerable effort to either eliminate or reduce drastically the existing formula on dramatic strip shows" in television.

- "The re-evaluation and new fees to adequately compensate our dancer membership with particular reference to program fee increases and a lessening of included rehearsal hours."

- "Improvements for actors and sports announcers in general working conditions." Maybe higher fees too.

- "Improvements in wild-spot formula in both transcriptions (radio recordings) as well as recorded commercials (TV video tape)."

Staff announcer contracts at the network-owned-and-operated stations also came up for consideration.

There were indications too that AFTRA may seek to work out new formulas for television programs involved in global program situations, including international satellite transmissions as well as foreign origination seen here.

Still another significant possibility: If the operators of community antenna television systems undertake broad origination of program material on their own, AFTRA will go after CATV contracts and it is quite likely that other affected labor unions in the radio and television field would also seek such contracts too.

On Saturday the AFTRA convention was to consider re-election for the usual second year of its present slate of national officers. However, these could be changed depending on the mood of the membership at that time. There was no outward evidence of rump or insurgent groups earlier in the week that might propose new candidates.

This past year's officers have included president, Tyler McVey, Los Angeles freelance actor; treasurer, Travis Johnson, New York freelance singer, and recording secretary, Jack Payne, Omaha sports caster. The vice presidents, in ranking: Gene Rayburn, New York; Arwin Schweig, Chicago; Ernie Winstanley, Detroit; Fred B. Cole, Boston; Art Brown, San Francisco; Jack Costello, New York, and Willard Waterman, Los Angeles-New York.

Another CATV's imports halted
Order against Michigan systems is third time

FCC uses new rule to protect UHF growth in top markets

The FCC has ordered another CATV to stop importing the signals of distant stations into one of the country's top 100 markets. The order was issued last week on a 4-to-2 vote against Booth American Co., which operates systems in North Muskegon and Muskegon, both Michigan.

The commission said Booth violated the new CATV rule which requires systems to obtain FCC permission in a hearing before carrying signals beyond their grade B contour into any of the top markets. The rule is designed to protect the growth of UHF in the major markets.

Booth's systems carry nine stations, five of them distant ones, into the communities which are part of the Grand Rapids-Kalamazoo market, rated the 38th largest in the country. The CATV's began operating after Feb. 15, the date the rule became effective.

The action was the third of its kind and will be the second to be appealed to the U. S. court of appeals. Buckeye Cablevision Inc., Toledo, Ohio, which was subject to a cease-and-desist order last month, was the first appeal. The second order was against Mission Cable TV Inc. (owner) and Trans-Video Corp. (operator) of a system in San Diego (Broadcasting, June 27).

Counsel for Booth told the commission the CATV would appeal. The action automatically stays the effectiveness of the commission action for 14 days, to afford the CATV time to seek judicial review, and seek a court stay of the order.

New Argument • One new argument the commission faced in the Muskegon case was the CATV's assertion that the agency had been misled into believing prior commission approval of the distant signal would be unnecessary.

This allegation was based on language in the commission's Feb. 15 notice of its intention in the CATV field which stated that the hearing requirement would apply to CATV's proposing to operate within the grade A contour "of all existing television stations in that market."

This was changed in the actual order, released March 8, to make clear that the rule applied to all systems in the grade A contour of any station in the top markets.

But since Muskegon and North Mus-
Save this much space
with General Electric's 30 KW
VHF-TV transmitter

It's 25% smaller than its closest competitor and gives you 5 KW more power. It measures only 144" x 37" x 83".

The 3 self-contained, modular cubicles are easily accessible and air cooled. They're very simple to install and even more economical to operate and maintain.

The uncompromising quality of General Electric VHF transmitters assures optimum performance and makes it possible to attain maximum ERP at 5 to 1 power ratio.

Available in cubicle combinations for 1, 5, 10, 30 and 60 KW with visual to aural power ratios from 5 to 1 to 10 to 1.

G.E.'s full line of VHF transmitters is designed to FCC and EIA specifications for color and monochrome operation—all with remote control capabilities via external landline and/or microwave terminal equipment.

For further information, call your G-E representative. He'll give you the details on how to provide a lot more transmitting power in a lot less space.

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

Visual Communications Products

GENERAL ELECTRIC
Disinterest scuttles
CBS-TV news offer

CBS-TV notified its affiliates last week that their response to its offer to provide regular late-night news feeds had been so skimpy that it was abandoning the idea “for the present, at least” (CLOSED CIRCUIT, July 11).

In response to requests from some affiliates, the network had devised four alternative formats for furnishing three-and-a-half minutes of late news each night for inclusion in affiliates’ local news wrapups. CBS said it was willing to provide the feeds at out-of-pocket cost, which would range from about $325,000 to $701,000 a year depending on the complexity of the format, and asked the affiliates to indicate their preferences (BROADCASTING, May 9).

Even with a second mailing, CBS got back only 78 replies.

Mr. Lodge

Frankly the overall affiliate response was far less enthusiastic than would be anticipated from statements by station managers who had urged us to explore the question,” William B. Lodge, vice president for affiliate relations and engineering, said last week in a letter notifying affiliates of the results.

Of the 78 who responded, he said only 31 indicated interest in any of the plans, and the plan with widest acceptance was liked by only 13 of the network’s 192 primary affiliates.

Although shelving the idea of a regular late-evening news feed, Mr. Lodge said, CBS-TV will “continue to cover the occasional big stories in the post-11 p.m. period as we have done in the past,” and beginning in mid-September will start feeding its regular 5 p.m. service to Electronic News Recording Service subscribers in color in all portions for which color film or tape is available.

Justice backs TV on music-cost point

The Justice Department last week put its support behind television stations in their claim that the original costs of movie music should be taken into consideration in setting TV license fees of the American Society of Composers, Authors and Publishers.

The stations, through the All-Industry Television Stations Music License Committee, contend that the bulk of the music they play locally is sound-track music that has little or no commercial value, is sold to other users at low competitive prices and that the movie companies, through ASCAP affiliations, get “excessive and exorbitant profits” out of fees charged for use of the music on local TV.

The station committee had wanted to take depositions from two motion picture producers and three music publishers, but Chief Judge Sylvester J. Ryan of the U. S. Southern District Court in New York, where the rate-making case is pending, had ruled that depositions would “unnecessarily” delay the trial and final decision on rates (BROADCASTING, June 27).

The committee then sought to appeal the depositions question, and it was at that point that the Justice Department intervened because ASCAP operates under an antitrust consent decree—went to its support.

John L. Wilson, Justice Department attorney, told the court he had no idea whether it might be shown that music publishers get exorbitant profits, but that “if such evidence were developed, it would seem to be relevant” to the question of ASCAP’s rates for TV stations.

“The almost absolute necessity for television broadcasters to use ASCAP music gives ASCAP and its members the ability to exact near-monopoly profits in the absence of court regulation,” Mr. Wilson said. “Profit levels seem relevant just as they are in judging the reasonableness of utility rates, air fares and shipping charges.”

Claims Relevancy — He said the Justice Department also maintains that “proof of cost of creating music which is a substantial portion of the ASCAP catalog used by applicants is highly relevant to the determination of a reasonable fee” for local TV use of ASCAP music. “Likewise,” he continued, “the price at which performance rights for such background music are sold for use by others than television stations where there is competition among suppliers and individual bargaining seems highly relevant.”

Mr. Wilson noted that the Justice Department has generally remained aloof from the current rate proceedings, but said it was deviating from this policy “because an important issue is before the court. For the first time the issues have been clearly defined and narrowed by counsel.”

The court should either certify these questions for appeal to a higher court or grant the committee’s alternative motion for reconsideration, Mr. Wilson maintained, because otherwise the final decision on rates is apt to be substantially delayed.

Because the case “directly affects more than 350 television stations and 10,000 ASCAP members as well as indirectly affecting thousands of other music users,” Mr. Wilson said, “we believe there is a substantial public issue here involved.”

He made clear that the Justice Department’s participation in the case should in no way be taken to indicate a new approach to the reasonableness or unreasonableness of the fees demanded by ASCAP.” The society has offered to renew for five years its present TV-station music licenses, which yield ASCAP more than $10 million a year, but the committee contends the rates should be reduced substantially.
Try
to tell a kid
there is no Hercules.
Just you try.

Hercules is as real as ice cream. He's an integral part of a kid's world. He's the fearless fighting hero every little boy hopes to be—and every little girl adores. When "THE MIGHTY HERCULES" comes striding across the screen, conquering the Minotaur or Cyclops or fiery Hydra, his loyal believers follow every thrilling move with breathless excitement. You can bet your biceps there is a Hercules!

Actually, you don't have to bet. Just look at the remarkable record. Wherever "Herc" is, that's where the kids are. With that kind of proven viewer loyalty, would you try to tell a kid you have no Hercules?

Call, wire or write before millions of kids storm your station!

TRANS-LUX
TELEVISION CORPORATION

© MCMXIII Trans-Lux Television Corporation
"THE MIGHTY HERCULES" 130 Action Cartoons.
5½ minutes each. Color or B/W.
**New vistas for UA via merger?**

Expansion possibilities seen in move regarded as offset to traditional Wall Street wariness about film stocks

The proposed merger of United Artists Corp., a motion picture-TV distributor, into Consolidated Foods Corp., Chicago, a diversified food company, was announced by the two organizations last week. The move would be achieved by an exchange of stock valued at more than $140 million.

Under the plan, United Artists would be an autonomous, wholly owned subsidiary of Consolidated Foods. The merger has been approved by directors of both companies and is subject to audit, a favorable tax ruling and the consent of shareholders of UA and Consolidated.

United Artists Broadcasting is permittee of KUAH-TV Houston and channel 43 Lorain, Ohio.

According to "an agreement reached in principle," Consolidated Foods would exchange its common shares, valued at $48.875 each for purposes of the transaction, for United Artists common shares valued at $33 each. On that basis each UA share would be exchanged for slightly less than 7/10ths of one Consolidated share. UA has about 4,200,000 shares outstanding, requiring Consolidated to issue about 2,950,000 shares.

Nathan Cummings, board chairman of Consolidated, said the merger would create a company with annual sales of more than $1 billion and net income topping $3 per common share.

For the year ended June 30, 1965, Consolidated earned $18,396,616 or $2.11 per share on sales of approximately $790 million. (Figures for the year ended June 30, 1966 will be released in late August.) United Artists in 1965 earned $12,843,000, or $3.05 a share on revenue of $195 million.

**Revised Stature?** Though no reason was given by UA for its willingness to consolidate, it is believed that company officials have felt that its stock has been undervalued in relation to its earning performance in recent years. This was said to stem from Wall Street's traditional view of film stocks as highly speculative. For this reason, UA has not been able to expand inside the entertainment field.

UA is a financier-distributor of major motion pictures and is a distributor-producer of TV series and features to stations and the networks. It does not own studios. Consolidated Foods' brand names include Sara Lee, Monarch, Shasta, Chicken Delight, United Sugar, Richelieu and Popsicle.

UA is the second major film company in recent weeks to move toward a merger with a company outside the entertainment sphere. On June 30 announcement was made of a plan to consolidate Paramount Pictures Corp. with Gulf and Western Industries Inc., a diversified industrial concern (Broadcasting, July 4).

"We believe the merger with United Artists is the most important diversification step made by our company since its founding 27 years ago," Mr. Cummings said last week. "United Artists is the largest and most profitable motion picture company in the world," he said, "as well as an important factor in television, records and music publishing." Mr. Cummings explained that the merger "represents a new dimension of growth for Consolidated by providing a major entry into the broad and rapidly expanding field of entertainment and mass communication. UA has an outstanding management team in depth and affords a sound and attractive base for further expansion in areas not previously open to Consolidated."

**Selling Paramount Holdings** Mr. Cummings is divesting himself of stock in Paramount Pictures. A multimillionaire business investor in his own right apart from his Consolidated Foods interests, he is known as a colorful personality and collects original Picassos and other art work for his Chicago office. Among his homes, he also lists the Waldorf Towers of the Waldorf Astoria in New York.

Mr. Howlett, president and chief operating officer of Consolidated Foods since 1962, is a former executive of Carl Byoir & Associates and is well informed on the mass media.

"We are convinced that the motion picture industry is on the threshold of a long period of resurgent growth," Mr. Howlett said, noting that UA "because of its method of operation stands in a unique position to benefit from this opportunity. In addition, we feel their profits will be enhanced substantially in the years ahead by the rising value of feature film for television, since United Artists for several years has been the unquestioned leader in a number of successful features released."

Although Consolidated Foods officials would not comment specifically about possible plans to acquire other mass media holdings, particularly broadcast station properties, such development was not totally ruled out. As one executive expressed it, the company will consider carefully each new investment opportunity as it comes along.

Consolidated Foods' method of operation is considered unusual by many in business circles since the company gives so much autonomy to its corporate divisions, acting more like an intracorporate "central bank" and expecting in return chiefly that each division show growth. Sara Lee and Shasta, for example, have both demonstrated exceptional growth since acquisition.

Consolidated Foods also is known for its ability to negotiate quickly for promising properties and is structured to give firm yes or no answers within 24 hours. The deal to buy Sara Lee was made within 15 minutes after initial proposition.

Robert Benjamin is board chairman and Arthur B. Krim is president of United Artists. They are attorneys. They acquired control of UA early in 1951 and have guided it to a profitable operation.

**Gross down but net up at Desilu Productions**

Desilu Productions Inc., Hollywood, reported gains in net income and earnings per share for the year ended April 30 although gross revenue was down for the year.

President Lucille Ball said that Desilu had concluded "highly favorable" agreements for continuation of The Lucy Show with CBS-TV. The agreement features an option provision on reruns which allows the network to license the reruns while permitting Desilu to negotiate elsewhere for higher revenue on the entire package if it wishes. However, CBS-TV may acquire the right to license the reruns by paying Desilu 10% more than the amount offered by another company.

The firm will have three series on the networks next fall. In addition to
The Lucy Show, it will have two one-hour series: Mission: Impossible on CBS-TV and Star Trek on NBC-TV.

Lucy is now shown in 48 countries and Miss Ball noted that syndication of the two new series was proceeding at an “encouraging” rate. There are also two Lucille Ball specials scheduled for next season.

Desilu also derives income from other production companies that use its facilities and services. Series using the facilities of Desilu include The Andy Griffith Show, Batman, Gomer Pyle, The Green Hornet, Hogan’s Heroes, and I Spy.

The company’s board of directors had declared a 5% stock dividend on common stock and class B common stock payable July 19 to holders of record June 17.

For the year ended April 30:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.70</td>
<td>$0.38</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>18,797,502</td>
<td>18,997,163</td>
</tr>
<tr>
<td>Net income</td>
<td>$20,094*</td>
<td>455,710</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>1,100,325</td>
<td>1,180,518</td>
</tr>
</tbody>
</table>

*Includes $96,400 for a nonrecurring reserve to income.

ABC chalks up record first half

ABC, awaiting FCC approval of its merger with ITT, last week reported six-month earnings at their highest level in the company’s history, 11% above last year’s first half.

ABC President Leonard H. Goldenson said broadcasting properties as well as theaters had contributed to improved earnings. He also noted the company’s record division had shown substantial improvement. ABC does not report its gross sales on a quarterly basis.

Operating earnings for the second quarter were ahead of last year’s second period by 16%.

During the second quarter ABC divested its holding in Visual Electronics Corp., an undisclosed amount of preferred stock.

Six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share (from operations)</td>
<td>$1.82</td>
<td>$1.66</td>
</tr>
<tr>
<td>Earnings per share (net)</td>
<td>1.89</td>
<td>1.74</td>
</tr>
<tr>
<td>Pre-tax operating earnings</td>
<td>15,011,000</td>
<td>14,415,000</td>
</tr>
<tr>
<td>Operating earnings</td>
<td>8,511,000</td>
<td>7,685,000</td>
</tr>
<tr>
<td>Capital and nonrecurring gains, after tax</td>
<td>342,000</td>
<td>386,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>8,853,000</td>
<td>8,051,000</td>
</tr>
</tbody>
</table>

CBS gets Creative Playthings

CBS last week completed its acquisition of Creative Playthings, Princeton, N. J., for stock worth an estimated $16.7 million at current market prices.

The plan to acquire the supplier of educational systems was first announced in March (Broadcasting, March 7). Terms of the deal called for CBS to exchange 0.52 share of its stock for each of the some 451,000 outstanding shares of Creative Playthings.

CBS recently announced its establishment of an educational services division for the purpose of entering the field of educational systems and materials on a broad scale.

Publishing arm helps swell Cox earnings

A substantial contribution by a publisher acquired in January by Cox Broadcasting Corp., Atlanta, was a major reason for the favorable first-half results of the broadcasting organization, according to J. Leonard Reinsch, president. Net income was up 26% and operating revenues rose 24% for the six months ended June 30. Mr. Reinsch said United Technical Publications, in which Cox has a controlling interest, accounted for more than half of the gain in the firm’s total operating revenue for the period. United Technical Publications, with headquarters in Garden City, N.Y., publishes magazines, catalogues and loose-leaf services for the electronics, medical-electronics and office-equipment fields.

Mr. Reinsch also said that national-spot television sales had showed a significant increase in the second quarter, mainly in the major markets. He also reported strong gains in radio advertising revenues in the second quarter.

Cox owns five TV and four AM and FM stations in Atlanta, Dayton (Ohio), Charlotte (N. C.), Miami, San Francisco and Pittsburgh. The firm also operates CATV systems in five states and is also 50% owner of Kaiser-Cox Corp., Phoenix, a CATV equipment manufacturer.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.82</td>
<td>$1.66</td>
</tr>
<tr>
<td>Operating revenues</td>
<td>18,068,424</td>
<td>14,527,663</td>
</tr>
<tr>
<td>Net income</td>
<td>2,700,531</td>
<td>2,149,216</td>
</tr>
</tbody>
</table>

H&B sets third dividend

H&B American Corp., Beverly Hills, Calif., announced its third consecutive dividend last week. Semiannual dividend of 12½ cents a share is payable Sept. 1 to stockholders of record Aug. 10.

H&B American is the parent of H&B Communications Corp., one of the nation’s largest CATV complexes. It serves 87,000 customers through 27 systems in 44 different communities.

Harold R. Sugarman, president of H&B, reported that franchises recently have been won in Cape May and Lower Township, both New Jersey, and that a new CATV system in Santa Maria, Calif., will start service Oct. 1, with over 2,000 customers already signed.
Financial reports...

- Directors of Singer Co., New York, last week approved the purchase of the business and net assets of Packard Bell Electronics Corp., Los Angeles, for about $44 million in cash. Packard Bell directors approved the transaction on July 6. Packard Bell stockholders, who would receive $28.125 for their stock, are scheduled to vote on the acquisition at a special meeting in August.
- Taft Broadcasting Co., Cincinnati, has raised its quarterly dividend to 15 cents a share from 12½ cents, payable Sept. 14 to stockholders of record Aug. 15. Hubert Taft Jr., chairman and chief executive officer, said net earnings for the first fiscal quarter ended June 30, were up 17.5% over the same period last year, and that revenues were substantially ahead of the previous fiscal quarter. Lawrence H. Rogers, Taft president, said all its broadcasting divisions had shown operating gains during the quarter.

Memorex net up 131%

Net income for the six months ended June 30 at Memorex Corp., Santa Clara, Calif., represented a 131% increase over the corresponding figure a year earlier. Net sales for the manufacturer of precision magnetic tape were up 82% over the previous year.

For the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Sales</th>
<th>Income before federal and foreign income taxes</th>
<th>Net income</th>
<th>Average shares outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1966</td>
<td>$1.21</td>
<td>$10,082,000</td>
<td>$2,301,000</td>
<td>$2,109,000</td>
<td>1,005,000</td>
</tr>
<tr>
<td>1965</td>
<td>$8.94</td>
<td>$9,816,000</td>
<td>$2,109,000</td>
<td>$2,098,000</td>
<td>1,005,000</td>
</tr>
</tbody>
</table>

FC&B earnings up 3%

Foote, Cone & Belding last week reported first-half billings up 16% and per-share earnings ahead by 3%.

Robert F. Carney, chairman, indicated earnings had not kept pace with billing improvement due to heavy initial expenses involved in preparation of advertising for new clients and new products.

FC&B declared a regular quarterly dividend of 17½% cents a share on common stock payable to stockholders of record Aug. 19 on Sept. 9.

Six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Gross billings</th>
<th>Commissions and fees</th>
<th>Net income</th>
<th>Shares outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1966</td>
<td>$0.63</td>
<td>$125,088,000</td>
<td>$18,678,000</td>
<td>$1,371,000</td>
<td>2,170,100</td>
</tr>
<tr>
<td>1965</td>
<td>$0.61</td>
<td>$107,903,000</td>
<td>$16,168,000</td>
<td>$1,242,000</td>
<td>2,183,928</td>
</tr>
</tbody>
</table>

FANFARE

A flying promotion

Twenty-four San Francisco advertising-agency executives were guests of WDFM Walnut Creek, Calif., on a “Shangri-La” helicopter flight as part of a promotion campaign to stimulate interest in Contra Costa county. Chris Christensen, WDFM general manager, gave a market presentation as the helicopter passed over the county.

Drumbeats...

TV first • WCKT-TV Miami is the first U. S. recipient of a $1,000 annual award for the best news interview program for 1965-66. The award, presented by The Scripps-Howard Foundation, was for the Face to Face series in which WCKT’s Wayne Farris interviewed Dr. Martin Luther King.

Food for thought • A wheelbarrow heaped with peanut butter weighing 104½ pounds in bulk form was whisked up to the front door of WGBH-TV Boston as one contribution to the station’s annual auction. This oddity was the gift of the Leavitt Corp., Everett, Mass., one of the nation’s largest salted nut foods processors, in response to WGBH-TV’s plea for greater business participation in educational television. Worth approximately $100 retail, the Batman peanut butter was auctioned off to nine bidders to the tune of $91.78. The auction brought in $132,000.

Art presentation • Outstanding oil reproductions of some of the world’s finest works of art will be offered as incentives to advertising agency personnel as part of a Los Angeles TV station’s 1966 sales presentation campaign. KHJ-TV will offer agency people who attend its new season presentations an opportunity to select paintings from its art collection. “The Innovators,” theme of the 1966 presentation, will be given in Chicago on July 25-27, in Minneapolis on July 28, in New York on July 29 and Aug. 1-3, in San Francisco on Aug. 9 and in Los Angeles on Aug. 10.

Color primer • KSTP-TV St. Paul-Minneapolis is distributing a 16-page brochure on the techniques of using color for all broadcast purposes. The pamphlet is directed toward the “hows” and “whys” of color usage. KSTP-TV has distributed 1,500 brochures to clients, agencies and station executives.

WGH’s ‘Tiger Platoon’ is off to basic

Culminating a three-month recruiting drive promoted by WGH Newport News, Va., 50 volunteers from the Tidewater area were sworn into the Army on July 5.

The 50 men, named the WGH Tigers, have been guaranteed technical training of their choice and given assurance that their unit will remain intact throughout training.

The station promotion was supported by area businessmen and drew commendation from Pentagon officials.

During the induction, Senator Harry F. Byrd Jr. (D-Va.); Eldon James, Hampton, Va., national American Legion commander, and Staff Sergeant Barry A. Sadler, one of the Green Berets, spoke.

At the ceremonies were (1-1): Ambert Dail, general manager, wgh; James C. Rasmussen, first Tiger recruit; Sgt. Robert Bassett, Newport News Army recruiting; Major Robert Gatti, Army recruiting in Virginia.
PUZZLED OVER PORTLAND?

here's the answer to your Oregon TV buy!

KOIN-TV guarantees to reach more viewers during the total day from sign-on to sign-off than on any other Portland TV station.

in Portland, KOIN-TV means business!

*Check any ARB or NSI report, subject to qualifications described in such reports.

KOIN TV
CHANNEL 6 PORTLAND, OREGON

One of America's Great Influence Stations • Represented Nationally by Harrington, Righter & Parsons, Inc.
No hearing on ABC-ITT merger

FCC votes to ask a few questions in writing; Bartley, joined by Cox, issues strong dissent.

Does last week's action telegraph final vote?

An FCC majority of four last week beat down an attempt to subject the proposed merger of ABC and ITT to a public hearing. Two commissioners took strong objection to the majority's vote. The seventh and newest member abstained.

Instead of a hearing, the majority opted for a revised version of a staff recommendation that more information be sought in written form. To the chief executives of both companies the commission sent letters asking for amplification of a few statements made in the merger application.

Commissioner Robert T. Bartley, joined by Commissioner Kenneth A. Cox, wrote a six-page, single-spaced dissent. The vigor of Mr. Bartley's language was such as to suggest that the positions taken last week might be a preview of the final vote on the ABC-ITT merger. Whether Commissioner Nicholas Johnson, the abstainer last week, will vote on the final consideration was not known.

Commissioner Bartley has been concerned over the possibility of a conflict of interest resulting from the merger of a major broadcasting network with a conglomerate company which he feels would dominate it and which has important business dealings with the U.S. and foreign governments and with major enterprises throughout the western world. He feels the network might be used to further the commercial interests of ITT.

The dissents were not regarded as signaling any serious problem for the companies in their proposed merger. But the commission's decision to ask for additional information, all but eliminates any remaining hope the companies might have that the commission would approve their union before Aug. 1, an early target date.

Questions for ITT - The commission, in its letter to H. S. Geneen, president of ITT, reflected some of the concern expressed by Commissioner Bartley concerning the possibility of conflict of interest. It asks him to make to the commission representations that ITT has made to ABC—namely that the network will be treated as a substantially autonomous operation.

The commission refers specifically to this passage from a letter Mr. Geneen sent to Leonard Goldenson, president of ABC: "The broadcasting operations of ABC will be kept separate from other ITT operations and the operations of ABC as a licensee will be performed unaffected by commercial or other similar interests of ITT." Mr. Geneen is also asked the extent to which such statements represent promises of performance by which ITT will be bound.

The commission, in addition, asks Mr. Geneen how ITT will provide the financial support to enable ABC to expand its programing service. ITT's ability to provide such support was cited by the applicants as one of the reasons for the merger. The commission wants to know whether the financial backing has been approved by the ITT board of directors and if further approval is required.

The commission asks Mr. Goldenson to explain in detail "the manner in which the financial resources of ITT will enable ABC to improve its program services and thereby better to serve the public interest."

What More - But neither Commissioners Bartley nor Cox believes these questions go anywhere near far enough in view of the magnitude and novelty of the proposed merger. The new corporation would be a $2.5 billion entity with holdings in worldwide communications and electronics manufacturing, auto rentals, consumer finance and life insurance and airport parking, as well as broadcasting.

Commissioner Bartley said the commission should not act until it had the information necessary for an informed judgment on the "probably far-reaching political, social and economic consequences for the public interest of the increasing control of broadcast facilities and broadcast services by large conglomerate corporations. . ." He said the necessary record might be compiled either in an open proceeding, in which the public could participate, or in an evidentiary hearing on the applications.

Commissioner Bartley said that "reasonable doubts" concerning the potential of "intra-corporate conflict of interest" which might prevent a licensee from discharging its public interest responsibility "must be resolved" before the commission can make a decision on the applications.

And Commissioner Bartley made clear his doubts are not resolved. He noted that ABC would account for only 13% of the profits of the merged corporation and that ITT—an expanding conglomerate giant—now makes more than half of its money overseas and that much of its domestic sales and profits stem from the manufacture of telecommunications and electronic equipment related to U.S. space and defense programs.

These facts, he said bring into "focus the apprehension I feel that in case of a conflict of interest the 13% broadcasting tail will not be permitted—or perhaps from the point of view of the responsibility of ITT's management to
He wants to know before he'll go

The FCC's newest and youngest (he's 31) commissioner, Nicholas Johnson, doesn't expect to plunge into the commission decision-making process in the immediate future. But when he does, he intends to have an informed judgment, backed by study.

"They won't let a girl teach elementary school until she's been trained for the job," he said last week. "I don't think I ought to participate unless I know something about this job."

And he has some controversial issues awaiting his participation. One involves the commission's case-by-case policing of "overcommercialization" by stations. The commission, with Commissioner Johnson not participating, deferred final action on four of those cases after splitting 3-to-3 on them three weeks ago (BROADCASTING, July 11).

Commissioner Johnson, who joined the commission on July 1, has yet to participate in a commission action. But he is acquiring—and is beginning to read through—a list of books on all phases of the communications industry (former FCC Chairman Newton N. Minow's Equal Time is on the list).

Commissioner Johnson, a lawyer who taught law at the University of California, is also reading court decisions on commission actions. He tries to keep up with the mountain of paper—orders, actions, news releases—the commission puts out daily. And he picks the brains of representatives of industry groups and communications companies who call on him. Some have suggested books and other reading material that are on his list.

He even took advantage of a week's vacation in his home state of Iowa two weeks ago, made in connection with a long-promised visit to the University of Iowa, to fill in the many chinks in his knowledge of the industry he has been appointed to help regulate. He met with representatives of broadcast stations in the Cedar Rapids area and "listened."

He also toured the Collins Radio manufacturing plant in Cedar Rapids. And while at the university, in Iowa City, his home town, he talked to officials about educational television and the uses to which they are putting it.

His admitted lack of knowledge of the communications industry isn't the only factor holding him back from participating in commission actions. He has yet to select a staff—legal and engineering assistants, particularly. And his office, formerly occupied by former Chairman E. William Henry, is something of a shambles. It's been stripped of much of its furniture, and empty cartons are strewn about.

But one advantage he feels he has in his effort to catch up is that he is not responsible for administration, as he was at the Maritime Administration, which he headed for almost 28 months before being tapped for the FCC. As only one member of a seven-man commission, he feels he will have the time he needs for study.

However, some veteran commission members might not agree he has won as much as he lost in the change in jobs. And after he has been through some debates with his colleagues on controversial issues he may miss the days when he was an agency's number one administrator—and there was no number two.

Its stockholders, cannot be permitted—to wag the 87% nonbroadcasting dog."

Tail Won't Wag = "The 13% ITT as an electronic journalist and cultural agent," he added, "might be under the temptation to favor or protect individuals or governments whom the 87% ITT might desire or require as customers."

He said such favoritism might be shown—not through deliberate falsehoods or distortions of fact—but through the selection of subject matter and the scheduling of material "in the interest of corporate advantage and harmony, a more subtle but yet effective means of opinion manipulation and image making."

He stressed the point that the commission "is not dealing with a single station in a single community, but with a whole complex of broadcast facilities—including a television network which reaches, and permeates the thought of, the entire country."

Newcomer Johnson lots of homework

Commissioner Cox, in his statement, said the merger presents the commission with probably the most important transfer application in the FCC's history. He said that while he has "the highest regard for the principals of both parties involved," he feels that "the issues posed by this proposal are so significant and far reaching" that the commission should hold a hearing on them.

The commission in another action affecting ABC last week removed from hearing status the applications of Hubbard Broadcasting Inc. and ABC for the 770 kc frequency on which the network's WABC New York is now operating. Hubbard, licensee of KCOS Albuquerque, N. M., filed its competing application in connection with its longstanding dispute with ABC over use of the 770 kc frequency.

The commission said it agrees with the parties that issues raised by the court of appeals in a decision involving the dispute "can most appropriately be resolved at this juncture through rulemaking rather than adjudication." It added that a decision on the rulemaking alternatives suggested by the parties will be specified in a later order. Meanwhile, the KOB-WABC applications are being held in abeyance.

Hubbard has petitioned the commission to deny or defer transfer of WABC's license until the contest over 770 kc in New York is decided. However, FCC officials said the action last week has no bearing on the merger.

Buys Milwaukee building

WKY Television System's new UHF independent in Milwaukee, wvTV(TV), has purchased a building at 4041 North 35th Street there for $400,000 to be converted by fall into a modern broadcast facility, it has been announced by John M. Haberl, wvTV's manager.
Out of the starting gate

FCC orders first hearing on a broadcaster’s complaint against a CATV

The FCC cranked up its new CATV-regulating machinery last week and ordered its first hearing on the complaint of a broadcaster claiming the normal protection afforded by the rules is insufficient.

The commission ordered the hearing on a petition for relief filed by KFMB-TV San Diego, in connection with San Diego market CATV’s that are importing signals from Los Angeles (CLOSED CIRCUIT, July 18).

At the same time the commission ordered three of four CATV’s involved in the proceeding to curb expansion of their operations pending the conclusion of the hearing. This order, however, is to be contested in court.

The commission vote was 4 to 2, with Chairman Rosel H. Hyde and Commissioners Kenneth A. Cox, James J. Wadsworth and Robert E. Lee in the majority, and Commissioners Robert T. Bartley and Lee Loewinger dissenting. Commissioner Nicholas Johnson did not participate.

The systems involved are Mission Cable TV Inc. and Pacific Video Cable Co., both of El Cajon, a San Diego suburb, Southwestern Cable Co. of San Diego, and Rancho Bernardo Antenna Systems Inc., of La Jolla.

Major Issues • A key issue in the hearing is whether any limits should be placed on the CATV’s future importation of signals from Los Angeles. This would result in an order directing the CATV’s to stop carrying those signals. Another major issue is whether the systems should be barred from expanding their operations.

The hearing itself is designed to provide a detailed picture of the CATV operations in San Diego and their impact on present and potential television service, particularly UHF.

The systems were operating before Feb. 15, the effective date of the rule requiring CATV’s to seek commission permission in a hearing before importing signals beyond their grade B contour into any of the top-100 markets. San Diego is ranked 54th.

But the commission acted under a regulation authorizing it to adopt “additional or different requirements” when a broadcaster makes a strong showing of need. KFMB-TV had argued that it and four other San Diego stations had been adversely affected by the CATV operations and that the systems were rapidly expanding their operations.

Mission Cable and Pacific Video, which are owned by Trans-Video Corp., have more than 20,000 subscribers; Southwestern, more than 2,000.

Signal Strength • There is also some dispute as to whether all of the CATV’s are operating in communities outside the grade B contours of the six-to-nine Los Angeles stations, whether any carry signals. And a precise answer will be sought in the hearing. The hearing also will seek to answer the question as to the size of the systems as of Feb. 15, March 17 (the first day the commission could begin enforcing the distant-signal rule), and the date of the order.

Under the interim relief given KFMB-TV, Mission, Pacific Video and Southwestern would be barred from relaying the Los Angeles signals into areas that weren’t being served by the systems on Feb. 15. However, the Los Angeles service may be provided new subscribers in the pre-Feb. 15 areas.

In addition, the system may continue existing service to customers who are on the cable or who had ordered service as of the date of the commission order. And they may expand their operations into new areas—but provide only the signals of the San Diego stations.

Representatives of Mission and Pacific said they would appeal the order. As a result, the order will be stayed for 10 days to enable them to file notice of appeal in the U. S. court of appeals and ask the court to stay the commission order.

Rancho Bernardo wasn’t involved in the order for interim relief since it represents a special case—a CATV that is connected to a real-estate development and adds new subscribers only as the homes are built. Another CATV Poway Cable TV, of Poway, had also been named in KFMB-TV’s original petition. But proceedings against that system were dropped when it reached an agreement with the station.

The hearing on permanent relief will go into a number of the questions that have frequently been raised in connection with the controversy over CATV. What, for instance, are the CATV plans, if any, for converting to pay-television operations?

What is the present penetration of CATV service in the market, and what is the potential for such penetration under conditions of “unlimited expansion”? What is the effect on television audiences of present CATV penetration of potential penetration under conditions of unlimited expansion of CATV service?

And what is the effect of existing CATV operations on the television service provided by San Diego stations, particularly “existing, proposed and potential UHF” stations? What would be the effect of unlimited expansion of CATV service?

KPOL buy brings Capital up to limit

Capital Cities Broadcasting Corp. last week received FCC approval to buy KPOL-AM-FM Los Angeles, and thus reaches its full quota of seven standard radio stations. The Los Angeles stations are being bought from Coast Radio Broadcasting Corp. for $7.8 million.

The sale of KPOL-TV to a group of Coast Television Inc. stockholders, including Frederick Custer, general manager of all three stations and Robertson Scott, program director, for $400,000 was approved by the FCC last month (BROADCASTING, June 27).

Hugh R. Murchison Sr. is president and principal stockholder of Coast Radio, which owns 90% of Coast Television.

Actually, Capital Cities Broadcasting is buying 100% of the stock of Coast Radio for $8.2 million. The return of $400,000 from the sale of KPOL-TV brings the price of the radio stations down to $7.8 million.

Capital Cities announced that it was borrowing $6 million at 6% to help pay for the purchase.


KPOL, founded in 1952, operates full-time on 1540 kc with 50 kw days and 10 kw nights. KPOL-FM, which began operating in 1957, is on 93.9 mc with 100 kw.

NAB wants more time

The National Association of Broadcasters wants more time to comment on the FCC’s proposed rulemaking that would authorize nationwide pay television. The association last week asked the commission for a four-month extension of the Sept. 1 deadline. Technical specifications on pay-TV systems are due by July 25. The NAB feels that the present deadline does not give interested parties enough time to prepare comments on the technical data.

58 (THE MEDIA)
Who's not riding the price skyrocket?

The electric company people

—the folks at your investor-owned electric light and power companies. While the price of nearly everything else keeps rising, they work hard to keep the unit price of electric service low. The fact is, today the average American family pays about 15% less per kilowatt-hour than it did 10 years ago!

*Names of sponsoring companies available through this magazine.
WLCM told Aug. 5 revocation stands

Carol Music Inc., licensee of WLCM (FM) Chicago, has lost its battle to stay an FCC order revoking the station’s license. The commission last week denied WLCM’s motion for stay of the order effective Aug. 5.

The FCC revoked the station’s license in 1964 on the grounds that WCLM failed to operate within the terms of its license, misrepresented and concealed facts and violated various technical rules (Broadcasting, Aug. 3, 1964). The station was originally cited for allegedly airing gambling information used by bookies, but this issue was not decided in the commission’s final decision.

By separate order, the commission denied WCLM’s petition for reconsideration and its motion to stay the effective date of a commission action last June 16 which deleted FM channel 270 from Chicago and assigned it to Skokie, Ill. WCLM is currently operating on channel 270 in Chicago.

In response to the commission’s denial of the motion for stay of the revocation order, WCLM announced last week that it has filed an appeal for a hearing with the U. S. Court of Appeals in Washington.

FCC jumps the gun on FOI compliance

The FCC announced last week that it will immediately comply with the Freedom of Information Law, signed by President Johnson on July 4, rather than wait until the effective date of the law in July 1967.

Immediate steps to implement the law and bring commission practice into compliance will be supervised by Chairman Rosel H. Hyde, the FCC said.

The FOI law grants any person the right of access to official records of the federal government, with certain exceptions, and provides for judicial review of the refusal to grant such access. Any person refused such a request will be able to seek remedy in the courts, and the burden of proof will be on the government agency or official denying the request (Broadcasting, June 27).

The new law lists nine categories of federal documents that may be withheld from public inspection to protect the national security or to permit effective operation.

Chairman Hyde has noted that the commission began publishing all orders, opinions and documents of significance in July 1965, and that within recent months the FCC has started preparing an index for all reported commission decisions. Such measures are among those that are required by the new law. In addition, the FCC says, a review of practices and documents will be made to ensure that records are available to the public “except those which are specifically privileged to be withheld.”

Examiner wants 1-year renewal for WPTR

An FCC examiner last week recommended that the license of WPTR Albany, N. Y., be renewed for one year.

Hearing Examiner Sol Schildhause found the Patroon Broadcasting Co., licensee of WPTR, qualified for a regular three-year renewal despite a criminal contempt conviction of its principals and previous commission charges of illegal transfer of control and poor licensee qualifications. Mr. Schildhause decided, however, on a one-year renewal period because Schine Enterprises, which has the controlling interest in WPTR, has an application pending to sell the station to Realty Equities Corp. (Broadcasting, Sept. 6, 1965).

According to the examiner, the one-year renewal period will enable the commission to act on Schine’s application at an appropriate time.

In July 1965, the commission designated Schine’s renewal application for hearing to determine whether antitrust violations by the company and its principals reflected adversely on their qualifications as licensees and whether an unauthorized transfer of control of the station had occurred (Broadcasting, July 5, 1965).

The renewal hearing developed into a contest between the commission’s Broadcast Bureau and the applicant with Mr. Schildhause acting as judge. Both contending parties seemed to agree, Mr. Schildhause said, that the charge of an unauthorized transfer of control resulting from the rearrangement of Schine interests in 1960 was now of little significance. A technical transfer of control did occur, according to the examiner, but the transaction was part of a complex reorganization of Schine family corporations and did not diminish the actual control that had previously been exercised by J. Myer Schine.

Schine involvement in several movie antitrust cases, dating back 25 years, was also given little emphasis by the two contestants, Mr. Schildhause said, because of the remoteness of the misconduct.

The key factor in the Broadcast Bureau’s case for denial of the renewal application, according to the examiner, was the criminal contempt conviction against the application. The Schines were convicted in 1957 for violating the terms of a consent decree entered in the movie antitrust cases of the late 1940’s. According to Mr. Schildhause, the Broadcast Bureau’s view of this conviction as the “critical episode” in the case for denial “seems overdrawn considering that the misconduct was not in the broadcast field, that in the 10 years of station operation since the contempt judgment there has been no sign that there are broadcast risks to be specially concerned about in the inferences to be drawn from the conviction, and that the case for renewal is at least as presentable here as it was in Westinghouse and in General Electric.”

In announcing his decision for a one-year renewal of WPTR’s license, Mr. Schildhause said that “considering in particular the unbroken record of unblemished broadcast performance over the years since the relevant misconduct, the public risk involved in entrusting Patroon with a regular authorization for continuing station operation is slight. . .”

WGWR faces license revocation threat

Asheboro Broadcasting Co. was asked by the FCC last week to show cause why the licenses of WGWR-AM-FM Asheboro, N. C., should not be revoked.

The commission has questioned whether Roy Cox Jr. and J. R. Marl- lowe, both presently affiliated with Asheboro Broadcasting, are qualified to be stockholders or officers of a commission licensee. The issue grows out of the filing of a strike application for a new station in Mebane, N. C. The application was submitted under the name of Al-Or Broadcasting Co., a partnership composed of Messrs. Marl- lowe, Cox and W. A. Corbett.

The Broadcast Bureau has been ordered to serve the licensee with a bill of particulars.

ETV gets 7 translators

Central Virginia Educational Television Corp. has received FCC approval to construct seven UHF-TV translator stations to rebroadcast its educational stations WCVE-TV and WCVW(TV) both Richmond, Va.

The translators will rebroadcast the ETV programs on channels 71 and 73 at South Boston, 72 at Lynchburg, 76 and 78 at Rustburg, and 81 and 83 at Danville.
CATV long restricted itself to a reception service whose function was to bring improved picture quality and greater channel selection to the television viewing public.

But times change and usually for the best. The recent court decision on copyrights, if upheld, will require CATV operators to pay for programs. These payments will change CATV operators' attitudes toward the business he operates. He will think of himself as a program originator rather than an antenna service.

CATV origination offers great hope for highly improved local public service programming. It is not restricted to one channel. Shortage of spectrum space, coupled with rigid network time requirements preclude TV broadcast stations from offering as much local public service programming as they would like. CATV "cablecasters" will not have these restrictions.

CATV will meet the American public's demand for increased diversity of television programming. CATV operators will offer programming in local public service and related fields that cannot possibly be offered by TV broadcast stations.

All I can see ahead for CATV is continuing growth ... growth based upon CATV's unique ability to fully serve the American television viewing public while taking nothing from the TV broadcast industry.

Are you thinking about getting into CATV? We'd be glad to help you.
Color urge hits 22% of B&W set owners

The first in a continuing series of studies on color television issued last week by R. H. Bruskin Associates, New Brunswick, N. J., indicates a substantial number of TV households will be prime prospects for color receivers within the next year.

A total of 22% of black-and-white set owners replied they would be likely to buy a set within the next 12 months, according to results of the study conducted this past spring and based on a national probability sample of 2,400 homes. Replies were obtained through personal interviews.

The first study marks the beginning of a service by Bruskin called "Color-TV—A Continuing Investigation," under which surveys will be made six times a year. A summary report will be issued at the end of each year reviewing the highlights of the six-study findings on a trend basis.

Each study will provide information on knowledge, preferences and evaluation of color-TV sets; on the use of color TV as an effective advertising medium and on the color-TV market and its future potential.

The service is being offered for sale to TV-set manufacturers, advertising agencies, networks and other interested groups. A Bruskin official said that the price structure for the service is being formulated.

The initial study shows that color-TV ownership has expanded rapidly in recent years, with 76% having bought their set in 1964 or later while 56% bought within the 12-months ended March 1966. Color-TV set owners tend to keep their monochrome receivers since 60% own more than one set, Bruskin reported. This compares with 26% of black-and-white owners who have more than one set.

RCA and Zenith are the leading makers of sets purchased by color owners, according to Bruskin. The floor (console) model and the 21-inch size screen are most preferred by color-set purchasers. Most sets are purchased in appliance stores with the basic price between $400 and $600.

The study shows that color owners appear to be satisfied with their sets in terms of overall performance, ease of tuning, true-to-life color reception and clearness of picture. Owners reported they have required about the same number of service calls for their color sets as for black and white, and they regarded service and repair costs as "about the same" for both types of receivers.

Respondents who are likely to buy a color set, and have not, cited as deterrents that "they are too expensive" and "present set in good condition."

APBE study cites radio-TV problems

Government regulation and better programming were the two broadcasting industry problems cited most often in a survey conducted by the Journal of Broadcasting published by the Association for Professional Broadcasting Education.

John M. Kittross, associate professor of telecommunications at the University of Southern California and editor of the Journal, writes in the current issue that 87 of the 309 respondents to a questionnaire answered that one of the most important problems facing broadcasters and broadcasting today is government regulation. Other problems most often mentioned included better programming, mentioned 78 times, and CATV, mentioned on 53 occasions.

The survey was conducted by sending a questionnaire to current industry subscribers to the Journal and current and former academic subscribers. More than 42% of the current subscribers, and nearly 17% of former subscribers whose subscriptions expired between the fall of 1961 and the spring of 1965 responded, for an over-all return of 34%. The survey also covered subjects other than the broadcasting problems, but only those returns were discussed in the article.

Almost half of the broadcasters answering listed government regulation as a major problem area as opposed to about one-fifth of those in the academic world. These proportions were reversed when it came to the category of better programming. Nearly one-third of the teachers of broadcasting listed this area, compared with one-sixth of the industry respondents. More than two out of three broadcasting executives worried about government regulation and nearly one in four listed CATV as an important problem.

Among other problems mentioned prominently were self-regulation, economics and competition, the need for qualified personnel and balancing profits vs. public interest.

Lukewarm reaction to newest help-UHF plan

A plan its authors call Immediate Market Penetration (IMP) is the latest suggestion offered the FCC as a solution to the problem of how to bolster UHF television. It was broached in New York last week by Vincent C. Piano, station representative executive, and C. E. Feltner Jr., president of a film distribution firm.

Under IMP, new and existing UHF stations in intermingled markets would receive FCC authorizations for simultaneous operation over their assigned frequency and an assigned UHF channel with a power ceiling of 100 w.

The simultaneous operation would give the UHF operator immediate penetration to his city-grade service area while he is waiting for the effects of the all-channel-receiver law to be felt. The simultaneous operation would continue until 75% of the sets in the station's grade A coverage area are capable of UHF reception.

Mr. Piano said he believes there are many markets in which stations operating with a maximum of 100 w on unassigned VHF channels could radiate a city-grade signal covering five-to-seven miles which would not interfere with existing VHF service.

Mr. Piano and Mr. Feltner sent copies of the plan to members of the FCC, UHF operators and Federal Communications Bar Association attorneys.

The proposal did not generate much enthusiasm at the commission, even among those regarded as UHF boosters. One noted that versions of IMP have been suggested before but have never materialized.

He also said that, by relying on VHF, the plan would "undercut" commission efforts to bolster UHF. It runs counter to efforts to promote the sale of all-channel sets, he said. "And once the licensee was authorized to operate on a VHF, I don't think we could get him off without a great deal of effort."

Mr. Piano, who heads VHF Piano As-

College explosion

An increase in the number of college students majoring in broadcasting is reflected in figures from the National Association of Broadcasters 10th annual survey of colleges and universities offering courses in radio and television.

The survey shows:

- 4,036 junior and senior students in 131 schools compared to 3,527 students at 126 schools last year.
- 1,029 students studying for master's degrees at 64 schools compared to 773 students at 60 schools last year.
- 204 students taking doctorates at 17 universities compared with 180 doctoral candidates at same number of schools the previous year.
When to cover?

This can be a tough decision for a deskman...but not for Lederle's Emergency Coordinator. Her job is to "cover" each and every request, whether on the job or at home enjoying a leisure hour. Her assignment sheet involves the shipment of urgently needed life-saving drugs to all parts of the nation and the world. It could be antirabies serum, botulism antitoxin or gas gangrene antitoxin, but whatever it is, it has to get there fast. Every such request received at Lederle Laboratories at any hour of day or night sets emergency procedures into motion. Lederle's Emergency Coordinator, who keeps a set of airline schedule books by her kitchen telephone, checks routing possibilities and makes arrangements for the fastest possible shipment to the trouble spot. In the meantime, Lederle physicians and other personnel are carrying out their assigned tasks. This emergency shipment program operates around the clock, day and night seven days a week. Unlike the news media, the question "when to cover?", is never a problem.
The laser goes to work for Western Electric

Piercing holes in diamond dies at Western Electric's Buffalo Plant is the first known large scale industrial production use of the laser. The plant uses thousands of diamond dies to reduce copper wire, some of it to half the thickness of human hair. And each year these dies produce enough fine gauge copper wire to reach the moon ten times.

With short, rapid bursts of high-intensity light, the laser can burn a rough hole through the diamond in just two minutes. The laser technique saves six to eight hours on each new diamond.

Western Electric's Engineering Research Center at Princeton, N.J., is also experimenting with laser tools for microwelding and micromaching jobs where they can save time and money over old methods, or do jobs that no other tool can do.

We are constantly seeking and finding exciting new ways to cut costs. Keeping the cost of telephone service down is as important to Western Electric as it is to the Bell telephone companies. We're on the same Bell System team. We have been since 1882, working together to keep bringing America the world's most modern telephone service at low cost.
Diamonds! Diamonds! Diamond die stones are made into new dies like these. Dies are resized after being worn by wire passing through them at speeds up to 110 miles per hour, and used for larger gauge wire.

Safety with TV. The operator positions the diamond under the laser with the help of a TV monitor. The monitor protects her from the intense light and magnifies the work area for accurate positioning.

Zap! Light from the laser when focused into a small spot on the diamond vaporizes it with heat energy 100 million times brighter than a spot the same size on the surface of the sun.

Accurate Aiming. The accuracy of the controls developed by Western Electric engineers is demonstrated on the television screen at the right. Moving a single knob positioned the needle so that the laser could burn a hole just above its eye.
Sociates, was in the news a year ago with plans for a fourth, UHF-dominated network, Unisphere Broadcasting System. However, lack of interest on the part of major-market UHF's in the proposal kept it from getting off the ground.

Media reports...

CCTV in Beverly Hills • The Beverly Hills (Calif.) Unified School District is starting what amounts to its own closed-circuit system for instructional television. Construction is scheduled to begin in September on the basic system. A pilot project, financed by the federal government, will develop audio-visual materials primarily for classroom use. A coaxial cable will connect 10 classrooms with a central distributing center responsible for creating as well as storing and disseminating materials. Information assembled will be played automatically on request on large television monitors in individual classrooms or be broadcast over a hi-fi system.

Extra section • The Pulse Inc. will add a second stage of interviewing (July-September 1967) to its CP 1967 all-state, all-country radio coverage study, originally planned as a January-March 1967 project only. New agency subscribers to CP '67 are West, Weir & Bartell; William Esty Co.; Sullivan, Stauffer, Colwell & Bayles, and Dancer-Fitzgerald-Sample. The adding of a second stage of interviews was prompted by broadcast and agency sentiment, according to Pulse.

New station • WCJM (FM) owned by Radio Valley Inc., West Point, Ga., begins operation today (July 25) on 100.9 mc with 2.95 kw. It shares studios and transmitter site with WRMK, also operated by Radio Valley.

Paperwork is a big management problem

Coordinating traffic in sales and accounting to cut paperwork is the chief problem for most members of the Institute of Broadcast Financial Management, according to a report from John Herklotz of WON-AM-TV Chicago, IBFM's president.

Mr. Herklotz said 70% of the replies in an IBFM survey indicated the cutting of paperwork is the broadcast management problem of top concern today. The amortizing of film contracts ranked second in the study, he said, while CATV came next in importance for most members replying. IBFM's annual meeting will be Sept. 19-21 in Denver.

prime time in a media transaction begins when you consult Blackburn first

The decision of buyer or seller to call on our experience and vast knowledge of the market well ahead of actual negotiations is time well spent. Not to avail yourself of all the facts, both pro and con, could result in the loss of much more than time. Rely on Blackburn, the reliable broker.

N.Y. publishing house wants to build 3 UHF's

Books and TV don't normally mix, but Harcourt, Brace & World Inc., New York publishing house, is trying to improve relations. HB&W corporation has applied to the FCC for three UHF television stations.

The applications are for Denver (channel 20), Portland, Ore. (channel 24) and Phoenix (channel 15). The applicant plans to invest $733,000 for construction of the Denver operation, $713,856 in Portland and $759,890 in Phoenix.

HB&W is owned by 1,937 stockholders. Hastings Harcourt owns 9.9% of the corporation, Katharine Brace owns 7.8% and Donna Brace Ogilvie 7.7%.

WATR-TV joining NBC-TV

NBC-TV last week reported WATR-TV Waterbury, Conn., will affiliate with the network Aug. 1, bringing the number of affiliates to 203.

WATR-TV, owned by WATR Inc. and managed by Sam Elman, operates on channel 20 with 200 kw visual and an antenna 565 feet above average terrain. At present the station is an ABC-TV affiliate.

Changing hands

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

• Want Richmond, Va.: Sold by United Broadcasting Corp. to John and Robert Sinclair for $210,000. John Sinclair is manager of WAZZ-TV Huntington-Charleston, W. Va. He and Robert Sinclair also own and operate Shoney's restaurants in Macon and Augusta, both Georgia. United Broadcasting is headed by Richard Eaton, group owner. Daytimer want is on 990 kc with 1 kw. Broker: La Rue Media Brokers.

APPROVED • The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 77):

• KPOL-AM-FM Los Angeles: Sold by Hugh R. Murchison Sr. and others to Capital Cities Broadcasting Corp. for $7.8 million (see page 58).
• WENS Endicott-Binghamton, N. Y.: Sold by C. A. Bengston to TV personality Merv Griffin and January Enterprises Inc. for $650,000. Mr. Griffin and January Enterprises own WWCO Waterbury, Conn. Herbert Bloomberg, former owner of WWCO is executive
FCC asked to delay presunrise final ruling

The Association of Broadcasting Standards last week asked for FCC to defer action on its four-year-old rulemaking to amend the rules to permit presunrise operations by radio stations now restricted to daytime-only operations.

The association specifically requested that additional technical information be examined by the commission before a decision is reached. ABS also recommended that the FCC establish a joint industry-government research group which would coordinate activities pertinent to the proposed rulemaking.

A study of the technical data and physical phenomena which relate to the transmission characteristics and the interference effects of the presunrise operation of standard broadcast stations is currently being conducted by the association. The results of the study, according to ABS, are designed to determine with accuracy "what the presunrise phenomena actually are and how they relate to the proceeding." On the basis of this and other technical submissions ABS suggested that the commission defer action on the rulemaking until an adequate study of the pertinent physical phenomena is completed.

Notice of the FCC's proposed rulemaking was issued in November 1962. If adopted it would provide for a uniform presunrise sign-on time (6 a.m. has been proposed) for certain daytimers, generally class III regions. Members of the commission staff have stated that the rule would afford "substantial relief" to the affected daytimers.

According to ABS, the FCC's proposed rulemaking is based on the assumption that similarities exist between rise and sunset phenomena. The association's consulting engineers, however, have concluded from their studies that "there is considerable evidence available to indicate that the diurnal attenuation factors for sunrise and sunset transitional periods are not symmetrical. . . ."

ABS also requested that the FCC establish a joint industry-government propagation research committee which would review available data "regarding transmission during the transitional interval prior to local sunrise," produce a means for predicting skywave transmissions as they pertain to particular path lengths, and make other recommendations. "It is believed," ABS says, "that with sufficient time and a cooperative attitude on the part of the commission, much valuable data can be supplied which is not now in the commission's possession."

NAB asks relief from remote control proviso

All radio stations with more than 10 kw should be permitted to operate by remote control without having to wait 12 months to demonstrate transmitter reliability, the National Association of Broadcasters told the FCC last week.

In a petition requesting revision of

EQUIPMENT & ENGINEERING

EXCLUSIVE BROADCAST PROPERTIES!

TEXAS—Number 1 rated fulltimer billing approximately $100,000 in multi-station market. Cash flow annually of $25,000. Total price of $200,000 with $50,000 down and the balance over ten years. Contact—DeWitt "Judge" Landis in our Dallas office.

WEST—5 kw, daytimer, located 25 miles from $300,000,000 retail market. Billing in excess of $8,000 monthly with a potential of $15,000. Equipment new and plentiful. Priced at $160,000 with 29% down. Contact—George W. Moore in our Dallas office.
the FCC rules, the NAB stated that the "12-month trial period for higher-power stations is outdated by technological advances in transmitting equipment and imposes an unnecessary burden on licensees by requiring them to hire additional manpower to keep the performance log."

The same objective can be achieved, NAB said, by requiring submission of reliability test data from manufacturers and a simple block system diagram from licensees.

The NAB noted that nondirectional AM's and FM's operating by remote control on 10 kw or less are not required to demonstrate transmitter reliability.

Land mobile test planned

Tentative scheme calls for using New York's channel 12 for trial

The FCC, under mounting pressure to find additional frequency space for land-mobile radio users, has begun moving toward a test of the feasibility of permitting mobile operators to share unassigned television channels with broadcasters.

The commission last week agreed to establish a government-industry committee to prepare for the test, which would be conducted on a channel in New York City—probably channel 12.

The decision represents a victory for land-mobile users, who have long urged field tests of frequency sharing, and a defeat for broadcast groups, such as the Association of Maximum Service Tecasters, which have opposed them.

The commission action followed a meeting on June 30 of land-mobile users and broadcast-industry representatives, including AMST and the National Association of Broadcasters, on the matter. Commissioner Kenneth A. Cox, who presided, said the consensus was that a test would be "helpful."

Committee Makeup • The government-industry committee will operate under the chairmanship of a commissioner still to be named and will be composed of representatives of broadcasters (AMST and NAB), engineers and manufacturers (Electronics Industry Association and the Joint Technical Advisory Committee) and land-mobile radio users (the National Association of Manufacturers). Commission staff members will also participate.

The committee will study the feasibility of sharing, determine the kind of information it wants to obtain from a test and how to obtain it, and prepare for the test itself. The cost of the test, in building the mobile base station and equipping the mobile units, will be borne by the land-mobile operators.

The station would operate with 200 w and use a 200-foot antenna.

Commissioner Cox said discussion of a test has centered on channel 12 in New York. The test would determine whether interference would be caused to stations operating on adjacent channels, 11 and 13, or to co-channel stations in other cities.

The proposed test represents one aspect of commission efforts to find a solution to the shortage of frequencies for land-mobile radio users. A committee headed by Commissioner Cox has been attempting to devise ways land-mobile radio users could make more efficient use of the space they have.

Hill Reacts • The problem has become increasingly acute recently, with pressure being filtered through Capitol Hill. Representative John Dingell (D-Mich.), chairman of a House Small Business Subcommittee, has asked the commission to develop "a specific program" for providing space for business two-way radio users (BROADCASTING, June 13).

Two weeks ago, he forwarded a letter he received from the Detroit police department reciting a need for frequencies to implement a plan to equip foot patrolsmen with portable two-way radios.

The letter said the plan would aid in saving many lives and went on to note the variety of other uses the department makes of two-way radio. It added: "However, the lack of frequencies is delaying our installation of the complete system."

Representative Dingell in his covering letter recalled that he had asked the commission to find additional frequencies for business users. "It would appear that additional police frequencies are also urgently needed," he said.

Technical topics . . .

New system • Round Hill Associates, New York City, has designed a new wireless cuing system for TV and radio studios. The CS-10 has a small, solid-state transmitter costing $400, and a series of pocket-size transistorized receivers which cost $39.95 each.

Consolidation • Five Washington area divisions of Harris-Intertype Corp., including Gates Radio, have been consolidated into one centralized location at 1522 K Street N.W., Washington.

Full color • WAVY-TV Portsmouth-Norfolk, Va., will install a Filmline FE-30 color processor for newsfilm, completing the transition from black-and-white to full color.

Camera tubes • Visual Electronics Corp., New York, has been awarded a year's contract by the Dade County Board of Public Instruction, Miami, to supply its educational station WTHS-TV Miami with 14 4½-inch iconotube camera tubes (English Electric valve type 7295B).

Color TV order • RCA reports a $3 million order for color studio and transmitting equipment by Kaiser Broadcasting for KHJ(TV) San Francisco and WXHR-TV Cambridge-Boston. Order includes 13 TK-42 and TK-43 live and two TK-127 film cameras, two color mobile TV units, and two each of the TR-70 and TR-22 color TV recorders. WXHR-AM-FM-TV, with its TV operations suspended since 1956, is now being acquired by WKBG Inc. (Kaiser Broadcasting-Boston Globe) pending FCC approval. The RCA order will equip WXHR-FM with a 20-kw transmitter, antenna system and monitors for stereo.

High price tag on color TV

ABC-TV shells out $2.5 million for conversion of studio

What price color conversion? At ABC Television Center in Hollywood the price for converting just one studio to color capability has been just paid. The account still is being tabulated but the bill is likely to total about $2.5 million.

The Hollywood Palace, a streamlined, glittering theater at Hollywood and Vine, sometimes known as ABC's Jerry Lewis folly, and Studio E are the two West Coast studios in which ABC-TV has the capability of televising or taping big programs. Each of the studios is capable of handling two programs. During the 1965-66 season both the Hollywood Palace series and the Lawrence Welk Show originated from the Hollywood Palace theater. Since the Palace was built for color, both series were able to televise in color.

ABC-TV's third taped prime-time show from the West Coast last season was The King Family. It came from...
Color boom prompts tariff revision on radio-TV tubes

A move is underway in the House of Representatives to change present tariff regulations on imported radio and television tubes to forestall possible price increases for consumer electronic products.

The action results from swelling demand for radio and television tubes brought about by the color-TV boom in this country. This burgeoning demand is currently straining the capacity of American producers and many manufacturers are now turning to foreign countries, primarily Japan, to help meet the demand.

However, a recent U. S. Customs Court decision, according to one of the backers of the legislation, has raised the threat of a drastic increase in the cost of importing tubes. The court rejected a bid by importing firms to have the tariff value of imported tubes changed from its worth in the foreign country from which they are being purchased to a value closer to their worth in this country.

According to Representative Lee H. Hamilton (D-Ind.), who is sponsoring a bill to change this tariff evaluation system, the appraised value of imported receiving tubes under this evaluation method ranges from 200% to 600% of the actual price to the importer in some instances. The bill, described as an "emergency" measure, would allow the tubes to be evaluated at the lower rate thereby lowering the tariff on them. The legislation would be in force for three years, the predicted peak years of the demand for such products, he said.

Representative Hamilton said the legislation will prevent an "exorbitant" increase in the cost of imported components, half resulting price raises to consumers and have no harmful effect on domestic manufacture since the domestic receiving tube business is so strong that manufacturers are selling all the tubes they can make.

"This problem runs out of the nickel-and-dime category when one reflects that the sales of consumer electronic products in the United States will reach $3.7 billion this year," Representative Hamilton commented.

Identical bills have been introduced by Representatives John J. Duncan (R-Tenn.), James Burke (D-Mass.), Cecil R. King (D-Calif.) and James H. Quillen (R-Tenn.) All have been forwarded to the House Ways and Means Committee for consideration.

Studio E, in a facility that has been used for television, and for the filming of movies previously, for the last 50 years. This meant that the musical series, ideally suited for color broadcast, had to be shown in black and white.

This coming season, The Milton Berle Show will replace The King Family and move into the Hollywood Palace to take advantage of the color facility. This left Lawrence Welk as odd show out, the most likely candidate for Studio E, but not likely to retrogress from its color status back to black and white.

Something had to give. Obviously the administration finger pointed at Studio E.

Last April, when the actual work of converting studio E began, the first thing that went out was an old wood stage floor that had been there since 1915. Just about the first thing that went in was a new eight-inch thick, 10,000 square foot, concrete floor. The floor alone cost $40,000. It had to be built extremely strong to hold the additional equipment ABC was putting in.

Working on a critically keyed time schedule, ABC engineers, knowing that color requires as much as two-and-a-half times as much light as black-and-white television, beefed up the studio's lights and fixtures. They built steel structured grids to support the lights and huge pillars to support the grids. They increased the power output for the entire TV studio complex from 500 kw to 1,000 kw and when they ran out of power, a huge transformer vault—the kind used in industrial power plants—was installed. Lighting fixtures of 1 kw and 2 kw capabilities were switched for ones of 5 kw and 10 kw potential.

Also installed were some 300 quartz iodine lamps made by Kleigel, requiring 1,000 kw's of power. This increased the heat load in the studio considerably so 320 tons of air conditioning, at $600 a ton, replaced the 60 tons that previously was used.

And still more renovation was done. Lawrence Welk's dressing-room-to-be was doubled in size. The control booth also was enlarged. A completely transistorized switching system was installed. So, too, were five color monitors manufactured by Conrac. And six dressing rooms were added.

Key to the entire conversion, however (without which nothing else matters), was the color cameras. ABC saw what it liked at the last National Association of Broadcasters convention in Chicago. The network immediately ordered four Norelco Plumbicon color cameras and had them delivered last month. Each cost $80,000, with another $20,000 apiece tossed in for such auxiliaries as zoom lenses.

On Aug. 9, Studio E will gurggle for the first time with Lawrence Welk music.

Conflict between FM and radar

K100(FM) Oklahoma City appeared last week to be losing its battle to stay on the air until the cause of the intermittent interference the station causes ground-control radar at Tinker Air Force Base is found and corrected.

The commission on Monday (July 18) gave the station 72 hours to stop operating in a manner that causes interference when the radar unit operates on 301.5 mc.

The stepped-up activity at the base as a result of the Vietnam war is said to require the use of the frequency. And the commission, which acted at the request of the Federal Aviation Agency, said the interference constitutes a hazard to air navigation at the base.

Steve Bushelman Jr., K100 general manager, said the order, if implemented, would probably require the station to close down. "I don't know of any way we can stay on without causing interference," he said.

The station, which received its first complaint from the FAA last fall, has ordered a new transmitter filter that Mr. Bushelman hopes will eliminate the difficulty. It is being constructed on special order and won't be installed before next week.

Restrainer Lifted - The commission order was made possible by Judge Luther Eubanks in federal district court in Oklahoma City on Monday morning. He lifted a restraining order that had previously been imposed on the FAA and FCC, barring them from interfering with the station's operations (Broadcasting, July 18).

Commission attorneys said last week that if K100 continues to cause interference with the base traffic-control unit the government would seek a court order enjoining the station.

The station's difficulties with the FAA and the FCC became acute early this month when the air base, which had not been using 301.5 mc for several weeks, proposed using it again to handle increased traffic.
Prehearing held on Comsat rates

The widely heralded FCC hearing into the reasonableness of the rates the Communications Satellite Corp. charges for its satellites began in preliminary fashion last week. But there are a number of twists and turns already in view before the commission probe gets on the main line.

At the first prehearing conference before FCC Hearing Examiner Charles J. Frederick, 10 interested parties agreed that Comsat's direct case in writing shall be submitted to the examiner and parties by Oct. 17. A further prehearing is scheduled for Oct. 27 when clarification, amplification and other matters connected with the Comsat presentation will be taken up. It is hoped also that at that time a schedule will be established for the beginning of the hearing proper including witnesses for Comsat, cross-examination and other testimony.

One of the twists certain to occur even before the Oct. 17 date is the filing by Comsat of its tariff for TV.

Another is the fact that although Comsat has announced its new rates for voice circuits to Europe and to Asia and South America — (and they're all lower than the previous U.S.-Europe rate) it has not yet filed the official tariff that undoubtedly will include other services and charges.

In announcing its projected new rates, Comsat proposes a monthly rate of $3,800 for half a voice circuit between the U.S. and Europe. This is a reduction from the $4,200 fee that the space communications corporation put into effect for the Early Bird satellite.

Charges are for the link between a U.S. ground station and the orbiting communications satellite, the use of the other half of the circuit, from the satellite to a foreign country, depends on the charges that country imposes.

Other proposed monthly charges for voice circuits: U.S. to Hawaii, $2,700. U.S. to South America and Africa, $3,800; U.S. to the Far East (Japan, Hong Kong, Thailand, Philippines, Australia and New Zealand), $4,900; Hawaii to the Far East, $3,800. No schedule was announced for satellite service to the Caribbean area, where Comsat is seeking authority to build a ground station.

Comsat is expecting to launch a first Pacific satellite and a second Atlantic satellite this fall.

In explaining why it had not proposed charges for TV service, Comsat explained that the satellites to be launched this fall are expected to be used by the National Aeronautics and Space Administration and others, including foreign entities, "to such an extent that it will require surrender of some leased voice channels to provide the needed satellite capacity for television transmission." It said that until charges for voice circuits were determined it could not have "meaningful" discussions with voice-grade channel users regarding potential surrender arrangements "to be reflected in the charges for television service."

With the determination of voice-channel rates, Comsat said, it is now in a position to initiate such discussions and expects to propose TV rates "in the near future."

It was pointed out that the rates proposed are those to be charged by Comsat for the lease of its channels; principally by international common carriers under the FCC's recent ruling requiring only carriers to deal directly with Comsat (see below).

Five of the 10 parties participating in the rate hearing are broadcast en-

---

**FCC sticks to its guns on Comsat**

The FCC issued its long-awaited decision on who can deal directly with the Communications Satellite Corp. last week and the order followed in major aspects its announcement last month that, except in "exceptional or unique" circumstances, users of communications satellites will have to deal through regular international common carriers (Broadcasting, June 27).

The commission's memorandum and opinion, which found all the commissioners agreeing (although newest Commissioner Nicholas Johnson did not participate), resulted from its inquiry last year into the question of "authorized users" of Comsat. The inquiry was spurred by requests for permission to deal directly with Comsat by among others ABC, CBS, and the Washington Post.

The commission's finding that Comsat is essentially a "carrier's carrier" is premised on the need for economic underpinnings for the international carriers. If the carriers were to lose a sizable segment of leased-channel business to Comsat, the commission says, they would be hard put to keep their heads above water. This is particularly true, the FCC reports, in the case of government business.

The order contains revenue-and-earnings figures that show that in 1965 government business for the carriers accounted for a substantial portion of their earnings. If the government were to deal directly with Comsat, the commission says, the loss of these revenues and earnings would put the carriers in poor financial straits; they might even, the FCC adds, have to raise their rates to nongovernment users in order to recoup their losses.

Since Comsat is a government-sponsored monopoly, the report finds that in the absence of competition and for the safeguarding of the financial health of the carriers all dealings with Comsat must be undertaken by way of the carriers.

The commission does say, however, that it would authorize a non-carrier to deal directly with Comsat where the carriers cannot or refuse to furnish satellite circuits, or where some extraordinary occasion requires it. This is particularly true, it implies, where the government is concerned.

It is this decision relating to the government's dealing with Comsat that has stirred a backlash among some government agencies. The Department of Defense has already informally requested Comsat to furnish satellite circuits to the Far East. The telecommunications adviser to the President, James D. O'Connell has asked the FCC to reconsider its verdict. The carriers, meanwhile, support the commission's ruling. Network officials, although obviously disappointed by the ruling, declined to comment pending a study of the order.

The order, dated July 20, was issued last Thursday (July 21).
Europeans fail to pick single color system

A divided Europe using two different color-TV systems seemed certain last week after experts from 79 countries failed to agree on a single color-TV standard for European nations. Delegates to the International Radio Consultative Committee (CCIR), who are meeting in Oslo, could not form a consensus, between the West German PAL system (phase alternating line) and the French SECAM system (sequential with memory), Lief Larsen, president of the conference, said last week.

Observers believe that the PAL system, which is close to the National Television System Committee (NTSC) standards used by the U. S., will be adopted in 18 European countries, including Great Britain, Switzerland, the Netherlands and the Scandinavian countries. The SECAM system, its thought, will be adopted by France, Monaco, the Soviet Union and East European countries.

Polish agency agrees to exchange with UPI

Another crack in the Iron Curtain has appeared in Warsaw with C.A.F., the official Polish photo agency, agreeing to exchange newspaper pictures with the United Press International.

Distribution of UPI’s worldwide Telephoto service has been on C.A.F.’s nationwide network and, reciprocally, C.A.F. has provided its national picture coverage to UPI for use outside Poland. C.A.F.’s headquarters in Warsaw is linked to UPI in Frankfurt, Germany, by permanent Telephoto line. UPI has similar wirephoto agreements with Hungary, Czechoslovakia, Romania, Poland and the U.S.S.R.

What’s hot in Liberia

You’ve been sitting there asking yourself: What programs do Liberians like to watch? The answers are now in. Two of the favorites are shows that ended their network runs in the U.S. several years back. A third is a paid religious program. The “overall comedy favorite” hasn’t been seen on U.S. networks for nearly a decade.

A survey conducted by Douglas Grant of Rediffusion Liberia Ltd. showed the favorites to be The Untouchables, The Fugitive, McHale’s Navy, Topcat, Thriller and the Billy Graham Crusade. The comedy favorite is The Life of Riley.

Mr. Grant said there is an average of 10 viewers for each of the nation’s 3,000-plus TV sets. Some of the television homes, he said, are no more than tin huts or grass-roofed shacks.

International film sales...

Man in Space (Seven Arts TV): CJCH-TV Halifax and CJCH Sydney, both Nova Scotia.

Marine Boy (Seven Arts TV): WKAQ-TV San Juan, P. R.

Big Night Out (Seven Arts TV): CBMT-TV St. John’s, Nfld.


Marvel Comics (Krantz Films): Tokyo Broadcasting, Japan; Proventel TV, Venezuela; Proartel TV, Argentina: Monte Carlo TV, Uruguay, and WAPA-TV San Juan, P. R.

Time Tunnel (20th Century-Fox TV International): CBUT(TV) Vancouver, B. C.; CBXT(TV) Edmonton and CHCT-TV Calgary, both Alberta; CBWT(TV) Winnipeg, Man.; CBRT(TV) Toronto; CBOT(TV) Ottawa; CBMT(TV) Montreal; CBHT(TV) Halifax, N. S.; CBNT(TV) St. John’s, and CBYT(TV) Cornerbrook, both Newfoundland; CHCH-TV Hamilton, CFPL-TV London, and CKVR Barrie, all Ontario, and CKCK-TV Regina, Sask.

3 series to NBC International

NBC International, a division of NBC Enterprises, has acquired the rights to distribute Lassie, The Lone Ranger and Sergeant Preston to TV stations in Spain, Mexico, and Central and South America. Thirty-nine of the 208 Lassie episodes are first-run color productions. A total of 78 Sergeant Preston episodes, and 192 live-action and animated episodes of The Lone Ranger will be distributed. Dubbing has already begun.

International color TV to start month early

Color television goes on trial in Canada on Sept. 1, to coincide with the new fall schedule. The announcement, made in the House of Commons by State Secretary Judy LaMarsh, was received with some hesitation.

Bud Sherman, member of Parliament and former director of news and public affairs at CJAY-TV Winnipeg, Man., said he welcomed color TV, but expressed some reservation because black-and-white was not fully accessible in some northern regions. Other MP’s agreed that extension of regular television service to the north “should be of primary priority.”

Originally, color was scheduled for Oct. 1. However, broadcasters asked that the timetable be advanced. The Canadian Broadcasting Corp. will make the transition to color with no budget increase.

New agency for NBC International

NBC International, a division of NBC Enterprises, has acquired the rights to distribute Lassie, The Lone Ranger and Sergeant Preston to TV stations in Spain, Mexico, and Central and South America. Thirty-nine of the 208 Lassie episodes are first-run color productions. A total of 78 Sergeant Preston episodes, and 192 live-action and animated episodes of The Lone Ranger will be distributed. Dubbing has already begun.

What’s hot in Liberia

You’ve been sitting there asking yourself: What programs do Liberians like to watch? The answers are now in. Two of the favorites are shows that ended their network runs in the U.S. several years back. A third is a paid religious program. The “overall comedy favorite” hasn’t been seen on U.S. networks for nearly a decade.

A survey conducted by Douglas Grant of Rediffusion Liberia Ltd. showed the favorites to be The Untouchables, The Fugitive, McHale’s Navy, Topcat, Thriller and the Billy Graham Crusade. The comedy favorite is The Life of Riley.

Mr. Grant said there is an average of 10 viewers for each of the nation’s 3,000-plus TV sets. Some of the television homes, he said, are no more than tin huts or grass-roofed shacks.

International film sales...

Man in Space (Seven Arts TV): CJCH-TV Halifax and CJCH Sydney, both Nova Scotia.

Marine Boy (Seven Arts TV): WKAQ-TV San Juan, P. R.

Big Night Out (Seven Arts TV): CBMT-TV St. John’s, Nfld.


Marvel Comics (Krantz Films): Tokyo Broadcasting, Japan; Proventel TV, Venezuela; Proartel TV, Argentina: Monte Carlo TV, Uruguay, and WAPA-TV San Juan, P. R.

Time Tunnel (20th Century-Fox TV International): CBUT(TV) Vancouver, B. C.; CBXT(TV) Edmonton and CHCT-TV Calgary, both Alberta; CBWT(TV) Winnipeg, Man.; CBRT(TV) Toronto; CBOT(TV) Ottawa; CBMT(TV) Montreal; CBHT(TV) Halifax, N. S.; CBNT(TV) St. John’s, and CBYT(TV) Cornerbrook, both Newfoundland; CHCH-TV Hamilton, CFPL-TV London, and CKVR Barrie, all Ontario, and CKCK-TV Regina, Sask.

New agency for NBC International

NBC International, a division of NBC Enterprises, has acquired the rights to distribute Lassie, The Lone Ranger and Sergeant Preston to TV stations in Spain, Mexico, and Central and South America. Thirty-nine of the 208 Lassie episodes are first-run color productions. A total of 78 Sergeant Preston episodes, and 192 live-action and animated episodes of The Lone Ranger will be distributed. Dubbing has already begun.

What’s hot in Liberia

You’ve been sitting there asking yourself: What programs do Liberians like to watch? The answers are now in. Two of the favorites are shows that ended their network runs in the U.S. several years back. A third is a paid religious program. The “overall comedy favorite” hasn’t been seen on U.S. networks for nearly a decade.

A survey conducted by Douglas Grant of Rediffusion Liberia Ltd. showed the favorites to be The Untouchables, The Fugitive, McHale’s Navy, Topcat, Thriller and the Billy Graham Crusade. The comedy favorite is The Life of Riley.

Mr. Grant said there is an average of 10 viewers for each of the nation’s 3,000-plus TV sets. Some of the television homes, he said, are no more than tin huts or grass-roofed shacks.

International film sales...

Man in Space (Seven Arts TV): CJCH-TV Halifax and CJCH Sydney, both Nova Scotia.

Marine Boy (Seven Arts TV): WKAQ-TV San Juan, P. R.

Big Night Out (Seven Arts TV): CBMT-TV St. John’s, Nfld.


Marvel Comics (Krantz Films): Tokyo Broadcasting, Japan; Proventel TV, Venezuela; Proartel TV, Argentina: Monte Carlo TV, Uruguay, and WAPA-TV San Juan, P. R.

Time Tunnel (20th Century-Fox TV International): CBUT(TV) Vancouver, B. C.; CBXT(TV) Edmonton and CHCT-TV Calgary, both Alberta; CBWT(TV) Winnipeg, Man.; CBRT(TV) Toronto; CBOT(TV) Ottawa; CBMT(TV) Montreal; CBHT(TV) Halifax, N. S.; CBNT(TV) St. John’s, and CBYT(TV) Cornerbrook, both Newfoundland; CHCH-TV Hamilton, CFPL-TV London, and CKVR Barrie, all Ontario, and CKCK-TV Regina, Sask.

New agency for NBC International

NBC International, a division of NBC Enterprises, has acquired the rights to distribute Lassie, The Lone Ranger and Sergeant Preston to TV stations in Spain, Mexico, and Central and South America. Thirty-nine of the 208 Lassie episodes are first-run color productions. A total of 78 Sergeant Preston episodes, and 192 live-action and animated episodes of The Lone Ranger will be distributed. Dubbing has already begun.
Van Dyke (NBC International): Channel 2, Caracas, Venezuela.

The Hero (NBC International): Channel 8, Caracas, Venezuela.

I Spy (NBC International): CKSO-TV Sudbury and CHEX-TV Peterborough, both Ontario; Iranian Television, Iran, and Channel 5, Ciudad Juarez, Mexico.

Wrestling, Terrible Ten, Cobb's Hobbies (Fremantle International): Consorcio Auxiliar de Servicios de Televisao Ltda., Brazil.

Biography (Fremantle International): Continental TV, Argentina, and Promocion y Television Ltda., Chile.

Romper Room (Fremantle International): Producciones Argentinas de Television, Argentina, and Promocion y Television Ltda., Chile.

Run, Buddy, Run (CBS Films): Rediffusion, United Kingdom; Tokyo Broadcasting System, Tokyo; Canadian Broadcasting Corp. and UPP stations, Canada, and AVRO, Holland.

The Eleanor Roosevelt Story (Landau/Unger): BBC-TV England.

Dr. Kildare (NBC International): BBC-TV United Kingdom.


FATES & FORTUNES

BROADCAST ADVERTISING

Shelton Weeks, senior VP and management supervisor at Cunningham & Walsh, New York, named chairman of board of directors at Kelly, Nason Inc., that city. Gerald Schoenfeld, senior VP and creative director at Norman, Craig & Kummel, New York, named executive VP and director of creative services for KN, that city.


Thomas H. Lane, senior VP and management supervisor at Lennen & Newell, New York, elected VP of J. Walter Thompson Co., that city. Robert L. Edens Jr., VP and creative director, Leo Burnett Co., Chicago, joins JWT there in newly created position of creative director of that office.

Howard A. Heller, broadcast supervisor at J. Walter Thompson Co., Chicago, joins Post-Keyes-Gardner as VP in charge of agency’s New York office. He succeeds Jack Bailhe who has resigned to take State Department assignment in Far East. Frank Bulzoni, formerly VP of Tatham-Laird & Kud- ner, New York, named VP and associate creative director of PKG at its Chicago home office.

Lendell A. Layman, president of Loudon Advertising, Boston, joins Chirurg & Cairns there as VP-account supervisor.

Wendell Eastling, VP of Knox Reeves Advertising, Minneapolis, named VP-media and systems. Part of his assignment includes development of new systems using electronic data processing.


Robert M. Prentice, marketing information and services director of Lever Brothers Co., New York, named chairman of advertising management committee of Association of National Advertisers, succeeding M. E. Ziegenhagen.

Leonard Press, VP and senior account supervisor of Doyle Dane Bernbach, New York, appointed VP-international.

I. E. Coleman, treasurer of Winius-Brand- don Co., St. Louis, elected VP.

Kenneth C. Johnson, VP of Gardner Advertising Co., New York, and New York manager of Intergard, agency’s international division, also named assistant to president of Gardner Advertising.

Edward T. McCann Jr., sales manager of weze Boston, elected VP-sales.

John F. Dugdale, North American representative of London Society of Motor Manufacturers and Traders Limited, named VP in charge of adver-
End of the Rainbow

Color banding is a thing of the past when you record color television with a Westel* Recorder. Banding is due to phase mismatching between the heads of any multi-head video recorder, and is virtually impossible to eliminate for long—even on specially-tweaked machines. The Westel System sidesteps the issue neatly by recording video signals with a single head so that the problem can never come up. A lot tidier than adding a rackful of compensating electronics, don't you think?

How come everyone else is still doing it the hard way? Because Westel has invented the only method so far that makes possible a broadcast-quality single-head television recorder. It's called the Coniscan* System. Instead of wrapping the tape around a cylindrical scanning drum, it is wrapped around a three-piece conical mandrel. Interesting what this lets you do. You can overlap the edges of the tape slightly without distorting it and achieve three things: minimal head drop-out time; elimination of edge effects; and, room for control and audio tracks without erasing any of the recorded video information. All possible with a single-head recorder for the first time. These and other advances that have made the Westel Recorder the first professional broadcast-quality single-head machine are clearly explained in our brand new 20-page illustrated brochure. Westel Company, 298 Fuller Street, Redwood City, California 94063
disposing managers in household products and personal products divisions, respectively.

R. George Beck, with All-Canada Radio and Television Limited, Toronto, named director of radio sales in firm's New York division.

Jack A. Swedish, acting director of advertising for Miller Brewing Co., Milwaukee, appointed director of advertising. Roy W. Johnson, sales promotion manager, named advertising manager.

Richard J. Walser, account executive with Television Advertising Representatives, New York, named sales manager of KDKA-TV Pittsburgh, replacing Edward Adams, who becomes general sales manager.

Donn Duffy, account executive with WCBM-AM-FM Baltimore, named local sales manager.

Dudley B. Keen, with WPGA-TV Jackson- sonvile, Fla., appointed national sales coordinator.

Phil Daly, research project director for Young & Rubicam, New York, joins Daniel and Charles there as research supervisor.


Fred Appleton, account executive, BBDO, Boston, named account executive, D'Arcy Advertising, New York.

Barbara Bay, with Advertising and Design Counselors, Los Angeles, joins Scott/Rifkin/Rappaport/Inc. there as art director.

Sam Silberman, with Arthur E. Wilk Advertising, Chicago, joins BBDO there as account supervisor on Alberto-Culver.

Ronald O. Kaiser, marketing manager at Fred Koch Brewery, Dunkirk, N. Y., joins Lando Inc. Pittsburgh, as account supervisor.

Thomas K. Costello Jr., with Klaun- Van Pietersom-Dunlap, Milwaukee, joins Cooper, Strock & Scannell there as account manager.


Owen Lyon, manager of KDUN-TV Hay Springs, Neb., named account executive of WMTV-TV Madison, Wis.


George A. Stapleton, account executive at Frank B. Sawdon Inc., New York, named account executive, WNEM-FM, same city.


Norman L. Posen, general manager of KDEN Santa Monica, Calif., and Viktor A. Sabatini appointed account executives at KFBW Los Angeles.

Donald P. Rupert, account executive with Federal Sign and Signal Corp., Milwaukee, joins WSNM-FM that city, as account executive.


Roy E. Clark, with Procter & Gamble, and Clare G. McQuaid, with Dancer-Fitzgerald-Sample, Dayton, Ohio, join Needham, Harper & Steers, Chicago, as copywriters.

Marian W. Lockett, assistant to re- search director of Triangle Publications radio and television division, Phila- delphia, joins Lewis & Gilman there as assistant time buyer.

Earl W. Welde, general manager of WSNF-TV St. Petersburg, Fla., joins sales staff of WFLA-TV Tampa, Fla.

**MEDIA**


William F. O'Shaughnessy, general manager of WVOW-AM-FM New Rochelle, N. Y., also named VP.

Thomas H. Ritter, Northern California regional supervisor. H&B Communications Corp., elected VP; James B. Davis, assistant treasurer, H&B Communications, elected treasurer, succeeding Harold R. Sugarman, who remains as president.

R. Thomas Cahill, new director of WOIC Xenia, Ohio, named general manager of WJIC Salem, N. J.

Frank A. Selz, with WRRC Spring Valley, N. Y., appointed station manager of noncommercial WFUV(FM) New York.

Jack (Fred) Chapman, with KNOL Mojave, Calif., appointed manager-sales manager.

Charles H. Paul, chief accountant at WREX-TV Rockford, Ill., named busi- ness manager.

Joseph Silverman, general manager of TPT Communications, subsidiary of Teleprompter Corp., elected VP and general manager. Thomas F. Mosca- rrello, secretary-treasurer of Telepro Industries, elected VP operations for TPT Communications. Teleprompter
Noyes Scott, sales manager for KNBC TV Los Angeles, appointed station manager for WRC-TV Washington, effective Sept. 6.


PROGRAMING

Frank E. Rosenfelt, member of legal department of Metro-Goldwyn-Mayer, New York, elected firm's secretary.

Robert R. Way, program director of WZZE Boston, elected VP.

James M. Martinson, program director of WWOK Charlotte, N. C., named VP.

John McLaughlin, international traffic manager for ABC Films, New York, named director of film operations.

Skitch Henderson expected to leave NBC-TV's Tonight Show as musical director and enter related activities including his own jingle-production studio, CliffTen and writing of syndicated music column. He's been with NBC for years, starting with radio in 1940's. His contract with NBC ends Sept. 30.

Winston L. Kirby, eastern sales manager, TV department, Venard, Torbet & McConnell, New York, appointed director of radio and TV programing.

Some suits are in 'deadly earnest'. Others are nuisance suits, in hope of a settlement. Why be victimized by either kind?

 decides on the amount you'll carry yourself. Cover the excess through Employers Reinsurance Corporation. Then you'll know in advance what the maximum possible loss can be.

For rates, details without obligation, write or call:

EMPLOYERS REINSURANCE CORP.
21 West 10th, Kansas City, Mo. 64106
New York, Ill. John • San Francisco, CA Montgomery Chicago, Ill. W. Jackson • Atlanta, GA Peachtree, N. E.

Columbia University, same city.

Jack Reynolds, with WNBC-TV New York, named executive producer. Larry Johnson named to newly created post of manager, community-affairs.

Carol Reed, WCBS New York, resigns as president of New York local of American Federation of Television and Radio Artists due to other commitments. Mel Brandt, first VP of New York local, becomes president for balance of year.

Rob Edwards, with WFAA Dallas, named program director of WFAA-FM.

Albert J. (Bud) Kelley, with KOOT Scottsdale, Ariz., named program director.

Bill Watson, program director for KMEF San Bernardino, Calif., joins Drake-Chenault Inc., Hollywood, as programming executive for broadcast consultant firm.

Maurice W. Stevens, previously TV producer at Leo Burnett Co., Chicago, joins Film-Makers Inc. there as producer-director.

J. B. (Jeff) Davidson, national sales and programming manager of WNYT-TV Syracuse, N. Y., named director of operations of WSTV-TV Steubenville, Ohio-Wheeling, W. Va.

John Reagan (Tex) McCrady, with WOR-AM-FM New York, leaves to pursue other broadcasting and business interests, producing television programs for Seven Arts Television, that city. Joe Franklin replaces McCrady at WOR-AM-FM.

Phil Grassia, with WPSH-AM Dover, N. J., appointed community events director.


Joe Holstead, news director of KLTV Beaumont, Tex., appointed news director of KATC-TV Lafayette, La., replacing Bill Elder, who joins news staff of WWL-TV New Orleans.

Chet Terns, assistant to news director of WUSF Groton, Conn., appointed news director.


Mac Sebree, regional executive for central, eastern and southern Texas at United Press International, Houston, appointed executive assistant of UPI's southwestern division, Dallas.

C. A. Loescher, with WHER-TV Rock Island, Ill., and Myra Scott, with KXTV Sacramento, Calif., join WCCO-TV Minneapolis as reporter-writers.


Mike Henry, news director, WEAU-TV Eau Claire, Wis., named newscaster of WMTV-TV Madison, Wis.

Norman Keneborus, reporter for Lewiston (Me.) Evening Journal, joins news staff of WLAM Lewiston.

EQUIPMENT & ENGINEERING

Edward H. Stark, field engineer for Meredith-Avco Inc., Cincinnati, appointed chief engineer.

Gordon L. Fullerton, VP-operations of electronic tube division, Sylvania Electric Products, New York, elected senior VP and appointed general manager of entertainment products division. Mr. Fullerton will have overall responsibility for development, manufacturing and marketing of Sylvania color and black-and-white TV sets, stereo-

- from industry's most comprehensive line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); $40.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges, price $145.50. Extra rack sections available at $12.90.

Write or wire for complete details.

BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland
phonic high fidelity phonographs and home radios. He succeeds George C. Connor, who will undertake special corporate assignments as member of staff of Sylvia President Gene K. Bearer.


Joe Toher appointed southeastern sales representative for International Good Music, Columbia, S. C. Joseph V. Curcio named northeastern sales representative for IGM, Fords, N. J.

William B. Gaither, manager-sales for General Electric utility sales operation, Cleveland, appointed manager-marketing for General Electric Visual Communications Products Business Section, Syracuse, N. Y.

FANFARE

Linda Dillman, with WON Chicago, named director of press information at WBBM-AM-FM, that city.

Clifford B. Mandell, with CBS-TV press information department, New York, appointed manager of press relations for WCBS-TV, that city.

George F. Hoover, trade press editor, ABC, named director of press information in broadcast division of ABC. Mr. Hoover joined ABC seven years ago and was promoted to trade press editor within year. Ellis O. Moore, with Standard Oil of New Jersey, New York, and with NBC's press and publicity department as VP in 1961-63, will head ABC's press department, effective Aug. 1 and his nomination as VP will be submitted to ABC Inc.'s board (BROADCASTING, July 4).

Perry Allen, with KNX Denver, named PR director.

John N. Catlett, president of Ivy Network Corp., sales representative for eight Ivy League college radio stations, appointed assistant promotion and publicity director for KGW-AM-TV Portland, Ore.

James E. Mullins, writer-producer in photo and newsmfilm department of Westinghouse Electric Corp., Pittsburgh, joins The American Bankers Association, New York, as assistant director of PR department and head of association's radio-TV section.

John L. Nanovic, formerly VP and PR director of Kudner Agency, joins PR department at J. M. Mathes, New York, as account executive.

ALLIED FIELDS

Ben Parker, with WTVO(TV) Rockford, Ill., joins Nationwide Broadcast Personnel Consultants, Chicago, as VP of television programing.


Dr. Forest L. Whan, authority in radio and television audience research, resigns from Kansas State University, Manhattan, Kan., to devote more time to his writing and business consulting interests. Dr. Whan and his wife are majority stockholders in KJWF Wichita Falls, and KCNY San Marcos, both Texas.

Arthur Goodkind, legal assistant to former FCC Chairman E. William Henry, joins Washington communications law firm of Koteen and Burt. Mr. Goodkind had been with commission six years.

INTERNATIONAL

John B. Farese, division VP of RCA Electronic Components and Devices, elected president and board chairman of RCA de Puerto Rico Inc., wholly owned subsidiary of RCA.

Johnny Esaw, with CFTO-TV Toronto, joins CTV Television Network, that city, as sports consultant, responsible for all of CTV's sports programing, and as executive producer of CTV's Wide World of Sports and Sports Hot Seat.

DEATHS

S. Bernard Berk, 69, founder and president of WAKR-AM-FM-TV Akron, Ohio, died July 11 following heart attack. Native of Akron and attorney, Mr. Berk put WAKR on air in 1940, and followed with FM and TV adjuncts, and acquisition of WONE-AM-FM Dayton, Ohio. Broadcast properties are 45% owned by Akron Beacon-Journal (Knight). Mr. Berk is survived by his wife, Viola, and two sons: Roger G., VP and general manager of stations, and Dr. James L.

Sy Devore, 57, Hollywood clothier and fashion consultant to such network programs as The Sammy Davis Show and to such TV personalities as Dean Martin, Ben Gazzara and Andy Williams, died July 11 at his Beverly Hills, Calif., home of apparent heart attack. Mr. Devore designed $25,000 television wardrobe, which included 74 suits, for Sammy Davis Jr., when entertainer signed for NBC-TV series earlier this season. Mr. Devore is survived by his wife, former actress Erika Peters.

Reverend James K. Friedrich, 62, president and founder of Cathedral Films, producer of religious films, died July 12 at Good Samaritan hospital in Los Angeles after suffering heart attack. He is survived by his wife, son and two daughters.

Bernard E. Estes, 68, retired publisher of weekly newspapers and part owner of WNOU Houlton, Me., died July 18 after suffering heart attack in motel at Waterville, Me. He is survived by his wife, Janice.

Robert Cade Wilson Jr., 72, who retired as account executive in radio network time sales for ABC in 1957, died July 15 in Harkness Pavilion, Columbia-Presbyterian Medical Center, in New York after brief illness. Surviving is his wife, Dorothy.
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, July 14 through 20, and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antennas, aur.—aural, CATV—community antenna television, CH—critical hours, CO—company, DA—directional antenna, ER—effective radiated power, FC—construction permit, kw—kilowatts, L—low power, M—microwaves, mc—megacycles, mod.—modification, N.—notes, O—owners, psi—communication authorization, S—special service authorization, ST—special temporary authorization, UHF—ultra high frequency, U.—unlimited hours, vhf—very high frequency, vis.—visual, w—watts, w—watts,educational.

New TV stations

APPLICATIONS


Denver—Harbrace Bros. & World. UHF channel 20 (506-512 mc); ERP 527 kw.; average terrain 125 kw. Ant. height above average terrain 1,330 ft., above ground 785 ft. Ant. height above average terrain 1,455 ft., above ground 860 ft. Estimated construction cost $753,136; first-year operating cost $400,000; revenue $400,000. Studio to be located in Lookout Mt., Colo. Geographic coordinates 39°47'N; 104°42'W. Estimated construction cost $263,117; first-year operating cost $262,000; revenue $200,000. Studio to be located in Gary, Ind.—General Media Television Inc. UHF channel 35 (520-528 mc); ERP 263 kw.; average terrain 52 kw. Ant. height above average terrain 311 ft., above ground 86 ft. Ant. height above average terrain 359 ft., above ground 122 ft. Estimated construction cost $323,000; first-year operating cost $200,000. Studio to be located in Atlanta, Ga.—Coastex, Inc. UHF channel 38 (590-591 mc); ERP 20 kw.; average terrain 20 kw. Ant. height above average terrain 500 ft. Ant. height above average terrain 550 ft. Estimated construction cost $171,950; first-year operating cost $125,000; revenue $125,000. Studio to be located in Columbia, S.C.—L.B. Sessions. UHF channel 40 (652-658 mc); ERP 1 kw.; average terrain 1 kw. Ant. height above average terrain 250 ft. Ant. height above average terrain 300 ft. Estimated construction cost $20,000; first-year operating cost $15,000; revenue $15,000. Ant. to be located in Marion, S.C.—R. D. Sessions. UHF channel 40 (652-658 mc); ERP 1 kw.; average terrain 1 kw. Ant. height above average terrain 250 ft. Ant. height above average terrain 300 ft. Estimated construction cost $20,000; first-year operating cost $15,000; revenue $15,000. Ant. to be located in Marion, S.C.—R. D. Sessions.

New AM stations

ACTION BY FCC


Quilton, Miss.—A. C. Elliott Jr. 1500 kw., 1 kw. D. P. O. address: McLendon St., Quilt- on 30095. Estimated construction cost $10,895; first-year operating cost $6,100; revenue $34,000. Mr. Elliott is employed as freight agent for Gulf Mobile & Ohio RR. and is also owner of two-way radio repair service. Action July 20.


Existing AM stations

NEW CALL LETTERS ASSIGNED

Salt Lake City, Utah—Others Broadcasting Service Inc. Assigned WAXJ. Action July 14.

New FM stations

APPLICATIONS

Montgomery, Ala.—WCOV Inc. Granted CP for new FM on 95.3 mc. channel 222. 88 kw. Ant. height above average terrain 320 ft. P.O. address: c/o Hugh Smith, Adrian Lane, Montgomery. Estimated construction cost $83,195; first-year operating cost $25,000; revenue $38,000. WCOV-Montgomery and in turn owned through holding company WLEX-TV Inc. Action July 14.

Mojave, Calif.—Golden Desert Broadcasting Corp. Granted CP for new FM on 97.1 mc. channel 246. 9 kw. Ant. height above average terrain 37 ft. P.O. address: c/o Chester C. Fields, Box 154, Mojave 93501. Estimated construction cost $24,000; first-year operating cost $20,000; revenue $20,000. Principals: Chester C. Fields (40%); Joe F. Means, Forrest W. Graham, John A. Garley (each 30%). Mr. Garley is high school teacher, means and religion owner. Mr. Ogan is 20% owner of KDOL Mojave. Action July 15.

Boise, Idaho—Treasure Valley Broadcasting Corp. Granted CP for new FM on 93.3 mc. channel 255. 4 kw. Ant. height above average terrain 81 ft. P.O. address: c/o Jack D. Rodreck, 1248 W. Abriendo, Pueblo 81005. Estimated construction cost $31,670; first-year operating cost $75,125; revenue $100,000. Principals: Jack D. Rodreck, James L. McKinnon (45%). Mr. McKinnon was news director of KCSJ Pueblo. Mr. Rodreck and Mr. McKinnon own dental offices. Mr. Malcolm is assistant registrar of Southern Calif. University; Mr. Garone is insurance partner. Mr. Sackman is insurance, banking and real estate partner. Action July 14.

Boise, Idaho—Treasure Valley Broadcasting Corp. Granted CP for new FM on 93.3 mc. channel 255. 4 kw. Ant. height above average terrain 81 ft. P.O. address: c/o Jack D. Rodreck, 1248 W. Abriendo, Pueblo 81005. Estimated construction cost $31,670; first-year operating cost $75,125; revenue $100,000. Principals: Jack D. Rodreck, James L. McKinnon (45%). Mr. McKinnon was news director of KCSJ Pueblo. Mr. Rodreck and Mr. McKinnon own dental offices. Mr. Malcolm is assistant registrar of Southern Calif. University; Mr. Garone is insurance partner. Mr. Sackman is insurance, banking and real estate partner. Action July 14.

Sterling, Ill.—Community Inc. Granted CP for new FM on 94.3 mc. channel 233. 5 kw. Ant. height above average terrain 300 ft. P.O. address: c/o John Rohwer, 1501 W. North St., Sterling 61081. Estimated cost of construction $71,894; first-year operating cost $32,792; revenue $70,000. Principals: Louis V. Smith (38.8%); John Rohwer (28%) and Robert Propheter (19.6%) and Mr. Smith is president of WSDR Sterling. Mr. Rohwer is manager of Blackburn Broadcasting. Mr. Propheter is owner of construction company. Action July 15.

Carroll, Iowa—Carroll Broadcasting Co. Granted CP for new FM on 89.7 mc. channel 259. 3 kw. Ant. height above average terrain 300 ft. P.O. address: Box 431, Carroll 51401. Estimated construction cost $20,000; first-year operating cost $12,000; revenue $36,000. Carroll first-year and revenue for joint AM-FM. Principals: Vincent Collison, MICH.
SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 14

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ON AIR CP's

<table>
<thead>
<tr>
<th>Lie.</th>
<th>CP's</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOT ON AIR CP's

<table>
<thead>
<tr>
<th>Lie.</th>
<th>CP's</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TOTAL APPLICATIONS

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>77</td>
<td>297</td>
<td>37</td>
</tr>
</tbody>
</table>

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, July 14

<table>
<thead>
<tr>
<th>Type</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30, 1966

<table>
<thead>
<tr>
<th>Licensed (all on air)</th>
<th>CP's (on new stations)</th>
<th>CP's (not on air (new stations)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Applications

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Applications for new stations (not in hearing)

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Applications for new stations (in hearing)

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total applications for new stations

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Applications for major changes not in hearing

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Applications for major changes (in hearing)

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total applications for major changes

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Licenses deleted

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CP's deleted

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Breakdown on UHF and VHF applications not available.
2. Includes three noncommercial stations operating on commercial channels.
3. In addition, one AM operates on Special Temporary Authority.
4. In addition, two licensed VHF's and two licensed UHF's are not on the air.
5. In addition, two VHF's operate with Special Temporary Authority.

SUMMARY OF COMMERICAL BROADCASTING

Compiled by BROADCASTING, July 14

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4,042</td>
<td>1,545</td>
<td>558</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, July 14

<table>
<thead>
<tr>
<th>Type</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30, 1966

<table>
<thead>
<tr>
<th>Licensed (all on air)</th>
<th>CP's (on new stations)</th>
<th>CP's (not on air (new stations)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Applications

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Applications for new stations (not in hearing)

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Applications for new stations (in hearing)

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total applications for new stations

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Applications for major changes not in hearing

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Applications for major changes (in hearing)

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total applications for major changes

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Licenses deleted

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CP's deleted

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Breakdown on UHF and VHF applications not available.
2. Includes three noncommercial stations operating on commercial channels.
3. In addition, one AM operates on Special Temporary Authority.
4. In addition, two licensed VHF's and two licensed UHF's are not on the air.
5. In addition, two VHF's operate with Special Temporary Authority.

SUMMARY OF COMMERICAL BROADCASTING

Compiled by BROADCASTING, July 14

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4,042</td>
<td>1,545</td>
<td>558</td>
</tr>
</tbody>
</table>

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, July 14

<table>
<thead>
<tr>
<th>Type</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30, 1966

<table>
<thead>
<tr>
<th>Licensed (all on air)</th>
<th>CP's (on new stations)</th>
<th>CP's (not on air (new stations)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Applications

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Applications for new stations (not in hearing)

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Applications for new stations (in hearing)

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total applications for new stations

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Applications for major changes not in hearing

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Applications for major changes (in hearing)

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total applications for major changes

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Licenses deleted

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CP's deleted

<table>
<thead>
<tr>
<th>Lie.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Breakdown on UHF and VHF applications not available.
2. Includes three noncommercial stations operating on commercial channels.
3. In addition, one AM operates on Special Temporary Authority.
4. In addition, two licensed VHF's and two licensed UHF's are not on the air.
5. In addition, two VHF's operate with Special Temporary Authority.
and from individual to corporation.

Ownership changes

**ACTIONS BY FCC**

**KPOL-AM-FM Los Angeles — Granted transfer of control of licensee corporation – KBEK Broadcasting Co., from Hugh R. Breslin, Jr., to Capital Cities, Inc.**


**WBBQ-AM-FM Kingston, N. Y. — Granted assignment of control of licensee corporation – BILLBOARD Publishing Corp., subsidiary of VIP Radio Inc., to VIP Radio Inc., owner by Whitney Communications Corp., to VIP Inc., several weeks ago, licensee of WVIP-AM-FM, which was assigned in consideration as this is merger with parent company. Action July 13.**

**KFGO Fargo, N. D. — Granted assignment of license from KKGO Broadcasting Co., owner by Robert W. Hart, of Communications Properties Inc., owner by Hart N. Cardozo Jr., to E. A. Dhillon (5.17%). For details see WDBQ above.**

**WTSF Mobile, Ala. — Granted transfer of control of licensee corporation – Gulf Broadcasting Co., to WSSW Mobile, Inc., by deed of stock. Consideration $60,000. Action July 18.**

**WPLZ-FM Terre Haute, Ind. — Granted assignment of license from Paul Dean Ford to Conrad C. B. Hooks and Minnie L. Hooks, owners of WPLZ-FM, to Ann Whitney, owner of KREC Evansville, Ind. Action July 18.**

**WGBK-AM-FM Dubuque, Iowa — Granted assignment of license from Dubuque Broadcasting Communications Properties Inc. Dubuque Broadcasting is owned by Hart N. Cardozo Jr. (84.6%) and Philip T. Kelly Jr. (15.4%). Dubuque Communications Properties Inc., new corporation, will be formed by merger of Dubuque Broadcasting Inc., and WDBQ with KATE Albert, which has been sold to KBEK Elk City, Okla., and has been sold to KREH Elk City, Okla., which has application pending for transfer of control to Starr Broadcasting Group. Mr. Starr is general manager of KOWH. Consideration $280,000. Ann. July 14.**

**KHER-FM Jefferson, T. Tex. — Seeks assignment of license and CP from Television Broadcasters Inc. to Essex Corporation.**
Essex Corp. is presently 45% owner of Tele-Video Systems Inc., and another stockholder, N. D. Williams, N. D. Williams, trustee, L. J. Milas, and E. Leach, have been elected to the Board of Directors. Essex Corp. will become stockholders in Essex Corp., Minority Statement, Aug. 7, 1973.

KCHB-FM Houston—Seeks assignment of license to the Association of Independent Broadcasters Inc. of Texas to Houston Christian Broadcasters Inc. to be nonprofit corporation which will be granted the present license and become stockholders. They are A. C. Underwood, President; L. E. Williams, Chairman; W. W. Strube Jr., Elizabeth C. Strube and Winfred J. Cook, Directors.

WYTV-Charlottesville, Va.—Seeks assignment of CP from Virginia Broadcasting Co. to WYTV-Charlottesville, Va. N. D. Williams, trustee, has been elected to the Board of Directors. They are William H. Black, President; W. W. Strube Jr., Chairman; and Dana L. Black, Secretary.

Midwest Television Inc., Chicago, Ill.—Announced, July 15, 1973, on channel 27B in Chicago, also denied its petition to amend revocation order and offered opportunity to submit assignment application.

By separate memorandum opinion and order, commission denied Carol Mufsky's petition for review and its motion to stay effective date of June 16 action which denied its application and assigned it to Skokie, Ill., and terminated proceeding in Doc. 13711, Action July 15.

By decision, commission ordered Booth America TV and Chicago, Ill., to cease and desist within two days from operation of its CATV systems at North Muskegon and Muskegon, both Michigan, and for signals of any TV beyond its grade C boundary as to be as effective as to cease and desist from supplying programming signals to stations WTMJ-TV, WITI-TV, WMVS-TV (and) WISN-TV Milwaukee, and WMAQ-TV Chicago.

**DETERMINED FOR HEARINGS**

By memorandum opinion and order, commission determined for hearing application of Ria Broadcasting Co., Inc., to operate new daytime AM station to move to Ames, Iowa.

By order, commission designated for hearing applications of TWA's and its interest in TWA's for new FM station to move to Ames, Iowa.

**FINALT ACTIONS**

By memorandum opinion and order, commission granted motion for extension of time for filing of new applications and new applications for new FM to operate on channel 244 in Cincinnati, Ohio; condition, Action July 14.

By memorandum opinion and order, commission granted motion in part pending further hearing by Midwest Television Inc. licensee of KFMV-TV Fort Wayne, Ind., for new FM station to move to Edina, Minn., for new AM station to operate on 1490 kc. W. W. Strube, Director.

By memorandum opinion and order, commission granted motion in part pending further hearing by Midwest Television Inc. licensee of KFMV-TV Fort Wayne, Ind., for new FM station to move to Edina, Minn., for new AM station to operate on 1490 kc. W. W. Strube, Director.

By memorandum opinion and order, commission granted motion in part pending further hearing by Midwest Television Inc. licensee of KFMV-TV Fort Wayne, Ind., for new FM station to move to Edina, Minn., for new AM station to operate on 1490 kc. W. W. Strube, Director.

By memorandum opinion and order, commission granted motion in part pending further hearing by Midwest Television Inc. licensee of KFMV-TV Fort Wayne, Ind., for new FM station to move to Edina, Minn., for new AM station to operate on 1490 kc. W. W. Strube, Director.

By memorandum opinion and order, commission granted motion in part pending further hearing by Midwest Television Inc. licensee of KFMV-TV Fort Wayne, Ind., for new FM station to move to Edina, Minn., for new AM station to operate on 1490 kc. W. W. Strube, Director.

By memorandum opinion and order, commission granted motion in part pending further hearing by Midwest Television Inc. licensee of KFMV-TV Fort Wayne, Ind., for new FM station to move to Edina, Minn., for new AM station to operate on 1490 kc. W. W. Strube, Director.

By memorandum opinion and order, commission granted motion in part pending further hearing by Midwest Television Inc. licensee of KFMV-TV Fort Wayne, Ind., for new FM station to move to Edina, Minn., for new AM station to operate on 1490 kc. W. W. Strube, Director.

By memorandum opinion and order, commission granted motion in part pending further hearing by Midwest Television Inc. licensee of KFMV-TV Fort Wayne, Ind., for new FM station to move to Edina, Minn., for new AM station to operate on 1490 kc. W. W. Strube, Director.

By memorandum opinion and order, commission granted motion in part pending further hearing by Midwest Television Inc. licensee of KFMV-TV Fort Wayne, Ind., for new FM station to move to Edina, Minn., for new AM station to operate on 1490 kc. W. W. Strube, Director.

By memorandum opinion and order, commission granted motion in part pending further hearing by Midwest Television Inc. licensee of KFMV-TV Fort Wayne, Ind., for new FM station to move to Edina, Minn., for new AM station to operate on 1490 kc. W. W. Strube, Director.

By memorandum opinion and order, commission granted motion in part pending further hearing by Midwest Television Inc. licensee of KFMV-TV Fort Wayne, Ind., for new FM station to move to Edina, Minn., for new AM station to operate on 1490 kc. W. W. Strube, Director.

By memorandum opinion and order, commission granted motion in part pending further hearing by Midwest Television Inc. licensee of KFMV-TV Fort Wayne, Ind., for new FM station to move to Edina, Minn., for new AM station to operate on 1490 kc. W. W. Strube, Director.

By memorandum opinion and order, commission granted motion in part pending further hearing by Midwest Television Inc. licensee of KFMV-TV Fort Wayne, Ind., for new FM station to move to Edina, Minn., for new AM station to operate on 1490 kc. W. W. Strube, Director.

By memorandum opinion and order, commission granted motion in part pending further hearing by Midwest Television Inc. licensee of KFMV-TV Fort Wayne, Ind., for new FM station to move to Edina, Minn., for new AM station to operate on 1490 kc. W. W. Strube, Director.

By memorandum opinion and order, commission granted motion in part pending further hearing by Midwest Television Inc. licensee of KFMV-TV Fort Wayne, Ind., for new FM station to move to Edina, Minn., for new AM station to operate on 1490 kc. W. W. Strube, Director.

By memorandum opinion and order, commission granted motion in part pending further hearing by Midwest Television Inc. licensee of KFMV-TV Fort Wayne, Ind., for new FM station to move to Edina, Minn., for new AM station to operate on 1490 kc. W. W. Strube, Director.

By memorandum opinion and order, commission granted motion in part pending further hearing by Midwest Television Inc. licensee of KFMV-TV Fort Wayne, Ind., for new FM station to move to Edina, Minn., for new AM station to operate on 1490 kc. W. W. Strube, Director.

By memorandum opinion and order, commission granted motion in part pending further hearing by Midwest Television Inc. licensee of KFMV-TV Fort Wayne, Ind., for new FM station to move to Edina, Minn., for new AM station to operate on 1490 kc. W. W. Strube, Director.
name from WUST Inc. to Atlantic Broadcasting Co. Action July 18.

[22] By Hearing Examiner Ray A. Kyle]


[65] Granted request by Island Broadcasting System Inc. and continued hearing in对其 on new TV station KOLU(DTV) at 10.1.21 to issue designated for hearing in April 5 order to issue report. Action July 15.

[82] By Hearing Examiner Tolar S. Schildhause

[100] In proceeding on applications of Broadcasters Co. to new channel 17. Granted petition for license of KFPS(FM) at 12.1.22. Granted petition for license of KFPS(FM) at 12.1.22. Action July 15.


By Hearing Examiner Tolar S. Schildhause

In proceeding on applications of Broadcasters Co. to new channel 17. Granted petition for license of KFPS(FM) at 12.1.22. Action July 15.


By Hearing Examiner Tolar S. Schildhause

In proceeding on applications of Broadcasters Co. to new channel 17. Granted petition for license of KFPS(FM) at 12.1.22. Action July 15.


By Hearing Examiner Tolar S. Schildhause

In proceeding on applications of Broadcasters Co. to new channel 17. Granted petition for license of KFPS(FM) at 12.1.22. Action July 15.


By Hearing Examiner Tolar S. Schildhause

In proceeding on applications of Broadcasters Co. to new channel 17. Granted petition for license of KFPS(FM) at 12.1.22. Action July 15.
Help Wanted—Management

I am looking for a salesman. A multi-talented man. An ex-announcer with executive ability. A man who no longer wants to be behind the mike. He wants money and a solid, no ballyhoo, future. Between 27 and 38. Married. A salesman. A diplomat. Likeable. Clever. Dependable. Loyal. Gung ho. Who'll put in 14 hours a day 7 days a week to get the job done. Who corrects errors in 30 minutes—not 30 days. An intuitive ability to spot track record in local sales. A real personable fellow who wants in on the ground floor where the action is. A man who learns in 5 minutes what it takes months to learn elsewhere. Wrote a brief-to-the-point letters. Non-pedantic. A shirt sleeve worker and charming conversationalist. Likes to work with a solid, well dressed man. No expenses. The salary begins at $12,500. You'll live, eat, breathe, and work only with me. The person you've been looking for. Here it is. Send me a full resume with photo. And don't make any typing errors. President. Box 28522, BROADCASTING.

Branch studio manager, midwest. Sell, handle some news. If you can't earn $12,000 the second year in the job, let me know. We'll put you in our man. Box 255, BROADCASTING.

Small daytimer—Rocky Mountain state looking for good, hard-working, all-around radio man ready for management. Salary $100 plus commission, extra for 1st phone. Selling a must. Box 28377, BROADCASTING.

Immediate opening for general manager, WELV Ellenville, New York. Write or call Mr. S. Lubin, (914) 292-2533.

Station managers. If you invest $150 in a radio station @ 29% down, this would buy you $5000 property. Not per share! Manager owns station. Where else can you make $150 investment return $265 a year net to you in 5 years? Unusual School of Broadcasting franchise for your area. Beautifully documented deals. Excellent financial return on invested money. Interested broadcasters. Air Mail: Mr. V. K. Good, Vice President, Columbia School of Broadcasting, 2002 Beverly Blvd., Los Angeles, 26, California 90016. (Not affiliated with CBS, Inc.)

Sales

Detroit—Solid salesman—proven track record—management capability—multiple group experience plus commission. Salary plus. Box P-255, BROADCASTING.

Sharp salesman/manager willing to train for general manager. Must have outstanding track record in local sales. Must be well informed on current markets. Excellent opportunity. Send complete details 1st letter. Box G-233, BROADCASTING.

Aggressive salesman . . . 25 to 35, leading to management . . . Oklahoma kwllowat . . . terrific deal. Must be able to make $1000 per month, plus commission. Must be experienced. Box G-325, BROADCASTING.

Move up to sales manager in Ohio metro market. Big market. Excellent opportunity with proven ability. Box G-295, BROADCASTING.

Telephone talk show M.C. with some sales experience to join very successful medium market California station. Must be well-informed on current market. Must be able to earn $1000 per month. Excellent opportunity. Send resume to Box G-292, BROADCASTING.

If you have perturbation, inspiration, enthusiasm, we have an opportunity. KFRO, Longview, Texas.
Announcers—(Cont’d)

English language announcer-producer needed nightly from 8-11 p.m. on Sun., San Juan, Puerto Rico. Rush tape, photo, resume, references, available for weekend. Box G-312, BROADCASTING.

Immediate opening for reliable first phone announcer, Good music station at Waterloo-Ottawa, Ont. Phone 1-315-266-9557, W. C. Porsch, KCFI.

America’s finest Christian stations need a top announcer. Ideal working conditions. Magnificent country and cordial working conditions. Men with long-range view are urged to send tape, photo, references. Mr. Butler, KGDN-KGFM Seattle 262.

Immediate opening for experienced announcer, some top-40 background. Send air check with five minute news to Dick Embody, KGOF Coffeyville, Kansas.

Good opportunity for announcer who is looking for advancement. PD position open. Also possibility to work in sales. Fine small market radio. KLEX, 810-289-3235, Lexington, Missouri.

Announcer for middle of road station with bright future and compact facilities. Immediate opportunity for ambitious, stable man. Must be a good copy writer and capable of successful group advertising. Salary based on experience and ambition. Send air check, resume and tape to KJOY, 601 9th St., Sioux City, Iowa 51102 or call Ted Lauris, at 712-528-5832.

Three “top 40” DJ’s wanted! Large, powerful north Louisiana station with FM-TV affiliation, looking for a good team. Extra money for play-by-play. No drifters or plain talkers desired. Air mail resume and tape to Norm Glenn, KWZN, Shreveport, La. 318-322-6155.

RPUB, needs an experienced 1st phone announcer, Immediate opening. Contact Harvey Smith, RPUB, Pueblo, F.O. Box 633, phone 303-541-5971.

Announcers, Female Jocks—Are you talented? Do you want to work in a ultra-modern, air conditioned studio, with a bouncy format. Mature, dependable. Encourage with ability. Resume and photo to Box 47302, San Francisco, California.

Wanted: Experienced announcer with ability to set up and run an ideal working conditions with old established, 5,000 watt. Best of the West. Write for application and complete resume to Gresley N. Hilton, Manager—WHDY Radio—Lexington, N. C.

P.O. experienced top 40. Strong air person needed. Permanent Top 100 market. Manager, WCCS Columbia, S. C.


Opening for bright, ambitious, top 40 DJ at top-rated station broadcasting from new show-window studios. Excellent opportunity for person interested in production and/or news. $85.00 to start. Send tape, resume, photo to WEML Charlotteville, Virginia.

Immediate opening—Announcer. Good pay, for WPWF, Wilkesboro, N. C., call Art Drener, 914-381-1260.

WROK-AM-FM Peughkeepsie, leading mid- road brother between Albany and New York, has some top-40 openings for seasoned professional, 1st ticket preferred. Call Mrs. Schayer 914-GR 1-1500.

Immediate opening for top 40 announcer with strong references required. Phone 301-742-5191, Norman Glenn, WJYJ Salisbury, Maryland.

Announcers and newsman needed in August for WTMJ, Milwaukee, N. Y. Excellent working conditions. Call Tom Cahill at 609-358-1510. No collect calls.

Immediate opening for combo-man capable of playing road with first phone in the nation’s 15th largest market. For interview contact WKOR (301) 393-2400.

Announcers—(Cont’d)

Opening for two announcers, MOR format, daytimer, rock night. All new equipment. Better than average pay, hospital, life insurance. R. M. McKay, Jr., WKRK, Box 11, Columbia, Tennessee.

Wanted: Sports director/top 40 DJ. Must be able to call football, basketball. Excellent opportunity for advancement with publicly held, growing medium size chain operator. Must have reasonable good sales. Rush tape to: WJXU, Almedia Stations, P. O. Box 428, Dulham, N. Y.

Wanted: Announcer with first ticket, no engineering, Strictly good voice talent needed for 400,000 market. Bright, modern-pop-mid of road format opening in Atlanta. Call 404-1844 or write WLIQ Mobile, Ala.

Moderate top 40 DJ, first phone preferred. Send tape, photo, resume to WLPF Suffolk, Virginia.

Announcer for middle-of-the-road, very active, AM/FM broadcast facility. Above average salary, commensurate with ability. Send tape, photo and resume to General Manager, Station WMNB North Adams, Mass. 413-683-1414.

All-round staff announcer with experience in play-by-play and TV. Good salary and fringe benefits. Resume and tape to Art Martin, WMRN Management, Box 3101 Nashville, Tenn.

WNAE Warren, Pennsylvania wants experienced, mature announcer by September first.

1st phone announcer, 220 watt daytimer, FM applied for. Willing to work, chance to learn and advance. Send resume and tape to Dean Loury, WNTW Warren, Virginia, 353-6866.

WROK is searching for talented air men. Send tape, resume and salary requirements to WROK Rockford, Illinois.

If you like to sell, broadcast sports and a bright morning show, earn top money at WWPF Palatka, Fla. First phone helps; not essential.


Florida major market has opening for good, bright morning man. Send audition tape and resume to Dave Jones, 712 Dale Federal Bldg., Miami, Florida.

DJ with first phone. Experience not important. Good place to start. In a hurry? Phone 317-529-3600.

Wanted: Announcer, first-phone required, immediate position located in Martinsville, Virginia area, one of the fastest growing communities in the state of Virginia. Call Arnold Terry, 703-638-7014 day, 703-697-9495 night.

Need stable top 40 announcer to pull short air shift and can double on production, copy writing, etc. Small market, contemporary format station in South Carolina. Good pay, excellent working conditions. Call Dan Lynch, at 803-323-1652 immediately.


There are a number of employment and advancement opportunities with the Donrey Media Group in newspaper, radio and television. Donrey has six states including Hawaii and Alaska. Write Personnel, P. O. Box 1359, Ft. Smith, Arkansas, Equal Opportunity Employer.


Need Announcer—Evening show, 1st phone. Salary open, good growth. Excellent facility in east. Phone 703-536-7696.

Young first class man who likes to construct and maintain good equipment. Good work environment with benefits and growth. Opportunity very strict. Call WJBC, East Box F-545, BROADCASTING.

Engineer trainee for first phone for network station. Box G-241, BROADCASTING.

Qualified engineer for network station in southern California. Must have experience in FM operation. Box D-241, BROADCASTING.


Engineer with 1st, could continue education at Kansas State University. Nice commutes of 2,500. Good working conditions. Lowell Jack, KMAN Manhattan, Kansas.

Arkansas group wants a capable engineer who can also work a board shift. Must have a minimum of three years experience in programing and engineering. Send complete resume and air check to: Michael Horne, General Manager, WKBX, Box 95, Seavcy, Arkansas.

Man with first phone for transmitter. Will train beginner. Station WAMD Aberdeen, Md.

WWH, 5 kw DA-X, 2 twr array needs a fulltime first ticket engineer starting around Labor Day for transmitter watch. No weekend or night duty. Phone for interview to Art Silver, Chief Engineer, Box 1350, Princeton, N. J. or call 801-318-258.

Chief engineer for 1,000 watt AM and 50,000 watt stereo FM. Salary commensurate with experience. Send resume including references or call Lee Sharp, WBJC, 258 E. Washington St., Bloomington, Illinois 309-826-2131.

Chief for maintenance. Permanently growing AM-FM. Tom Talbot, WJJI Niagara Falls, N. Y.


Northeastern Pennsylvania full timer needed at first ticket engineer for evening shift. Working conditions excellent, sales talk, Box 376, based on experience or call—WSCR, 1550 N. Keyser Avenue, Scranton, Pennsylvania—347-3268.

Immediate opening, First phone working engineer. No experience necessary. Excellent benefits and salary. Send resume, 2nd class endorsement. WORL, 703-893-6985.

Chief with 1st class to build and maintain new AM directional. Limited or no announcing. Exceptional benefits and salary. Resume to Bob Smith, Tilon Publications, Rochester, 11, 812-421-117.

NEWS

Help us win some more awards. Well-rated pop-standard network fulltimer in prosperous midwestern city. Excellent mid -south radio. Must want young, healthy, intelligent newsman/announcer. BROADCASTING Journal will carry letter for second spot in aggressive 3-man news department. Some board. Air check, resume, sample stories to Box G-229, BROADCASTING.

Newsmen-announcer for Texas station. Must have first phone and deliver news. Box G-326, BROADCASTING.

Newsmen for top ethnic mid-south radio. Must have good background. Send tape and resume to: Fred Hall, 1st right man. Box G-316, BROADCASTING.

Medium market near Philadelphia wants newsmen. Present staff expanding—part-time openings also. Box G-332, BROADCASTING.
NEWS—(Cont'd)


Newsman private agency. Salary ordinate executives, to FM.

Situations Wanted

Production—Programing. Others

Experience and persuasive copywriter for network station in beautiful Texas resort city. Excellent pay, benefits. Interested copyman resume to Box G-264, BROADCASTING.

Copywriter-anouncer for expanding midwest operation. Excellent starting salary, fringe benefits and opportunity for financial advancement. Send resume to Box G-264, BROADCASTING.

Morning man and production/operation checker for MOR station expanding into FM. Tom Talbot, WJLJ Niagara Falls, N. Y.

Public Relations informational officers—Several career positions now available with city of Philadelphia office of the City Representative, for imaginative P.R. men and women to work in Silver Anvil award winning program. Opportunity to utilize P.R. talents and communications media. You must be able to deal effectively with Dept. executives, to exercise initiative, and to coordinate activities of a varied program. Requires a degree and 4 years experience in news management, newsmaker program, or similar field. Salary $6,368-$10,434. Excellent fringe benefits. Send complete resume to

Public Relations

345 Municipal Services Bldg., Phila., Pa. 19107, or call MU 3-6361, prior to August 17, 1966.

RADIO

Situations Wanted—Management

Experienced radio station manager, sales, programming, engineering. Managed three huge markets and stations past 15 years by same owners. Aggressive, honest, reliable and sober. Prefer southwest medium market. Available immediately. Box G-168, BROADCASTING.

Announcers—(cont'd)

Young-aggressive-experienced—previously employed at "go to" top-rated stations (with 31 rating in university-market. Have experience in "mid—radio" and swinging "top—four" leader operations—looking for strong personality, in the free world. Box G-266, BROADCASTING.

Situations Wanted—Announcers

$18,000 and opportunity for advancement with right organization gets 13 years experience. Now pd/j in major market. Experienced all aspects of the business. Locally prominent. Box G-305, BROADCASTING.

Professional young broadcaster seeks inside management opportunity at solid station. Married, Ist ticket, ten years experience. Willing to accept small increase in his permanency. Box G-305, BROADCASTING.

Attention small stations! Fourteen years radio. All phases. Staff announcer, program director, sales and manager. Also four years television. Hourly, married. No drink, no drifter. Third endorsed. Best reference, available immediately. Box G-369, BROADCASTING.


Need opportunity to put 19 years radio experience to work for you. All phases from station top management to TV single sales. Experienced. Box 138, KONG Radio, San Antonio, Texas.

General or commercial manager available. Ability proven all phases—Strong sales and promotion, 12 years radio; over 3 years management. Bob Benedict, 5325 11th Avenue, South Minneapolis, Minn. Telephone 312-721-110.

Administrative assistant seeks similar position. Would consider traffic manager or operations with dependable organization. Good general radio background. Reliable, references. Valid reasons for seeking change. Jack Strickland, Radio, Box 1740, Jacksonville, Florida 32251.

Young, ambitious with experience in broadcast selling. Adequately financed. Looking for station in the southwest with market size of 25,000 to 30,000. Box G-49, BROADCASTING.

Situations Wanted—Managers

Top salary gets top-notch radio-TV announcer with 1st experience. Box G-98, BROADCASTING.

Chicago, Detroit, Cleveland: Nine year contemporary personality pro. Box G-185, BROADCASTING.

Sportscaster.... Experienced. Radio play-by-play and TV. First phone, Box G-188, BROADCASTING.

Philadelphia, Baltimore, Harrisburg, Scranton areas. Middle-road dj available. Background includes programing, copy, news writing and TV. Box G-266, BROADCASTING.

Mature, relaxed style for MOR. Young but good. Good draws, southwest. Box G-269, BROADCASTING.

Midwest—7 years—MOR-C&W, news director, stable. 313-483-8086. Box G-230, BROADCASTING.

23 years experience all types of announcing also pd. Excellent newscaster, unbelievable ad sales. A-1 family, non-drinker. Box G-244, BROADCASTING.

Attention east, midwest—1st phone announcer—newman, 7 years experience, married, vet. Box G-246, BROADCASTING.

Responsible announcer—dj. Middle-road, country-western. Experienced, cooperative, dependable. Prefer southwest or southeast areas. Box G-266, BROADCASTING.

Young dj, 3rd, with endorsement trained in N.Y.C. Strong personality for top 40, news & production. Have tapes—will travel—available immediately. Box G-268, BROADCASTING.

Situations Wanted—Managers

Wanted to write, report, gather. Send immediate. Box G-268, BROADCASTING.

BROADCASTING, July 25, 1966

85
Announcers—(Cont'd)

Negro de—Recent graduate. Swinging or gospel. Want to settle, 3rd class license. Box G-330, BROADCASTING.

First phone student, announcer, full, part-time. Send resume, Box G-5, BROADCASTING.


23 year old family man with 3rd phone and experience for first full time announcing job. Tape and resume on request. (Voice, experience and requirements). Write Rick Watkins 1289 Pleasant, St. Paul, Minnesota, 55102 or call 612-248-7070 p.m. (CDT).


Mature family man desires permanent announcing position in midsouth or south. Handicapped—Recent broadcasting graduate—pleasing voice. 3515 Munger, Houston, Texas 77009.


Technical

Chief engineer seeks permanent position: Due AM/FM strong on maintenance, directional, construction. Box G-191, BROADCASTING.

NEWS


Chief engineer—AM/FM DA-mobile radio. 17 years broadcast. Experienced installation or rewriting. Box G-279, BROADCASTING.

Production—Programming, Others

Production specialist/dj/announcer . . . with experience also in copywriting . . . 1st phone—married . . . prefer Chicago or within 75 miles available immediately. Box G-231, BROADCASTING.

Play-by-play sportscaster . . . plus—news—commercial phone . . . $150. Box G-289, BROADCASTING.

Zap! Crunch! Pow! Wham! High camp top 40 personality. Program—music director! First phone! College graduate! Prefer northeast—however, will relocate! Contact Bruce Wayne, Box G-301, BROADCASTING.

Do the new “talk” shows excite and intrigue you? Would you like a "talk" expert to add to or change your programming? Am presently doing four times of controversial talk shows in a large market. Would like to make myself available at a professional salary. Write Box G-317, BROADCASTING.

Top program executive, sports director 18 years experience. All major market year-round radio or TV sports position. Present baseball contract expires September 6. Best references. Box G-319, BROADCASTING.

TELEVISION

Help Wanted—Management

Business manager/accountant needed immediately by TV station in major eastern market. Must have personal experience, desire to work and ability to handle entire department. Accounting experience necessary. All replies given strictest confidence. Box G-151, BROADCASTING.

Sales

Management position soon to be available sales department of Washington, D. C., television station. Need go-getter who knows the Vehicle business and can turn up business, as well as fine service. All replies to Box F-300, BROADCASTING will be given strictest confidence.

Immediate opening for an aggressive local salesman in Atlanta market. Please forward resume and sales tape to Box G-251, BROADCASTING.

Commercial announcer for midwest full-color group-owned station. Affiliated in medium market. Excellent opportunity for radio man moving up to TV. Send picture, references, and audio-tape. Box G-275, BROADCASTING.

TV announcer with convincing commercial delivery work as sports-caster. No play-by-play. Midwest top 100 market. TV experience necessary. $140. Rush details with picture and audio-tape. Box G-276, BROADCASTING.

Help Wanted—Technical

Grow with south Florida VHF. Opening for studio maintenance. VTR experience essential. Send tape & experience. Box F-283, 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 management with working knowledge of circuits. Send resume, Box G-35, BROADCASTING.

Management supervisor, with proven record of accomplishment and administrative experience in midwest market. Salary open for right person. Rush confidential resume. Box G-84, BROADCASTING.

Technicians. Permanent openings for qualified men in midwest operation. High union wages. Apply now! September vacancy. Send resume to Box G-92, BROADCASTING.

Engineer of good character, best technical qualifications. Texas station. Box G-115, BROADCASTING.

Well-qualified engineer trainee with first phone for Texas VHF. Box G-150, BROADCASTING.

Maintenance chief for Texas station. Superior technical qualifications. Box G-125, BROADCASTING.

Opportunity for qualified, reliable assistant chief engineer, southwest VHF. Box G-126, BROADCASTING.

Chief engineer with administrative and planning talent wanted for VHF and radio station in top 100 market. Eastern half of U.S. Send letter of qualification including references and salary range to Box G-184, BROADCASTING.

Needed immediately—Two control room engineers for expanding, full-color operation. First class training required. Experience very helpful but not essential. Send all information, including salary demands to Chief Engineer, Box G-234, BROADCASTING.

Immediate opening for TV transmitter engineer with serious concern in Texas. Write Box G-266, BROADCASTING.

Technicians—Permanent openings for qualified men in New England major market VHF facility. Excellent working conditions. Send resume Box G-311, BROADCASTING—an equal opportunity employer.

Chief engineer—full responsibility for supervising and operation of technical department. Full resume: Wes Haugen, KMOT-TV, Minot, North Dakota.

Technical—(Cont’d)

Engineer with 1st class license for permanent position at TV transmitter using RCA TS6AH. Previous transmitter experience desirable but not essential. E. M. Tink, Vice President of Engineering, KWWL-TV, Waterloo, lowa.


Immediate openings, experienced engineer: Transmitter, VTR, remotes, micro-wave. Excellent working conditions, pay commensurate with past experience. Write C. P. Watters, WMC, Jackson, Mississippi—area code 601-712-6311.

NEWS

Opportunity for alert newswoman who can gather and write news. Texas station. Box G-116, BROADCASTING.

NEWSMAN with good on-camera delivery. Texas VHF, Box G-116, BROADCASTING.

Production—Programming, Others

Creative commercial continuity writer for Texas station. Box G-197, BROADCASTING.

Wanted: By major television film syndicatior, experienced, creative cameraman/editor. Background must include all phases of camera and editing. Send complete details in answering your next director. Write Bob Askare, Los Angeles, California—area code 213-612-6062.

Wanted: Immediately by major television syndicator, film writer/editor to fill challenging position requiring film background. Varied film assignments, making it possible for him to become a filmmaker not afraid of tight schedules. Send complete details, sample scripts and films with first reply. Box G-269, BROADCASTING.

Tired of the same old drag? Want to produce-direct a variety of program formats with emphasis on remote units. Our one-man station is moving up fast. Write Box G-222, BROADCASTING.

TELEVISION—Situation Wanted

Sales

Salesman—experienced radio-TV desires relocate west coast. Management potential. Box G-277, BROADCASTING.

Announcers

Top salary gets top-notch radio-TV announcer with 1st phone. Box G-97, BROADCASTING.


TV stations: Program the No. 1 stations in Washington, D. C. and Baltimore the experience of this announcer was formed. After 5 years in commercial radio and 4 years in college radio a sincere attempt to move into TV broadcasting made. Box G-321, BROADCASTING.

Technical

Looking for a qualified chief engineer for your TV station? Drop me a line, we might both be happy. Box G-218, BROADCASTING.

Broadcast engineer—Experience includes installation supervision, planning, designs, of five television stations—engineering, supervision others. College. Family. No challenge too great. Box G-334, BROADCASTING.

Note west coast: I want to be your next director. 7 years major market studio & control room engineering experience. Some directing. Enthusiastic, ambitious, Vocational area, mid-September. Box G-306, BROADCASTING.
NEWS


Presently employed TV and radio newcomer, college, 37, Exp.-gather, write, edit, deliver on camera and news, due to move to Clev., as soon as possible. Also willing to work at any job, if newsman, if guaranteed six months per year. Box G-314, BROADCASTING.

Production—Programming, Others

Producer-director—with five years experience in major market wanting to relocate. Strong in creative areas. Box G-188, BROADCASTING.

Rare combination, artist-producer-director. Six years experience in college grad. film exp., desires relocation in California. Box G-272, BROADCASTING.

MUCH ADVISED working sports director, with major league and college background, voiced play-by-play experience of wide and major range, intuitive commentaries and sports shows, seeks dynamic radio/TV association also interested in human relations. Nation's top pay, finest reference and satisfaction guaranteed to quality organization. Write Box G-230, BROADCASTING.


Looking for top talent to produce your film documentaries and specials? Want a man experienced in all production aspects? Write Box G-303, BROADCASTING.


WANTED TO BUY

Equipment

We need used 250, 500, 1 kw & 10 kw AM transmitters, no Junk. Broadcast Electronic Corp., 1314 Irbyide St., Laredo, Texas 78040.

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

Broadcast Engineering Services—AM-FM-TV, everything from mike to tower to complete station. 10532 Stanford Avenue, Garden Grove, California, 92640. Phone: (714) 537-9502.

Wanted: 10 kw FM transmitter with direct FM exciter. Box G-254, BROADCASTING.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-449 Columbus Ave., N.Y.C. Co-axial cable—Helmax, Strobofex, Sporolene, etc. Also rigid and RG types in stock. New material. For list, Sierra-Western Electric Co., 36th Streets, Oakland, Calif. Phone 415-532-3387.

RCA 50 kw BTA-SOG now in service will be available in approximately six months due to surplus. Price: $200,000.00. Box L-122, BROADCASTING.

Let us serve your used equipment needs... Broadcast Equipment & Supply Co., Box 314, Bristol, Tennessee.

FOR SALE—Equipment

Continued

Broadcast Engineering Services—your "one-stop" shop for FM & AM-FM-TV—equipment—all types. 10532 Stanford Avenue, Garden Grove, California, 92640. Phone: (714) 537-9502.


Attention: Gate 6. 31st Street, Waukegan, Illinois. MP 11000. FM transmitter, type FM-70200, with int'l center for newscast with excellent condition. $5,000.00. Box 122, Lebanon, Tennessee.

New QRK turntables, all models available. Cash or will trade for any type of used equipment—regardless of age or condition. Audovox, 4210 SW 75th Ave., Miami, Florida.

INSTRUCTIONS

INSTRUCTIONS—(Conf'd)

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Institute, School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 8 weeks Elkins training program, an FCC First Class course. Outstanding in theory and laboratory instructions, Elkins Institute, 335 St. Charles, New Orleans, Louisiana.

EKLINS has—The Nation's largest—the nation's most respected—the nation's highest rate of all six-week Class L license courses. (Well over ninety percent of all successfully receive their Class L license. Fully GI approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Top quality training in broadcasting methods and theory leading to the FCC C.I. Memphis, Tennessee, 14 East Jackson St., Chicago, Illinois.


America's pioneer, first in announcing since '34, National Academy of Broadcasting, Inc., 3rd Floor, 1080 New York Ave., N.W. Washington, D. C.

"It's Riki and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only $250.00. Rooms $5.41 per week. Classes begin every week in beautiful Sarasota by the sea. For info., on Aug. 1—Sept. 1.

Annoying, programing, first phone, all phases electronics. Through, intensive practical training. Methods and results many times better than other institutions. Allied Technical Schools, 207 Madison Ave., New York, N.Y.


See our display ad under Instructions. Don Martin School of Radio & TV. Be sure to write, BROADCASTING INSTI- TUTES, Box 8711, New Orleans, for radio announcing careers.


SALES ENGINEER

BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, located in the midwest, is immediately opening for sales engineer to travel and sell technical equipment primarily to AM, FM, and TV stations in the territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum of three years in field, desire sales engineering. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportu- nity employer. Send resume to:

Box C-249, Broadcasting.
Help Wanted—Sales
continued

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. Is there a place for it on the ground floor? Send your complete resume, salary requirements, and a recent picture to:

Box E-123, BROADCASTING

Milwaukee—Radio Sales
Potential $20,000 plus on unusually high commission with healthy guarantees. Prefer experienced man who likes direct-to-smaller-advertiser action. Fine chance for sales management within first year. Send full details.

Box G-288, Broadcasting.

NEW YORK CITY
Leading New York City radio station is seeking air personalities and newsmen with fresh ideas. All applicants with ability will be considered regardless of present market size. Send tape and resume to Box G-315, Broadcasting.

Tapes will not be returned. All replies will be answered within 30 days.

TOP 5 MARKET FORMAT JOCK
Immediate opening for top forty jock ready for that big break. $400.00 per week plus hops. Call Byron Bolton at area code 312-337-7939.

Technical

CHIEF ENGINEER
for radio station in Geneva, New York.
Must know transmitter, and radio equipment. Excellent working conditions with progressive New York station group. Ideal living on Seneca Lake.

WRITE OR CALL: PAUL DUNN WGVU, GENEVA, NEW YORK (315) 789-1200
An Equal Opportunity Employer.

HELP WANTED NEWS—(Cont’d)

RADIO NEWSMAN
50,000 Watt Radio Miami, WGBS, now broadcasting from America’s newest and finest radio facility has an empty desk in its News Room. It could be yours if . . . you are an experienced newsmen, if you can research, write and report responsibly, if you would like to join this award-winning, best multi-man news team in Florida radio, if you think you can survive in the sun with a starting salary of $110-$135 per week. Send resume and tape to:

Program Manager—Spencer Danes
Radio Miami WGBS
Miami, Florida 33131

$13,000-PLUS!
NEWSMEN for all-news W-NUS

QUALIFICATIONS: A strong interest and background in news and world events. Work in an "A" market/Authoritative, effective reading ability, timing and delivery for both news and commercials.

SALARY: In excess of $13,250 annually based on 6 day, 48 hour week/Substantial increase following first year/Other benefits, naturally.

NEEDED: A complete resume, picture and references/15 minute news audition tape (your voice throughout)/Rush all to:

Richard Thorne—Managing Editor
W-NUS—8601 South Kedzie
Chicago, Illinois

TELEVISION—Help Wanted
Management—(cont’d)

HELP WANTED NEWS—(Cont’d)

TELEVISION—Help Wanted
Management—(cont’d)

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.

Help Wanted
Technical

TV ENGINEER
Unusual opportunity for middle east assignment. Good salary, housing plus other benefits. Studio, transmitter experience required, desirably with Marconi equipment. Respond to:

Box G-243, Broadcasting.

COLOR TV ENGINEER
Armchair or rocking chair engineers would not want any of our open positions in color camera design and development. The man who likes to meet problems head on and thrash them out will like our environment. We will be interested in your growth, experience and potential. We will see what this can mean to him in terms of personal challenge and growth. He will respect our excellence image in the market. Midwest location readily accessible to culture, graduate school, boating, fishing and hunting. Excellent benefits include relocation, tuition refund, etc.

Equal opportunity employer—M/F

Box G-235, Broadcasting.

Television Help Wanted Management (Cont’d.)

STATION MANAGER WANTED FOR TEXAS

Must have complete knowledge of all phases of Television—Sales, Programming, Engineering, etc.

Beginning salary $25,000 per year minimum. Give complete details and photo in first letter. All communications kept in strict confidence.

Box G-207, Broadcasting.
TV MEDIA RESEARCH
Opportunity for TV Researcher with 1-2 yrs. experience in ratings
analysis to broaden horizons in a
network TV Research Dept. Must
have writing ability & potential to grow. Our employees
know of this ad. Send resume and
salary requirements in confidence
to: Box G-267, Broadcasting.

WANTED:
TV WEATHERCASTER
for top Eastern TV market.
Meteorology not a necessity.
Warm pleasing personality
important.
Box G-242, Broadcasting.
As equal opportunity employer.

MISCELLANEOUS

VHF TV OPENINGS (NO FEE)
immediate openings for management,
talent, production, and engineering per-
sonnel.
Call 312-337-7075 NOW!
NATIONWIDE BROADCAST
PERSONNEL CONSULTANTS
Phone area code (312) 337-7075
Ron Curtis—President

INSTRUCTIONS
Your 1st Class Ticket
in 6 weeks or Less
at America’s Foremost
SCHOOL OF BROADCASTING
the
DON MARTIN SCHOOL OF RADIO & TV
Register now for Aug. 1st or Oct.
3rd CLASSES. For additional informa-
tion call or write to:
DON MARTIN SCHOOL
OF RADIO & TV
1653 N. Cherokee, HO-2-3281
Hollywood, Calif. 90028

EMPLOYMENT SERVICE

EMPLOYMENT SERVICE (Cont’d)

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Shelton Barish, Director

FOR SALE

LOS ANGELES AREA
AM 5kw daytimer
Excellent growth area
Showing good profit
$235,000 with 29% down.
Box G-318, Broadcasting.

RECEIVER’S SALE
RADIO STATION WTRA, LATROBE,
Pennsylvania, serving an area en-
compassing 400,000 population. 1480
kilowatts and 0.5 kilowatts, grossing
$50,000.00 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.
GERALD N. ZISKIND, Esq., Receiver
2602 Grant Bldg. Pittsburgh, Pa. 15219
Telephone: 412-281-5423

La Rue Media Brokers Inc.
116 CENTRAL PARK, SOUTH
NEW YORK, NEW YORK

VT. single daytime $145M
Me. small fulltime 120M terms
Calif. metro FM&MUZAK 375M terms
N.E. suburb daytime 650M 28%
South TOP 75 daytime 140M 20M

CHAPMAN ASSOCIATES
1904 PEACHTREE, ATLANTA, GA. 30309

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY
OR SELL?
For Best Results
You Can’t Top A
Classified AD
in
Broadcasting
The Business Weekly of Television and Radio

Southwest AM & FM
Exclusive market. Excellent growth po-
tential. Grossing $130,000 plus. $250-
000.00, 15% cash discount.
Box G-297, Broadcasting.

BROADCASTING, July 25, 1966
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting, through July 20. 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.

Casa Grande, Ariz.—Dick Watts of Mesa, Ariz., has applied for a CATV franchise in Mohave County, Ariz.—Western Electronics and Communications have applied for a franchise in Atascadero, Calif.L. Davis and Clay C. Fry jointly have applied for a franchise in Providence, R.I.—Bay Area Cablevision and Scott Swanson have applied for a franchise in Fresno, Calif.—Awar will be made Sept. 8 by city council from among three applicants—Fresno Cable TV a franchise. (Note: disregard capsule published July 18 issue.)

Manitou Springs, Colo.—Western Cable Co. has applied for a franchise. If granted, each subscriber will pay an installation fee of $25 and a monthly charge of $6.

Amurburn, Fla.—A application from Universal Cablevision has been denied on the basis that the franchise held the city responsible for personal and property damages that the firm's lines might cause.

Homestead, Fla.—Redland Community Vision Inc. has been granted a franchise. The firm will pay the city $2.50 per pole, $2.50 to inspect each installation and $200 annually. The city will also receive 2% of the gross receipts the first year and 5% thereafter.

Gary, Ind.—Gary Cable TV Inc., wholly owned subsidiary of H & B American Corp., has withdrawn its petition for a franchise after having been awarded same. George Metrovian of Mobile Radio Communications, who planned to contest the franchise based on an attorney general's ruling that no city could grant an exclusive franchise, intends to reapply for the franchise application.

Howard County, Ind.—Booth American Inc., Detroit group CATV owner, has been granted a nonexclusive franchise (see also Kokomo, Ind.).

Kokomo, Ind.—Booth American Inc., Detroit group CATV owner, has been granted a nonexclusive franchise (see also Kokomo, Ind.).

Hastings, Neb.—Multi-Vue TV Corp. of Grand Island, Neb., (a representative) has applied for a franchise. The firm is now operating CATV's in Council Bluffs and Grand Island, both Nebraska.

East Brunswick, N.J.—Middlesex Cable Television Inc. (Robert H. Bennett, president) has applied for a franchise.

Franklin, N.J.—Garden State CATV Inc. Sparta, N.J., has been granted a franchise. The firm proposes to pay a 3% franchise tax, charge an installation fee of $35, and a monthly charge of $3.65. It will provide 12 TV channels plus 20 FM stations. At present, Garden State serves Sparta, Ogdensburg and Byram, all New Jersey.

Hoboken, N.J.—Sterling Communications of New Jersey, a subsidiary of Sterling Information Services Limited, has applied for a franchise. The firm will pay a franchise fee of $250 and a monthly fee of $95. The city will receive 5% of gross receipts, with a minimum guaranteed $3,500 annually. The firm additionally pledged 15% of receipts to local school systems to help establish educational programs.

Concord, N.C.—Jefferson-Carolina Corp. has applied for a franchise. If granted, the system would bring in High Point, Greensboro and Winston-Salem, all North Carolina. The firm tentatively plans to charge $17 for installation and $5 monthly. Cox Broadcasting Co., which owns WSOQ-TV in Charlotte, N.C., has also applied for a franchise in Concord.

Delphos, Ohio—Shardco Cablevision Inc. (Don Shurtle, Troy, N.Y., president) has acquired the franchise from Delphos Herald. The firm will offer a minimum of nine programs, paying 3% of gross revenues to the city. Mr. Shurtle announced acquisition of franchises in Wapakoneta and St. Marys and plans to seek franchises in Troy and nearby communities.

Weilston, Ohio—Jackson County Cable Service Inc. (Charles N. Gaskill, vice president) has applied for a franchise.

Ponca City, Okla.—KVOO-TV, KTUL-TV, and KTVK (TV) have been granted a franchise. The firm will pay a franchise fee of $17 for the Delaware Park area (see above).

Seneca, Pa.—WJWB Cablevision (Mel Goldberg, president), Greensburg, Pa., (WJWB), has been granted a 25-year exclusive franchise. The firm will provide 10-12 channels, one to be set aside for weather, news and community service programs; monthly service charge is $4.50. WJWB will pay the city 3% of gross revenue of $1,500 to 2,999; 5% of gross revenue of $3,000 to 4,999; 7% of gross revenue of $5,000 to 6,999; 10% of gross revenue of $7,000 to 9,999; 15% of gross revenue of $10,000 and 20% for gross revenue over $25,000. Council rejected a bid from Central Video Inc., State College, Pa., which offered a flat 3% of annual gross receipts.

Lansing Twp., Mich.—Lansing Cable Television Inc., Phillipsburg, Pa., has been awarded a franchise except for the Delaware Park area (see above).

Shinagawa Twp., Pa.—Lawrence Cablevision Inc. (Robert H. Lawrence) has been granted a franchise to install a 12-channel system. The firm will pay a franchise fee of $5,000 for home installation during the construction period.

Bremerton, Wash.—Telecable Inc. (Richard Rogers, manager) has applied for a franchise. The firm will pay 4% of its annual gross receipts to the municipality.
A union of flexibility and youth

by all station personnel there and it had been a great asset to the industry by Mr. Watson and his staff when he previously was the operating executive at the former NBC stations in Philadelphia, WRCV-AM-TV.

During the past year Mr. Watson has expanded the Cleveland news staff by about one-third, to a total of 38 for around-the-clock operation. A weekly documentary is among several new local shows added, in addition to expanded news programming. Technical facilities also have been improved.

WEEK'S PROFILE

EDITORIALS

Inside NAB

As was to be expected, dissension has arisen among board members of the National Association of Broadcasters over the design of a new NAB headquarters building in Washington.

This publication intends to take no part in the dispute. The sketches presented to the NAB boards promise no landmark in the nation’s capital, but neither do they threaten to deface the neighborhood. At worst the design is inoffensive in its present form, and perhaps that is the best to be hoped for. It is not in the nature of committees or boards to create or endorse works so daring as to guarantee controversial reception.

However the NAB building turns out to look from the outside, there ought to be less disagreement over the use of space within it. Certainly room ought to be made for a library and archives where current and historical information about radio and television would be readily available to serious students.

This is not to suggest that some kind of museum be housed at the NAB. The physical bric-a-brac of broadcasting history is of too little general interest to justify display in expensive square footage in Washington. But within reasonable space it would be possible to file, on film, tape and disks, a good deal of significant material, including radio and television programs that are worth saving.

For some years the Broadcast Pioneers has had under way a history project that is now under direction of William S. Hedges, retired vice president of NBC. The Pioneers has collected much material but has neither the administrative nor the physical facilities to put the collection into usable form.

The construction of a new NAB headquarters could readily include space for the more important pieces in the Pioneers’ collection. Perhaps the NAB could also provide the staff assistance to collate what the Pioneers has already gathered and add new material as it becomes available.

Before the NAB gets around to settling on interior plans it ought to get together with the Pioneers to explore the possibilities of creating, equipping and maintaining a central archives that could be important to all of broadcasting.

Trail Blazer

Among the innovations of the new season will be a programing venture likely to generate more interest among broadcasters than the new fare on TV networks.

Focal point is the impending debut of the nation’s first want-ad station under the ownership-sponsorship of Gordon McLendon, the volatile broadcaster who specializes in innovation and excitement. Mr. McLendon will operate KGLA (FM) as 100% commercial with nothing but classified advertising of the character heretofore restricted to newspaper columns. Mr. McLendon, with typical showmanship, has asked the FCC to assign him the call KADS-FM.

Why the interest among broadcasters? Obviously, if the Los Angeles experiment works, every major market in the country will be ripe for want-ad formatted stations.

There’s added incentive because of the FCC’s AM-FM nonduplication regulation that ultimately will affect every market with more than 100,000 population. The want-ad format, for some segment of the broadcast day, could provide a sought-after answer for nonduplicated programing as FM penetration increases.

The FCC, we believe, imposed unnecessarily harsh and probably illegal restrictions upon the McLendon innova-

It’s news

When a newspaper goes out of its way to commend investigative reports broadcast by a television station, it is, to say the least, news. When the same newspaper asserts that such television enterprise justifies the protection of broadcasting under the First Amendment, it is news on page one in 72-point type or in prime time in color.

As reported here last week, the Tampa (Fla.) Tribune has done just that in commenting on the results of the on-air campaign produced by WXJ7 (TV) Jacksonville, Fla. The target of the station’s editorializing was a city commission’s squandering of insurance money. As a result a grand jury turned in a strong report that led to the hiring of an insurance expert and a correction of the Jacksonville city government’s method of placing its business.

Here’s part of what the Tampa Tribune said:

“First Amendment guarantees are little needed by the news media who campaign in favor of nothing more controversial than the flag, motherhood and the sanctity of the home. They are essential to those who, in the highest traditions of American journalism, seek to expose public waste—and worse—without fear or favor.

“WXJ7 in its inquiry into Jacksonville’s insurance practices acted in accord with those traditions, and in so doing added another case to the argument for First Amendment application to television and radio.”

“He said his first words today: ‘When do my residuals start?’"

Drawn for BROADCASTING by Sid Hix

GROW FAST BABY FOODS

92

BROADCASTING, July 25, 1966
Pioneers in quality broadcasting...

HUBBARD BROADCASTING, INC.

KSTP COLOR TV
KSTP RADIO
MINNEAPOLIS, ST. PAUL, MINNESOTA

KOB COLOR TV
KOB RADIO
ALBUQUERQUE, NEW MEXICO

W·GTO RADIO
CYPRESS GARDENS, FLORIDA
If you lived in San Francisco...

...you’d be sold on KRON-TV