



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Bumper crop of off-network TV series offered buyers. p25  
AAAA in Scottsdale gets radio-TV plea for help. p28  
ABC, CBS, affiliates lambast 50-50 proposal. p36  
Way cleared for merger at ABC, ITT meetings. p50

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## SCREEN GEMS BRINGS YOU ALL THE ACTION IN FULL COLOR



### NFL'S GAME OF THE WEEK

This coming season the NFL will film in color its entire schedule. Half hour programs of each game—with all the big action intact—will be available the Wednesday following the game. For full details on availabilities, call **SCREEN GEMS.**

*"To have  
great poets,  
there must be  
great audiences."*

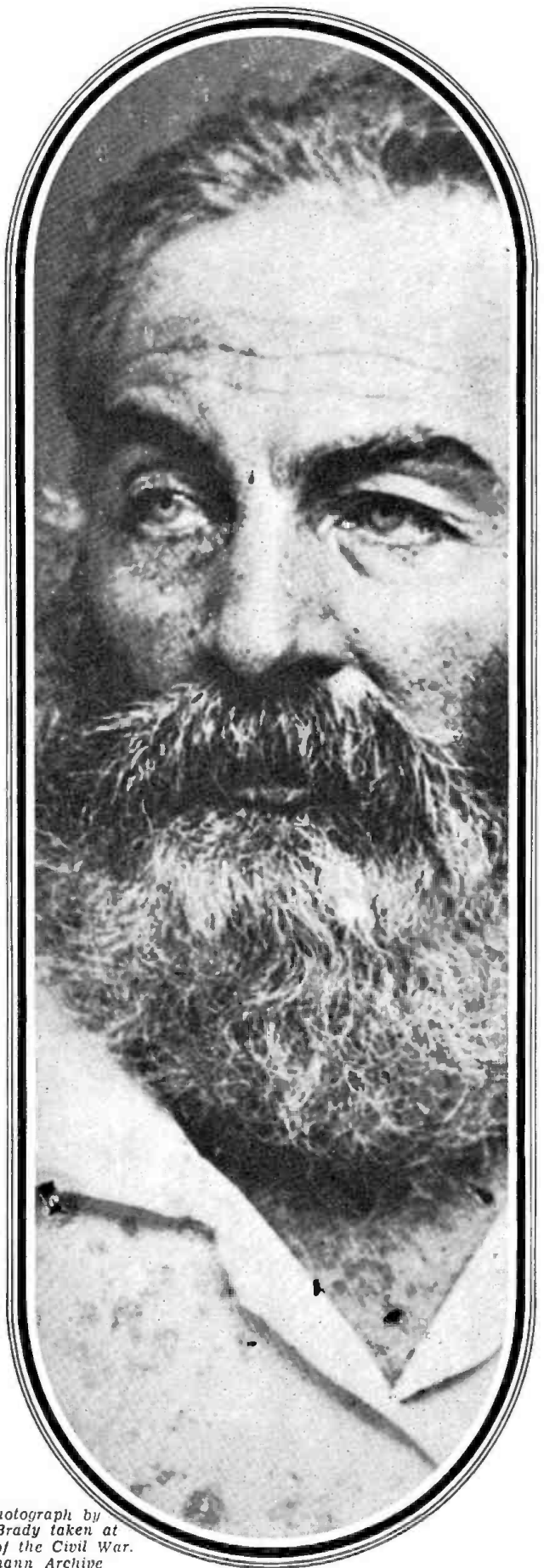
*Walt Whitman  
(1819-1892)  
American Poet*

Today, we would paraphrase  
Whitman's statement: "To have great  
television audiences, there  
must be great programming."

This philosophy guides the efforts of  
all G-L stations, to make the most of  
our dynamic Southwestern markets.

**GRIFFIN-LEAKE  
TV, INC.**

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



*From a photograph by  
Matthew Brady taken at  
the time of the Civil War.  
The Bettmann Archive*



**Excerpt from a memorable speech —**

**delivered at the National Association of Broadcasters convention by E. William Henry, Chairman of the Federal Communications Commission, Chicago, March 29, 1966:**

“Consider, first, the troublesome question of artistic integrity and good taste.... Too often, I suggest, routed by shadows, you break and run before a shot is fired in anger. Too often you surrender to pop-gun complaints as if they were the crack of doom. Too often the record here shows not only a lack of courage, but a lack of common sense....

“Let me give you but one illustrative example. I recently watched an evening television movie called ‘**ROOM AT THE TOP**,’ a film that won many awards and received much praise.... Those of you who saw it may remember that at one point... the dialogue went something like this:

**Father:** And by the way, young man, I know your relationship with that other woman, and I’m telling you straight: Get rid of that (Bloop-Blip)!

**Young Man:** Don’t ever use the word (Bloop-Blip) when you speak of her!

**Father:** When I have a word that fits, I believe in using it.

“And there sits the poor audience, wondering what in the name of all that’s artistically honest the bloody word is! This bloop-blip technique may be fine for selling razor blades, but is scarcely appropriate in an adult film on a controversial theme.

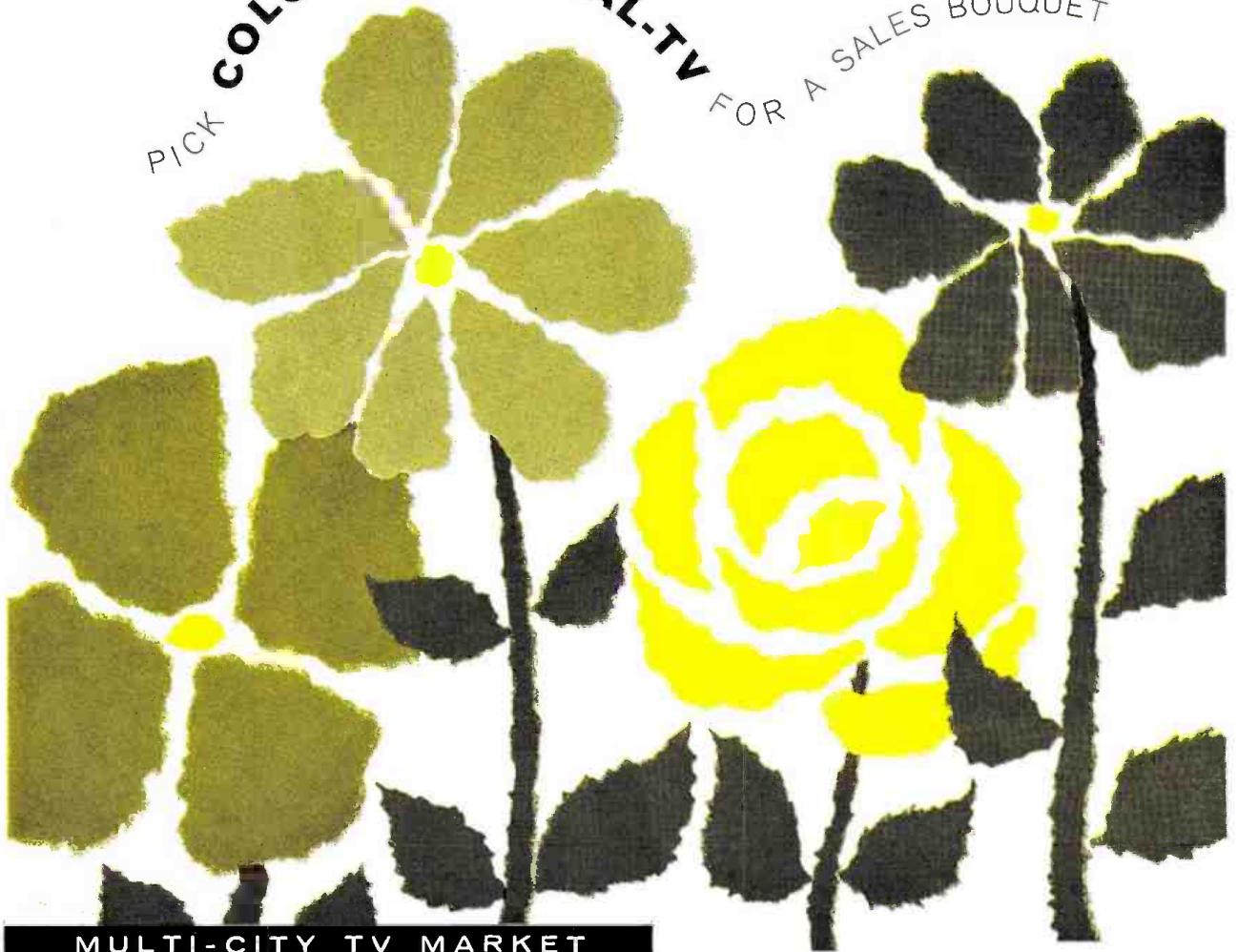
“Needless to say, I am not advocating a policy of ‘anything goes.’ But the alternatives to that extreme do not stop at treating the adult American public as if it were dominated by the Ladies Auxiliary of River City... who complained bitterly that the town library had books by Chaucer, Rabelais and Balzac....

“No one would suggest that your lives will be less complicated if you stop playing it quite as safe as you have in the past. Any new departure in this contentious area will raise eyebrows and embroil you in controversy. But more courage here will make your jobs more satisfying — and American broadcasting will be the better for it.”

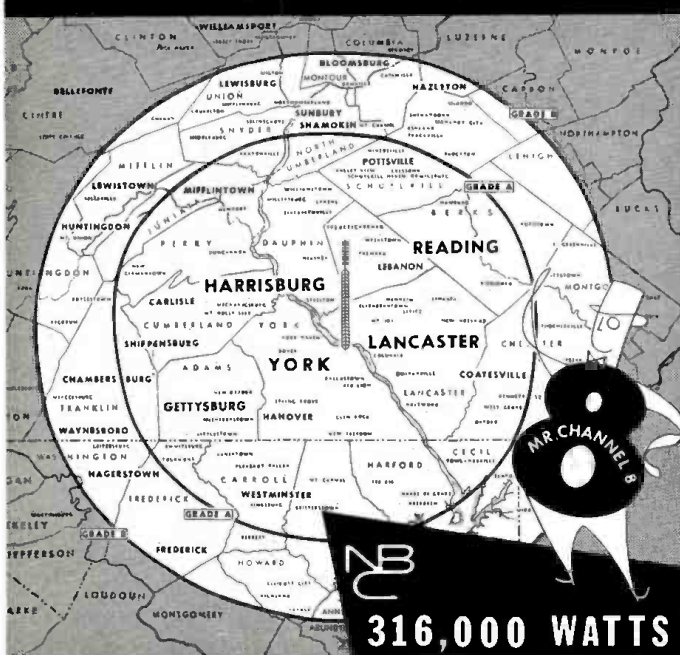
**ROOM AT THE TOP** is one of several hundred quality films for quality television programming from the library of Walter Reade-Sterling, Inc.

241 East 34th Street  
New York City

PICK **COLOR-FULL WGAL-TV** FOR A SALES BOUQUET



**MULTI-CITY TV MARKET**



**Channel 8** brings color to a vital, growing multi-city market—Lancaster, Harrisburg, York, Lebanon, plus many other areas. All local programs are colorcast live, on film, tape, or via color tape recorders to a market with 18% color penetration.\* Give your product the exposure, the advantage, the appeal of color-full WGAL-TV, and watch sales bloom.

\*This statistic is based on Nielsen estimates and subject to inherent limitations of sampling techniques and other qualifications issued by that company, available upon request.

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

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

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

Plenty of talk but no betting odds last week on who would get presidential nod on (1) FCC chairmanship and (2) vacancy left by E. William Henry as commissioner. But names continued to fly with no intimation as to President's final decision except that he will make two appointments (plus chairmanship) soon and simultaneously.

*It's expected Rosel H. Hyde, new acting chairman, will be reappointed to third successive term. And despite bandying of big names, there's notion that engineer would be selected—and President likes to promote from within. Here (alphabetically) are engineers (all Democrats) whose names have been mentioned: James E. Barr, 58, chief, FCC Safety and Special Services Bureau, former Texan and now resident of Maryland; Eugene H. Merrill, 57, former deputy assistant secretary of Army who served seven-month interim term on FCC (Utah); Lieutenant General James D. O'Connell (Ret.) former Army Signal Corps chief, now director of telecommunications management, White House; William H. Watkins, 48, FCC deputy chief engineer, native of Texas, resident of Washington.*

## Brighter day

Sweeping changes in NBC-TV's daytime program schedule may be announced at NBC affiliates convention in Hawaii May 11-13. Until then details are being kept in utmost secrecy, but word is that new lineup will be introduced July 4 amid extensive promotion. Affiliates have been clamoring for beef-up in network's daytime schedule, and Hawaiian announcement, it's figured, would do as much to cheer station men as boatload of okolehao.

## Nice neighborhood

ABC officials say privately they've almost made up their minds to exercise option to buy New York headquarters building they have recently occupied on Sixth Avenue within short walk of new CBS building and NBC-RCA headquarters. Purchase price stipulated in ABC lease-or-buy contract is said to be about \$20 million. Before coming to firm decision, ABC top brass wants to see how space works in practice.

## Catching up

United States Information Agency is about to unveil first major revamping of its overseas radio and television services in some 20 years. Formats, production techniques and program content are being radically modernized. Score of prominent U.S. broadcasters were given preview last week and were enthusiastic. They were also asked to contribute TV vignettes for distribution to foreign television stations (CLOSED CIRCUIT, April 18).

## Switching the risk

Recently signed cost-plus production deal between CBS-TV and Desi Arnaz is of type network has quietly been making with few other producers for some time—and some filmmakers think principle may spread. In cost-plus setup CBS-TV handles budget, pays both below-line and above-line costs, royalty to show creator and all fees connected with production, plus, usually, commission to producer's agent who makes original deal.

*What arrangement boils down to is that network has control of every dollar that goes on screen—and gets control of all negatives in series, which can become substantial asset. Producer escapes risk of losses—which can be monumental—and is assured of stipulated profit. It's said that cost-plus system was started for number of shows produced by Richelieu Productions (Keefe Braselle's company) when Jim Aubrey was CBS-TV president.*

## Program economics

There's long-range possibility that TV networks themselves may have to produce more of their prime-time entertainment programs instead of relying on outside production companies. Signs are evident to some TV programmers in current scarcity of script deals between networks and production houses for 1967-68 season. In past years by this time sizable number of script agreements already had been concluded 18 months in advance.

*Apparent slowdown is said to stem at least in part from producers' reluctance to enter production agreements of kind most have had in recent seasons. Network financing hasn't es-*

*calated as fast as pilot and production costs. Thus, producer can lose money even if his series turns into hit.*

## Third force

ABC-TV intends to come out swinging on upgrading of affiliations once approval of its merger into IT&T becomes final. Network officials already are reading riot act to non-conforming affiliates who fail to clear programs network deems essential, and there's current talk in one major eastern market of shifting affiliation from VHF outlet to commercial UHF.

## Triple-barreled

Lamar Life Insurance Co. may be in for shock when FCC, pursuant to decision of U. S. Court of Appeals, designates renewal application of WLBT(TV) Jackson, Miss., for hearing. Staff has proposed, and FCC is considering, including in hearing license-renewal applications of WLBT's affiliated stations WJDX-AM-FM. All three had been given one-year renewals last year following complaints they had violated fairness doctrine in connection with civil rights issue and had ignored programing needs of Negroes (BROADCASTING, May 24). United Church of Christ appeal, which court granted, was directed only at WLBT, not affiliated radio stations.

## Waiting for Loevinger

FCC has two hot potatoes to handle but it would prefer to have its full membership, particularly volatile Commissioner Lee Loevinger, participating (Commissioner Loevinger has been in Geneva for past two months on government business and is due back May 9). One case deals with that sticky Jackson, Miss., court of appeals decision wherein tribunal said FCC must accord any citizen standing in public hearings (see above). Other case, loaded with censorship implications, involves complaint against KTYM Inglewood, Calif., in regard to purported anti-semitic broadcast (page 48).

*Commissioner Loevinger, former Minnesota supreme court judge and former assistant attorney general, anti-trust division, is FCC's mainstay on jurisdictional matters and usually doesn't see eye-to-eye with FCC's legal staff. He's lectured them on what he regarded as inept interpretations.*





Dig into the Memphis TV market and you turn up some fascinating facts. You discover a market that's three times bigger than the metro figures. That's because when you buy Memphis TV, you buy the rich Mississippi Delta (as far south as Clarksdale), a healthy hunk of Arkansas, and all of west Tennessee. Add them together

and you have a population bigger than the whole state of Colorado, including Denver. Cost per thousand households? A low \$2.54†. Compare that with Denver's \$3.82†, Albany's \$3.18†, or New Orleans' \$3.58†. If you'd like to explore this booming market with an experienced guide, call your RKO, Blauf, or Katz representative.

Buy the market, not just the metro  
**WHBQ-TV / WMCT / WREC-TV**  
 MEMPHIS TELEVISION

SOURCES:  
 \*ARB, November, 1965, Television Audience Estimates  
 \*\*SRDS, January, 1965, Consumer Market Estimates  
 †ARB Television Market Analysis, 1965

# WEEK IN BRIEF

Supply of first-run off-network series is more plentiful this year than last. More than 1,200 hours are going into syndication. Since most are monochrome, feeling is color helped increase size of entries. See . . .

## OFF-NETWORK BONANZA . . . 25

Two networks and their affiliates find virtually nothing good in FCC's 50-50 programming rule. CBS and CBS-TV affiliates challenge FCC jurisdiction. ABC and ABC-TV affiliates concerned about parity. See . . .

## 50-50 RULE GETS LASHING . . . 36

Call for advertisers and agencies to help broadcasters in self-regulation efforts issued by McGannon. Tells 4A's Broadcast Rating Council is studying possible changes in accredited services. See . . .

## ADVERTISER AID ASKED . . . 28

Cox likes three-year licenses because they keep broadcasters on their toes. But FCC is studying situation, he admits, and recommendations on longer licenses should be ready next month. See . . .

## COX POSES QUESTIONS . . . 57

Corinthian's Tower calls Fund for Republic position paper attacking media 'intemperate, undocumented, non-analytical and permeated with personal bias.' Paper charges media with 'brutalizing' nation. See . . .

## TOWER CHALLENGES FERRY . . . 45

FCC may be walking on eggs in current fairness doctrine hassel. Staff feels any decision will be termed either outright censorship or anti-Semetic. New policy on licensee responsibility may result. See . . .

## FCC BACKED IN CORNER . . . 48

ABC and ITT stockholders, in separate meetings, vote for merger. Still to be heard from are FCC and Department of Justice. Question is raised over Goldenson's seat on Western Union board. See . . .

## MERGER A STEP CLOSER . . . 50

Commercials are becoming more like short stories and stories require strong acting. These are two major factors in ever-increasing number of big-name actors who are doing television commercials. See . . .

## ACTOR ALOOFNESS FADES . . . 31

Associated Press board of directors takes FCC over coals on regulatory policies that have kept news media from using technological advances. Communications unit reports progress in first year. See . . .

## AP REPORTS PROGRESS . . . 40

CATV, sans cables, and increased use of satellites will give broadcasting new face within decade. Cox's predictions include growth of FM to point where it will become dominant aural medium. See . . .

## REVISED SHAPE . . . 55

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## **Broadcasting** THE BUSINESS WEEKLY OF TELEVISION AND RADIO

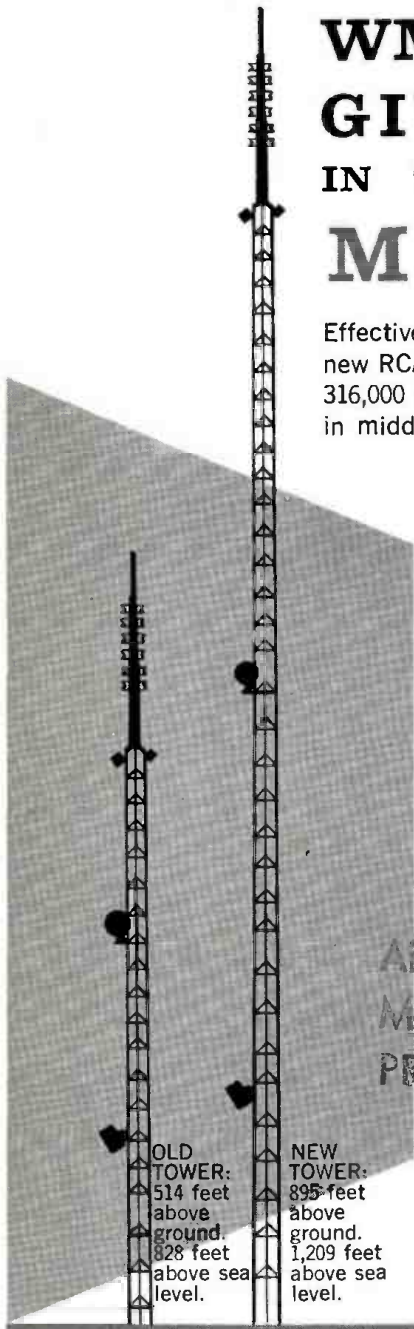
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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

# WMAZ-TV'S TALL TOWER GIVES NEW R-E-A-C-H IN THE DYNAMIC MIDDLE GEORGIA MACON MARKET

Effective in January 1966 WMAZ-TV, Macon, Georgia has a new tall tower, a new RCA Traveling Wave Antenna, and increased power . . . to the maximum 316,000 watts ERP. WMAZ-TV's Grade B contour now reaches 39 rich counties in middle Georgia.



## "BOOM MARKET" OF THE SOUTH

Serving the nation's largest single-station metropolitan area, WMAZ-TV's increased coverage now gives you one of the South's fastest-growing television markets. Write now to the Station, or to Avery-Knodel for facts about Georgia's leading growth area . . . the dynamic Macon Market.

# wmaz-tv

MACON, GA. CHANNEL 13

*Signal Coverage in the Southeast...*

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

**SOUTHEASTERN BROADCASTING CORPORATION**

Greenville, South Carolina

**WBIR-TV**  
Knoxville, Tenn.

**WFBC-TV**  
Greenville, S. C.

**WMAZ-TV**  
Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.



## FTC investigating networks' rate structures

### DIXON SAYS AGENCY IS LOOKING FOR DISCRIMINATION

Federal Trade Commission plans "in-depth" examination of three networks' advertising rate structures to determine whether discrimination exists.

FTC Chairman Paul Rand Dixon disclosed plans in testimony before House Appropriations Subcommittee Feb. 10, made public Friday (April 29).

FTC was known to be interested in possible network discrimination in advertising rates as result of Senate Antitrust and Monopoly Subcommittee plans for hearings on subject.

But Chairman Dixon's testimony was first indication that agency would conduct its own investigation. He said agency has "collected at the staff level as much information as we can." Senate investigators, he said, "have demanded a lot" of FTC's material.

FTC would go into charges that networks give more favored treatment, in terms of prices and time slots, to large advertisers than to small ones.

Chairman Dixon said agency is in close touch with FCC on matter. But he stressed that problem was in FTC's

jurisdiction, not FCC's. "This is an anti-trust question," he said.

In another matter, he said he has heard no complaints about advertising of diet foods. And Charles A. Sweeney, director, Bureau of Deceptive Practices, told congressmen, "Metrecal is advertised quite truthfully."

FCC Chairman E. William Henry, also before appropriations subcommittee, gave indication of progress made in getting all-channel TV sets into circulation.

He said that about 30% of those owning TV sets have purchased all-channel models. Law requiring manufacturers to make only receivers capable of receiving both UHF and VHF signals became effective two years ago.

Commissioner Robert E. Lee said cost of sets has remained "about the same" as it was when VHF-only receivers were on market. He also said that converters to adapt VHF-only sets to UHF capability cost \$30.

"But this is not happening," he said. "People are buying the second set."

## Agencies should lead clients to fact path

Drug advertisers were warned Saturday (April 30) to advertise their products with facts or risk legal prosecution.

In speech prepared for delivery at convention of American Association of Advertising Agencies (see page 28), Dr. James L. Goddard, commissioner of U. S. Food and Drug Administration, said "the range of bad practice" in pharmaceutical advertising "is quite broad."

He suggested agencies "assume a new dimension of client service" by taking it upon themselves "to impress upon their clients the need to sell drugs with facts."

Dr. Goddard was especially critical of advertising in medical journals but said he "would not draw any lines" between prescription drugs and over-the-counter preparations in enforcing laws and regulations governing medical advertising.

In 1965, he noted, nonprescription drugs and remedies spent \$144 million

in network television, \$75 million in spot TV and \$43 million in general magazines. "If scientific judgment and plain good sense can be obscured in the medical media," he said, "isn't it reasonable to assume that the same may take place in the mass media?"

Four-day convention, at Scottsdale, Ariz., ends tonight (May 2) with cocktail party given by Television Bureau of Advertising for AAAA members and guests.

## FCC party writes finis to Henry era

Former FCC Chairman E. William Henry bade farewell to commission members and staff at reception held in his honor Friday (April 29).

Mr. Henry, who attended with wife and their three small children, spent last day in office Saturday, after two years, 11 months in that job and after three years, seven months on commission.

Going away gifts included his gavel and its base, desk set and chair he used

as chairman.

Mr. Henry, in brief remarks, thanked colleagues and staff for their help—and won approving nods when he said he likes present structure of agency.

His predecessor, Newton N. Minow, recommended splitting agency in two, with single administrator-policy maker and administrative court. "I wouldn't put powers of agency in hands of any one man," Mr. Henry said.

He also said there is profit in debate among seven commissioners. "You have to justify your position and articulate your views, and you benefit from the views of others."

Mr. Henry, who resigned to take leading role in campaign of his friend, John J. Hooker Jr., for Democratic gubernatorial nomination in Tennessee, made light reference to mortality rate among commission chairmen: "It isn't every day a chairman resigns," he said. "It's every other week."

Commissioner Rosel H. Hyde, who is acting chairman pending appointment of new agency head by President Johnson, presided at function.

## Shasta move into STI outlined in application

Details on reorganization of ownership of Subscription Television Inc., California pay-television company, have come to light with filing of application to FCC for assignment of license of KJEO(TV) Fresno, Calif.

STI will absorb properties of Shasta Telecasting—KJEO(TV) and Ice Follies—and Shasta will become 27% owner of STI in return (BROADCASTING, March 28). Total value of Shasta properties is calculated at \$8,650,000, including \$3.9 million for TV and \$4.75 million for ice show.

Other stockholders of STI include Lear-Siegler Inc., equipment manufacturer, and Reuben H. Donnelley Corp., directory publisher and direct-mail house. Each will have 8.7% of stock at completion of deal.

Shasta Telecasting is principally owned by George C. Fleherty (38%) and Carl R. McConnell (26.6%). KJEO(TV), operating on channel 47 in Fresno, is ABC-TV in all-UHF market.

California citizens had voted in November 1964 to make pay-TV illegal, but state supreme court ruled measure unconstitutional. STI is now suing state for \$14 million and has pending suit against California theater owners for \$117 million. Creditors claim \$1,847,157 against STI.

## WEEK'S HEADLINERS

**Martin Davis**, VP of Paramount Film Distributing Corp., subsidiary of Paramount Pictures Inc., New York, elected to board of parent firm and named executive assistant to **George Weltner**, president of Paramount Pictures. Mr. Davis, 39, has been VP of Paramount Film Distributing since 1963 and its director of advertising and public relations since 1960. Mr. Davis, who now assumes one of Paramount's top posts, joined company in 1958 after previous association with Allied Artists and Samuel Goldwyn Productions. **Joseph Friedman**, assistant director of advertising and public relations, Paramount Distributing, is expected to move up to Mr. Davis' former post.

**J. Howard Wood**, president of Chicago Tribune Co., and chairman of Tribune Co. stations, elected president of American Newspaper Publishers Association Friday (April 29). He succeeds **Gene Robb** of *Albany* (N. Y.) *Times-Union* and *Knickerbocker News*. Tribune Co. stations are WGN-AM-TV Chicago, KWGN-TV Denver and KDAL-AM-TV Duluth, Minn. There is interlocking ownership with WPIX-FM-TV New York.

**Stanley Adams** has been re-elected president of American Society of Composers, Authors and Publishers. Mr.

**Adams**, songwriter of more than 100 songs, has been member of ASCAP's board since 1944 and served as president from 1953-1956 and from 1959 to present.

**Donald B. Armstrong Jr.**, senior VP, and **Lawrence T. D'Aloise**, VP and creative supervisor, J. Walter Thompson Co., New York, elected directors of plans boards and creative review boards, respectively.

**Herbert D. Strauss**, president of Grey Advertising, New York, elected chairman of New York council of American Association of Advertising Agencies. He succeeds **David B. McCall**, president of LaRoche, McCaffrey & McCall Inc. **Donald A. Wells**, executive VP of BBDO elected vice chairman. **Lester Harrison**, board chairman of Lester Harrison Advertising re-elected secretary - treasurer. New governors elected were Mr. Wells; **Edward H. Calhoun**, executive VP, Cunningham & Walsh; and **Armando M. Sarmiento**, president McCann-Erickson.

**Frank P. Fogarty**, president, Meredith Broadcasting Co., Omaha, re-elected VP of Northwestern division of U. S. Chamber of Commerce, Washington.

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

### Europe wants own Comsat but unsure how to do it

Plans for European commercial communications satellite are still hanging in mid air following three-day meeting of ministers in Paris. Meeting ended Friday (April 29) and only firm decision was to meet again June 9-10.

Seven nations making up European Launcher Development Organization (ELDO) are Great Britain, France, West Germany, Italy, Belgium, Netherlands and Austria.

ELDO was formed to get \$420 million space program off ground with Europa I, three-stage rocket designed primarily for research. However, Britain which is paying 39% of cost, more than any other nation, is said to feel that price is too high solely for research. It favors getting rocket big enough to orbit communications satellite.

Britain is reportedly favoring development of Europa II rocket that could launch communications payloads and put Europe in competition with U. S.'s

Communications Satellite Corp.

British sources say that other nations are now having doubts about Europa I plan.

### FC&B billing up \$10 million

Gross billing to clients of Foote, Cone & Belding, New York, rose by \$10 million and agency's net income increased by \$60,000 in first quarter of 1966, it was reported Friday (April 29).

Three months ended March 31:

	1966	1965
Net income per share	\$0.21	\$0.18
Net income	457,000	392,000
Gross billing to clients	59,307,000	49,007,000

### Paulsen, Schutte to KEWB

Appointments of Varner Paulsen as vice president and general manager of KEWB Oakland, Calif., and of Richard Schutte as sales manager of station are being announced today (May 2) by John V. B. Sullivan, president of Metropolitan Broadcasting Radio Division of Metromedia Inc. Company purchased stations from Crowell-Collier Broad-

casting Corp., effective April 29.

Mr. Paulsen had been program director of WNEW New York and Mr. Schutte, manager of San Francisco office of Metro Radio sales, both Metromedia units.

### Alabama primary opens election year coverage

TV's three networks are set for expanded coverage of 1966 election year, beginning with coverage of Alabama primary, Tuesday May 3.

NBC's May 3 coverage, with correspondent Sander Vanocur as anchorman, originates in color at WSFA-TV, NBC affiliate in Montgomery. Flashcaster and other special reports from NBC correspondents in principal Alabama cities will present live reports interrupting regular scheduled programming. NBC News will attempt to project winning candidate after 9 p.m. (NYT).

ABC's coverage of primary will include bulletins and crawls in early evening and two, five minute reports at 11:01 and 11:06 P.M. (NYT) to stations subscribing to ABC New's syndication service.

CBS will send news correspondent Mike Wallace and crew to scene to prepare five-minute summary and analysis to be aired on network at 11 p.m. Crawls will be on throughout night via CBS News election unit.

### Lynn joining Trans-Lux

In expansion of its activities in TV programming area, Trans-Lux Television Corp. announced Friday (April 29) that Jack Lynn, vice president in charge of programming of Metromedia's Metropolitan Broadcasting Television, will join Trans-Lux TV on May 23 as VP with responsibilities in production and domestic sales.

He succeeds Richard Carlton who has been advanced to executive vice president of Trans-Lux TV with additional duties with parent company, Trans-Lux Corp. Mr. Lynn has been with Metropolitan Broadcasting and predecessor organization for 10 years.

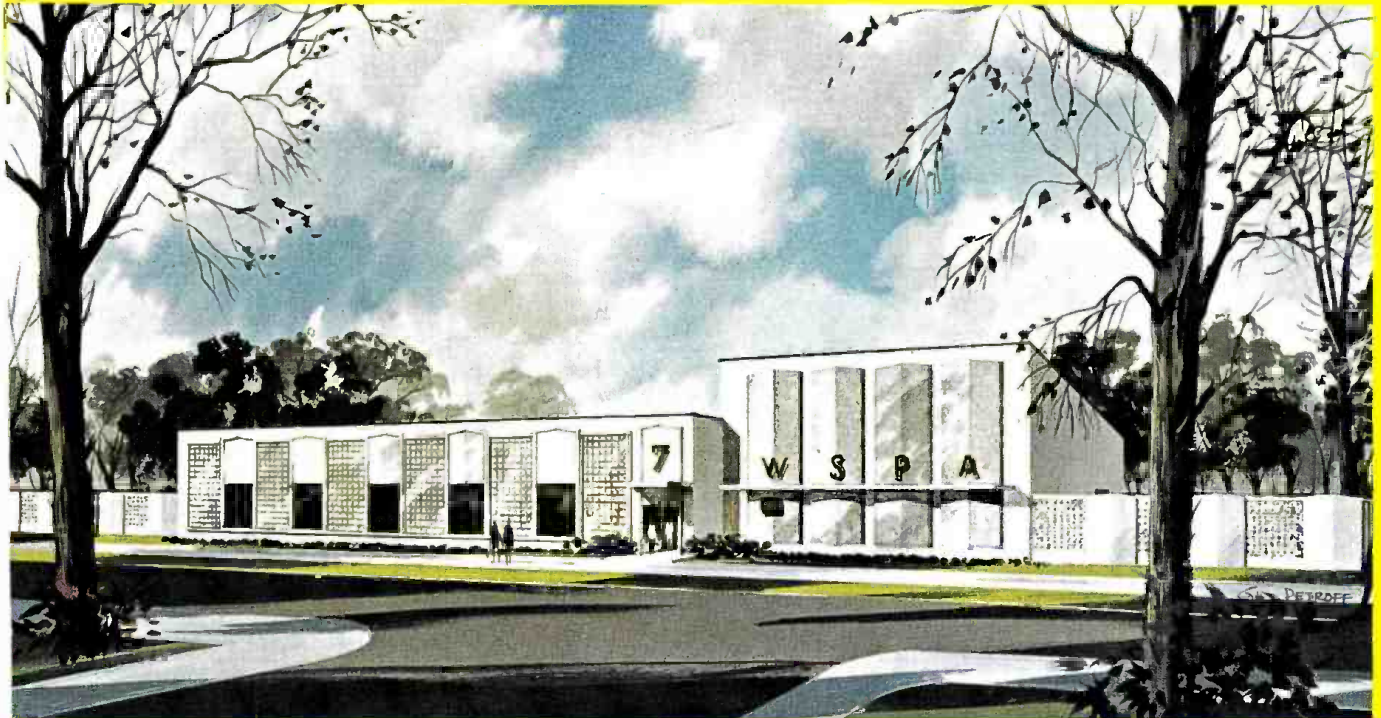
### Pomp and Circumstance

NBC reported Friday (April 29) it is close to agreement with BBC and Independent Television in Britain for U. S. rights to one-hour color telecast exploring history of British monarchy illustrated through tours to six royal palaces there. NBC plans to schedule color special in December.

Program will include filming from Buckingham, St. James's, Kensington, Hampton Court and Windsor palaces in England and Holyrood in Scotland.



**wspa-tv celebrates 10th anniversary  
with new studios and  
complete color telecasting facilities**



New WSPA-TV color studio and offices, fronting 267 feet on Converse Street in downtown Spartanburg.

**IN CELEBRATION OF ITS 10TH ANNIVERSARY, WSPA-TV IS LAUNCHING AN EXPANSION PROGRAM TO PROVIDE NEW STUDIOS AND COMPLETE LIVE COLOR BROADCASTING EQUIPMENT . . .**

WSPA was the first radio station in South Carolina and first with FM and Stereo. WSPA-TV was the first television station in South Carolina and the Greenville-Spartanburg-Asheville Market to broadcast local color film programs. WSPA is presently operating RCA color film and slide chains and RCA color video tape equipment.

With completion of the new color studios and installation of color cameras WSPA-TV becomes a FULL color station. The rich Greenville-Spartanburg-Asheville Market is now the 45th television market in the nation. Over 60 thousand homes in this prosperous market already have color sets.

Operating with full power and maximum height from Hogback Mountain and with 10 strategically located translators, WSPA-TV is serving the entire Greenville-Spartanburg-Asheville Market with the best in both color and black and white programs.

This new expansion program is in the tradition of WSPA in always being first with the most for viewers and advertisers. Truly WSPA-TV is:

*THE STATION ON THE MOVE!*



**BS in the Greenville-Spartanburg-Asheville Market**

**WSPA-TV**

A M - F M - T V

channel

**7**

**SPARTANBURG, SOUTH CAROLINA**

Owned and Operated by The Spartan Radiocasting Co.—Walter J. Brown, Pres.

GEORGE P. HOLLINGBERY—National Representatives





Photographed by Nelson Shawn for KRLA's "Sounds of the West" Collection

Oh look. Oh look. Oh look. The Mad Hatter Escaped From His Boo

Here  
Disneyland,  
photographed with its own sound of  
"he's only make believe,  
he's only make believe,  
he's only..."

**and Hear**  
**KRLA,**  
**the sound of wondering...**  
**reaching out, swinging out**  
**leaping out to find the place called**  
**"real".**

KRLA/Los Angeles' most-listened-to radio station.  
Sold Nationally by H-R Representatives, Inc.

# DATEBOOK

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

■Indicates first or revised listing.

## MAY

May 1-5—99th Technical Conference and Exhibit sponsored by the Society of Motion Picture and Television Engineers. Speakers include Senator George Murphy (R-Calif.). Sheraton-Park hotel, Washington.

May 1-5—Ameco Management Institute for community antenna television managers and owners sponsored by Ameco Inc. in cooperation with Arizona State University. Ramada Inn, Scottsdale, Ariz. For information write Mr. Arlo Woolery, Director, Ameco Management Institute, Ameco Inc., 2949 West Osborn Road, Phoenix 85017.

May 2—New deadline for comments on FCC's proposed rulemaking to limit three major networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programing between 6 and 11 p.m., or two hours of nonnews programing in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was April 15.

May 2-4 — 51st annual conference of the Association of Canadian Advertisers. Royal York hotel, Toronto.

May 3—Annual meeting of the shareholders of Radio Corporation of America. Carnegie Hall, New York.

May 3-4—Annual general conference of the CBS-TV affiliates. New York Hilton, New York.

May 3-4—Annual spring meeting of Missouri Broadcasters Association. Speakers include Charles Sweeny, director of Bureau of Deceptive Practices, Federal Trade Commission; Louis Stephens, FCC renewal and transfer division; Paul Comstock, vice president for government affairs, National Association of Broadcasters; Howard Bell, NAB code director; Maurie Webster, vice president, CBS Radio Spot Sales; Tom O'Brien, vice president, ABC Radio News; Roy Danish, director, Television Information Office; James Murphy, president. Washington State Broadcasters Association. University of Missouri, Columbia.

May 3-6—World meeting of the Affiliated Advertising Agencies International. Marriott hotel, Philadelphia.

■May 4—Forum on graphic design in television presented by the New York chapter of the National Academy of Television Arts and Sciences. Huntington Hartford Gallery of Modern Art, New York.

May 4 — Broadcasters Day luncheon of the 57th annual Journalism Week sponsored by the University of Missouri. Speaker will be Roy Danish of the Television Information Office. University of Missouri, Columbia.

May 4-6—Conference on Electronic Components, sponsored by Electronic Industries Association and the Institute of Electrical and Electronics Engineers. Marriott Twin Bridges Motor hotel, Washington.

May 5—Seventh annual American TV Commercials Festival Awards Dinner. New York Hilton, New York.

May 5 — Annual stockholders meeting, Scripps-Howard Broadcasting Co. First National Bank, Cincinnati.

May 5—Department of State regional foreign policy conference sponsored by Little Rock University. Participants include George W. Ball, under secretary of state. Invitations will be extended to members of the press, radio, and television from Arkansas, Oklahoma, southern Missouri, and western Tennessee. Little Rock, Ark.

■May 5-7—Spring meeting, Pennsylvania CATV Association. Principal speaker is

## NAB RADIO PROGRAM CLINICS

May 9-10—Portland Hilton, Portland, Ore.

May 12-13—Hotel America, Houston.

May 23-24—Fayfair Lennox Inn, St. Louis.

May 26-27—Radisson hotel, Minneapolis.

June 6-7—Hilton Inn, Tarrytown, N. Y.

June 9-10—Sheraton hotel, Fort Lauderdale, Fla.

Representative Fred B. Rooney (D-Pa.). Also scheduled is panel on FCC rules; members will be E. Stratford Smith, John P. Cole, Jack Matthews and Mort Berfield, all Washington attorneys. Utility development will be discussed by Bruce E. Lovett, assistant general counsel of the National Community Television Association. Hershey hotel, Hershey, Pa.

May 5-8—Fifteenth annual national convention of American Women in Radio and Television. Statler-Hilton hotel, Detroit.

May 6—Canadian Film Awards Presentation, sponsored by the Association of Motion Picture Producers and Laboratories of Canada. Further information can be obtained from the association at 1762 Carling Avenue, Ottawa 13. Queen Elizabeth hotel, Montreal.

May 6-7—Spring regional conference (regions six and seven) of Sigma Delta Chi, professional journalistic society (meeting jointly and in conjunction with annual SDX awards banquet). Des Moines, Iowa.

May 6-7—Inter-Mountain drive-in conference on instructional television and radio sponsored by Western Radio and Television Association. Brigham Young University, Provo, Utah. For information write association at 633 Battery Street, San Francisco 94111.

■May 6-10—Second annual ABC International Television Inc. symposium being held in conjunction with the International Advertising Association's 18th world congress. Mexico City.

May 7—Meeting of the Oklahoma AP Broadcasters. Oklahoma City.

May 7-8—Annual meeting of Kansas Associated Press Radio-TV Association. Kansas City, Mo.

May 8-11—1966 Catholic Communications Convention and Seminar sponsored by the Catholic Broadcasters Association and the National Catholic Welfare Conference. Speakers include FCC Commissioner Kenneth A. Cox and Roy Danish of the Television Information Office. Fairmont hotel, San Francisco.

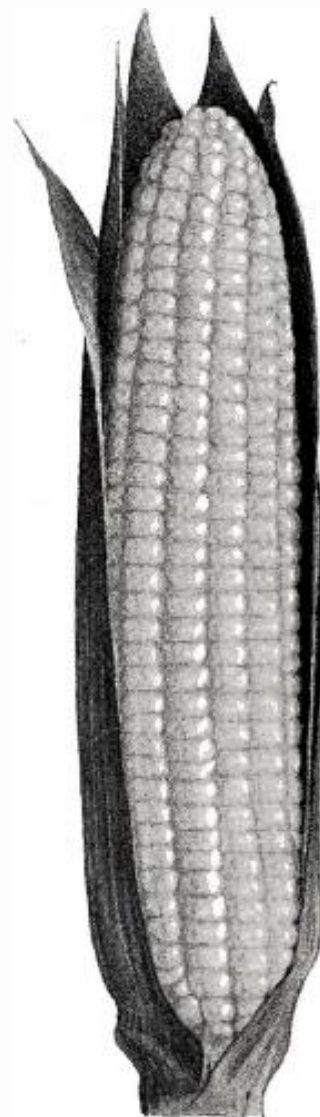
■May 9-11—Annual spring meeting of Kentucky Broadcasters Association. Speakers include Robert Hurleigh, president, Mutual; Bruce Merrill, president, Ameco Inc., Phoenix. Stouffer's Inn, Louisville.

■May 9-12—Annual convention of the National Community Antenna Television Association of Canada. Speakers: Benjamin J. Conroy Jr., chairman of National Community Television Association (U. S.); K. J. Easton, Famous Players Canadian Corp.; Harold Wright, Canadian Broadcasting Corp.; Ira Kamen, JFD Electronics Corp.; D. Paynter, Vancouver Cablevision Ltd.; K. A. Simons, Jerrold Electronics Corp.; A. Ross, Nelson-Ross Electronics Co.; I. Switzer, Lethbridge, Alberta; W. R. Wilson, Board of Broadcast Governors; K. Wheeler, Vancouver Vocations Institute. Bayshore Inn, Vancouver, B.C.

May 10 — Annual stockholders meeting, Communications Satellite Corp., Shoreham hotel, Washington.

May 10—Joint meeting, Binghamton chapter and northeastern Pennsylvania chap-

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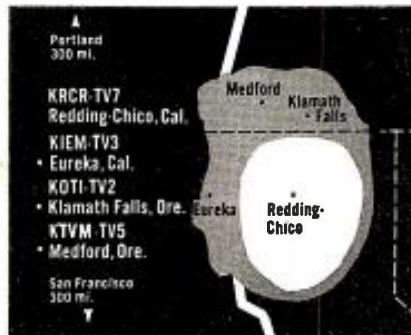
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ter, Society of Broadcast Engineers. Binghamton, N.Y.

May 10 — Annual stockholders meeting, Metromedia Inc., to elect 12 directors, vote on 1966 qualified stock option plan, and other business. 205 East 87th St., New York.

■May 10—Annual meeting of the stockholders of Capital Cities Broadcasting Corp. to elect directors and to transact other business. Schine-Ten Eyck hotel, Albany, N. Y.

■May 11—Annual meeting of stockholders of International Telephone and Telegraph Corp. Beverly Hilton hotel, Beverly Hills, Calif.

May 11-12 — Spring meeting of National Association of Broadcasters radio code board. Washington.

May 11-13—Annual NBC Radio-TV Affiliates Meeting marking 40th anniversary in radio-TV. Hilton Hawaiian Village. Honolulu.

May 12—Annual spring managers meeting of the New Jersey Broadcasters Association. Rutgers University, New Brunswick, N. J. Speakers include Miles David, president of Radio Advertising Bureau; Robert Booth of Booth & Lovett, Washington. Rutgers University, New Brunswick, N. J.

■May 12—Annual meeting of stockholders of Cowles Communications Inc. Waldorf-Astoria hotel, New York.

■May 12—Anniversary banquet of the American Jewish Committee. Speaker will be Ambassador Arthur J. Goldberg. Mass media award will be presented to former FCC chairman Newton N. Minow. Shoreham hotel, Washington.

May 12-14—Annual spring meeting and election of officers of Montana Broadcasters Association. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters. Northern hotel, Billings.

■May 13—Annual meeting of the Associated Press Broadcasters. Executive Motel, Richmond, Va.

May 13 — Radio commercials production workshop sponsored by the International Radio & Television Society under the chairmanship of Maurie Webster, CBS Radio Spot Sales. Panel discussions in morning and afternoon and includes luncheon. Waldorf-Astoria hotel, New York.

May 15-17 — Annual spring meeting and election of officers of Pennsylvania Association of Broadcasters. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters, The Inn, Buck Hill Falls.

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

■May 16—Alfred I. duPont Awards dinner. Mayflower hotel, Washington.

■May 16-17—Tax seminar, National Community Television Association. Speakers include Ralph M. Fratkan, Arnold H. Brown and William Campbell. Marriott motor hotel, Dallas.

May 16-20—Seminar on measuring TV audience including in-depth study of TV ratings and their use, sponsored by University of Nebraska. Nebraska Center for Continuing Education, university campus, Lincoln.

May 16-27—Seminar on earth station technology and space communications, sponsored by the U. S. in cooperation with the International Telecommunication Union. Richard T. Black, Office of Telecommunications, U. S. State Department, is coordinator. State Department, Washington.

■May 17—Annual meeting of stockholders of Twentieth Century-Fox Film Corp. to elect 12 directors and to transact other business. Waldorf-Astoria hotel, New York.

■May 17—Annual meeting of stockholders of Foote, Cone & Belding to elect 16 direc-

tors and to transact other business. Statler Hilton hotel, Los Angeles.

■May 18—Annual meeting of the stockholders of The Outlet Co. to elect directors, approve an amendment to the qualified stock option plan, and transact other business. 176 Weybosset Street, Providence, R. I.

May 19—Broadcast industry forum presented by the Educational Foundation of American Women in Radio and Television at the state meeting of the Pennsylvania Federation of Women's Clubs. Sheraton hotel, Philadelphia.

■May 19—Annual convention of the American Council for Better Broadcasts with Tact. Speakers include Edward M. Stanley, NBC, New York; Henry Alter, National Educational Television, New York; and Edward Bleier, ABC vice president in charge of public relations and planning. Sheraton Columbus hotel, Columbus, Ohio.

■May 19-20—Annual spring meeting of Ohio Association of Broadcasters. Speakers include Sterling C. (Red) Quinlan, Field Communications, Chicago; Lionel F. Baxter, Storer Broadcasting Co., Miami; Lee Fondren, KLZ Denver; Maurice (Doc) Fidler, Radio Advertising Bureau; Alan Wagner, director, nighttime programs and development, CBS-TV. Voyager Motor Inn, Youngstown.

May 19-21—Annual meeting of Iowa Broadcasters Association. Speakers include Stephen Labunski, president, NBC Radio, New York; Douglas A. Anello, general counsel, National Association of Broadcasters; George W. (Bud) Armstrong, WHB Kansas City, Mo.; Lloyd Griffin, Peters, Griffin, Woodward, New York, Blackhawk hotel, Davenport.

May 19-21—Annual spring meeting of Illinois Broadcasters Association. Lincoln hotel, Urbana.

■May 19-21—Annual spring meeting of Alabama Broadcasters Association. Speakers include Hank Parkinson, executive director, Kansas Association of Radio Broadcasters; Charles Stone, manager, National Association of Broadcasters radio code. Parliament House, Birmingham.

■May 19-22—Conference of the Western States Advertising Agencies Association. Theme is "Let's Communicate." Speakers include Gordon McLendon, president of McLendon Broadcasting. Canyon Club Inn, Palm Springs, Calif.

May 20—Deadline for reply comments on the FCC's proposed rulemaking to set aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 200-foot antenna limitation. The FCC has also invited comments in this proceeding on the proposal of the Association of Maximum Service Telecasters to reserve channels 70 through 83 for the exclusive use of translators.

May 22—18th Annual Emmy Awards, presented by the National Academy of Television Arts and Sciences, and telecast from 10 p.m. to 11:30 p.m. (EDT) over CBS-TV. Americana hotel, New York, and the Palladium, Hollywood.

■May 23-24—Annual conference of the National Association of Television Program Executives. Ambassador hotel, Chicago.

May 25—Deadline for comments on FCC's proposed amending of rules governing construction, marking and lighting of antenna structures. New rules would permit more expeditious handling of antenna tower applications and in particular would require applicants to file a statement certifying to the accuracy of the geographic coordinates.

■May 25-27—Spring convention of Washington State Association of Broadcasters. Speakers include Vincent Wasilewski, president of National Association of Broadcasters; Andrew Haley, Haley, Bader and Potts, Washington; Jim Felton, Seaboard

■Indicates first or revised listing.



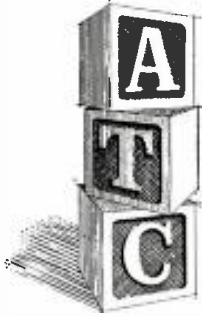
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Finance Co., Los Angeles. Alderbrook Inn, Union.

May 26-27—Annual spring meeting of California Broadcasters Association. Mark Hopkins hotel, San Francisco.

May 29-June 5—National Electronics Week. Civic Auditorium, San Francisco.

May 31—Deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50,50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

■May 31—Deadline for reply comments on FCC's proposed rulemaking which would incorporate into commission rules provisions of fairness doctrine relating to personnel attack and to station editorials for or against political candidates.

■May 31—Eighth annual dinner-awards telecast of Chicago chapter, Academy of Television Arts and Sciences. Emmy awards on WBBM-TV Chicago at 9 p.m. Martinique Restaurant and Drury Lane theater, Evergreen Park, Ill.

### JUNE

■June 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. Former deadline was March 1.

■June 1—New deadline for reply comments on FCC's proposed rulemaking to limit three major networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was May 16.

June 2-3—Annual summer meeting of Alaska Broadcasters Association. Speakers include Vincent T. Waslewski, president of National Association of Broadcasters. Cordova.

■June 3-5—Annual spring meeting of North Dakota Broadcasters Association. Speakers include George W. Bartlett, vice president for engineering, National Association of Broadcasters. Edgewater Inn, Detroit Lakes, Minn.

■June 3-5—Annual spring meeting of Wyoming Broadcasters Association. Speakers include William Walker, director of broadcast management, National Association of Broadcasters. Sheridan.

June 4—Deadline for reply comments on FCC's proposed amending of rules governing construction, marking and lighting of antenna structures. New rules would permit more expeditious handling of antenna tower applications and in particular would require applicants to file a statement certifying to the accuracy of the geographic coordinates.

June 4—Spring meeting of the North Dakota Broadcasters Association. Edgewater Inn, Detroit Lakes, Minn.

June 5-8—Annual spring-summer convention of New Mexico Broadcasters Association. Riviera hotel, Las Vegas.

June 7-9—Forty-second annual convention of the Electronic Industries Association. Continental Plaza hotel, Chicago.

June 7-9—20th annual convention of the Armed Forces Communications and Electronics Association. Sheraton-Park hotel, Washington.

June 7-11—Summer promotion workshop sponsored by the Broadcasters Promotion Association in collaboration with the University of North Carolina. University of North Carolina, Chapel Hill. For information write H. Taylor Vaden, Triangle Stations, 4100 City Line Avenue, Philadelphia.

June 8—Annual spring meeting and election of officers of Vermont Broadcasters

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Association. Speakers include FCC Commissioner Robert E. Lee. Cupola motel, Burlington.

June 9-30—Broadcasters' European Symposium. Details are available from William J. Ballard, director of television, University Center, Mich.

June 10—Deadline for reply comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50,50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

June 12-14—Annual summer meeting of North Carolina Association of Broadcasters. Speakers include Howard Bell, code director of National Association of Broadcasters; William Carlisle, NAB vice president for station services. Jack Tar hotel, Durham.

June 12-15—Convention of the Western Association of Broadcasters. Jasper Park Lodge, Jasper, Alberta.

June 13-15—49th national conference of the American Marketing Association. Palmer House, Chicago.

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### Helping hand in buying

EDITOR: Please enroll us as subscribers. We feel the information contained in your magazine will be quite valuable in assisting us in buying radio and television time.—*Ray McCown, advertising manager, Amarillo Coca-Cola Bottling Co., Amarillo, Tex.*

### A well-read lady

EDITOR: My thanks for allowing me to contribute to "Monday Memo" (BROADCASTING, April 4). I have been extremely gratified at the number of responses I've had to that article, testimony to your publication's readership — *Lydia R. Reeve, director of media, Foote, Cone & Belding, Los Angeles.*

### 'Who needs it?'

EDITOR: As I stated in a letter of resignation to the National Association of Broadcasters: "When NAB has so much money that they need to build a monument in Washington, they certainly don't need KCFI's membership money.

Who the hell needs it? Who will see it? And so what?—*W. C. Porsow, general manager, KCEI Waterloo-Cedar Falls, Iowa.*

(Mr. Porsow's letter followed the April 18 CLOSED CIRCUIT that the NAB explore the possibility of erecting a monument to broadcasting near NAB's Washington headquarters.)

### Easy to remember

EDITOR: [Re station using phone numbers tied in with their frequencies, (BROADCASTING, April 11)]. WBNR,

# Nobody in Washington debates about which is the important station: WTOP RADIO



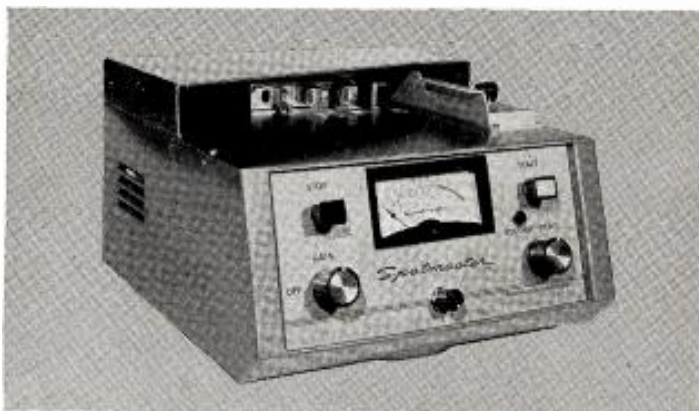
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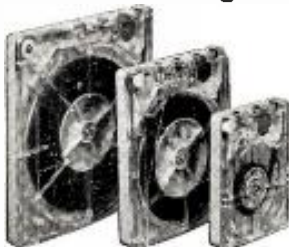


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### BOOK NOTES

*Your Career in TV and Radio*, by George N. Gordon and Irving A. Falk. 221 pp. \$3.95. Julian Messner, New York.

One of the Messner career books, this volume explores the broadcasting industry, stressing considerations to those aspiring to careers in radio or television.

The authors are well qualified to convey this information. Mr. Gordon, associate professor, Department of Communications in Education at New York University, was formerly actor-director in summer theaters and, appeared as a television guest on NBC and CBS. Mr. Falk, associate professor in the Department of Television, Motion Pictures and Radio at NYU, has a background as a producer, director and writer in broadcasting and for films and publications.

The book explains just what each occupation entails—director, playwright, researcher, announcer, engineer and others. Readers are taken backstage at the station so they can understand the duties of each job.

The book is an answer to the many students and others seeking information on radio and television fundamentals.

*You Can Learn to Speak*, by Royal L. Garff, 274 pp. The Bond Wheelwright Co., Freeport, Me. 04032.

Radio and television executives find speaking is an imperative part of their jobs. Some find that appearing before a live audience is not always as easy as appearing before one that is unseen.

Dr. Royal Garff is an experienced speaker in the classroom and before all types of live audiences. He was chairman of the speaker's bureau for the American Red Cross during World War II. He also worked as an instructor for Dale Carnegie in his public speaking and human relations program in New York and has appeared as a popular speaker at conventions in many cities. At present he is associate professor of speech at the University of Utah. Earl Nightingale, whose record "The Strangest Secret" is included with the book, is heard on the radio program *Our Changing World*. The program is heard on some 300 stations in 46 states.



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How long can you keep a recorded tape? As of today, nobody knows for sure. Recording companies have tapes dating back to the late 1940s that are still in fine shape. Actually, the aging problem for tape is somewhat akin to the ones faced by movie-makers. Their problems are tougher, though . . . movie-makers have to worry about latent chemical reactions, greater mechanical strains, etc. And yet, we can see movies made more than a half century ago if the films have been given proper care and expert duping. Like photographic films, many audio tapes are made on ace-

goes for tapes. One obvious safeguard is to keep tapes away from strong magnetic sources like large electric motors or transformers which could demagnetize a recording.

**Keep it clean.** Tapes hate dirt just as much as regular records do. Thanks to sturdy, one-piece construction, Kodak's new "library décor" box helps keep dirt out . . . won't fall apart over the years as conventional tape boxes sometimes do. And this new box looks better. Play it clean too, of course. Clean your recorder heads, capstans, rollers and guides regularly with a cotton swab moistened with one of

keep your tapes in the "tails out" format rather than rewinding them. The uneven winding induced in the tape by fast rewinding can cause physical warping of the tape over a period of time. Here too, you're better off with KODAK Tapes because KODAK 5" and 7" Thread-Easy Reels are of dynamically balanced, one-piece construction. This gives you freedom from wobbles and pulsations on both "record" and "rewind". . . keeps the tape under smoother tension . . . just what the doctor ordered for long tape life. The need for smooth winding can not be overemphasized.

Last but not least, it's a good idea to dupe your really old tape recordings onto fresh KODAK Tape in order to standardize on KODAK Tape quality. That's an interesting subject all by itself, and we'll try to devote a "Plain Talk" to it soon!

KODAK Tapes on DUROL and polyester bases are available at electronic, camera and department stores. To get the most out of your tape system, send for free 24-page "Plain Talk" booklet which covers the major aspects of tape performance. Write Department 940, Eastman Kodak Company, Rochester, N. Y. 14650.



tate base. Ours is Kodak's famous DUROL Base, the stronger, tougher triacetate (we also make KODAK Tapes with a tempered polyester base for extra toughness or for long-play applications). Lab tests show that DUROL Base holds up as well as photographic film. So . . . tape wise, there's no reason your great grandchildren won't be able to enjoy your present efforts. **T.L.C. makes the big difference.** Tender loving care is a must when saving anything worthwhile. The same

the commercial cleaners sold for that purpose. Use a degausser periodically to remove any magnetization of recording heads.

**Keep it cool.** Tapes should be kept away from extremes of temperature and humidity. High temperatures may affect the plastic support and increase the possibility of print-through . . . the transfer of magnetic signals from one layer of tape to the next.

**Keep it "backwards."** For truly valuable recordings, a good trick is to



EASTMAN KODAK COMPANY, Rochester, N.Y.

## The next decade: an era of innovation and giant steps forward

Considering the pace of progress today, within the next several years you will find the TV-tape recorder as ordinary and as inexpensive as your present stereo phonograph. This is just one of the many new electric giant steps forward now being made in the communications area of marketing.

You will see more sensational innovations in marketing communications during the next 10 years than have been developed in the past 20 years.

You will witness new communications technology and techniques that, until today, were considered unbelievable. Electric wave direction beams, pencil-shaped walkie-talkies, dime-sized transmitters, quick-figuring computers.

Although communication in marketing is taking on a new personality, I still prefer its old-fashioned name, "advertising." But, advertising will be in a different age. The new period will be an age of advertising scientists because marketing communications during the next 10 years will require the advertising man to be an audio-visual engineer or an electronic technician who uses electronics in media selection and in his marketing mix.

Communications will have to be directly related to the changing profile of the consumer market. By 1967, our population is expected to be nearly 230 million people, including 10 million more families.

Give a little thought to the added intensity that advertising will need to successfully promote products in that sort of market. Think how much harder marketing communications men will be pressed to create product excitement in a land which we saturate with advertising messages.

**Proper Regard** ■ But, I predict one wonderful consolation: The next decade will see universal recognition of the science of advertising by the public and by business. The era of the huckster will long have been buried among the ashes of ancient history.

Which new media will be part of the great electronics advertising future? FM radio and UHF television frequencies combined with miniaturized transmission and receiving units will be applied to commercials piped-in to more and more public places. Highly improved audio fidelity will make it possible to bring beautiful music and advertising messages to anyone almost anywhere.

I anticipate that the motion picture will break out of the jet airplane and land in commuter trains, buses and

taxi-cabs—sponsored, of course.

I have written a letter to Mayor John Lindsay offering a solution to his problem of the 15¢ subway fare. I proposed that a closed-circuit radio network in the New York subway system would bring soothing music to weary souls in the subway and commercials that could produce more revenue than the mayor should need to maintain the 15¢ fare. A Transit Authority radio network would indeed bring in needed revenue.

Another medium of growing importance is the automobile phonograph. Cartridge tape-players will soon become as commonplace as car radios. Then watch for advertising premiums of cartridge tapes featuring "music to drive by" sponsored by the progressive advertisers.

And expect some revolutionary changes in your TV set. Your present square box will be replaced by a large, slim picture tube on the wall like a picture frame. The chassis will be tiny, compact, hidden in a drawer. Programming will be in color, a high fidelity, natural color. And black and white will be a thing of the past.

You will find Telstar and newer satellites bringing our world closer together. Network radio or television rate-cards will have special rate extensions for spot commercial or program coverage in South America, Europe, Africa.

**Boom in Radio-TV** ■ By the way, don't for one minute think that advertising on radio or TV will decrease. The public won't be ready to give up commercials for a long time if ever. The great talents assigned to creating successful commercials actually inspire a greater appreciation of advertising be-

cause their commercials are frequently more entertaining than the program. I anticipate considerable increase in advertising in the next ten years in quantity and in quality. And commercial TV will play the leading role because the public needs it and wants it.

No matter what anyone says about the so-called irritating TV commercials, the fact is that noncommercial broadcasting never did attract the audiences reached by commercial stations. In marketing communications, we know where the mass audience is.

Speaking of people and their likes and dislikes, for the marketing man the consumer of the future is going to be a tougher market to deal with. But, the consumer will be more realistic. Tomorrow's consumer will be sophisticated . . . quite knowledgeable about value, quality and prices.

The next 10 years in this electronic age of marketing communications will also include a general "growing up" of the communications industry with liberalization of archaic censorships and puritanic restrictions. You will hear tasteful commercials for products like Schenley Whiskey or Dewar's Scotch on radio and TV, in keeping with an intelligent, sophisticated society.

Yet, despite the advances, one thing is certain: Individual talents will become ever more important. Skills will outshine the computer; brains will always make the final judgments.

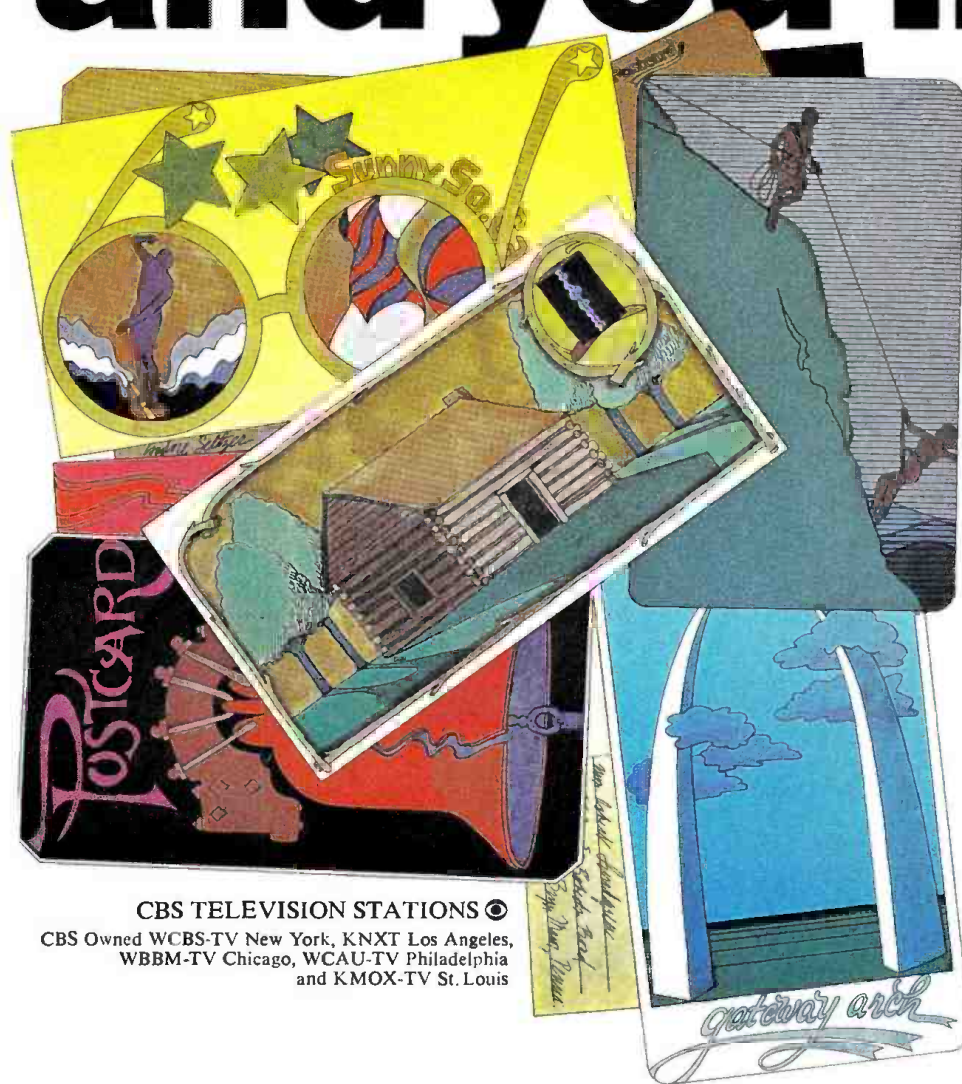
So, you be sure that a few basic characteristics of the marketing man will remain old-fashioned. I refer to his individuality, his creativity, his determination to communicate better than his competitor and the guts to do his job through to the successful end.



Ben B. Bliss, born in Yonkers, N. Y., graduated from City College of New York. After World War II service with the U. S. Counter-Intelligence Corp., he opened Ben B. Bliss Co. in 1946. He was president for nearly 20 years. Upon association with Theodore J. Grunewald, he assumed the chairmanship of B/G. The accompanying is a condensation of his talk last week to the American Marketing Assn.'s 16th annual student conference, sponsored by St. John's University (New York) chapter.



# Stick with us and you'll go



## CBS TELEVISION STATIONS

CBS Owned WCBS-TV New York, KNXT Los Angeles,  
WBBM-TV Chicago, WCAU-TV Philadelphia  
and KMOX-TV St. Louis

To the wild country that was the Missouri Valley in the pioneer days of the 18th century...to the dizzying kaleidoscope that is present-day Southern California...to Lincoln Country for a haunting re-creation of the early life and times of the Great Emancipator...to Philadelphia for a madcap historic tour conducted by Imogene Coca...to rural New York for a poetic look at such vacation-time pleasures and pastimes as sailing, antique buying and mountain climbing.

This Spring, armchair travelers in New York, Los Angeles, Chicago, Philadelphia and St. Louis are sharing an unusual opportunity to go places and see things. As the five CBS Owned television stations broadcast "USA—LAND OF COLOR," a series of hour-long specials, *in color*, produced by the stations in cooperation with President Johnson's effort to encourage travel within the United States.

"USA—LAND OF COLOR" is fresh affirmation of the CBS Owned television stations' willingness—and ability—to go all the way in creating wide-range, top-quality local programming of broad appeal. It helps explain, too, why so many viewers—and advertisers—in five major population complexes choose to go the full distance with us.

# far!

# EQUATION FOR TIMEBUYERS

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

\*PICK A SURVEY --- ANY SURVEY



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





# Off-network bonanza for buyers

Flood of releases—mostly in black and white—  
hits syndication, prompted, some film men say,  
by fears of obsolescence in era of coloring up

There is new life in the off-network TV series this spring as a bumper crop of prime-time network shows is being offered to local stations for the first time.

Station program buyers looking for local syndicated programs for fall find that both in number of series and quantity of individual episodes the 1966 crop of former network programs offered more prize packages than any recent season. Most of the programs ran on the network in black and white.

A BROADCASTING study last week showed that in the first four months of 1966 alone, 22 off-network series have been released for local sale, as contrasted with 12 for all of 1965. Equally significant, more than 1,200 hours of programming are represented in the 1966 group to date, as against 743 hours for all of 1965 (see this page).

The high point of off-network activity was 1962 when 36 such properties were offered for a total of 1,800 hours, according to the recent report by Arthur D. Little, management consultant. The number has dwindled over the past three years. The 1962 high, it must be pointed out, resulted from the accumulation of a large inventory of programming that had been built up over a period of a decade and included some daytime off-networks that have been excluded from this report.

**Popular Shows** ■ The 1966 programs include such long-running and highly popular network presentations as *Perry Mason*, *Dr. Kildare*, *Rawhide*, *Patty Duke Show*, *McHale's Navy* to such short-termers as *Branded*, *My Mother the Car*, *No Time for Sergeants* and *Honey West*.

The off-network well for this year is far from dry, evidenced by the announcement last week that Screen Gems has released 166 episodes of *The Flintstones* and a confirmed report that Wolper Television Sales will syndicate 107 segments of *My Favorite Martian*. It seems probable that before the end

of spring *The Defenders* will be placed on the syndication market and other prospects include *Hank* and *Meet Mona McClusky*.

Why the rush to the off-network route? Will the widespread availability have a depressing effect on prices? How are sales progressing? A sampling of opinion by BROADCASTING among some leading syndicators and program buyers pointed out these factors and developments:

■ There was a feeling on the part of some buyers and some suppliers that the spread toward color TV dictated the release of these programs, which are largely in black and white, on the

premise they might become obsolete by the 1967-68 season. This attitude was by no means unanimous, some programmers insisting that an outstanding black-and-white series would be bought for some time, though they conceded its value would depreciate in years to come. There was a strong suspicion that by the fall of 1967, a black-and-white series would be "dead."

■ A sizable number of long-running series happened to end their network cycles this season and it was logical to offer them to syndication.

■ The substantial number of network casualties after one season prompted some programmers to place some of these

## These former network prime timers in syndication

In the four months since last January, the following network series have been released to syndication by their distributors:

CBS Films: *Rawhide*, 144 hours; *Perry Mason*, 195 hours; *20th Century*, 52 half hours; Filmways Syndication: *The Addams Family*, 64 half hours; Firestone Film Syndication: *Branded*, 48 half hours (35 in color); Four Star International: *Burke's Law*, 81 hours and *Honey West*, 30 half hours; Independent Television Corp.: *Secret Agent*, 45 hours; MCA-TV: *The Munsters*, 70 half hours; *Mr. Ed*, 143 half hours, and *McHale's Navy* 138 half hours.

Metro-Goldwyn-Mayer-TV: *Dr. Kildare*, 132 hours; Screen Gems: *Wackiest Ship in the Army*, 29 hours in color; *The Flintstones*, 166 half hours in color; Telesynd: *Timmy and Lassie*, 156 half hours; Twentieth Century-Fox TV: *My Friend Flicka*, 39 half hours in color; United Artists TV: *Patty*

*Duke Show*, 104 half hours; *My Mother the Car*, 30 half hours in color; Warner Brothers TV: *No Time for Sergeants*, 34 half hours; *Mr. Roberts*, 32 half hours in color; Wolper Television Sales: *My Favorite Martian*, 107 half hours, 32 in color.

In contrast, in all of 1965 these off-network programs were offered to stations by their syndicators:

ABC Films: *Wendy and Me*, 34 half hours; Four Star International: *The Rogues*, 30 hours, and *McKeever and the Colonel*, 26 half hours; CBS Films: *The Millionaire*, 188 half hours and *Twilight Zone*, 134 half hours and 12 hours; MCA-TV: *Alfred Hitchcock*, 268 half hours and 93 hours; MGM-TV: *National Velvet*, 58 half hours; NBC Films: *Profiles in Courage*, 26 hours; Screen Gems: *Dennis the Menace*, 146 half hours and *Route 66*, 116 hours; United Artists TV: *Outer Limits*, 49 half hours and *New Phil Silvers Show*, 30 half hours.

## OFF-NETWORK BONANZA FOR BUYERS continued

shows for local sale on the theory that they may fare better during local exposures than during network presentations. This is admittedly a calculated risk to recoup some of their programming costs.

■ On prices, the predominant view was that the popular network offerings would command attractive prices. The average series is likely to be sold at substantially lower figures but still can be profitable.

■ Some distributors and buyers noted that stations are turning to syndicated programming in the 4 p.m. to 7 p.m. period, often devoted to children's shows, on the theory that only one station in a market can attract advertising on a year-round basis through programs appealing to the youngsters. They claimed that advertisers increasingly are seeking minute buys in this early evening period to attract the housewife and off-networks can fill the niche.

The off-network properties with a large number of episodes tend to be those produced in black-and-white. Those with fewer segments are in color. Of the more than 1,200 hours up for sale, only about 200 hours are in tint.

Though it's still too early to predict the sales results to be achieved by the programs, distributors generally were confident that the 1966 supply would perform satisfactorily. They reasoned that the large number of popular series would find acceptance because of their proven appeal, and those with fewer segments have an opportunity because they are largely in color or can fill the needs of particular markets.

Distributors stressed that particularly this year they had to consider high residual talent costs in pricing their off-network series. They pointed out that over the past three years these costs have doubled and, in most instances, they made certain they had sufficient presales of series to recoup residual payments before placing programs into official release.

**What They're Thinking** ■ A summary of comments from a representative sample of program sellers and buyers follows:

Louis Friedland, vice president and director of syndication for MCA TV, characterized the parcel of off-network offerings as "a mixed bag." He said it was his view that in terms of usable product, as distinct from number, the 1966 supply was limited. There are some outstanding series that should do considerably well and others that are mediocre, he claimed.

Mr. Friedland made the point that on some occasions a program supplier would prefer to have a series come off the network if it has had an extended

run. He cited *McHale's Navy* as an example and he projected that this series would attract more dollars in syndication than it would have on the network.

Manny Reiner, executive vice president of Four Star International, said the off-network marketplace this year is studded with several outstanding attractions. He indicated stations have a variegated supply from which to choose, stemming primarily from the end-of-network cycles by several long-running series. He was optimistic over prospects for *Burke's Law* with 81 hour episodes and said sales were proceeding briskly. He said *Honey West* is expected to score well in selected markets.

Joseph Kotler, vice president of Warner Brothers Television, challenged the view of some industry officials that the large number of off-network properties was tied to the color spree. He pointed out that a well-produced, popular series in monochrome is still salable at this juncture, though he acknowledged that color is an advantage.

"I think the main point is that a large number of network programs are coming off this year," he continued. "They have to end some time and this just happened to be the year."

He agreed that the marketplace would be competitive this year, but expressed optimism over *No Time for Sergeants* and *Mr. Roberts*, which he felt could fill the requirements of a sizable number of local markets. Aside from the new off-network properties, Mr. Kotler was confident that former programs on the networks, such as *Cheyenne* and

*Maverick* would continue to sell well because of "the interest in westerns."

**Strip Programs** ■ Jack Lynn, vice president in charge of programming for Metropolitan Broadcasting Television, said that more in-depth series have been coming off the networks this season, swelling the total. He added that he has bought more strip programs this year than in a long time but also has purchased series with fewer episodes that were in color because of the needs of a particular local station. But he stressed that generally speaking, stations will not buy a series "just because it's in color."

Herb Jacobs, president of TV Stations Inc., program buyer for stations, felt that there were three main factors in the heightened activity in off-network release: The desire to sell the large number of black-and-white series this year before 1967 when color will be a much stronger consideration; the growing number of UHF stations that require programs of proven quality and the switching of some stations to adult programming in the 4-7 p.m. time slot, usually devoted to children's shows.

Jack Fritz, vice president and general manager of the Blair Television Stations Division, who is involved in recommendations on programming for local outlets, ventured that the increase in these series are linked to the high fatality rate of network shows and echoed Mr. Jacobs's view on the opening up of the early-evening periods for adult-oriented programs. Mr. Fritz said that agencies are particularly interested in securing time for one-minute announcements in programs reaching women, and syndicated shows, particularly, off-network properties, provide this opportunity.

Dan Goodman, vice president in charge of syndication sales for Screen Gems, also cited the large number of longevity shows coming off the networks this season as the catalyst in off-network activity. He cautioned that with supply high, there will be less demand and competition will be keen in the two- and three-station markets, he said.

**More Selective Buying** ■ The off-network series is "the most important part of the syndication business with the exception of features," according to Hardie Frieberg of TeleSynd division of the Wrather Corp. They can be highly profitable, once residuals and initial expenses are paid off, he indicated. With the build-up in off-network series for next fall, Mr. Frieberg felt that prices would come down for many properties. Stations are in a position to be more selective.

James T. Victory, vice president, domestic sales, CBS Films, said this year merely happens to be a vintage year for off-network series. This season's "good crop of grapes" results mainly

### A look ahead and back

NBC will mark its 40th anniversary and hold its annual affiliates convention in Honolulu next week (May 11-13). An attendance of nearly 600 broadcasters will be made up of executives of the network and stations affiliated with the NBC Television and the NBC Radio networks. Walter D. Scott, board chairman, and Julian Goodman, president, NBC, and Don Durgin, president of the NBC-TV network, will be featured in the business part of the convention activity. A musical review of NBC achievements over the past 40 years is on the program, which concludes with a banquet May 13.

BROADCASTING will publish a special report on NBC's 40 years in its May 9 issue.



## Off-network boom doesn't dim RKO General's high hopes

A six-month-old company, RKO General Productions, New York and Hollywood, is producing and selling profitably in competition with the off-network boom (see page 25). The company revealed last week that since November it has registered a projected profit of more than \$1.5 million from sales to stations of first-run programing and live sports events and of new features co-produced for both theaters and television.

Robert J. Leder, executive vice president of RKO General Broadcasting, who is supervising the production-syndication operation, indicated that much of the profit has been generated through sales to film distributors of color features co-produced in Europe. A substantial portion, he added, has accrued from sales to stations of company-produced series such as *Hollywood Backstage* and *Surf's Up*, and its schedule of live sports events from Madison Square Garden, including track meets, indoor tennis and boxing events.

"The latest example in our sports coverage was the Dick Tiger-Emile Griffith middleweight championship fight," Mr. Leder reported. "We sold it in nine overseas countries and in 67 U. S. markets, 66 carrying it on a live basis and New York on the following night. We lined up substantial sponsorship in all markets with six regional advertisers—Schaefer, Falstaff, Stroh's Brewery, Liggett & Myers, United Vintners and Schmidt Brewing.

**More Boxing** ■ "We plan to tele-



Robert J. Leder

cast five to six outstanding boxing bouts each year because we feel the public is excited about selected fights. Through our alliance with Madison Square Garden, in addition to sports, we will be telecasting certain entertainment spectacles. In addition, we have lined up three horse-racing events from Aqueduct race track this spring and summer."

Mr. Leder believes that a station group, such as RKO General, is in an advantageous position to produce and sell programing for TV. He noted the company can draw upon the resources of its five TV stations, particularly in New York and Los

Angeles, for production and can sell its offerings to the group as well as to other stations. With the shortage of suitable programing becoming acute, Mr. Leder said, RKO General Productions outlook is highly favorable.

The company's feature-film project involves the production of 12 motion pictures in Europe this year. Three already have been completed—"Spy Me to the Moon," "Code Name Jaguar" and "Our Agent Tiger"—and are sure to be delivered over the next four months, according to Mr. Leder. In addition, RKO General Productions has signed for two features to be produced in Mexico and another eight in Europe.

**Entertainment Specials** ■ The organization intends to become active in the production of entertainment specials. It has completed a one-hour color program, *Meet Marcel Marceau*, originally intended for syndication, but, according to Mr. Leder, "probably will go to a network because of strong interest by one prestige-type advertiser which will make a decision shortly."

Mr. Leder voiced the belief that off-networks will continue to be a staple of local-station programing, but said these series face many obstacles. Some of them, he noted, are "network rejects," and all of them are confronted with a serious residual consideration in payment to talent. The RKO stations buy off-networks on a selected basis to fill the needs of a particular market. Mr. Leder observed.

from the coincidence of several long-running shows reaching the syndication level simultaneously, he explained.

"Of course, the recent high casualty rate for network shows in the past few seasons has also been a factor," Mr. Victory said.

He cautioned that syndicators who plunge with off-networks that have lasted only a season are courting trouble, and added: "Our yardstick is three years of network exposure as a proof of audience acceptance, unless a special can be advanced such as color, unusual format or original scheduling opposite heavy competition."

William Cooper, film program manager of WPX(TV) New York, pointed out that the large and diversified offering of off-networks gives an independent station the opportunity to be selective. He said WPX has bought more

than 10 series and rated the products in general as "rather good." He indicated that a station is in a better bargaining position when there is a large reservoir of available programing since no individual outlet in a market can purchase them all.

"One thing I will say about the 1967-68 syndication season," Mr. Cooper continued. "A black-and-white show won't be able to get on the air unless it's a block-buster."

### Seidelman forms TV company

Robert Seidelman, recently resigned vice president of Screen Gems, has formed Teleworld Inc., a new feature-film and TV-production company.

Teleworld, located at 39 West 55th Street, New York 10019, will specialize

in developing feature films as potential pilots for TV series. Mr. Seidelman said his new firm has also acquired television rights to a feature-film package, the titles of which will be announced shortly.

### SG syndicates 'Flintstones'

Screen Gems Inc. has placed 166 half-hour, color episodes of *The Flintstones* into syndication and has sold the series to four stations. Dan Goodman, vice president in charge of the syndication sales division, said last week that the series has been bought for a fall start by WNEW-TV New York, KTTV (TV) Los Angeles, WTTG(TV) Washington and KMBC-TV Kansas City, Mo. *The Flintstones* is completing a six-year run on ABC-TV.



# Advertiser aid to broadcasters

That's McGannon's plea at opening of 4A meet

in Scottsdale; discusses rating accreditation;

Lever Bros.'s Mumford challenges magazine concept

Advertisers and agencies were urged last week by Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co., to help in the self-regulation of broadcasting.

"It is our conviction that the problem of self-regulation is one which you must share with us," Mr. McGannon said in a speech prepared for delivery Friday (April 29) at the opening-day luncheon of the 48th annual meeting of the American Association of Advertising Agencies, held at Scottsdale, Ariz.

"Both those you represent and those I represent are engaged in highly volatile and creative efforts. Upon both lies a heavy responsibility for the public interest and for the nation's economic progress. Each of us is subject to the nation's progress, and each of us is subject to the constant review and examination of government."

Referring primarily to the television and radio codes of the National Association of Broadcasters, he said the advertising agency "may at times object to our conclusions," but that they should not be "unsympathetic with our common purpose"—the public interest.

Mr. McGannon also disclosed that the Broadcast Rating Council, of which he is chairman, is "at an extremely crucial

phase" of work that apparently will involve changes in the procedures of rating services accredited by the council.

Without going into detail, he said the work "concerns itself with the implementation of the results of the methodology studies past, present and future into the techniques and workings of the rating services."

He said that "this has many legal roadblocks to it, but similarly the opportunity for greater qualitative improvement in the rating services must be predicated upon such implementation."

Meetings with the Federal Trade Commission and the Justice Department have been held "within the past week," he said, in an effort "to establish understanding of our purposes, the basis of a continuing dialogue and, finally, the approval of our actions."

This project, Mr. McGannon noted, goes beyond the rating council's originally announced purpose of setting minimum standards for rating services, auditing their work and participating in methodology studies looking toward their improvement.

"If we are careful and prudent, if the rating services recognize the importance of this to their future existence

and well being, and if we have the continued solid support of the AAAA and the other members of the rating council, augmented by fully participating representation from the advertisers, then important and significant long-range results are achievable."

**Target is ANA** — His call for full participation by advertisers was an allusion to the Association of National Advertisers, which furnishes "liaison representatives" to the council but, unlike the AAAA, the NAB and other broadcasting groups, is not represented on the council's board.

Mr. McGannon, a former chairman of the NAB TV code board, said advertisers and agencies had shown "increased willingness" to work with the Code Authority.

Last year, he noted, the New York code office worked with 112 agencies representing 195 companies on 1,139 commercials for 537 products, as compared with 60 agencies representing 108 advertisers and 127 products in 1961.

"We do not wish to set up barriers to the movement of goods and services through advertising," he said, "for this is our business. In my opinion, we have not acted capriciously in this area. Nevertheless, we have made decisions in the past, and doubtless will make others in the future, affecting advertising.

"We have taken these actions in good conscience, basing our decisions upon long and sometimes painful experience, and because we believe they are in the best interests of the public and, ergo, in the best interests of the broadcasters and, in turn, in the best interests of the advertisers and agencies, too.

"There is no place where excess or bad taste is more offensive than in broadcasting because of the very way in which the public uses these media. Its appeal is intimate and pervasive."

Because of its impact, Mr. McGannon said, "there will be no surcease of criticism of broadcasting in all of its phases." But, he added, "sudden silence would connote disinterest, and none of us wants that."

**Self-regulation, Please** — Mr. McGannon, whose discussion of self-regulation

## 'Rebellion' gets a \$1-million spot boost

Dodge began an intensive spot TV campaign last week to run through June 18 in 147 markets and claimed the buy has set something of a record.

The \$1-million purchase of minute spots through BBDO, Detroit, features five new color commercials using the "Join the Dodge Rebellion" theme. A. C. Thomson, Dodge car advertising manager, said the prime and late-evening buys may represent the biggest campaign of its type in auto history. Some 350 stations are included.

"Unprecedented popular appeal of the 'Rebellion' theme in the television

medium has influenced our decision

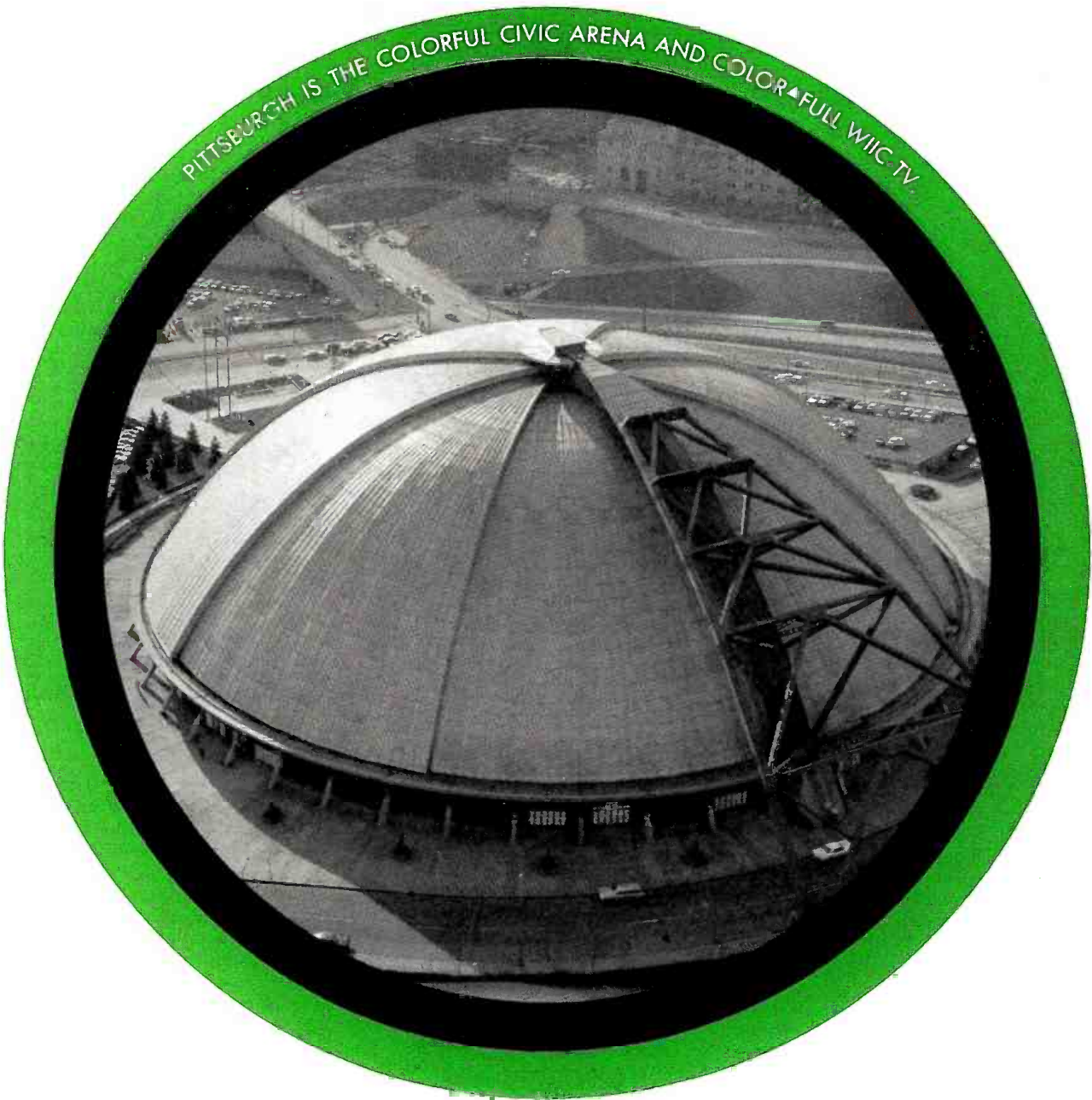


Mr. Thomson

to stimulate and broaden the favorable public acceptance we are gaining in this area," he said. It is "factory" money in the promotion but 1,223 individual dealer ties are designed to keep

the "Rebellion" in high gear for the spring selling season at the local level.

PITTSBURGH IS THE COLORFUL CIVIC ARENA AND COLOR-FULL WIIC-TV



Vic Skaggs, WIIC-TV Program Director, chats with Philip Baskin, Chairman of the Public Auditorium Authority, outside the office of Pittsburgh's Civic Arena and Exhibit Hall.

## world's largest hardtop convertible

When the world's largest movable domed roof dramatically opens to let in the summer sky, audiences in Pittsburgh's Civic Arena gaze in awe.



You can open the lid on the Pittsburgh market with top spot avails on WIIC-TV, Pittsburgh's #1 Color Station. Get with General Sales Manager Roger Rice or your Petry-TV man.

Get your  
Pittsburghers on



**WIIC-TV**

Basic NBC Television Affiliate

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



## Adams, Seaman and Hite elected to top AAAA posts

Thomas B. Adams, president of Campbell-Ewald, Detroit, was elected chairman of the American Association of Advertising Agencies last Friday (April 29) as the AAAA opened its 48th annual meeting at Scottsdale, Ariz. (see page 29).

Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, New York, was elected vice chairman and Morris Hite, president of Tracy-Locke Co., Dallas, was named secretary-treasurer.

Mr. Adams succeeds William E. Steers, chairman of Needham, Harper & Steers, New York.

John Crichton continues as AAAA president. He and the new officers, plus William Bernbach of Doyle Dane Bernbach and Barton A. Cummings of Compton Advertising, both New York, and Charles Farran of Griswold-Eshleman Co., Cleveland, were expected to be named to serve as an operations committee to meet monthly when the full board is not in session.

Nominees for AAAA board memberships and expected to be elected later in the session were:

Directors at large: John H. Hoefler, Hoefler, Dieterich & Brown, San Francisco; Donald P. Nathanson, North Advertising, Chicago, and Carl W. Nichols Jr., Cunningham & Walsh, New York.

Eastern region: Louis Benito, Louis Benito Advertising, Tampa, Fla.; William E. Chambers Jr.,

Foote, Cone & Belding, New York, and Charles L. Rumrill, Rumrill-Hoyt, Rochester, N. Y.

East Central region: Charles F. Adams, MacManus, John & Adams, Bloomfield Hills, Mich.

Central region: Charles E. Claggett, Gardner Advertising, St. Louis, and Robert Ross, Leo Burnett Co., Chicago.

Western region: William M. Starkey, BBDO, Los Angeles.



Mr. Adams



Mr. Hite



Mr. Seaman

was titled "I'd Rather Do It Myself," warned that the alternative was government regulation.

"If self-regulation is to be genuinely effective," he said, "it must be early and vigorous—or, if this can't be the case, it must effectively fill the void before the Congress or another governmental agency does."

He said it was "inescapable" that "we as industry representatives are doing it ourselves, and doing it in a manner that meets the public interest and in a practical, workable manner."

There will always be differences about what the code board, for example, does on "many subjects," including "limitation of commercials, content of commercials, comparison advertising, product acceptance and the vast array of subjective matters dealing with programing." But, he said, the "one inexorable lesson we have learned" is that you cannot temporize in matters of basic principle.

In another AAAA convention speech, prepared for delivery Saturday (April 30), a representative of one of television's biggest advertisers took issue with the arithmetic that leads agencies to complain that their profits average only 1% of billings, suggested improvements in agency management and specifically challenged the magazine concept for television advertising.

**Advertiser Speaks** ■ Milton C. Mum-

ford, chairman and president of Lever Brothers, said agencies sometimes complicate their client-relations problems by "taking positions in public which are inimical to the interests of their clients." He continued:

"For example, agency people often make statements to the effect that the so-called magazine concept as applied to television would be good business for all concerned.

"When such a one says that this would be good for agencies, I may wonder whether or not that is true—but that's his business.

"When he goes further and says that the networks would be better off, I hasten to agree. But this is not a cause to which I find myself dedicated.

"When he or she goes still further to say that clients would also be better off, and would prefer not to have to worry about programing, then I believe I have a right to say, 'not this client.'

"We have for many years competed vigorously in the area of television programing. In some years we have done very well and in other years not so well. We are still most anxious to compete in this area. We are prepared to recognize that if you want to win you must be willing to take the risk of losing. We are so prepared.

"We have no desire to settle for the good gray average of what everybody else can get. It seems to me that one

need to look no further than at the old movies on his own television set to get a pretty good view of why.

"As a viewer, it seems to me sometimes that all I can remember is that somebody came on and said: 'The next portion of this program is brought to you by a friendly member of the human race.'"

Of estimates that agency profits average about 1% of billings, Mr. Mumford said this assumes that the approximately 85% that goes to media represents the agency's cost of sales, which by standards used in other business is "not so."

"By comparison with other businesses," he said, "your true sales revenue is really your commissions and fees. On this basis, you make not 1% but about 7% of sales. This in turn is about the average of the top quarter of the country's leading industrial companies. I might add that it is higher than my own company—or even my industry—is able to do in return on sales."

Among areas in which he thought agencies might be still better managed Mr. Mumford listed "greater forward planning," research into the "changing nature of the [advertising] business," and the emphasis that many agencies now put on "trade relations, merchandising services, promotion follow-up" and general market and consumer re-

search not related directly to copy and media.

**Compensation Plan** ■ Mr. Mumford said Lever considered it fundamental that its agencies should make a profit on the Lever account, and that with its agencies the company had worked out a compensation system that seems "serviceable to all."

"In essence," he said, "it is the continuing use of commissions as the basis for compensation on going businesses, and fee payment for a large portion—but not all—of the direct cost of new-product work, with these fees recoverable from subsequent agreed levels of billings if the product succeeds, and retained by the agency if it does not."

He said agency management should also pay more attention to advertising's image in the public mind, "particularly the educated public mind," and suggested that a film be made on the function of advertising in a modern economy.

"I believe you could make it interesting enough that it would be shown widely in schools and colleges—and on television to the general public," he asserted. "Only if it were so would it be worth doing."

William E. Steers, chairman of Needham, Harper & Steers, New York, retiring AAAA chairman, called upon agencies to concentrate more attention on the ethics and discipline of advertising in a speech prepared for delivery at the convention's final business session today (May 2).

**Brower And Friends** ■ In another Monday speech, attitudes toward advertising as expressed by a number of literary, political and other figures were quoted by Charles H. Brower, chairman of BBDO, New York, in a speech on "What We Think of Advertising, by Ralph Waldo Emerson, Thomas Jefferson, Abraham Lincoln, Franklin D. Roosevelt, Calvin Coolidge, Winston Churchill, Homer, Dwight Eisenhower, Jonathan Swift, William Makepeace Thackeray, John Stuart Mill, Theodore Roosevelt, Aldous Huxley, James Thurber, Mark Twain, Thoreau, Billy Sunday, John Bunyan, Thomas Carlyle, Hugh Walpole, Elbert Hubbard and other friends of Charlie Brower."

## More supermarket TV

The big food retailers are using a little more TV now but a little less radio. The annual report of the Supermarket Institute in Chicago last week, based on a survey of 20,000 member stores doing an annual sales volume of \$25 billion, showed that 28% used TV last year and 59% used radio. Three years ago 26% used TV and 66% radio. Virtually all (96%) are newspaper users.

# Actor aloofness to selling fades

## List of well-known names

### doing TV commercials

### continues to grow

Off-camera narration for television commercials has become a big business. There's apparently a new trend in commercial television today that's bringing more and more well-known actors into this specialized field. Such performers as Herschel Bernardi, Jim Backus, Mel Blanc, George Macready and Alexander Scourby have already developed into big names for the advertising industry. Trade estimates have it that some \$20 million was paid actors and actresses in residuals for commercial work last year.

Only recently, the Charles H. Stern Agency in Hollywood, which represents talent exclusively for TV commercials, announced that it had signed actors Barry Sullivan and Telly Savalas because of their unusual voices and deliveries. Mr. Savalas, who has been featured in such motion pictures as "Battle of the Bulge," "Ghengis Kahn" and the still-to-be-released "Beau Geste," is now the voice for the Goodyear Tire Co. and also is featured on a new series of commercials for Miles One-a-Day Vitamins. Mr. Sullivan, who will star in his own TV series in the 1966-67 season, *The Road West*, is now the voice for Continental Airlines and also has recorded a series of commercials for State Farm Insurance.

"The needs today in the commercial field place a heavy emphasis on ability to handle dialogue in addition to appearance," explains Charles Stern, president of his own agency.

Jack Wormser, who runs another exclusive Hollywood commercial consultant agency, explains further why TV commercials now are putting emphasis on acting ability: "The better commercials," he says, "are actually 60-second vignettes complete with beginning and end. An increasing agility in pace, in quick-cut techniques and storyline progression has developed within the filmed commercial sphere. That some sponsors are now making a concerted effort to raise their filming standards may be indicated by one national advertiser who recently expended 9,000 feet of film to secure the 90 feet he was willing to accept."

In Mr. Wormser's judgment the commercial field should not be left to

unknowns or announcer-types. Good and well-known actors, he feels, give the commercial a new dimension. But, he concedes, some experienced actors and actresses still don't want to have anything to do with television, especially when it comes to acting as commercial spokes-people. Yet most seem to come around to taking the work in time.

"The money involved is tremendous," points out Mr. Wormser, "that's the telling thing."

**Sponsor Attitudes** ■ He adds that the acting talent is the most important element in the making of a TV commercial. "It may seem like a lot of to-do over nothing—and sometimes it is—but sponsors have big investments in shows. They've got to sell their product. To them, it's like shooting 'Gone With the Wind.' It's a creative and meticulous project that takes a hell of a lot of time."

Following is a list of performers who have been placed on TV and radio commercials in recent weeks:

■ Singer-dancer Bobby Van is filming six Ralston Purina commercials in which he performs as the Square Crow character for Foote, Cone & Belding out of Chicago and Cascade Pictures in Hollywood.

■ Actor Steve Wayne has filmed on-camera commercials for Reynolds Wrap through Clinton E. Frank Inc. in Chicago and MPO Videotronics Inc. in Hollywood. He is also doing Awrey Food commercials through The Petersen Co. of Los Angeles.

■ Cliff Norton recorded off-camera voices for Hanna-Barbera Productions.

■ Mitzi McCall, of the comedy team of Charlie Brill and Mitzi McCall, filmed a commercial for Reynolds Wrap at MPO through the Clinton E. Frank agency.

In addition, Mr. Backus continues as the voice of the "little old winemaker" for the Italian Swiss Colony division of United Vintners Inc.; Mr. Bernardi is cutting more spots as the voice of the "Jolly Green Giant" for the Green Giant Co. and as "Charlie Tuna" for Star-Kist Foods; Susan Brown still is cavorting as "Wanda the Witch" for Procter & Gamble's Hidden Magic hair spray brand and George Gobel is spokesman for Campbell Soup's line of Bounty beef stew products.

## Carlaw on own

Bogart Carlaw has started the Bogart Carlaw Consulting Service, specializing in advertising of drugs and package goods. Mr. Carlaw is former vice president and creative supervisor at Ted Bates & Co. and before that was associated with Foote, Cone & Belding Inc. His firm's offices are at One Orchard Drive, Chappaqua, N. Y.



# Art directors honor five TV commercials

## DOYLE DANE BERNBACH TOPS LIST WITH TWO WINNERS

Two Doyle Dane Bernbach TV commercials won two medal awards, and Jack Tinker & Partners, deGarmo Agency and Young & Rubicam were credited with one apiece last week at the Art Directors Club's 45th annual exhibit of advertising and editorial design and art in New York.

After judging some 1,000 TV entries, judges elected five medal winners and 19 distinctive merit winners. They cited two trends: a merging of art direction and copy, and an increasing

over category chosen for a medal award: a Young & Rubicam commercial for the Peace Corps, produced by Audio Productions, directed by Matthew H. Basile and written by Illon Specht with Tim Newman, the producer.

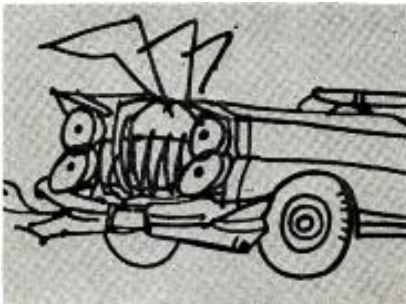
A second medal award went to Doyle Dane Bernbach for a color animated commercial for Volkswagen. Cited were Leonard Sirowitz, art director, Robert Levenson, writer, and Don Trevor, producer. The commercial was produced by Pelican Studios.



Alka Seltzer



Gallaghers



Volkswagen



Clairol

importance of thinking in terms of an advertising campaign. Overall, they said commercials are improving.

In a live-action (one-minute or more) TV category, George D'Amato, art director and producer at Jack Tinker & Partners was honored for his work on a Miles Laboratories/Alka Seltzer commercial. The commercial was produced by Harold Becker Productions and Lois Korey was the writer. Another award winner in this category was Clairol with art direction by Richard Loew of Doyle Dane Bernbach, production by Jerry Robbins, and writing by Carol Sherman. Studio production was by Tele-Video.

A 10-second or over live-action TV category award went to the deGarmo Agency and art director Howard Russo, writer Jim Symon, producer Bill McCaffery and production company, Elektra Films Production, for client Gallaghers.

A color entry in the one-minute or

## TV commercials compared to print's

Television's commercial power received a pat on the back from an advertiser last week. Rex M. Budd, vice president for advertising of the Campbell Soup Co., called it a "great tribute" to the medium "that the overcommercialism criticism of advertising is usually directed to TV where the advertising content, compared to the show or editorial content, is roughly 10% to 15% and is seldom directed against magazines where the advertising-to-editorial ratio runs 50-50."

Mr. Budd spoke to some 200 agency executives, broadcasters and business leaders at an advertising conference sponsored by KYW-TV Philadelphia and Television Advertising Representatives

in St. Davids, Pa.

He said that "television is far from perfect, but it is a darned sight better than its critics would lead the public to believe. I feel that the users of television generally have been too mute to speak in its behalf." These users, he added, should use all the influence they have to "fight the me too-isms in programming, just as we fight it in products."

The advertising executive felt, however, that within the next 15 years there will be less rather than more program control by advertisers.

Mr. Budd said he is concerned by the lack of audited audience in broadcasting similar to the audited circulation of print media. This is not a reflection on the honesty or integrity of the media, he noted, but advertisers feel that "such an audit by an outside experienced party is merely a good and well-accepted business practice throughout the industry. Why the advertisers and agencies did not force this to come about when commercial radio began in the 1920's I will never understand."

At a luncheon preceding the afternoon conference, Bob Hoffman, TVAR vice president for marketing, introduced the rep firm's Zig Zag presentation, a study of network marketing (BROADCASTING, April 18).

## NAB may offer own cigarette guidelines

After a two-year delay the National Association of Broadcasters Code Authority is reportedly considering issuing guidelines on cigarette advertising. The code had such guidelines ready for release in the spring of 1964, but withheld them when nine tobacco companies announced formation of their own Cigarette Advertising Code with former Governor Robert Meyner as administrator (BROADCASTING, May 4, 1964 et seq).

It was learned last week that the NAB had written to the cigarette makers and asked for copies of current and proposed radio and television commercials. The authority had no comment on the report but it was understood that evaluation of the commercials would be considered in the light of the recent Federal Trade Commission ruling which allows advertising of tar and nicotine content and in the subsequent withdrawal from the tobacco code of P. Lorillard Co. (BROADCASTING, April 4, March 28).

The NAB wants to see what the cigarette manufacturers are saying, how it compares with what the code thinks should be done and how the dusty guidelines would hold up for present advertising.



# TVB records rise in summer spending

The pattern on the part of some television advertisers to retreat from the medium during the summer months is waning as indicated in the \$52 million rise in 1965 summer TV advertising over 1964. These figures were listed in a report to be released by the Television Bureau of Advertising today (May 2).

Combined spot and network investments rose 12.2%, growing from \$433,393,000 in the June-August period of 1964 to \$486,188,000 last summer.

The increased sponsor participation reflects the upswing in summer viewing time, now at about 4½ hours daily per TV home, according to TVB President Norman (Pete) Cash. The number of homes watching TV during the average nighttime minute increased by more than one million last year to 22,986,000. This is about 4 million more homes than in 1960.

Mustard leads the list of products using summer spot TV with 86.7% of its spot TV budget during the hot months, the time when condiments are used the most. Other advertisers were influenced by the desire to have prospects to themselves, as well as consideration of seasonal usage.

TVB lists of summer spot TV and network TV advertisers in 1965 follow:

### Summer spot TV advertisers: 1965

	Summer spot TV as % of annual spot TV budget
Mustard	86.7
Insecticides, rodenticides	66.6
Tea	46.8
Ice Cream	46.0
Tire, Tubes	43.9
Bicycles, Motorcycles, supplies	41.5
Deodorants	39.3
Fruit, Vegetable juices	37.9
Pickles, Relishes	37.2
Bleaches, starches	36.5
Weight aids	35.9
Fish—canned, fresh, frozen	35.8
Paints, wallpaper	35.6
Toilet soaps	34.8
Trucks, trailers	33.4
Home permanent, hair curlers	33.1
Hair tonic, oil, cream	31.3
Amusements	31.3
Hair coloring, spray, rinse	31.3
Building materials	29.7
Catsup	29.4
Salad dressing, oil, mayonnaise	29.3
Soft drinks	29.2
Seasoning, spices	28.8
Beer, ale	28.5
Paper towels	28.5
Glass cleaners	28.4
After shave lotions	27.9
Moving, hauling, storage	27.8
Heating fuels	27.6
Chewing gum	27.3
Cereals	27.3
Gasoline, oil	27.2

Cocoa, chocolate drinks	27.0
Pet products	26.9
Oil additives	26.2
Political, religion, unions	25.5
Plumbing supplies, fixtures	25.2
Packaged soaps, detergents	25.2
Hotels, resorts, restaurants	25.1

Source: N. C. Rorabaugh (gross time only).

### Summer network TV advertisers: 1965

	Summer network TV as % of annual network TV budget
Room air conditioners	60.5
Refrigerators, freezers	45.8
Soft drinks	44.1
Underwear, sleepers	42.8

Communication, public utilities	42.1
Motion pictures	40.6
Sportswear	39.6
Lubricants	31.5
Insecticides, disinfectants, deodorizers	31.3
Paints, varnishes	30.2
Optical goods, precision instruments	29.4
Foundation, bras	28.4
Cereals	27.3
Dipilatories, deodorants	26.7
Magazines, newspapers, other media	26.3
Meat, poultry, fish	25.8

Source: LNA/BAR (net time and program costs).



**YOU MAY NEVER SEE THE OLDEST BRIDGE\***

**BUT . . . WKZO Radio Spans 155% More Drug Store Outlets in Greater Western Michigan**

For unabridged coverage of people who sell—and buy—drug products, WKZO Radio is the most potent

medicine you can prescribe for the money.

The formula is simple and far from secret. There are 608 drug stores in our primary service area—but only 238 in that of Station B, and only 89 in Station C's. Our two nearest competitors combined cover less than 55% as many drug stores as WKZO Radio!

Want to bridge the gap between your potential and actual in Greater Western Michigan? Then see your Avery-Knodel medicine man about WKZO Radio!

\*Built in 850 B. C. in Smyrna, Turkey.



WKZO's primary service area covers over 2½ times as many drug stores as the next-largest station.



### The Folger Stations

**RADIO**  
WKZO KALAMAZOO-BATTLE CREEK  
WZZM GRAND RAPIDS  
WZZM GRAND RAPIDS-KALAMAZOO  
WZZM-FM GRAND RAPIDS

**TELEVISION**  
WKZO-TV GRAND RAPIDS-KALAMAZOO  
WZZM-TV GRAND RAPIDS  
WZZM-TV GRAND RAPIDS  
WZZM-TV GRAND RAPIDS

**WKZO**

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

## BBDO section for pharmaceutical ads

BBDO, New York, has established a special pharmaceutical division to focus on the problems of the pharmaceutical advertiser.



Mr. Hogan

Staffed by five specialists, each with manufacturer as well as agency backgrounds, the new division is designed in light of the drug industry's low rate of new-product introductions. Sales therefore must be increased through creativity in copy, marketing and media planning, Tom Dillon, BBDO president, noted.

John F. Hogan, formerly senior vice president and board member of Erwin Wasey, New York, heads the division as a vice president. Mr. Hogan was also advertising manager of Pfizer Laboratories and a company representative for The Upjohn Co.

He is assisted by Michael G. Mulinos, MD, PhD, formerly professor of pharmacology at Columbia University's College of Physicians and Surgeons. Dr. Mulinos is now fulltime medical director of the BBDO unit.

Also assisting are Robert Spencer, vice president and account supervisor, Thomas Watson, marketing/media planning manager, and John Wirtz, creative supervisor. All five men joined the agency within the last month or so.

The division, established April 18 without any definite customers, will operate on a fee basis.

## Radio-TV can solve specialized ad problems

Advertisers seeking to reach a specialized market within a much bigger market should not be afraid to ask radio or television to answer their needs. This was the advice given by John Paley, western sales manager for the ABC Radio network, last week. Speaking as one of the panelists in a media seminar held at the monthly dinner meeting of the Western States Advertising Agencies Association in Los Angeles, he said (indicating the entire broadcasting media): "Advertisers sometimes are afraid to look at us. They feel we're too broad for their needs. But the important thing for them to realize, the common denominator, is efficiency. They must

think in terms of the economics."

And when the thinking gets down to economics, Mr. Paley indicated, broadcasting shows up ahead of its competitors. He pointed out that spot radio or TV can be used to reach any kind of segment of any kind of market and that network radio and TV offer several different kinds of market breakouts including geographic and demographic. These markets within markets are available, he stressed, probably at better cost-per-thousand rates than are possible to achieve in other media.

Other panelists included Shirley Crowder, media director of Compton Advertising; Lou Johnson, vice president and western manager for Johnson Publishing Co.; Howard Keefe, regional manager of the Bureau of Advertising of the American Newspaper Publishers Association, and Bob Glickman, media manager for Hunt Foods.

## Webster warns against 11th-hour spot buying

The late shopper may not always get the choicer items on the shelves. Though consumers may know this, advertisers and agencies may not be so aware when it comes to buying—radio.

Maurie Webster, vice president and general manager of CBS Radio Spot Sales, last week sent a letter to more than 1,000 agency executives deploring what he said was a growing problem of last-minute spot radio buys. He warned that desired schedules cannot always be had when buys are on short notice—"and sometimes inferior stations have to be bought because of it." He said the situation has come about in great measure because of clients delaying their decisions and because "the best stations" are frequently out of choice spot availabilities.

Said Mr. Webster: "Give us time, and we'll work out schedules that will produce results you know good radio can deliver." He said also that radio was not a "last-minute medium" and that stations the agencies really want, "observe tight commercial limits so there isn't always 'room for one more.'"

## Business briefly . . .

**General Electric Co.** (housewares division), Bridgeport, Conn., through Clyde Maxon Inc., New York, will sponsor "The Ballad of Smokey the Bear," animated color-film musical as a presentation on the *GE Fantasy Hour* on NBC-TV during the fall. Time and date have not yet been set, though it will be scheduled on a Sunday. James Cagney

will be the off-camera narrator.

**Pepsi-Cola Co.**, through Ogilvy & Mather, both New York, will support its Mountain Dew soft drink with a three-network TV campaign of color commercials broadcast on an average of two a night between June 10 and July 5. Coinciding with the peak selling season of Mountain Dew, the exclusively prime-time campaign features such shows as *Batman* (ABC-TV), *The Virginian* (NBC-TV) and *The Munsters* (CBS-TV).

**P. Lorillard**, through Grey Advertising, both New York, on behalf of Kent cigarettes has made an eight-week buy in *The World Tonight*, *Walter Cronkite Reporting* and *The Reasoner Report*, all of CBS Radio, effective May 23.

**Western Air Lines Inc.**, through BBDO, both Los Angeles, has placed 30-second and 60-second radio spots on 65 stations in 11 major markets in the West, with approximately 50 spots a week in each market. Spots are scheduled during sports and financial news broadcasts during peak traffic hours on schedules of up to 26 weeks. The airline also is placing substantial billings in western regional editions of 10 magazines.

**General Mills**, Minneapolis, through Dancer-Fitzgerald-Sample, New York, will be a sponsor in NBC-TV's *Tarzan* series, colorcast Fridays, 7:30-8:30 p.m. NYT, starting Sept. 16.

Four advertiser buys on NBC Radio last week were **Glenbrook Laboratories Division of Sterling Drug Inc.**, for its ironized yeast, through Thompson-Koch Co., both New York, on *Emphasis*; **Luden's**, Peabody, Pa., through The Philadelphia Agency, Philadelphia, and **Jaymar-Ruby Inc.**, Michigan City, Ind., through Harold Breitner & Co., New York, in *Monitor*, and **Frigidaire Division of General Motors Corp.**, Detroit, through Dancer-Fitzgerald-Sample, New York, in *News on the Hour*.

**Whirlpool Corp.**, Benton Harbor, Mich., through Kenyon & Eckhardt, Chicago, has purchased participations for new season in NBC-TV programs: *The Girl from U.N.C.L.E.*, *Run for Your Life*, *Tuesday Night at the Movies*, *The Virginian*, *Daniel Boone*, *Laredo* and *The Frank McGee Report*. **Chanel Inc.**, New York, through Norman Craig & Kummel, that city, will also participate in *The Girl from U.N.C.L.E.* and *Tuesday Movies*. **California Packing Corp.**, through McCann-Erickson, both San Francisco, will participate next season in NBC-TV's *Saturday Night at the Movies*.

**Motorola Inc.**, Chicago, through Leo Burnett Co. there, is using a blitz campaign on network radio May 9-18 to sell its line of portable radios. Some 1,365 stations of all four networks will



## COMMERCIAL PREVIEW: The many worlds of L.A.

In a striking illustration of Hollywood's versatility as a production center, EUE/Screen Gems West Coast recently completed four one-minute spots, each one filmed in a different off-beat location. The Big Bear ski resort, Glenmore Ranch—both near Los Angeles—Columbia Pictures' ranch facilities and the still-under-construction Century City complex all were used as settings for the commercials.

The thematic thrust of the spots, produced for Knickerbocker Beer by The Gumbinner-North Co., New

York, was to show the universal popularity of the product—it being sampled and enjoyed in many situations under all kinds of conditions.

Cameraman Burnett Guffey, who won an Academy award in 1953 for his work on "From Here To Eternity," was signed to film the Knickerbocker spots. The tank at the Columbia Ranch, where the water is four feet deep, was used to show fishermen drinking the product while at sea. Cowboys on the Glenmore Ranch were shown enjoying the beer chuckwagon style.

Construction workers at Century City in West Los Angeles, with the skeleton of a building looming in the background, were depicted with Knickerbocker on a lunch break. In marked contrast to the sun and casual dress of the other spots, the fourth commercial was filmed in the snow-covered mountain countryside of Big Bear.

Merl Bloom of Gumbinner-North produced the spots with Ed Beatty of EUE/Screen Gems directing. The on-the-air phase of the campaign started this month.



In a matter of minutes: from construction site to 'sea' to wide open spaces

air about 120 spots during the period. "Heavy concentration in a short time is the proper way to use this medium," Robert G. Farris of Motorola said.

### Agency appointments . . .

▪ Renault Inc. has announced that Gilbert Advertising Agency Inc., New York, will handle its estimated \$2 million billing. About 45% of this amount will be used for local radio and television spots.

▪ Prince Macaroni Manufacturing Co., Lowell, Mass., has named Venet Advertising, New York and Union, N. J., to handle its advertising. Former agency was Kenyon & Eckhardt, New York.

▪ Barker Bros., major southern California home furnishings store chain,

names Marvin H. Frank & Co., Chicago, as agency. Heavy radio campaign is planned.

▪ Boyle-Midway (division of American Home Products Corp.) New York, assigns Daniel & Charles Inc., New York, for new product advertising in both spot TV and network TV.

### Also in advertising . . .

**Newly aligned** ▪ Filmfair, Hollywood-based commercial film production company, and Cal Bernstein, whose still photographs have appeared in many national publications, have joined forces in an exclusive deal involving the commercial and business film fields. The agreement marks the first time that Mr. Bernstein will be working in the motion picture rather than in the still medium. In his new alliance, he will

act as cameraman, director and visual consultant on commercials and other films for which Filmfair will provide the production personnel and facilities.

**Radio spots** ▪ Chuck Blore Creative Services, Hollywood, has created and produced a series of radio spots for Young & Rubicam Inc.'s San Francisco office. The commercials cover all of the products of The Borden Co.'s western marketing division. Robert Panzer is Y&R's account executive for Borden and Lou Heckman was the agency's creative supervisor in the production of the radio spots.

**'Peanuts' at work** ▪ Interstate Bakeries Corp., Kansas City, Mo., has adopted the "Peanuts" comic strip characters through an agreement with United Features Syndicate and Charles W. Schulz, creator of "Peanuts." Snoopy and his



cohorts in sophisticated humor will appear as bread and cake salesmen in the advertising media. Dancer-Fitzgerald-Sample is Interstate agency.

**Hollywood commercials** ■ Wakeford-Orloff Inc. was formed in Hollywood last week to produce TV commercials, TV film documentaries and feature films. Principals in the new production company are Kent Wakeford and John Orloff, both with considerable experience in the commercial-making field. Mr. Wakeford most recently did the photography work on the 60-second Goodyear tire commercial entitled "Woman Stranded."

## Petry study outlines spot-TV's 5-year growth

Investments in spot television by food and grocery-products advertisers have increased by 85% in the last five years, according to a study prepared by the television division of Edward Petry & Co. and released last week to advertising agencies. Between 1960 and 1965, grocery-product advertiser expenditures in spot TV rose by \$243.8 million,

Petry reported.

The largest spot-TV percentage gain was registered in the soft-drink-confection field with more than a 300% rise. Other substantial boosts over the five-year period were made by food, up 60% and household products and pet foods, up more than 100%.

## Texas brewer buys 20 markets for TV show

Lone Star Brewing Co., San Antonio, Tex., through Glenn advertising, Dallas, has purchased Four Star International's *Something Special* series for placement in 20 markets. The color-TV shows have been bought by Lone Star Brewing for the following markets: Waco, Bryan, Austin, San Antonio, Harlingen, Weslaco, Houston, Tyler, Beaumont-Port Arthur, Wichita Falls, Sherman-Dennison, Lubbock, San Angelo, Corpus Christi, Monahans and Big Springs, all Texas; Shreveport and Lake Charles, both Louisiana, and Little Rock and Fort Smith, both Arkansas.

Ken Joseph, Four Star International's vice president, domestic sales, noted that Lone Star Brewing plans to spon-

sor the show in "a number of other markets" where sales have been made to stations. The Lone Star buy brings the total number of markets for *Something Special* to 73.

## Dixie Crystals sugar push set for 'Rangers'

Savannah Sugar Co., Savannah, Ga., has bought 104 half-hour color episodes of *The Forest Rangers* TV series for showing on stations in North Carolina, South Carolina and Virginia. The directly placed purchase was announced last week by Jacques Liebig, vice president, sales, NBC Films.

The syndicated series, which was produced in Canada and is first run in the U.S., will be used by Savannah to promote its Dixie Crystals sugar. The stations and number of markets to be used in the tri-state area are still to be selected, with Savannah seeking to clear color-equipped outlets by next fall when *The Forest Rangers* programing is scheduled to start.

In addition to the Savannah purchase, Mr. Liebig said, NBC Films has signed 45 stations for the series.

## PROGRAMING

# 50-50 rule gets a lashing

ABC, CBS and their affiliate groups find nothing good about the FCC proposal to limit network ownership of programing

ABC, CBS and their respective television affiliate groups last week fired what they hoped were their Sunday punches at the FCC's proposed rule to limit network ownership and control of their programing.

The comments sounded a warning that the rule could result in a serious shortage of network programing—at least of the quality now being offered.

They also attacked the factual premises and conclusions of the proposal, and predicted that, if adopted, it would only make more difficult the achievement of the goal the commission has in mind—greater diversity of sources of programing.

They expressed the view that, ultimately, the solution to the problem lies in the working of natural forces already in motion.

CBS and CBS Television affiliates, in addition to opposing the proposal on its

merits contended that the commission lacks the authority to adopt the rule. Storer Broadcasting Co. also filed comments asserting the proposal is beyond the commission's jurisdiction.

**No Authority** ■ They said the proposal would constitute direct regulation of the networks, which they said is outside the commission's authority. The commission proposes to regulate the networks through its authority over them as "network television licensees." But CBS said the proposed rule would apply commission regulations directly to networks "in their capacities as producers, buyers and suppliers of programs." CBS-TV affiliates also said that if the commission can regulate these activities on the premise they have some consequential effect on chain broadcasting, "there is no limit to the scope of the commission's authority."

NBC lawyers were still working on

that network's comments late last week, in preparation for filing them with the commission today (May 2), the deadline for comments.

Thus far, opponents of the proposal have had the field mostly to themselves. Besides the networks and broadcast group owners, the American Association of Advertising Agencies and the Association of National Advertisers expressed opposition to it (BROADCASTING, April 18).

The major effort the networks are making reflects their concern over the proposal, which would: prohibit them from owning or controlling more than 50% of their prime-time nonnews programing, bar them from acquiring any financial or proprietary rights (including those in syndication and merchandising) in independently produced programs, exclude them from domestic syndication and permit them to syndicate abroad only those shows they produce themselves.

The commission, noting that networks control some 93% of prime-time programing, expressed concern over what it viewed as network domination over what the viewing public sees. Its proposed solution is to open up a portion

## Rolls-Royce gets its hub cap wet in TV

The power of television advertising has finally attracted one of its staunchest holdouts—the Rolls-Royce automobile.

On May 6, 7:30-8:30 p.m. EDT, WBAL-TV Baltimore, an NBC affiliate, will present Peggy Lee in *Something Special*, a syndicated monthly program co-sponsored by Rolls-Royce dealer Harry Gladding of Gladding Rolls-Royce, Glen Burnie, Md. During the telecast WBAL-TV will showcase the 1966 Rolls-Royce Silver Shadow in three specially prepared color commercials, marking the first time that Rolls-Royce has been advertised on U. S. television.

The one-minute spots were written by Arthur Parker of WBAL-TV and videotaped through the station's color facilities under the direction of Leonard Levin, producer-director. Mr. Gladding, president of Gladding Rolls-Royce, signed the Rolls-Royce account with Joseph Aiello, WBAL-TV account executive.

of the schedule to advertiser-supplied programs.

**What Advertisers?** ■ But the networks and their affiliate groups last week said there was no basis for assuming the advertisers could be found to provide the programming.

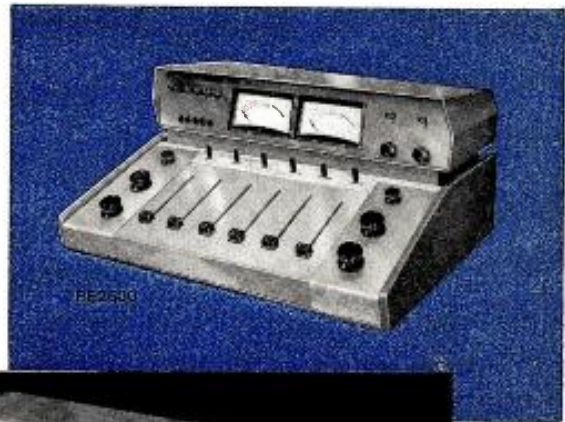
Because of the soaring costs of production, CBS said, "only a small number of advertisers" have sufficiently large budgets to supply programming, "assuming their willingness to do so." CBS said all current single and alternate sponsors on all three networks would fill only 13½ of the 33 hours that would be available.

The network also thought it unlikely that multisponsorship could operate satisfactorily for the nonnetwork half of the schedule. And all of those commenting expressed doubt that any third party—a large advertiser, for instance—could be found to play a broker's role in purchasing time and facilities and reselling participating minutes to advertisers.

ABC and ABC-TV affiliates expressed particular concern over the impact of the 50-50 rule. They said the position of "near parity" the network had achieved with CBS and NBC would be jeopardized if the network were forced to rely on advertisers for a substantial portion of its programming. Advertisers, they noted, take their most desirable

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audio consoles  
with studio  
console  
performance



from  McCURDY  
RADIO INDUSTRIES LIMITED

McCurdy — the name that sets the quality and performance standards in audio systems — announces the development of two portable mixing consoles ... rugged and compact for remote applications ... yet versatile for studio installations where full-size consoles are not required.

### FEATURES INCLUDE

- Silicon Solid-State design, offering stable performance over wide temperature ranges.
- Self Contained Regulated Power Supply.
- Full +18 dbm output following 6 db pad.
- Attractive Functional Design.
- Rugged Portability.

### PE2400

- 4-mixers, 8 mic inputs or 4 high level inputs
  - High Quality Step type attenuators
  - Full size 4½" VU meter
  - Built in 1000 HZ Test Oscillator
- Attractive yet functional design.

### PE2600

- The most sophisticated portable console ever designed.
  - 6 mixers, 12 mic inputs or 6 high level inputs
  - High Quality Step type slide attenuators
  - Dual channel with separate PA output
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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT



## Valenti exits White House for MPAA post

When Jack J. Valenti, special assistant to President Johnson, resigned last week to become president of the Motion Picture Association of America, he assumed command of an organization whose members together in 1965 grossed about \$1 billion in revenues—of which about one-third came from television.

Mr. Valenti, one of the few men acknowledged by all to be closest to the President, personally and as an aide, was elected unanimously to the \$100,000 plus job. As presidential assistant he was receiving \$30,000 annually. He is expected to assume his MPAA office in Washington about June 1.

According to MPAA sources, television, both domestically and worldwide, U. S. theaters and theaters outside the U. S. equally contributed to the 1965 revenues of the eight companies that make up the MPAA membership.

Although no precise figures are available on the amount of film product turned out for TV compared with that for theater release, production for television was said to be "several times larger" than that produced for theaters.

MPAA's eight members: Allied Artists Corp., Columbia Pictures Corp., Metro-Goldwyn-Mayer Inc., Paramount Pictures Corp., 20th Century-Fox Corp., United Artists Corp., Universal Pictures Co., and Warner Bros. Co.

As a subsidiary to the main organization, a group exists in New York under the name of the Motion

Picture Export Association of America which has the same membership as the parent organization.

MPAA, however, has a television committee, which comprises the parent members plus Four Star International, Hollywood Television Service, MCA-TV Ltd., Seven Arts Associates Corp. and Trans-Lux Television Corp.

A Hollywood unit of MPAA, the Association of Motion Picture and Television Producers Inc., is concerned basically with labor relations on the West Coast.

**Vacant Since '63** ■ The 44-year-old MPAA president succeeds to the post that has been vacant since Eric Johnston died in 1963. The MPAA was founded in 1922 following the Hollywood scandals of that era involving many of the film stars, as well as threats of film censorship. Will H. Hays, President Harding's postmaster general, was chosen as first president. Mr. Johnston became president in 1945; he had been president of the Chamber of Commerce of the United States.

**Nizer Named** ■ Among those mentioned as candidates for the MPAA leadership during the last few months was Louis Nizer, New York attorney. Mr. Nizer last week was elected general counsel of the association. Mr. Nizer's firm, Phillips, Nizer, Benjamin, Krim and Ballon, represents United Artists in its lawsuit against Fortnightly Corp., former owner of a community antenna television system in Clarksburg, W. Va. UA is suing for infringement of

copyright (BROADCASTING, Feb. 21). Others who were mentioned prominently for the MPAA post over the last six months: Anna Rosenberg Hoffman, labor consultant; Ted Sorenson, President Kennedy's counsel and close aide.

Mr. Valenti was born in Houston and received a BS degree in business administration in 1946 from the University of Houston, and a master's degree in that field in 1948 from Harvard University. From 1952 to 1963 Mr. Valenti was a partner in the advertising agency of Weekley & Valenti, Houston. He severed all active ties with the agency immediately after joining President Johnson after the Dallas assassination of President Kennedy and has put his agency stock in trust.

During World War II, Mr. Valenti was with the 12th Air Force in Italy. He flew 51 combat missions.

Aside from his other duties at the White House—and they ranged from close companionship to editorial and writing chores for presidential speeches—Mr. Valenti has acted as unofficial TV producer for the President. He has on a number of occasions called for changes in lighting and camera angles in order to have the President presented in the best light. It's apparent that the President will appoint no one man to succeed Mr. Valenti. It is assumed that his duties will be split up among other aides of the President. It's also speculated that some of Mr. Valenti's duties may devolve on Robert E. Kintner, former NBC

programming to the strongest networks.

**Balance and Diversity** ■ CBS, furthermore, said the present system is more likely to provide better programming than one in which advertisers played a major role. Networks, CBS said, must consider program balance, diversity, service to all major viewing groups, news and documentaries, while the advertisers are concerned only with the success of their individual programs.

For the most part, those commenting said that trends now evident in the industry toward a fourth network and additional stations, plus the vast technological and economic changes in the industry, are more likely to provide for diversity than a mechanical rule.

CBS said the industry is so dynamic that, by the time any regulation now proposed becomes effective, "it is probable that, to the extent they ever existed,

the conditions the regulation was intended to alter" will no longer exist. The network said most of the record in the proceeding deals with conditions existing in broadcasting four to seven years ago.

ABC, however, while "unalterably" opposed to the 50-50 proposal, said the commission might consider some other proposal. But ABC said any regulatory scheme should, only as an "interim" measure, be designed to promote diversity of programming until "the anticipated birth and growth of new stations is realized."

Throughout their comments, the networks and the affiliate groups made liberal use of material developed by the Arthur D. Little Co. and submitted in a report two months ago (BROADCASTING, March 7). The research organization was retained by the three networks

to make an analysis of network program and procurement practices.

**No Crowding** ■ The report was cited in denials that the networks, as the commission notice suggested, had "crowded out" advertiser-supplied programs from their schedules. The Little report found the reduction in such programs a result largely stemming from advertiser choice.

They also rejected the suggestion that producers lack competitive opportunities or that networks "dominate" the syndication markets. CBS-TV affiliates noted that independents participated in the production of 90.5% of prime-time entertainment programs in 1964 compared to 78.8% in 1957. And CBS said that the networks' share of the syndication market is declining.

CBS-TV affiliates also said the rule,



Mr. Valenti  
Fills three-year-old vacancy

president, joined the White House staff on April 20.

Mr. Valenti is not the only close associate of the President who is leaving the White House. George E. Reedy, also a special assistant to the President and the President's former news secretary, announced last week he is resigning to become vice president for planning of Struthers Wells Co., a New York City engineering firm.

Mr. Reedy, onetime UPI Washington correspondent and a long-time Johnson aide when the President was a senator, becomes president of the company's Washington subsidiary, Struthers Wells Research & Development Corp.

by limiting network financing of independent producers, would hurt smaller producers, "especially the more creative ones," that need network assistance.

The result of the rule, the affiliates said, "would thus be increased concentration [in major producers] and much less ease of entry [into the production market] as well as greater unwillingness on the part of producers to experiment with novel programing ideas."

Both the ABC and CBS affiliates asserted also that the rule would diminish licensee responsibility by weakening affiliate-licensee influence over network programing and policy. The ABC affiliates gave as an example of affiliate influence the resolution that they adopted on March 26 urging ABC to withdraw its proposed extension of the so-called *Batman* commercial format (BROADCASTING, April 4).

## ABC-TV gets rights to Clay-Cooper bout

ABC-TV last week cornered Cassius Clay and his fight promoter, Main Bout Inc., for exclusive U. S. TV rights to the heavyweight championship fight scheduled with Henry Cooper on Saturday, May 21 in London. The telecast will be carried live over the Early Bird Satellite on ABC-TV's *Wide World of Sports* (5-6:30 p.m., EDT).

Agreement for exposure of the Clay-Cooper fight was announced last week by Boone Arledge, ABC vice president and executive producer of sports, and Mike Malitz, executive vice president of Main Bout.

It was estimated that ABC paid between \$75,000 and \$100,000 for TV rights.

On March 29, Cassius Clay defeated George Chuvalo in Toronto, but was no match for poor attendance at the closed-circuit theater telecasts of the fight. Apparent proof that this did not represent a general decline in the sport's popularity was demonstrated on April 25 when the middleweight fight between Dick Tiger and Emile Griffith (BROADCASTING, April 4) scored high ratings on 67 TV stations carrying the color telecast of the fight. The program was subsequently sold to 26 other outlets in 11 foreign countries by its syndicator, Madison Square Garden-RKO General Productions Inc.

The Tiger-Griffith fight achieved Arbitron ratings of 18 in Pittsburgh; 26 in Albany-Schenectady-Troy, N. Y.; 10 in Indianapolis; 29 in Seattle; 21 in Memphis, and 14 in Los Angeles.

WOR-TV New York carried the program one day later and recorded an Arbitron of 6.4 and a Nielsen of 7.5.

ABC-TV's fight represents the first live telecast in this country of a championship fight from Europe by satellite and the first live home-TV coverage of such an event since Floyd Patterson defeated Brian London in Indianapolis in May 1959.

## TV Cinema Sales to emphasize movies

TV Cinema Sales Corp. was formed last week to distribute programs and features to television. The emphasis, it was revealed will be on features. The new company, based in California, has acquired more than 100 American-produced features, many in color, from Golden Arrow Films, New York.

Among them are "The Court Martial of Billy Mitchell," "Distant Drums,"

"Blood on the Sun," "Cloak and Dagger," "Only the Valiant," "The Enforcer," and "Majorie Morningstar." These pictures, and the others that make up the new company's first major film package, will go into distribution immediately. Most of the package is being released on a rerun basis.

It was also announced that Golden Arrow Films will provide TV Cinema with a continual supply of new features to be released to television following their theatrical exhibition. Golden Arrow will co-produce and deliver 10 new features during the coming year.

Principal in TV Cinema Sales is Jerry Weisfeldt, veteran film-syndication executive. Mr. Weisfeldt formerly was vice president in the sales division of Television Enterprises Corp. and also was vice president in charge of domestic sales for Four Star International. Before joining Four Star, he was sales executive for National Telefilm Associates for five years.

Address for TV Cinema: 9110 Sunset Boulevard, Los Angeles 90069.

## Reade-Sterling lines up new films

Film distributor Walter Reade-Sterling Inc., New York, said last week it has put \$2.4 million into a new acquisition of feature films to be shown on television. The total number of films was not disclosed.

The company said none of the features has been seen on TV in this country and that more than half are in color. Principal sources included at least three overseas film companies: J. Arthur Rank, Pathe Cinema and British Lion. Though a substantial number of films are imports, not all are foreign produced, a spokesman said.

According to Walter Reade Jr., president of the firm, the motion-picture vintage is mixed: some are new and still in production, some recent theatrical releases and others are movie classics. Not all are immediately targeted for TV. Continental Distributing, the company's theatrical division, will release some ("McGuire Go Home" with Susan Strasberg and Dirk Bogarde; "Gypsy Girl" with Haley Mills, and "Dr. Who and the Daleks" among them) to theaters before offering them to TV. Among the films acquired: "Male Hunt" (Jean-Paul Belmondo), "Playboy of the Western World" (Siobhan McKenna) and "Alphaville." Some of the classics acquired: "Children of Paradise," "The White Sheik," "Open City," "The Three Musketeers," "Les Miserables," "Candide" and "The Marriage of Figaro."



# AP reports gains by communications unit

## BOARD IS CRITICAL OF FCC'S REGULATORY POLICY

The newly established communications department of The Associated Press is continuing its efforts to liberalize FCC regulatory measures that, according to AP, have prevented news media from fully applying the latest technological advances.

AP's board of directors criticized the FCC's regulatory policy last week in its 1965 annual report that reviewed a year of expanded services, membership, and news gathering techniques.

The communications department, founded last year, serves as a planning instrument to apply new communications developments to AP's worldwide system. It has gone into court to oppose an FCC order that would cancel AT&T's Telpak A and B tariff for telegraph and photo circuits. The tariff has enabled AP to improve important wire services to members at lowest costs, the report states.

In another regulatory case involving the Communications Satellite Corp., AP has asked the FCC to authorize news media as direct lessees of satellite voice-grade channels for the worldwide dissemination of news.

On still another issue before the FCC to draw a line between common carriers such as AT&T and private data

processors like AP, the wire service is urging the commission not to restrict the kinds of data processing circuits directly available to news media.

Western Union is now in an option period in which it can petition the commission to prevent AP from directly leasing voice-grade channels from AT&T for data processing.

AP's U. S. broadcast membership, the report states, is now at 2,828 and there are 4,515 subscribers, broadcast and press, to the AP service abroad in 103 countries and territories.

The report also outlines the increased cost of covering the Vietnam war in 1965: two AP men killed, four wounded and the Vietnam staff more than doubled in size.

## Committee sends FOI bill to the House

A freedom-of-information bill, designed to provide permanent and enforceable guarantees of public access to government records, gained more impetus last week as the House Committee on Government Operations unanimously

pushed legislation toward the House floor for a full vote.

In its current form, unchanged from the measure approved by Senate action last October, the bill (S 1160) would establish the legal principle that every American has the right to examine official government records. It also includes the right of legal recourse to federal courts for settlement of disputes involving access. The Justice Department and other top administration officials have previously opposed both provisions.

Exempted from the bill are specified areas in which disclosure could be detrimental to the public interest, or invasions of individual privacy. Information and records involving national security, federal law enforcement and investigation, personnel files and private individual or business records in the government's possession, would be withheld from public scrutiny.

Not included in the legislation as yet is a provision affirming the President's right to exercise "executive privilege" to withhold information he might feel would jeopardize public and national interest. The Justice Department has unsuccessfully sought to have such an exception written into the bill, in both the Senate and House.

**Complex Issue** — The department has also termed the bill "an unconstitutional violation of the traditional separation of powers," and maintained that the subject was too complex to be resolved by legislative regulation.

Despite administration disapproval, and fears expressed by some members of the operations committee that President Johnson might exercise his veto powers, House passage of the bill seems almost certain, according to Representative John E. Moss (D-Calif.). One of the bill's chief supporters, Mr. Moss said he believes the President will not block the measure, if approved by the House, and speculated that most of the seemingly unfavorable reaction was more a reflection of views within the Justice Department rather than the White House.

Similar public access legislation was previously approved by the Senate, in 1964 and 1965, only to be stalled in a number of House committees. Current estimates now indicate quick passage by the House and the President's signature by early September.

## CBS, Tors make deal for film co-production

CBS-TV has a new three-way deal, representing a commitment of more than \$1 million with Ivan Tors Films Inc. that provides for a motion picture to be released to theaters, a network

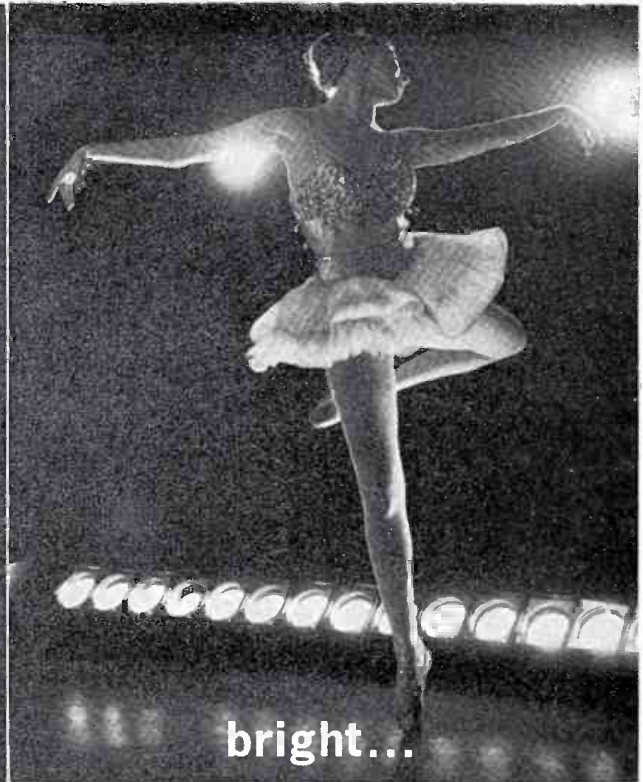


Presidential conference during the board meeting (l to r): William B. Dickinson, 'Philadelphia Bulletin,' president of AP Managing Editors

Assn.; F. O. Carver, president of AP Radio and Television Assn., and Paul Miller, Gannett Newspapers Inc., re-elected president of AP (see page 69).



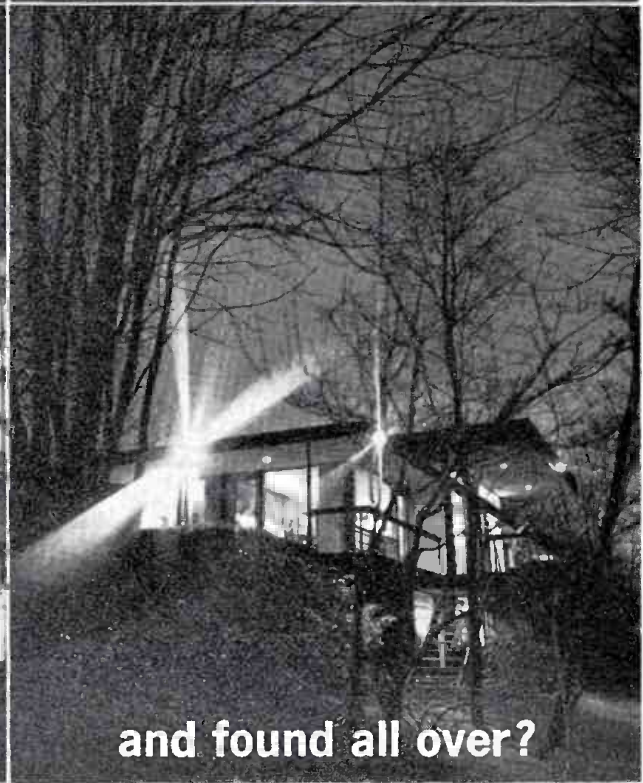
**What's soft...**



**bright...**



**strong...**



**and found all over?**

It's something that works for you constantly, all day, all night—supplied to you by people who are close to you, who anticipate your needs and desires now and in the future. It's something you'll never

run out of, no matter how much you use. And (incidentally) the average family today pays about 15% less per kilowatt-hour for it than it did 10 years ago. What is it? Come on. You know.

**Investor-Owned Electric Light and Power Companies\***

Tune in "Hollywood Palace" Saturday, May 7, 9:30 P.M., Eastern Time, on ABC-TV.

\*Names of sponsoring companies available through this magazine



# What's going on in **HARRIS-INTERTYPE'S** world of *Electronic Innovation*

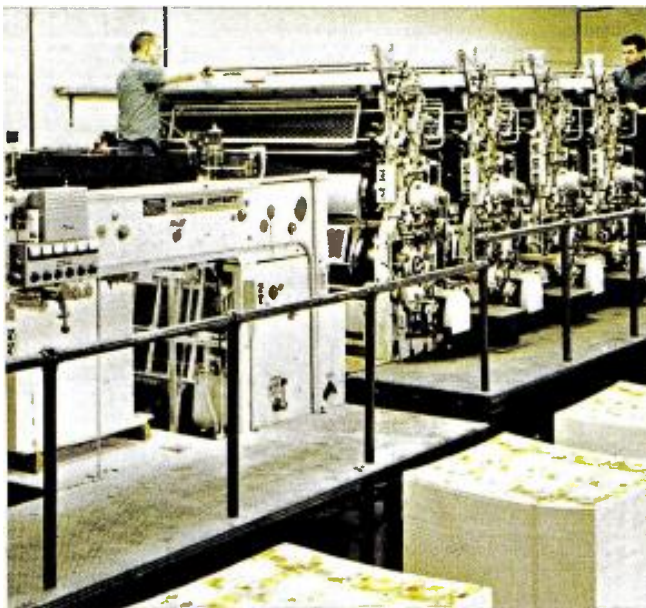
By applying advanced electronic design concepts, Harris-Intertype engineers develop:

- ... printing equipment to produce outstanding quality at operating speeds far higher than would be feasible with mechanical and human sensing capabilities.
- ... compact, ultra-efficient AM and FM radio transmitters and audio consoles.

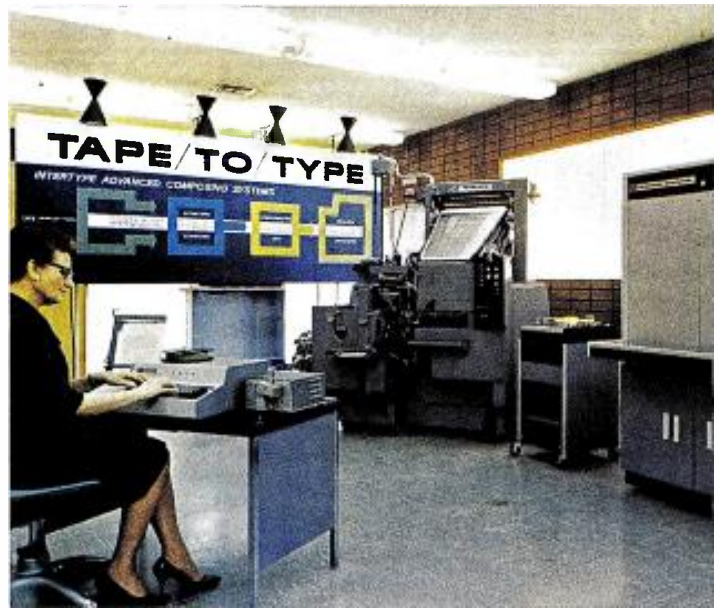
Harris-Intertype Corporation, 55 Public Square, Cleveland, Ohio 44113.



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Intertype Composing Systems · Sheridan Bindery Equipment · Schriber Business Forms  
Presses & Collators · Gates AM & FM Broadcasting Equipment · PRD Microwave Instruments



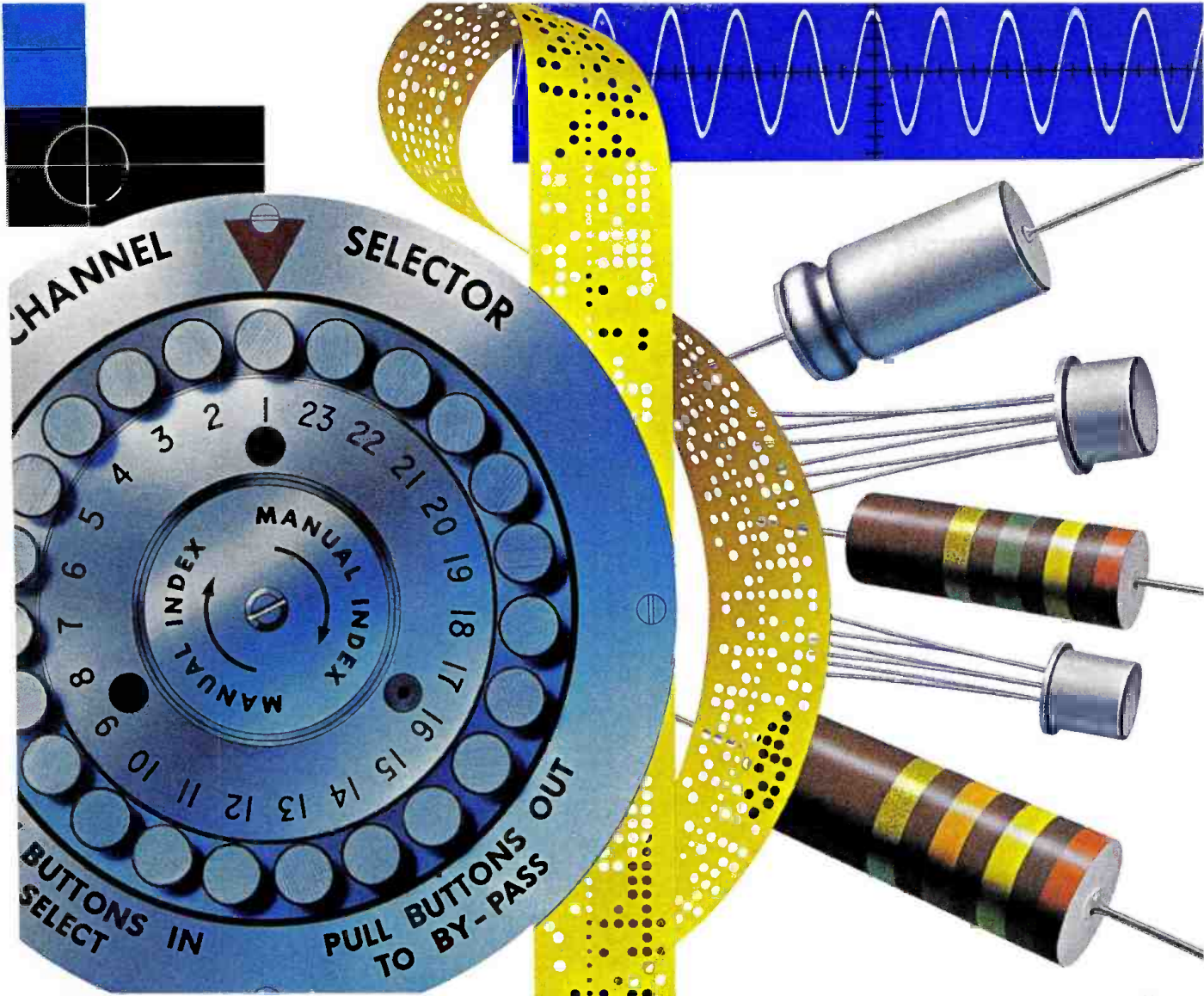
**AC controller** compensates electrically for line voltage fluctuations ... simplifies register control on large presses by giving accurately regulated, infinitely variable speeds with AC motors.



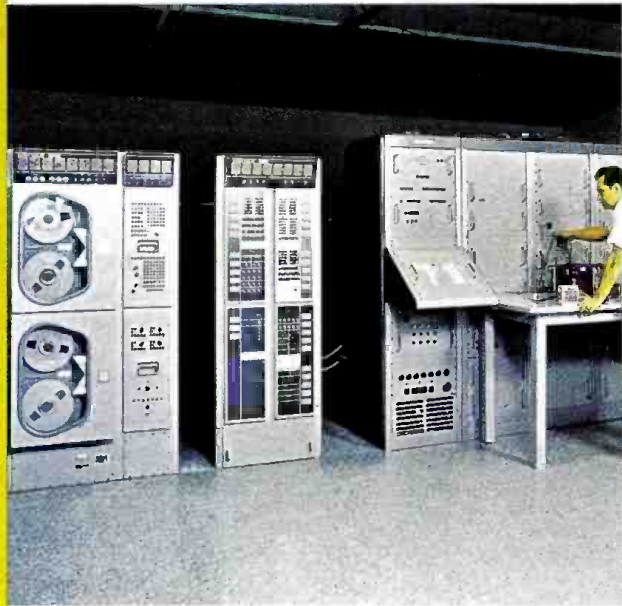
**Computerized justification and hyphenation, and solid-state electronic keyboard and linecaster operating unit** give Intertype hot-metal typesetting systems higher production rates and improved reliability.







**Solid-state** design makes Gates Radio consoles compact and efficient and offers unmatched fidelity and reliability in programming and production for both radio and television.



**Programmable** computerized testing of naval avionics equipment with PRD Electronics' VAST automatic testing system will substantially reduce turn-around time for carrier-based planes.





## Julie doesn't have cancer any more.

Julie Dillard swims, rides horses, paints and likes arithmetic. She lives with her parents in Santa Rosa, California, and recently won a talent contest at a picnic, singing a song in French. She is nine years old and has spent many of those years cured of cancer.

Julie had cancer of the kidney. It was discovered when she was two and a half years old. Surgery, followed by radiation treatments, saved Julie's life. She is one of more than 1,300,000 Americans alive today who are cured of cancer.

Julie's story multiplied by more than a million illustrates that the odds are not all on cancer's side. You strike an important blow against it by having a health checkup once a year. It is impossible to

exaggerate how important this is. Each year more than 90,000 Americans die of cancer who could have been saved if they had gone to their doctors in time. These deaths would be sad enough if these cancers were incurable. But the fact that cures exist makes these needless deaths especially tragic.

And while science knows much about cancer, there is much it does not know. Research at medical centers must be continued and broadened. And for that we need money. From you. That is how our research projects are supported. By you.

Research has already helped save more than 1,300,000 lives. Help save more. Send your contribution to "Cancer," c/o your local postmaster.



**American Cancer Society**

telecast of the movie and a TV series should CBS-TV wish to exercise that right.

The network will co-produce the film, "Gentle Ben," based on the book by author Earl Hammer Jr. and concerning the story of a bear. It's to be filmed on location in Florida, in Hollywood and at Tors's "Africa, USA" location near Hollywood and is slated for completion by next Jan. 1. Ivan Tors currently produces *Daktari* on CBS-TV. Plans are for the feature to be shown first in theaters, and on TV in about two years.

## Tower challenges Ferry on 'masscomm'

Charles Tower, executive vice president of Corinthian Stations, answered a stinging attack on mass media last week



Mr. Tower

with some strong criticism of his own. He characterized a new position paper by W. H. Ferry of the Fund of the Republic, as "intemperate, undocumented, non-analytical and permeated with personal bias."

Mr. Ferry's paper, published by the fund's Center for the Study of Democratic Institutions, Santa Barbara, Calif., accuses mass communications media of neglecting their responsibility to inform the public of social problems before they become intolerably acute. An example of such failure, he asserted, had been the civil rights coverage.

In his paper titled "Masscomm as Guru" Mr. Ferry uses the term "masscomm" to include television, newspapers, paperbacks, radio, comic books and the large circulation magazines. (A Guru is an Indian teacher.)

He suggests that masscomm is "brutalizing a nation" by "filling the reservoir of national self-righteousness." Mr. Ferry charges "masscomm's delight in the shoddy, the tasteless the mind-dulling, the useless, is well established. It is a direct consequence of masscomm's allegiance to organized rapacity."

Mr. Tower was invited to speak at a meeting of the Center Club in New York last week to comment on its latest publication. In addition to Mr. Ferry's paper the publication included an article on mass communications by Harry Ashmore, chairman of the executive committee of the Fund for the Republic (BROADCASTING, April 25).

Mr. Tower said he believes Mr

Ferry's "real quarrel is with the competitive profit system." As for broadcasting, Mr. Tower said, "television is first and last a popular medium. . . . There's nothing wrong with entertainment." He went on to say that TV does more in informational areas than most people realize. But he acknowledged that the question of specialized programming is a difficult one for TV to solve. "If you don't think so," he said, "look at the low ratings some educational stations get."

Mr. Tower added that television also has problems with the amount and placement of commercial time but he concluded that he didn't think the only solution is more government.

**Ferry Rebutts** ■ Mr. Ferry who took part in the Center Club meeting, engaged in several strongly worded exchanges with Mr. Tower. He said he doubts there's a chance that television will reform itself. His paper referred to "television's crankiness toward critics and its relentless glorification of what it is already doing when it is suggested that it might improve its output." The two adversaries were in basic disagreement over what the informational role of mass media should be. Mr. Ferry contended masscomm ought to ferret out and deal with controversial issues before they come to the surface by some other source. Mr. Tower argued that "it is too much to ask the popular media to take a long lead" in treating controversial social problems. Masscomm's responsibility is to pick up these issues as they come up and then to deal with them in a factual way, he suggested.

## Syndication pilots set by Official Films

Official Films Inc., New York, is investing more than \$100,000 in pilot program development for the syndica-



Mr. Koerner

tion market and is prepared to spend more than \$2 million on the production of three-color series for 1966-67 on the premise that stations need and will purchase first-run series in color.

Howard B. Koerner, vice president—operations of Official, said last week that OF is the only company, to his knowledge, that has invested in syndication program development for 1966-67. Pilots already have been completed on *Stagecoach To Seven*, a weekly half-hour western action series; *Crossword*, a half-hour daily game show starring George Fenneman, and *It's A Matter of Law*, a series of 260 one-minute programs co-produced with WCCO-TV Minneapolis and in association with the American Bar Association.

In the few weeks these series have been offered for sale to stations, interest in them has run "exceptionally high," according to Mr. Koerner. He is hopeful that at least two of the series will be placed on the air by next fall and

## Kanner sets sights on soaring program costs

Rising program costs have troubled TV advertisers and their agencies for years but nobody has yet figured out a way to slow the spiral. Bern Kanner, newly named to Benton & Bowles media and programing command post in New York, indicated last week that he feels he's now in a position to do something.

But he's not sure how to go about it. "I'm a media man," he said last week, "and I just know something is wrong in the steady year-by-year climb of TV program costs."

He cited the Hollywood "method" of doing business: "The producer tells the network that the advertiser always will pay the additional freight." Mr. Kanner said some writers do nothing but come up with ideas for pilots and get paid thousands of dollars, receive more thousands when the idea goes to pilot

and again when it becomes a series and still again when it's in reruns—yet the writer may not write a word of the script. Still other writers, he went on, receive as much as \$20,000 to \$22,000 for the script of a pilot only and yet share in the money when that pilot goes to series.

"I want to know what the costs really are," Mr. Kanner said, adding that when he understands the information, he'll show it to his clients. Eventually, he said, he'd like to find a way to thrash over the problem with the TV networks and see if the networks couldn't mount anti-cost "pressure" on the producers.

Mr. Kanner's appointment as senior vice president and director media management in charge of media and TV programing management, was announced a fortnight ago (BROADCASTING, April 25).



said OF will decide by June 1 to go ahead full-scale on all or some of these projects.

"We will continue our syndication program development effort," Mr. Koerner commented. "We are planning now for the 1967-68 season and have two projects in the blueprint stages with British partners as co-producers. Like the networks, we are planning 18 months ahead."

Official is stepping up its activities in the feature-film area. Mr. Koerner said OF has already acquired 40 features for the syndication market and intends to increase this library by at least 26 films each year, obtaining them through purchase abroad or through co-productions in Europe.

## NBC tightens its editing procedure

From now on when someone wants to delete something from an NBC program, and the producer isn't available, a network vice president is going to take the responsibility of saying yes or no.

This is the result of a decision to delete the word "nicotine" from a *Tonight Show* on March 9 at the request of an

## Relieved of relief

The American Federation of Television and Radio Artists told radio announcer Bob Harris last week to go and never darken its doorsteps again. What's more the labor organization ordered its one-time member to pay back more than \$8,000 in strike benefits he's received during the last year.

Until last month, Mr. Harris was active in the picket line AFTRA has thrown up around KPOL Los Angeles. AFTRA and Local 45, International Brotherhood of Electrical Workers, have been striking the station since April of last year over renewal of union contracts. About a month ago, Mr. Harris went back to work at KPOL. This was "conduct unbecoming a member and prejudicial to the welfare" of other union members, AFTRA decided. Mr. Harris was expelled from the union and ordered to return the \$8,745, the amount paid to him in strike relief.

advertising agency representative for a cigarette sponsor. Being interviewed was Tom Shelnick who discussed underwater treasure hunting and who mentioned that nicotine was an effective poison for sharks.

The deletion from the tape version caused a viewer, L. P. Schooler of South Fort Mitchell, Ky., to write a relatively amiable letter to the FCC calling attention to the deletion and protesting the undue influence of a cigarette advertiser, since it was obvious, Mr. Schooler said, that the word was nicotine.

NBC replied to the FCC April 19, calling the deletion an "erroneous judgment made by less experienced personnel operating under the pressure of a broadcast time deadline, in the absence of and the unavailability of the producer of the program."

NBC said its procedures call for deletions requested by advertisers to be authorized only by the producer of the program and then only if there's a question of taste or legal considerations. But this time, both the program producer and the commercial producer were in Los Angeles arranging for a future origination from that city. The assistant to whom the request was made, according to NBC, reached the commercial producer, who authorized the deletion when he was unable to reach the regular producer.

From now on, the NBC letter said,

in the absence of the program producer, a deletion will have to be approved by either of two vice presidents of the NBC television network program department. And, it added, "no such request will be granted unless in the opinion of the executive consulted the material is objectionable on legal grounds or is in bad taste."

## CBS Foundation names eight news fellows

CBS Foundations Inc. has announced the names of eight winners of its news fellowships for 1966-67.

The winners are drawn from news and public affairs staff employes of CBS and its owned stations, station affiliates, noncommercial educational stations and from teachers in courses on radio and television. The fellowships offer a year of study at Columbia University in New York.

The winners are: Alice Weel Biggart, associate producer-writer, CBS News, New York; Donald Barry Fouser, producer, noncommercial WGBH-TV Boston; Edward Freedman, news writer, CBS News, New York; Walter D. Jacobson, reporter-writer-newscaster, WBBM-TV Chicago; Michael C. Ludlum, news writer, WCBS New York; Timothy P. Moran, reporter, WTVT(TV) Tampa, Fla.; Samuel S. Roberts, reporter, CBS News, New York, and William Ronald Teague, newsman, WBNS Columbus, Ohio.

## Film sales . . .

*Dodo—the Kid from Outer Space* (Embassy): WNBC-TV New York and WRC-TV Washington.

*Top Time* (Embassy): CKLW-TV Windsor, Ont.-Detroit; WTCN-TV Minneapolis-St. Paul; WFAA-TV Dallas-Fort Worth, and KGMB-TV Honolulu.

*Auto Races* (Triangle): KPFX(TV) San Francisco; WLWD(TV) Dayton, Ohio; WDIO-TV Duluth, Minn., and KLAS-TV Las Vegas.

*Judge Roy Bean* (Banner Films): WRBL-TV Columbus, Ga.

## Radio series sales . . .

*The Joe Pyne Show* (Hartwest Productions): KOLM Rochester, Minn.; WELQ Tupelo, Miss.; WLAC Nashville; WTTB Vero Beach, Fla., and WDBQ Dubuque, Iowa.

*Earl Nightingale Program* (Nightingale-Conant): WGUL New Port Ricky, Fla.; WPEH Louisville, Ga.; WFIW Fairfield, Ill.; WEMJ Laconia, N. H.; KVOD Albuquerque, N. M.; WGHQ Kingston, N. Y.; KERB Kermit, Tex., and

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*Window On Washington* (Triangle): WJLK Asbury Park, N. Y. and WMCS Machias, Me.

*Anniversaries in Sound* (Triangle): WNIL Niles, Mich., WEIC Charleston, Ill., and KPFL Lafayette, La.

*July 4, 1776* (Woroner Productions): WEIM Fitchburg, Mass.; WGR Manchester, N. H.; KLD Klamath Falls and KGRL Bend, both Oregon, and KOLT Scottsbluff, Neb.

*Tips on Tots, Points on Pets* and *Your Green Garden* (Woroner Productions): KOLT Scottsbluff, Neb.

*The Green Hornet* (Charles Michelson): WMEG Melbourne, Fla., and WCHS Charleston, W. Va.

## Program notes . . .

**Film available** ■ "Automobiles: The Great Love Affair," a two-part CBS News film examining the relationship of the average American and his automobile is available in 16 mm sound in black and white through McGraw-Hill Text-Films, New York. The film treats

### TFE '67 plans ahead

Television Film Exhibit '67 is on the drawing boards. Wynn Nathan of Comet Film Distributors will serve as the exhibit's chairman and Al Unger of Independent Television Corp. will be co-chairman next year, it was announced last week. TFE 66 was held at the National Association of Broadcasters convention in Chicago in March.

Mr. Nathan, who served on the executive committee during that exhibit, said some 6,000 participants registered. In other appointments, John Ettlinger of Medallion TV Enterprises, was named Los Angeles coordinator to work with Mr. Nathan; Elliot Abrams of Walter Reade-Sterling was selected to serve on the executive committee, Frank Miller of Official Films will succeed Harvey Chertok of Seven Arts as TFE's business manager, with Walt Kingsley of David Wolper Productions and Pete Rogers of National Telefilm Associates named to serve on the business committee.

such matters as "drive-in" institutions, slot-car racing, accidents and repossessions.

**New production firm** ■ TV producers Dwight Hemion and Gary Smith have formed Yorkshire Productions, an independent firm with offices in New York and Los Angeles. Their firm's first venture began last week with work on a Tony Bennett special for fall showing on ABC-TV.

**Training for space** ■ The fourth program in Seven Arts Television's group of six *Man in Space* one-hour color specials will focus on the training space men need to become acclimatized to the rigors of the missions. Titled "That He May Survive," the segment will be distributed to stations for telecasting this month.

**Child beating** ■ A half-hour television documentary *The Battered Child*, in the Taft Broadcasting Co. series *Cross Section*, will start on Taft stations this week. The program, narrated by actor Gene Kelly, deals with the growing incidence of abuse of children and the lack of adequate protective legislation in many jurisdictions. The program is part of a series of *Group Action* productions that has received national recognition for its public service.

**PR on ETV** ■ Series of 10 weekly half-hour programs on impact of press agents and public relations consultants in all areas of society is being aired by educational WTRW(TV) Chicago. Professional PR people in the area are taking part.

**Completes series** ■ Embassy Pictures Corp., New York, has now completed all 78 episodes of its color TV cartoon series *Dodo—the Kid from Outer Space*.

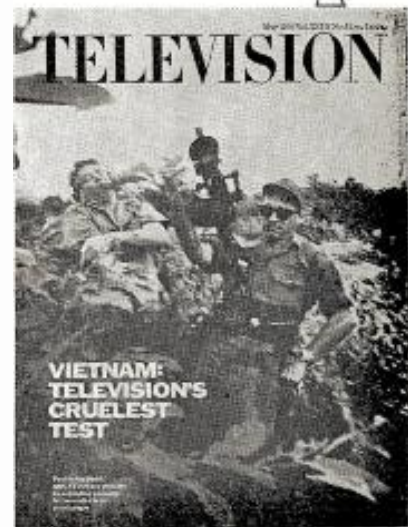
### Agenda set for May 23 programming conference

The National Association of Television Program Executives will hold its third annual program conference May 23-24 at Chicago's Ambassador hotels.

One of the featured sessions will be a color clinic on Monday afternoon at the WGN-TV Chicago studios.

Among those scheduled to speak at the conference are: Mort Werner, NBC-TV vice-president; Michael Dann, CBS-TV vice-president; Herb Jacobs, president, TV Stations Inc., New York; Senator Ross Bass (D-Tenn.); Richard Block, vice-president and general manager, Kaiser Broadcasting Corp.; Roy Danish, director, Television Information Office, New York, and Mel Goldberg, John Blair & Co.

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# FCC gets backed into a corner

## MAY LOSE EITHER WAY IT TURNS IN COTTEN FAIRNESS CASE

A relatively obscure radio commentator whose program is heard on some 30 stations in the West and South is the source of the most difficult and delicate fairness-doctrine problems the FCC has faced in years.

The measure of the problem can be gauged from the fact that some commissioners and staff members see the agency as confronted with a choice of being called censors or anti-Semitic, depending on the solution adopted.

That view may be too pessimistic. But it seems certain that new policy will emerge from the case, for the issue to be resolved involves the question of a licensee's responsibility for what is broadcast over his station, and the degree to which he should be expected to go in determining the validity of charges that are made against individuals or groups.

The commentator is Richard Cotten, whose views, as expressed on his *Conservative Viewpoint*, place him generally in the tradition of the Reverend Carl McIntire. But setting him apart from most other right-wing spokesmen is what he describes as his anti-Zionism—and what the Anti-Defamation League of B'nai B'rith calls his anti-Semitism.

**Complaint by ADL** ■ Mr. Cotten came to the FCC's attention through a complaint the ADL brought against

KTYM Inglewood, Calif., one of the stations carrying *Conservative Viewpoint*. ADL said the "blatant anti-Semitism" broadcast by Mr. Cotten is "not in accord with the basic requirements of the Communications Act" and asked the commission to set the



Mr. Cotten

station's license-renewal application (BROADCASTING, Nov. 22, 1965).

A. J. Williams, the station's owner, had offered the ADL time for reply, after it complained to him about the Cotten broadcasts in accordance with his understanding of the commission's fairness doctrine. But the ADL rejected the offer, it said in its letter to the commission, on the ground that "the use of a radio station's facilities to disseminate anti-Semitic falsehoods cannot be justified or adequately countered by affirmative programing."

**'Religious Prejudice'** ■ The ADL also said that "appeals to racial or religious prejudices, like Communist propaganda or hard-core obscenity, is so fundamentally inconsistent with the

public convenience, interest and necessity that it cannot and should not claim a right to be carried on the air."

The ADL complained about an Oct. 7, 1964, broadcast in which Mr. Cotten quoted purportedly "responsible" Jewish publications as equating anti-Communism with anti-Semitism. "In truth and in fact," ADL said, the publications "are Communist publications, a fact which Mr. Cotten, as a self-styled expert on Communism, should surely know."

The ADL cited a broadcast quoting a Jewish author as saying through a "poet" in a book: "How can we keep Judaism in a land where there is no Socialism"—without noting that the book was a work of fiction.

The ADL also complained about a number of programs which, it said, contain "thinly disguised attacks on Jews" and, in one case, "a full-length, vituperative anti-Semitic" attack.

Mr. Cotten says such charges constitute a "smear." He insists he is not anti-Semitic but is opposed to Zionism, the Jewish movement to promote settlement of Palestine. Mr. Cotten maintains that no one can be a "loyal" American and at the same time "a Zionist with a loyalty to Palestine."

**Williams's View** ■ The case turns largely on Mr. Williams's assertion that he cannot "censor" the Cotten

## Sparger explains action on TV show

Rex Sparger was flown in and out of Chicago quickly last week through clouds of mystery and publicity to try to produce controversial conversation about television ratings for the nightly *Bill Veck Show* on WFLD(TV) there. The program is offered for syndication.

During the video-tape programs aired Thursday and Friday evenings Mr. Sparger admitted he tampered with portions of several TV-rating samples by the A. C. Nielsen Co. in the past year but only for the purpose of gathering material for a technical book on the subject. He said he got the 70 sample home names from an anonymous letter and explained his conscience wasn't bothered because "the use of

ratings has been so bad. Actually I probably stayed within the statistical variances."

Nielsen is suing Mr. Sparger for \$1.5 million in a federal court at Oklahoma City (BROADCASTING, March 28 et seq.). The defendant is a former investigator for a House Commerce Committee subcommittee that held hearings on TV ratings several years ago. Nielsen officials over the weekend were to tape a rebuttal program for airing this week on WFLD.

Mr. Sparger said he attempted to "hypo" the ratings of only one show, the *Bob Hope Vietnam Christmas Special*, just for the sake of increasing a rating. In the cases of three other programs his inquiries to a small portion of the Nielsen sample was only to learn "other information" such as viewing habits etc., Mr. Sparger held.

He agreed his activities could be

classified as attempting to "rig the ratings" but he didn't see anything wrong about it. "Not with the abuses that exist in use of the ratings," Mr. Sparger said, "and in my opinion the abuses in the sales techniques of Nielsen in selling them to be more accurate." He charged that one salesman's pitch was hinged on "two-tenths" of a rating point.

Asked what he would do to improve the rating situation, Mr. Sparger suggested either a government-run ratings service or minimum sampling standards established by the government. Chicago *Sun-Times* columnist Irv Kupcinet, also on the show, opposed government interference and noted Nielsen wasn't responsible for how ratings are used. He pointed out Nielsen would be happy to enlarge its sample to any size desired if agencies and advertisers would foot

broadcasts since he cannot determine whether Mr. Cotten or the ADL is correct. He says he is reluctant to exercise his right of censorship over material he broadcasts, and that he feels his offer of time to persons wishing to express opposing viewpoints satisfies his obligations under the fairness doctrine.

This position has little support within the commission. But the task of fashioning a reply is posing a problem. Most commissioners would leave no doubt that Mr. Williams has a heavy responsibility for what he broadcasts and must make judgments as to whether his programming is in the public interest, particularly in view of the nature of the Cotten broadcasts.

Besides the legal issue, there is the emotional one growing out of the feeling that a hard-line approach will be considered censorship and a soft one, tacit support of Mr. Cotten's views.

Last week, two possible answers were under consideration by the commission, one presented by the staff, the other by outgoing Chairman E. William Henry. Action was postponed, however, at the request of some commissioners who want to hear Commissioner Lee Loevinger's views. Commissioner Loevinger, the most vocal commission critic of agency actions he construes as constituting an undue restraint of free speech, is due back next week from an International Telecommunication Union conference in Geneva.

**Staff Position** ■ The staff recommends a formal opinion stating that

licensees have a power of choice among programs to be aired, and must exercise it. It would also say that licensees must make their own judgment that programs to be aired are not based on inaccurate or misleading source material and that they are in the public interest.

Where a series of programs attacks a religious group, the staff would say, the licensee must make a determination that the material is within the bounds of accuracy and is in the public interest. And that determination must be based on the licensee's study of the material to be broadcast and other material needed to make "a reasoned judgment."

The staff would allow Mr. Williams, if he chooses not to comply with the requirements, to test the commission's order in court without jeopardizing his license. The station's license renewal is now pending.

Under the proposed procedure, Mr. Williams could seek review of the opinion in court. His renewal application would be designated for hearing. But if the court upheld the commission, and Mr. Williams agreed to abide by the court decision, his license would be renewed.

The staff's proposal, in specifying steps a licensee must take in determining the reasonableness of material to be presented, is regarded, in some quarters at the commission as going "too far." It might, some feel, be interpreted as a move to stifle controversial programming.

**Henry's Proposal** ■ Chairman

Henry's response is shorter and less formal—it would be in the form of a letter. He would point out that broadcasters are responsible for what they broadcast and must make judgments that it is in the public interest. In this connection, he would say that licensees should check "source material" in making their judgments, but he would not go into the matter as deeply as would the staff.

He would also assert that Mr. Williams's responsibility under the fairness doctrine did not end when the ADL rejected his offer of time. The licensee's responsibility, he would say, is to assure the public of a balanced view of a controversial issue.

He would not mention designating the license renewal for hearing. But that option would be left open, in the event Mr. Williams sticks by his position that he cannot make judgments.

No one was willing to predict last week what action the commission would ultimately take. But two factors—in this case conflicting—will go into that decision. One is the undisguised concern of some commissioners and staff members with what they regard as, at best, the irresponsibility, of some of the Cotten broadcasts. The other is what it regards as its tradition of promoting controversial programming.

Chairman Henry frequently cited commission decisions he said supported the view that the commission is no censor. Two weeks ago, he was asked what the commission, in view of that tradition, could do about the KTYM case. "That one," he said, "will have to speak for itself."

the bill.

The former investigator for the Oren Harris ratings probe protested the manner he had been investigated by Nielsen. "We did get into the 007 James Bond bit," he said, showing snapshot pictures of detectives watching his home. He also charged that Nielsen "illegally" obtained information about his long-distance phone calls before he was billed for them.

Apparently not understanding all the fuss, Mr. Sparger observed that Nielsen had "caught people fooling with their ratings in the past and there was no publicity."

Mr. Sparger said maybe now he'll make his book a consumer item rather than just for the profession in view of the wide general interest.

In the telecast Mr. Sparger also said he hoped that someone would care enough about the issue to help him pay his legal bills.

## N.Y. senate opens doors for film test

TV cameras were permitted last week to film selected portions of a full day's proceeding in Albany of the New York State Senate. TV news officials said the filming on April 27 was the first such coverage permitted.

Two cameras filmed portions of the proceedings, consideration of a revision of the New York divorce law, in a pooled operation. WCBS-TV New York provided a crew to film proceedings for down-state stations, and WTEN(TV) Albany for TV outlets up-state. The cameras filmed proceedings with available light—no artificial lighting was used, a spokesman said.

The filming was conducted as an experiment with the approval of Earl W. Bridges (R-Niagara county), majority

leader in the senate. Senator Bridges had given his consent publicly at a New York State Broadcasters Association dinner in Albany March 7.

## 'Changing World' hits over 500

Claiming to be the first radio program syndicator to top 500 markets, Earl Nightingale, host-producer of daily *Our Changing World*, said Friday (April 15) that over 100 new sales since January have pushed the show to a record high. Nightingale-Conant Corp., Chicago, is packager of the six-year old series.

## Skin tones mean something

A new game show in color, *The Face is Familiar*, has been sold to CBS-TV for start on May 7 (Sat., 9:30-10 p.m.). The series is produced by Bob Stewart Productions, New York.



# ABC-ITT merger a step closer

Stockholders of both companies approve deal;  
Department of Justice still hasn't offered  
an opinion, FCC approval also is needed

With overwhelming support from the stockholders of both companies, and with a favorable ruling from the Treasury Department that the transaction will not be taxed, the merger of ABC into the worldwide International Telephone & Telegraph Co. now awaits action by the FCC, and possibly by the Department of Justice.

Last week, stockholders of ABC, meeting in New York, approved the merger in a meeting that ran about 40 minutes. The merger was approved by a vote of 3,835,348 shares to 38,796.

In Baltimore on the same day (April 27), ITT stockholders voted to approve the merger. The ITT vote was 16,537,864 to 123,612, an aye vote of 76.96% of the company's common shares. The preferred vote was 899,926 for, 2,312 against. The Baltimore ITT meeting was a special meeting which attracted about 75 stockholders in person; ABC's was its regular stockholders meeting. ITT's regular meeting takes place May 11 in Los Angeles.

At both meetings, a question of possible conflict of interest on the part of Leonard H. Goldenson, president of ABC, was raised. Mr. Goldenson is a

director of Western Union Telegraph Co. At the ABC meeting, the same question was raised about Walter P. Marshall, chairman of Western Union, who is a director of ABC.

At both meetings, stockholders were told by Mr. Goldenson and by Harold S. Geneen, chairman and president of ITT, that no conflict was evident according to current legal counsel thinking, but that should there be, the matter will be "resolved" before the merger takes place.

ABC stockholders are scheduled to receive 0.579 of a share of ITT common stock plus 0.579 of a share of ITT preferred stock for each share they own of ABC stock.

The merger is expected to establish a giant corporation with combined 1966 revenues of \$2.5 billion, making it one of the top-20 firms in the United States.

Both Mr. Goldenson and Mr. Geneen acknowledged that they had heard nothing from the Department of Justice. They both offered the hope that FCC action would be forthcoming soon. The FCC has been silent on the matter, too, since ABC filed its application for commission approval of the merger (BROADCASTING, April 4).

**Quiet Affairs** ■ The ABC annual meeting, which may become the last one ABC stockholders will attend, was spiced only by the appearance of stockholder Evelyn Davis in a Batman mask. She identified herself as "the bad woman of stockholder meetings." At one point Miss Davis, who seemed to be more interested in the appearance she was making than in the business of the company, approached Mr. Goldenson and suggested that he try on the Batman mask. He declined.

Other actions taken by ABC's stockholders included re-election of the company's board of 14 directors and defeat of a motion to reinstitute the practice of cumulative voting for directors.

Cumulative voting was abolished by ABC shareholders two years ago when the company was under pressure from industrialist Norton Simon who owned a large block of ABC shares and had requested a seat on the ABC board.

A year later Mr. Simon's holding,

or control, in the company was reported to have grown to 400,000 shares making him the largest single ABC shareholder with about 9% of the common stock (BROADCASTING, July 26, 1965). Mr. Goldenson was asked last week about the current size of Mr. Simon's ownership. He said the company could not be sure of the extent of Mr. Simon's ABC holding. He did say that Mr. Simon is not currently asking for board membership.

Commenting on the merger plan before the vote Mr. Goldenson said, if approved "ABC, as part of the diversified ITT organization, will have a broader financial base, and therefore, will be less affected by the wide fluctuation in earnings that are typical of the television network business."

Among other benefits of the merger, he noted, should be an enhancement of ABC's growth in international as well as domestic broadcasting.

Mr. Goldenson said current indications are that earnings for ABC's second quarter, ending in June, will be the highest for any second quarter in the company's history.

**Paying Too Much?** ■ Among the opposition votes cast in the ITT meeting were 3,980 represented by Lewis D. Gilbert, inveterate corporate meeting regular. Mr. Gilbert explained that the "no" votes were cast not against the merger, but because of his group's battle to impose cumulative voting in the election of ITT directors.

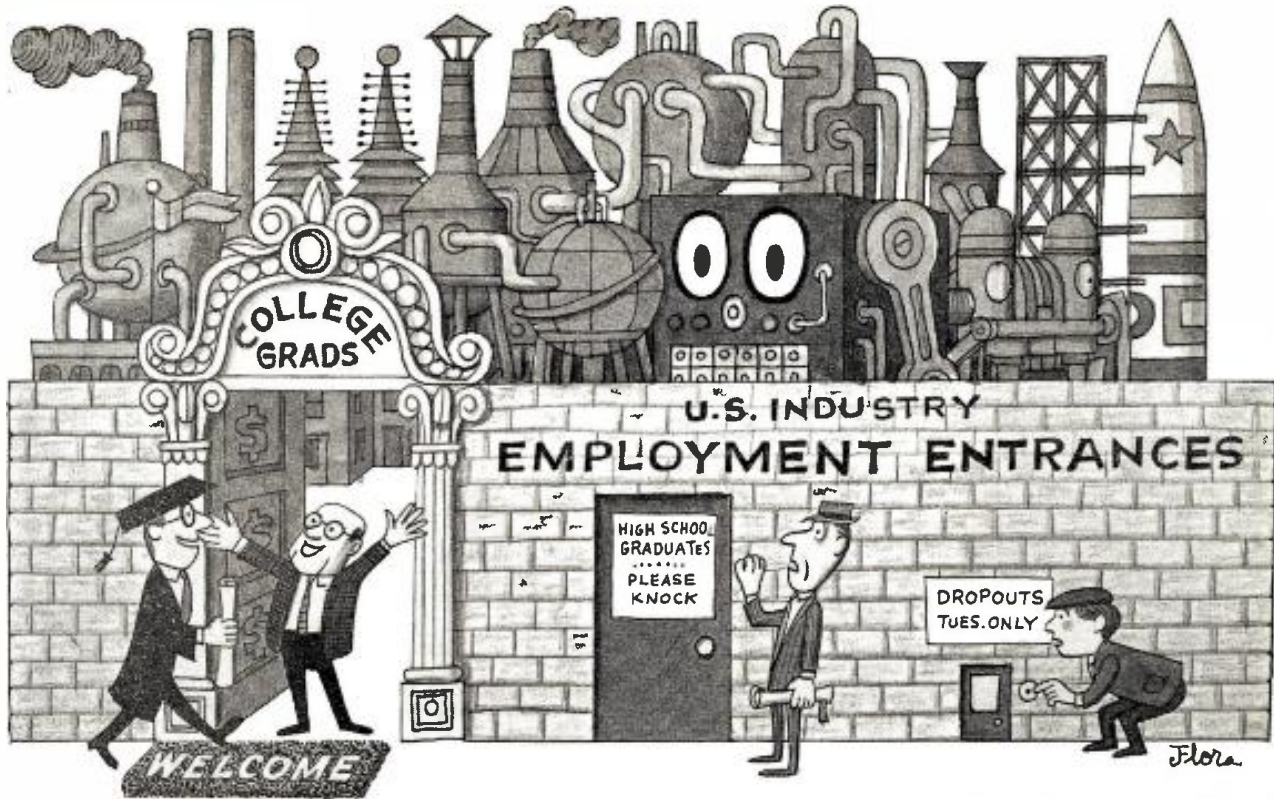
Mr. Gilbert did, however, raise sev-



Mr. Goldenson  
Telling them in New York



Mr. Geneen  
Telling them in Baltimore



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eral questions about the merger. One of them was whether ITT was paying "too much of a premium" for the ABC stock in the light of the proxy fight two years ago for control of ABC management by Norton Simon.

Mr. Geneen responded that although the transaction is "over-the-market" in price, it has the blessings of both ITT directors and investment counsel.

ABC, he observed, starts with a 1% to 1½% penalty in ratings since it reaches only 94% of all TV homes. It has, nevertheless, he noted, beaten the other two networks in some programs. This indicates, he said, that despite its ranking as third among the TV networks, it has potential.

He underscored that, except for major investments now for color, growth in broadcasting is usually based on "very little capital."

This seemed to satisfy Mr. Gilbert for he raised no other questions on the merger. In fact, at the end of the short meeting, Mr. Gilbert praised Mr. Geneen for his management acumen.

In his prepared remarks, Mr. Geneen emphasized that TV revenues have shown a gain every year for the last 14 years—a 743% increase in that period from \$236 million in 1951 to nearly \$2 billion in 1965. "We expect this trend to continue," he said.

One of the major considerations in the merger, the ITT chief said, is that it will put ITT into the U. S. consumer market. Heretofore, he noted, ITT has concentrated in manufacturing, communications and nonconsumer industries. There are two exceptions, he added: ITT owns Avis Rent A Car and the Hamilton Mutual Fund & Life Insurance Co.

Mr. Geneen brought a chuckle from his stockholders when he alluded to Avis ("We're number two so we try harder") and the fact that ABC is the "third network."

## Movielab report notes color conversion cost

Saul Jeffee, president of Movielab Inc., New York, reported that 1965 was a "year of both conversion and continuous progress" for the company. "Every segment of our market for film processing—the field of theatrical pictures, special purpose films and television—continued to expand in terms of demand for our services," he said. Mr. Jeffee said that while the conversion to color was quite costly the company had already begun to benefit from what he called the "color revolution."

For the fiscal year ended Jan. 1:

	1965	1964
Earnings per share	\$0.49	\$0.49
Net sales	9,025,218	8,143,049
Net income	433,552	441,145*

\*Does not include special tax credit of \$37,830.

52 (FINANCIAL REPORTS)

## Singer-Packard Bell enter agreement

Singer Co., New York, soon expects to be selling color-TV sets if a transfer agreement with Packard Bell Electronics Corp., Los Angeles, a color-TV-set manufacturer, is approved by Packard stockholders.

Singer has agreed to pay \$17.3 million to Packard for a convertible note now held by Marathon Securities Corp. If Packard approves the transfer, Singer will get 526,316 shares of Packard's capital stock.

Donald P. Kircher, Singer president, told stockholders last week that this transfer would permit his company to purchase TV sets and possibly other equipment from Packard Bell for Singer's products marketing organization in this country. He indicated that Packard Bell would expand its facilities while Singer would strengthen its "technological and experimental base" for an expansion of its current home entertainment business overseas.

Singer makes black-and-white TV sets in Germany and sells or produces various types and numbers of radio and stereo equipment in countries outside the U.S.

Annual sales in the international market have reached \$40 million, Mr. Kircher reported.

In this country, Singer owns KLH Co., Cambridge, Mass., a producer of hi-fi stereo equipment. Its other diversified fields include securities, sewing machines, lumber, office equipment and various sound reproduction units. Late last year, Singer ended an agreement with Magnavox Co., Fort Wayne, Ind., to sell Magnavox's product line through Singer outlets.

The Packard Bell acquisition would add color-TV units and possibly stereo-radio equipment to Singer's distribution outlets, according to a spokesman.

## Bartell's annual report shows revenue increase

The broadcasting properties of Bartell Media Corp., New York, continued to show favorable progress in 1965, according to its annual report. Revenues for the year reached \$3,239,388, up from \$2,634,000 in 1964.

Billing revenue increased 5.2% and local advertising revenue rose 11% at WOKY Milwaukee. Bartell's Spanish-language station, WADO New York, reached an all-time high in net billings, showing a 13.5% gain over 1964. First-quarter billings for 1966 rose 14% at WADO. The Bartell broadcasting division also operates KCBQ San Diego, and manages two television stations, Tele-

curacao, and Telearuba, in the Netherlands Antilles.

Year ended Dec. 31:

	1965	1964
Earned per share on net income		\$0.42
Earned per share or net income and special items	\$0.15	0.42
Net sales and revenues	29,288,570	29,873,294
Net income	5,085	740,988
Special items	284,370	
Net income and special items	289,455	740,988
Shares outstanding	1,837,453	1,748,278

## Earnings and net up at Meredith Publishing

Meredith Publishing Co. reported increases in both revenue and net earnings for the nine months ended March 31.

Meredith Broadcasting, a division of the publishing company, owns KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix; WOW-AM-FM-TV Omaha, and WHEN-AM-TV Syracuse, N.Y.

For the nine months ended March 31:

	1966	1965
Earnings per share	\$2.05	\$1.45
Revenue	75,777,371	67,533,048
Operating earnings before taxes	10,607,936	7,234,789
Net earnings	5,565,936	3,903,989

## Stauffer reports rise in profits during '65

Stauffer Publications Inc., Topeka, Kan., has reported an increase in net profit for 1965. The year was highlighted by the purchase for \$5.9 million of KGNC-AM-FM-TV Amarillo, Tex., and by the firm's applications for community antenna television franchises in Arkansas City, Pittsburg and Topeka, all Kansas.

Stauffer owns WIBW-AM-FM-TV Topeka, KSOK Arkansas City, KSEK Pittsburg, KGFF Shawnee, Okla., and several newspaper properties in Kansas, Nebraska, Missouri, and Oklahoma.

For the year ended Dec. 31:

	1965	1964
Earnings per share	\$2.63	\$2.60
Revenue	14,111,666	13,701,852
Net income	966,286	951,788

## O&M stock oversubscribed

Ogilvy & Mather International stock reached the public market last week at \$22 per share in what was described as a "very successful" offering.

The New York based agency issued 349,883 shares of its outstanding stock. Proceeds from the oversubscribed sale went to 71 selling stockholders led by agency chairman David Ogilvy who sold 61,029 shares. He retains 100,000 shares.

Underwriters were headed by First Boston Corp., N. M. Rothschild & Sons and Kleinwort, Benson Ltd.

BROADCASTING, May 2, 1966



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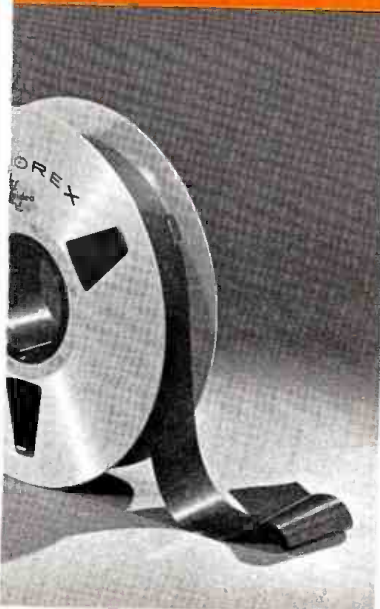
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# A revised shape to broadcasting

Cox points to technical innovations, growth of FM as prelude to reassessment

FCC Commissioner Kenneth A. Cox has peered into the future and sees the technological revolution now underway in the broadcasting field as possibly changing completely the face of the present system.

Cableless community antenna television and communications satellites, as well as the growing acceptance of FM radio were touched on by the commissioner in a speech at Princeton April 22 at the 25th anniversary of the university's student-operated station, WPRB.

Commissioner Cox spoke after Stephen B. Labunski, president of NBC Radio, was honored by the Ivy Network, composed of Ivy League colleges, for "his remarkable achievements as a broadcaster, yet more in appreciation for his continuing interest in college radio."

Commissioner Cox, who had been asked to speculate on developments in aural broadcasting five years hence, cited the application of Teleprompter Corp., of New York to the FCC for experimental authorization to use microwaves to relay television and FM signals as containing implications of considerable importance.

Teleprompter proposes to use microwaves in the 18,000-mc band instead of telephone lines to distribute signals to its community antenna television system in upper Manhattan. The signals would be received by a dish receiver in each block, then converted to the VHF band and sent to individual homes by cable (BROADCASTING, April 18). The commission approved the application last week (see page 56).

Teleprompter expects the technique to produce considerable savings over the present method of relying on telephone lines and to permit economical CATV services to rural areas.

**New System** ■ If the Teleprompter proposal proves feasible, the commissioner said, it might "raise the possibility that it could provide a means for distributing both FM and TV programming to such a high percentage of the population that a question might be raised as to whether continued use of



Messrs. Cox (l), Labunski  
A lighter moment at Princeton

valuable radio frequencies for the same purpose can be justified.

"Of course," he added, "this involves very complex economic and social issues in addition to the technical ones."

Like outgoing FCC Chairman E. William Henry, Commissioner Cox sees domestic communications satellites as representing a potential threat to existing stations. The technology to permit direct satellite-to-home broadcasting "will probably soon be here," he said. And if that kind of service becomes a reality, it will raise a question as to the need for local stations, he said. "A network won't need affiliates."

But Commissioner Cox, a firm be-

liever in local broadcast service, indicated he feels it should be maintained. Regardless of the networks' needs, he said, "the public will still need local outlets for self-expression, local advertisers, local political campaigns."

He also expressed the hope that no radical changes in the system are allowed to happen "without very careful study by Congress and the FCC."

**Television Threatened** ■ One firm prediction he made was that FM will continue its path to general public acceptance. In five years, he said, it "may even begin to show signs of becoming the dominant aural medium—a role some enthusiasts have been expecting for years."

In this connection he noted the possibility of a new and profitable multiplex service that FM's might provide—that would also meet part of the needs of public land radio operators for more frequencies. He said tests have indicated the feasibility of using an FM multiple channel to provide private communications with vehicles.

But he balanced that note of encouragement with a warning that joint owners of AM and FM outlets in the same community may stand to lose one or the other to competing applicants in the years ahead. As cities grow and the commission finds it increasingly difficult to fit new facilities into large markets, he said, "it seems likely" that applications will be filed against the renewal application of an owner of an AM and FM combination.

The commissioner said he doesn't contend that "proliferating stations necessarily improves service to the public—sometimes I think it produces the opposite result." Still, the more voices that are heard, the more chance there is that "someone may come up with a new and significant addition to the broadcast arts."

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## Teleprompter gets OK for NYC microwave

No sooner had Teleprompter Corp. won FCC approval for its experimental microwave community antenna television experiment in upper Manhattan—granted last week—than two controversies budded:

There was some confusion as to who would own the marketing rights to the transmission system should it prove successful in the New York test. A Hughes Aircraft spokesman in Culver City, Calif., indicated that these details had not been worked out. But, Teleprompter Chairman Irving Kahn said development of the equipment by Hughes had been at his company's behest and that the CATV application had been Teleprompter's idea. Mr. Kahn said he expects Teleprompter would share equally with Hughes in marketing the microwave system if it proves workable and if the FCC licenses it for regular commercial operation.

And the FCC was put on notice that the use of the 18,000 mc band had "broader implications" than for CATV. In a letter dated April 25, AT&T noted that the Teleprompter application envisaged use of frequencies that were unassigned commercially. It said it had been conducting research in the 15,000 to 32,000 mc band for many years and observed that CATV is only one of several commercial services that could benefit from using these frequencies. It asked the FCC to condition the grant to Teleprompter to reserve rights for "other, more vital uses . . . which have broader public interest considerations."

**Grant Conditioned** ■ The FCC grant indeed does carry a condition. It states that the permit should not be construed as a finding that such a regular service should be established. It also calls on Teleprompter to obtain permission of the TV and FM stations it intends to rebroadcast.

The \$15,000 experiment (BROADCASTING, April 18) calls for the use of a transmitter on top of a building in upper Manhattan, with one antenna dish on the roof of one apartment house about two miles from the transmitter, and another receiving dish about six miles away. The transmitting antenna will be used to relay all 18 New York City TV and FM stations (all being received off-the-air at the transmitter site from the Empire State Building in downtown New York). These signals will be received at the apartment house sites, reconverted to their original channels and fed to receivers in the apartment building via cable lines.

The test is designed to determine whether short-haul microwave can be used as a substitute for primary trunk

cable lines to link a CATV "headend" plant to large distribution points.

If the system proves feasible, and the FCC is persuaded to authorize its use for this purpose, it is foreseen as a means for CATV systems to serve smaller towns and hamlets, and possibly even isolated farms and ranches, much too expensive to be accomplished today with present methods of cables and drop offs. Another possibility is the direct reception by TV homes of these signals, although this is not contemplated in the experiment.

Teleprompter said it hopes to ascertain whether microwave transmission will deliver a more satisfactory signal than cable trunk lines, whose tandem amplifiers tend to degrade signals.

The success of the project would permit Teleprompter, which holds a franchise to offer CATV service to subscribers in upper Manhattan, to avoid the use of underground conduits, required in New York.

## EIA moves to set standards for auto tapes

The Electronics Industries Association, spurred by the burgeoning tape cartridge market, is moving to adopt industry-wide standards. An EIA engineering ad hoc committee met for two days last week in Washington as the first move in establishing technical guidelines.

The committee will recommend standards covering external dimensions and areas of tape cartridges made for automobile tape-playing units. Characteristics of three types of cartridges, Fidelipac, Lear Jet Pak and Orr-Tronics, are also under consideration.

Within the next month or six weeks, the EIA unit expects to submit approved standards.

Among firms represented on committee: RCA Victor, Lear Jet, Columbia Records, Audio Devices, Orr-Tronics, Amerline, Tele-Pro Industries, Ford Motor, General Motors, Warwick Electronics, Motorola, Capitol Records, Chrysler, Muntz Stereo Pak, 3M, Eastman Kodak, Viking of Minneapolis, American Motors and Ampex.

## 3M introduces low-cost VTR

Minnesota Mining & Manufacturing Co., last week joined Ampex Corp. and Sony Corp. of Japan among several other manufacturers, in the development and marketing of a simple-to-operate, relatively inexpensive video-tape recorder. The new unit, priced at \$1,-

495 was introduced at a national convention for the audio-visual instruction business, held in San Diego. Unlike the other recently introduced video-tape recorder lines, however, 3M's equipment is not designed for home-entertainment application. It's aimed primarily at the educational, industrial and governmental markets.

Along with the video-tape recorder, 3M is offering a complete mobile unit, a wheeled console priced at \$2,995 including the recorder, a nine-inch Japanese-made television receiver and camera, as well as a microphone, headset and accessory cords. The company also has developed a new line of magnetic video tapes at \$39.95 for a seven-inch reel of 2,400 feet of half-inch tape providing an hour's play.

The new 3M unit, to be known as Wollensak VTR 150, can record both live and from film. It also can record directly from a TV receiver through a wired connection. The camera isn't required for recording film or TV signals. Its sole purpose is for live recording.

Marketing of the first shipment of video-tape recorders is scheduled to start some time in May. 3M officials also revealed that the company is working on the development of a home video-tape unit but that it would have to be priced at a maximum of \$500 to generate significant consumer sales.

## Technical topics . . .

**Larger quarters** ■ Entron Inc., Silver Spring, Md., will double its current production facilities with a new building to be located at 2140 Industrial Parkway, Silver Spring.

**New control** ■ Dynair Electronics Inc., San Diego, designer and manufacturer of equipment used in commercial and closed circuit TV broadcasting and in community antenna systems, has acquired an 80% interest in Skycrafters Inc., Long Beach, Calif. Skycrafters, which manufactures aircraft communication and navigation equipment, will operate as a subsidiary. Dynair paid cash and notes for its 80% stock interest.

**Radios in drive-ins** ■ Use of radios in autos instead of relying on drive-in-theaters' more complicated lines and speakers is the newest device of Minicast, 7641 West 39th Avenue, Wheat Ridge, Colo. The Minicast sound system captures the audio signal from the preamplifiers, impresses it on a radio frequency of the commercial band, and broadcasts the signal within the theater area. The patron then adjusts tone and volume level with the dials of his own car radio, thereby eliminating outside noises, drafts and possibility of window damage.





Arnold Olsen (D-Mont.) asked why the commission's study of a longer license term was limited to radio. Commissioner Cox said one reason was the comparative burden placed on radio and TV stations. He said that since TV stations are larger operations with larger staffs they do not have as much need for relief. He said also that AM is an older service and that there are still changing patterns in TV development.

Representative Olsen, who favors a longer term, asked that the commission keep in mind the financial considerations of the broadcaster as well as those of the commission.

In answer to a question from Representative Krebs, Commissioner Cox said that about one in five of the renewal applications are questioned for some reason, although not all of these turn out to be actual violations. He said that one of the advantages of the three-year term is that it permits detection of violations of the rules at an earlier date than would be possible with a longer term.

**Henry Points to 1957** ■ In a written statement submitted to the subcommittee prior to Commissioner Cox's testimony FCC Chairman E. William Henry recalled that in 1957 the commission had commented favorably on three House bills that called for a five-year term, and in October of that year the commission had requested similar legislation in its legislative program for 1958.

He said the commission at that time felt that broadcasting had reached a state of development that warranted the longer term and that a longer term would make for greater stability and save processing time to the FCC and the industry.

He said the commission is now carefully evaluating all factors to determine if it should again recommend a longer license term.

### Seminar planned

An attendance of 85 management, sales, promotion and research executives is expected at a spring sales seminar that will be held May 20-24 at Pheasant Run Lodge, St. Charles, Ill., by CBS-owned radio stations. The seminar on station administration is designed for an exchange of ideas between top management and station staffs located in various major markets represented by CBS Radio Spot Sales, according to Fred Ruegg, vice president, station administration, CBS Radio. Participants will include executives of spot sales' eight offices, of the seven CBS-owned radio stations and five other stations represented by CBS Radio Spot Sales.

## San Diego CATV claims procedural short-change

Mission Cable TV Inc. and Trans-Video Corp., owner and operator respectively of a community antenna television system in Poway, Calif., have protested that the FCC is not following the precepts of the Administrative Procedures Act in its actions to determine the CATV's operating rights.

The companies, along with five other San Diego area CATV's, want permission to import Los Angeles television signals into the San Diego market. On April 11 Mission Cable and Trans-Video were ordered to show why their system should carry Los Angeles signals beyond their grade-B contour into the grade-A contour of KFMB-TV and KOGO-TV San Diego. The CATV was directed to take part in a hearing in Washington whose record "... shall be certified immediately to the commission for final decision. . . ."

It's the word final that worries the CATV companies.

According to normal practice, they say, the commission must issue an initial decision first before any final action can be taken. Under this pattern the contesting parties first participate in a preliminary hearing and file proposed findings and replies. A hearing examiner then issues an initial decision to which any offended party may file exceptions. The party may also request an oral argument before the commission itself. Only at this point does the commission review the record and issue a final decision.

But according to the present order they say the whole center section of the procedure will be omitted. Only seven days (as against a habitual two

to four weeks) has been allowed for filing comments between the preliminary hearing and the final commission action. And the CATV feels it is being given "a truncated hearing and the decision has been predetermined."

## CBS-TV affiliates meet this week

The annual general conference of the CBS-TV network affiliates will be held May 3 and 4 at the New York Hilton in New York. The network said last week it expected about 700 executives representing the network and the affiliates to be in attendance.

A preview of next season's programming on the network, reports by top CBS executives and a business session of the affiliates board are on the agenda.

John A. Schneider, CBS group vice president-broadcasting, will deliver an address to affiliates at a luncheon on May 4. Other speakers will include John T. Reynolds, president, CBS-TV; Carl Lee, chairman, CBS Television Network Affiliates Association; Michael H. Dann, CBS-TV vice president-programs; Thomas H. Dawson, vice president-sales; William B. Lodge, vice president, affiliate relations and engineering; Richard S. Salant, president, CBS News, and executives representing sports, daytime programming and market planning. The affiliates' advisory board meets today, before the opening of the conference itself, with its chairman, Carl Lee, WKZO-TV Kalamazoo, Mich., presiding. The fall program presentation takes place on May 3 with Mr. Dann at the rostrum.

## L.A. CATV voted under public utilities eye

The Los Angeles city council passed an ordinance last week authorizing regulation of rates and services by the board of public utilities over the market's growing community antenna television operations. The ordinance awaits the signature of Mayor Samuel Yorty to become effective.

Impetus for the regulatory action came from the public, with the city council having received complaints about excessive rates and poor service. There are four 10-year CATV franchises now in effect in Los Angeles. The systems are located principally in the Sunland-Tujunga, Sun Valley, Hollywood Hills, Bel Air and San Pedro areas where TV reception is poor because signals are partially or totally blocked by mountains. They serve about 5,000 local subscribers. The franchises

### Hyde takes over

Commissioner Rosel H. Hyde was designated to serve as acting chairman of the FCC beginning May 1, when the resignation of Chairman E. William Henry became effective.

Commissioner Hyde has been with the FCC since its creation in 1934 and has been a commissioner since 1946. He was its chairman from 1953 to 1954 and has also been vice chairman and acting chairman at various times. According to custom, the senior commissioner takes over when there is a vacancy at the top. Mr. Hyde's own term is up June 30, but he is expected to be reappointed.

## The E. William Henrys a gone-gone

An in party was given for an out chairman of the FCC and his wife April 24 on the eve of their departure from Washington. Following are excerpts from society-page coverage:

Maxine Cheshire in the *Washington Post*: "‘This is my Marquis de Sade costume,’ explained the hostess, ravishingly blonde Barbara Howar. ‘The chains (14-karat links) cut into my tender, young skin . . .’

‘Barbara’s handsome husband, Ed, wore a brunette wig belonging to former Miss America Yolande Betbeze Fox. The Howars were having a ‘happening’ for THAT man, Batman, the outgoing FCC chairman, Bill Henry, and his wife, Sherrye.’

Myra MacPherson in the *New York Times*: "She [Mrs. Howar] wanted a ‘fun party’ so she and Mr. Howar picked the Tomfoolery, a Georgetown cafe that shows Charlie Chaplin movies and girls dancing on the bar. For the party a huge statue in the corner was caped a la Batman, the napkins said ‘Holy Resignation?’ and people were asked to come at their zowiest . . .

‘The Kennedys were well represented—by Mrs. Edward M. Kennedy, who flashed into the discotheque in silver foil, and by Mrs. Robert F. Kennedy’s dress, which came worn by a friend. In black-and-white checked vinyl and Dynel and a squared-off ponytail, Mrs. Spencer Davis said, ‘Ethel loaned this to me. It’s marvelous, but it’s hot . . .’

The *Washington Evening Star*: "Sherrye Henry took Barbara and Ed at their telegraphic invitational word and showed up in her ‘zowiest,’ a short white crepe dress with bare triangles at each side . . .

‘Robert Vaughan dropped by on his way back to Hollywood from Venice where he’d been filming ‘An Affair in Venice’ . . .

‘In the crowd that numbered well over 100 last night were the Arthur Gardners, the John Gonellas, the Bardyl Trianas, Representative and Mrs. Paul Rogers, the chief of protocol, James Symington, the Edward Streators, Shirley Nevius, Mrs. Yolande Fox, Mrs. Birch Bayh, Algerian Ambassador Guellal and the wife of Moroccan Ambassador Laraki.’



At the Henry's farewell party (l to r): E. William Henry, former FCC chairman; Mrs. Edmund Howar, hostess; Mrs. E. William Henry and Mr. Howar, the host. In the background: a nine-foot-tall statue of Batman, which Mr. Henry once played in life-size at a charity ball (BROADCASTING, March 14).

Mr. Henry resigned as FCC chairman effective yesterday (May 1) to assist his friend, John J. Hooker Jr., in the latter's race for the Democratic nomination for the governorship of Tennessee (BROADCASTING, April 11).

that have been granted make a point of disallowing any possibility of pay TV.

Applications of 13 companies for community antenna television franchises were taken under advisement last week by the board.

In a separate action, the utilities board's engineering staff recommended that the Santa Monica mountains be divided into two service areas for CATV operations—one for people living in the mountains and the other for dwellers in the Pacific Palisades section. Staff experts reported that Pacific Palisades, in the extreme westerly portion of the city, contains about 9,000 dwelling units and that a separate CATV system might help to enhance community values.

Board member Robert I. Gluckstein, however, asked for additional information on the feasibility of dividing the Santa Monica mountains into four serv-

ice areas for CATV systems. This, he indicated, would be in the interest of providing still better service to people in Los Angeles who have difficulty in receiving conventional TV signals.

### Anello gloomy about governmental inroads

Instead of improving, "the dialogue between government and broadcaster is becoming progressively less fruitful." The dark picture was painted last week by Douglas Anello, general counsel of the National Association of Broadcasters.

He spoke at the Connecticut Broadcasters Association meeting in Storrs where he received the CBA's second annual distinguished service award.

"The proper role for government in relation to broadcasting," Mr. Anello

said, "is the establishment of a free and competitive economic structure in the industry rather than the direct supervision of programming product of the industry, whether by regulations or exhortations."

On the other side of the coin, he said, broadcasters have to measure up to their responsibilities. "We must be knowledgeable, ethical and responsible operating in an environment of freedom. The art that the broadcaster is called upon to master, with help or hindrance from government, demands a high degree of knowledge, skill and training. . . ."

The NAB counsel noted that the only reason for broadcasters to be regulated is the necessity to control the radio spectrum. "Technical scarcity," he said, "should not be permitted to distinguish broadcast communicators from others in the necessity to maintain freedom for all mass communicators. Indeed, if the im-



portance of a medium to society increases with its ability to reach vast numbers, it would seem that simple logic would require less influence over broadcasting, not more. Licenses are granted in the public interest; but freedom of expression is the paramount public interest."

## Dille warns against unwarranted regulation

The diversified ownership of radio and television stations "with all its imperfections, is the best available method for determining what goes on television or is heard on radio—better than any committee no matter how artistic, any commission no matter how wise, any Congress no matter how representative."

The opinion is expressed by John F. Dille Jr., Communicana Group of Indiana and the joint board chairman of the National Association of Broadcasters.

Writing in the spring issue of *Chicago Today*, a publication of the University of Chicago, Mr. Dille expresses concern with that gray area of programming between "the public interest" and "censorship" within which the FCC works. "No broadcaster contends that the government has no role to play in

broadcasting," he says, "but we do feel that the government should act with restraint. No regulation should be imposed unless there is a demonstrated need for it and a sound basis under law."

Since ownership is diversified, decisions are based on a compilation of individual voices, Mr. Dille adds. "Without government regulation of programming, broadcasting will operate as a medium of mass communications controlled by numerous and diverse licensees. This diversity can be relied upon to achieve a wide area of independence in thought and variety in programming. This is far better than to rely on the good faith, judgment, and benevolence of a government agency."

## ETV support law needs alteration, says NAEB

Educational television broadcasters are proclaiming that they have outgrown the original ETV Facilities Act of 1962, which provides federal money for the construction of the state educational television systems.

In a report submitted to Senator Warren G. Magnuson, chairman of the Senate Commerce Committee and sponsor of the original bill, the ETV

division of the National Association of Educational Broadcasters has recommended four specific amendments to the act.

Presently individual states are limited to \$1 million in federal grants. But NAEB points out that many large states with burgeoning ETV systems have long reached their quotas, while some other states have not even started to apply for their allotted funds. Thus the report requests that the ceiling be lifted altogether or at least be raised to \$2 million, citing the fact that construction of one television station currently costs over a half-million dollars.

However, it says, this widening of the provisions cannot be obtained fairly unless more funds are available. Consequently the NAEB proposal requests the ETV Facilities Act be extended another five years from its terminal date of July 1968, and be stimulated by an additional \$50 million.

The recommendation also requests that funds be made available for specific interconnection plans within ETV systems. Presently states must apply federal funds only to the construction of individual facilities.

Also, a new balance between federal and state funding is suggested by NAEB to replace the present 50-50 matching basis. A more realistic proportion, the association claims, would have the federal proportion increased to 75% and the state share reduced to 25%. NAEB pointed out that in funding of such things as the national highway system, the breakdown is 90% federal and 10% local.

## Changing hands

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

■ KULR-TV Billings, Mont.: Sold by Crain-Snyder Television Inc. to Harriscope Broadcasting Corp. of Calif. for almost \$1 million, including assumption of over \$550,000 in obligations. President of Crain-Snyder, Thor Myhre, will continue as general manager of the station. Harriscope (owned by Burt I. Harris, Irving B. Harris and Donald P. Nathanson) presently owns KFBB-AM-TV Great Falls, Mont.; KTWO-AM-TV Casper, Wyo.; KLFM Long Beach, KKAR Pomona (83 1/3%), and KBAK-TV Bakersfield, all California; and also has community antenna television interests in Los Angeles, Palm Springs and Bakersfield, all California, and Flagstaff, Ariz. KULR-TV is licensed for channel 8 with 316 kw visual and 158 kw aural. It will continue its NBC affiliation.

■ KBOM Bismark, N. D.: Sold by Frank Fitzsimmons and Cal Culver to

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Richard Power and associates for \$235,000. KBOM, founded in 1925, operates on 1270 kc with 1 kw daytime and 250 w nighttime. Broker was John D. Stebins.

▪ KOAD Lomere, Calif.: Sold by Elbert H. Dean and B. L. Golden to Braun Broadcasting Inc., Los Angeles, for \$65,000. KOAD operates fulltime on 1240 kc with 250 w. Broker was Wilt Gunzendorfer & Associates.

**APPROVED** ▪ *The following transfer of station interests was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 74).*

▪ KVON Napa, Calif.: sold by Jan-Lar Inc. to Arthur C. Youngberg Jr. for \$225,000. Mr. Youngberg owns KPRL Paso Robles, Calif., and the *Paso Robles Evening Press*. KVON operates fulltime on 1440 kc with 1 kw day and 500 w night.

### McLendon has competition for KBVU's frequency

The frequency occupied by KBVU Bellevue, Wash., has become contested ground between Gordon McLendon and Bellevue Broadcasters, owners of KFKF Bellevue. Last week the FCC designated Mr. McLendon's application for the license of KBVU (which he bought in 1965 for \$180,000) to be heard in consolidated hearing with an application of KFKF for KBVU's frequency. Both parties want to broadcast on 1540 kc with 1 kw.

The McLendon station wants to program an all-news format, while KFKF would maintain a diversified selection. Thus the consolidated hearing will be held to determine the type of programming that would best suit the community's needs. Also in question will be the renewal of KBVU's license, which is still held by its former owners, Northwest Broadcasters Inc.

Mr. McLendon is sales representative of all-news XTRA Tijuana, Mexico, and owns WNUS-AM-FM Chicago which is also all news. In addition he is requesting FCC permission to run 112 hours a week of classified ads on KGLA(FM) Los Angeles (BROADCASTING, Dec. 27, 1965). He already owns five AM's and five FM's.

### WJPB goes on the air

WJPB radio, Kissimmee-Orlando, Fla., was scheduled to make its debut on the air last Sunday (May 1). A tornado, which caused severe damage to WJPB's tower and other equipment, spoiled the station's formal opening last month.

Owned by J. Patrick Beacom, presi-

dent and general manager, and Hoyt C. Murphy, WJPB is a 1 kw fulltimer operating at 1220 kc. The station will be serving the Kissimmee-Orlando area, where Walt Disney has proposed building a Florida Disneyland.

### WIFE-AM-FM renewals set for FCC hearing

Applications for renewal of the licenses of WIFE-AM-FM Indianapolis have been designated for hearing before the FCC because of alleged misrepresentations to advertisers and mishandling of contests. The stations, owned by Star Stations of Indiana Inc., received one-year license renewals in November 1964 for allegedly misrepresenting the results of a ratings poll.

WIFE is presently accused of awarding the prizes of a contest to employees of the station when no other contestants entered. But neither the advertiser nor its agency was apprised of this fact, says the FCC.

WIFE-AM-FM are said to have continued to broadcast a "Mystery Santa Claus" contest after all 24 of the prizes had been given away. The stations received 23 additional winning entries, but the commission claims no prizes were awarded to them although none of

the contest rules stated that there would be only 24 winners.

WIFE employees, according to the FCC, were instructed to falsify monthly advertising invoices representing advertising that occurred at other dates and times than that stated. The commission states that recipients of these false invoices included Ford Motor Co., duPont, and Chevrolet, and in the case of one food company, 77 false or erroneous billings were received.

Another station owned by Star Stations, KISN Vancouver, Wash.-Portland, and times than those stated. The commission over a \$2,000 fine for failure to obey the station-identification rules. KISN is accused of over-identifying with Portland.

Star Stations is principally owned by Don W. Burden.

### Written briefs called for in KOLO-TV v Reno

The city of Reno and KOLO-TV Reno were ordered to file written briefs last week by municipal court judge John Matthews in their dispute over whether broadcast firms must purchase licenses in order to solicit and carry advertising. Judge Matthews will not listen to oral arguments in the case but will make a

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decision based on the briefs probably within the next two weeks.

Meanwhile, Philip G. Rose, general sales manager of KOLO-TV is still free on \$100 bail after pleading innocent of the charge of failure to purchase an advertising license from the city's licensing department. He was to have an oral hearing last week in Reno municipal court, but the judge, instead, decided to ask for written arguments.

Station officials say that if the judge decides for the city, an appeal will be made to the district court. Reno's licensing inspector has indicated that a decision that finds the city in error also will be appealed.

## LBJ receives Murrow fund delegation

President Johnson greeted a delegation from the Edward R. Murrow Memorial Fund last week, receiving the first copy of the Overseas Press Club brochure initiating the fund. The fund seeks to create a communications library at the New York headquarters of the OPC. It will also sponsor a series of scholarships and seminar programs.

Among those present at the meeting in the White House, on the anniversary of Mr. Murrow's death one year ago: Harold L. Bache, New York investment banker, and Walter Cronkite, CBS, co-chairmen of the fund; Ben Grauer, NBC; Julian Goodman, NBC; Nathan Halpern, Theater Network Television; Frank Stanton, CBS; William McAndrew, NBC; Richard Salant, CBS; John Lynch, ABC; Howard K. Smith, ABC; Louis Read, WDSU-TV New Orleans; Leonard H. Marks, U. S. Information Agency, and John Chancellor, Voice of America.

## NAB radio code gains five members in month

The radio code of the National Association of Broadcasters showed a net gain of five stations between Jan. 15 and Feb. 15. In that period 21 stations were added to the code and 16 were withdrawn.

Stations added: KSBW-FM Salinas, Calif.; KSSS Colorado Springs; WCCP Punta Gorda, WPCF Panama City, WSPB Sarasota and WSUZ Palatka, all Florida; WEFM(FM) Chicago; WXCL Peoria, Ill.; WBMP(FM) Elwood and WVHI-FM Evansville, both Indiana; WFMW-AM-FM Madisonville, Ky.; WMID Atlantic City; WAYS Charlotte, N. C.; KSIW Woodward, Okla.; KBOY-AM-FM Medford, Ore.; KFCB Redfield, S.D.; WKE Newport, Vt.; WETZ New Martinsville and WCLG Morgantown, both

## Political guide updated

A new edition of the FCC's political broadcast primer has been drawn up and will be printed in Part II of the May 4 edition of the *Federal Register*. Reprinted copies will also be available at a future date through the commission's public information office. Persons desiring copies of the *Federal Register* issue should place orders direct with the Superintendent of Documents, Government Printing Office, Washington, D. C. 20402.

The primer, actually a public notice called "Use of Broadcast Facilities by Candidates for Public Office," is a collection of interpretive rulings on Section 315, the political broadcasting law. The new edition is an updated and expanded version of notices that appeared in 1962 and 1964.

West Virginia.

Stations withdrawn: KBBA Benton, Ark.; KROY Sacramento, Calif.; KFTM Fort Morgan, Colo.; WLNK-FM Lansing, Ill.; WOMI-AM-FM Owensboro, WSFC-AM-FM Somerset and WTCW-AM-FM Whitesburg, all Kentucky; KJCF Festus, Mo.; WADO New York; WSLR Akron, Ohio; KBYP Shamrock, Tex.; WPDK Clarksburg, W. Va., and WCUB Manitowoc, Wis.

## Media reports . . .

**Research offices** ■ Mediastat, New York research firm, has opened two West Coast offices and placed Hark Basayne, western regional manager, in charge of those operations. The branches are at 900 Sunset Boulevard, Los Angeles, and 2166 Market Street, San Francisco. Mediastat also maintains offices in Chicago and Silver Spring, Md.

**Handy facts** ■ Principal provisions of the Fair Labor Standards Act are summarized in "The Broadcaster's Wage-Hour Guide," a new booklet from the National Association of Broadcasters department of broadcast management. The booklet is being sent to members to provide management with "necessary fingertip facts."

**Expanded home** ■ A two-story building next door to KGO, the ABC-owned San Francisco radio station, is being completely remodeled in a \$250,000 expansion move. When it's finished, about the beginning of July, the radio station will have a new location for its broadcast

studios and will be able to handle an enlarged news operation. Currently KGO shares a five-story building in San Francisco with its television affiliate, KGO-TV.

**Arizona CATV** ■ Manufacturing for the community antenna television industry is becoming a major economic factor in Phoenix and the Salt River Valley areas of Arizona. Many Arizona firms are benefiting from orders for goods and services placed locally and more than 1,200 state residents are employed by the CATV industry. These conclusions are drawn in the March issue of *Profile of Arizona*. The bulletin, published by the research division of First National Bank of Arizona, focuses on two Phoenix-based CATV firms, Ameco Inc. and Kaiser-Cox Corp.

**Broadcast Bureau area** ■ By amendment of its rules, the FCC has delegated authority to the chief of the Broadcast Bureau to act on requests by television broadcasters for multiple-city identification. Expanded identification is to depend on the ability of a station to provide the required field strength over all communities. Before this, permission for multiple-city identification could come only from the commissioners.

**Call letter change** ■ KLAC-FM, affiliate station of KLAC Los Angeles, is scheduled to change its call letters to KMET (FM) today (May 2). The new call letters stand for Metromedia, the station's parent company. According to Jack G. Thayer, station vice president and general manager, the reason for the change "is that it's confusing for both our AM and FM stations to have the same call letters when they are programed separately." KLAC is basically a talk station. The newly named KMET broadcasts 108 hours of multiplex stereophonic music each week. Metromedia also operates KTTV(TV) Los Angeles.

**New facilities** ■ WNOK-AM-FM-TV Columbia, S. C., has announced plans for construction of new studios and offices. The new facility will contain some 15,000 square feet, more than doubling the present location. Completion date has been tentatively set for early summer or late spring of 1967.

**'Tarzan' licensing** ■ MS International Inc., New York, a new company organized by Martin Stone, has been assigned merchandising rights to *Tarzan*, a new TV series which begins on NBC-TV in the fall. The rights agreement was announced by Bob Banner Productions, which is producing the series. Mr. Stone, an attorney, is a pioneer in TV merchandising. He developed a licensing program in 1947 for the early TV show, *Howdy Doody*, and formed the Kagran Corp. for that purpose.



**A perfect pair.** That's what they said in California. It happened at the International Broadcasting Awards. For the second year in a row we placed first with the "World's Best Video Tape Commercial". (They think big out there.) Actually Fletcher Richards' gem for A.1. got it first in 1965. Then we waited a whole year for the shoe to drop on Doyle Dane Bernbach's epic for Thom McAn. All in all, we had four finalists out of the top eight in 1966. If you can stand it, we would like to add that we also won two "Clips" at the American Television Commercials Festival in New York last year, including, you guessed it, "Best Video Tape Production". The kudos should go to the clients and agencies who stretch the imagination of our medium. They keep us walking on air.

  
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## For the contest winner who has everything

Convinced that consumers of the affluent society are weary of contests generally and jaded about such prizes as yachts and small cash fortunes, the Douglas Oil Co. of California, Los Angeles, decided to do something creative and be somewhat uninhibited about its latest promotional campaign. Because Douglas is a relatively small and little-known petroleum marketer, its agency, Carson/Roberts Inc., has set out to establish a firm company identity with the consumer through a scheme it feels is both unusual and striking.

The agency is running a contest it hopes will have the quality of sustained

interest in that each month public attention will be piqued by a different way-out prize, thought to be both improbable but useful. The contest, set to break May 18 in the San Diego area, is called "Win Something Wild" and is backed with the equivalent of \$220,000 worth of prizes.

There seems no question the prizes will be improbable but opinions as to their usefulness are bound to differ with individual winners. One prize, for example, will be a stock broker plus \$5,000 in cash to play the market with. Another will be a cleaning lady who will supply her own soap and broom and guarantee to clean the winner's apartment or home once a week for a year. A third offering will be a 2,000-pound steer that the agency promises

to deliver in the form of roasts, steaks, ribs or even store and dole out portions as required.

Marketing objective is to increase traffic at Douglas gas stations and maintain and increase enthusiasm among its 41 San Diego dealers. Douglas's media mix includes 53 outdoor boards backed by radio spots and newspapers ads.

## Hallmark heads list of Emmy nominees

NBC-TV's *Hallmark Hall of Fame* series, already one of the most honored shows in television history, is poised to carry off another batch of awards. The dramatic series, scheduled on an irregular basis throughout the season, last week was accorded more nominations than any other program in the annual Emmy awards competition held by the National Academy of Television Arts and Sciences. It accounted for 11 nominations.

Actually two of the Hallmark shows were responsible for all the nominations. "Eagle in a Cage," shown on Oct. 20, 1965, garnered six nominations, while "Inherit the Wind," telecast on Nov. 18, 1965, received five nominations.

Other programs to win multiple nominations were NBC-TV's *Man from U.N.C.L.E.* and *I Spy* series, CBS-TV's *Dick Van Dyke Show* and ABC-TV's *Voyage to the Bottom of the Sea* seven each, while the Julie Andrews and Barbra Streisand specials scored six and five respectively. The *Bob Hope Presents the Chrysler Theater* series also was among the leaders, coming away with six nominations. ABC-TV's *Batman* program, the popular hit of the second-season experiment, was awarded three nominations.

The academy, which will be giving out its golden Emmy statuettes for the 18th time this year, revised its method of selections to include the best features of the best-in-category structure and the broad areas of programs or performances of excellence. The latter designation was used exclusively last year and created much controversy because of its seemingly noncompetitive slant.

A special listing also has been created this year for craft and programing to cover areas that defy ready categorization (such as news and documentaries). There's a possibility of multiple awards in this classification.

Presentation of awards will be made on a national telecast May 22 over CBS-TV.

## Walks away with honors

William Schrank, director of research for Avery-Knodel Inc., has been named the fourth annual winner of the Avery-Knodel Shoeleather Award.

At a ceremony at the Avery-Knodel offices in New York, Mr. Schrank was presented an engraved plaque decorated with a well-worn shoe sole by J. W. (Bill) Knodel, the rep's president, and was honored by his colleagues as: "A research director who uses as much shoeleather as

the salesman in the service of Avery-Knodel stations." The award winner, in addition to his research activities, frequently makes advertising agency calls with Avery-Knodel salesmen and regularly visits major advertisers and audience measurement firms.

Others attending the award ceremony, in addition to the A-K personnel, were representatives from the American Research Bureau, C. E. Hooper Inc., Mediastat, A. C. Nielsen Co. and Pulse Inc.



At the presentation (l to r): William Wyatt, A. C. Nielsen Co.; Ralph Crutchfield, American Research Bu-

reau; Larry Roslow, The Pulse Inc., and William Schrank, Avery-Knodel director of research.

## Kiwanis clubs honor broadcast industry

For 20 years the Kiwanis clubs of America have taken part in the National Radio Month observance each May to "honor the broadcast industry for its contribution to a better, more informed community."

This month the Kiwanians will highlight their local participation by presenting about 1,000 awards to radio stations. The Thomas Jefferson Freedom of Speech Award is being presented to stations "in grateful acknowledgement of the industry's constant effort in behalf of free speech . . . 'the basis of our government,' the foundation of our precious liberty. May the courage of the broadcast industry, may its integrity, and may its insistence upon truth and professionalism, continue always to be



a bulwark of freedom for this nation and its people."

Above, Vincent Wasilewski (1), president of the National Association of Broadcasters, accepts the industry's citation from Kiwanis International President Edward C. Keefe.

## Drumbeats . . .

**Tomorrow's the Day** ■ All over Southeastern Michigan desk drawers and file cabinets are being checked for a seven-year-old paperweight now valued at about \$9,000. It all started seven years ago when WXYZ-AM-FM Detroit moved into its new home in Southfield, Mich. Paperweights with different number combinations were sent to advertising executives and community leaders. The winning combination to be announced May 2, will be able to open a strong box in a Detroit bank. Contents are

100 shares of ABC stock, which when augmented by the cash dividends since 1959, means approximately \$9,000 to the winner.

**SRA sets date** ■ Station Representatives Association will hold its annual awards luncheon May 16 in New York, honoring agency figures designated to receive SRA's Silver Nail and Gold Key Awards. The Silver Nail Award, named for Frank Silvernail, retired BBDO executive, goes to the buyer voted time-buyer of the year. The Gold Key Award goes to an agency executive chosen for distinguished leadership in advertising. Identities of this year's winners will be revealed at the luncheon, to be held in the Plaza hotel.

**Tapp rooters** ■ Jay E. Tapp, pioneer West Coast consulting engineer, has been presented with an appreciation plaque inscribed with the call letters of more than 40 station clients. Mr. Tapp, who has served as a consultant for 40 years in Southern California, was responsible for the first microwave program transmission and the first vertical antenna installation in Southern California.

**Guild Tribute** ■ David Sarnoff, RCA board chairman, received the 1966 Concert Artists Guild Award at the guild's annual dinner-concert April 27 at the Pierre hotel, New York. At the concert Leopold Stokowski conducted the American Symphony Orchestra in the world premiere of Morton Gould's "Salutations," composed in honor of Mr. Sarnoff.

**Flips lids** ■ Maxwell House is cooperating with the United Service Organizations (USO) in raising funds to help serve needs of Americans in the armed forces around the world. Campaign, "Flip Your Lid for the USO," will receive heavy support through announcements placed in General Foods schedules on network TV. In the campaign, Maxwell House coffee plastic lids turned in to stores will be placed in bins with the company donating specified funds for the total of lids turned in.

**RFE help asked** ■ Radio Free Europe is asking radio-TV stations this month to schedule public service spots in RFE's current funds drive. A TV kit containing a one-minute and a 20-second announcement in color and featuring General Lucius D. Clay, a founder of RFE, extolls the importance of the broadcast operation that's received in East European countries. The radio kit includes spots using personalities such as Joanne Woodward, James Garner, Roy Rogers, Tony Curtis, and Randolph Scott. Thomas S. Murphy, president of Capital Cities Broadcasting, is chairman of the sixth annual radio and TV drive.

## Public service, news tips seen in WFLD ham club

At last Sterling C. (Red) Quinlan admits he's really part "ham."

The WFLD(TV) Chicago president-general manager has announced the formation of the Field Amateur Radio Club which will operate a 1-kw ham station six to eight hours a day from TV master control. It frequently will be featured in on-air news and feature spots, he said, but the station's chief function will be to handle message traffic throughout the world between overseas military personnel and their families in the Midwest.

The amateur station has been licensed by the FCC as WA9RTP. Top amateurs in the area will donate their time to work the public service shifts. Radio calls from overseas will be patched into the local telephone system to the respective families and some will be aired after permission of the parties is obtained.

Mr. Quinlan suspects he may wind up with some international news beats every now and then, but all leads will be checked first with the regular news services. The club's chief purpose, however, is one of public service, he said. A local physician, Dr. George Anast, is club president.

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## 'Seven Days' dismissals create nationwide dispute

The Canadian Broadcasting Corp.'s recent decision to dismiss the hosts of the controversial public affairs program, *This Hour Has Seven Days*, has created a national controversy.

The dispute has produced a picket line at the CBC offices, a Toronto citizens' committee to rescue the program, a Save *Seven Days* movement in Ottawa, a West Coast protest group formed by Vancouver clergymen, a strike threat by producers in Toronto and Ottawa, a resignation threat by the program's executive producer, Douglas Leiterman, and the actual resignation of the show's Ottawa editor, Ray Faibish. The thousands of letters and phone calls from an aroused public have also prompted questions in the House of Commons and a parliamentary inquiry.

Patrick Watson and Laurier LaPierre are the co-hosts whose contracts with *Seven Days* will not be renewed next year. Mr. Watson said that he was informed last April 15 by the CBC that

his contract, which expires May 8, would not be renewed. The reason given, he said, was that he had been "disloyal to CBC management." Mr. LaPierre said his contract had been terminated for essentially the same reason and also because he had expressed his personal views on the program.

Last Tuesday (April 26) CBC President J. Alphonse Ouimet rejected a request by the Toronto Producers' Association to reopen the Watson-LaPierre case. The association had threatened to consider withdrawal of its services if the CBC did not permit negotiations on the dismissal of Messrs. Watson and LaPierre.

The CBC has also announced that the weekly budget for *Seven Days* will be cut by \$1,000 next season while the budgets of other public-affairs programs will be increased.

## NBC International meets to assess global sales

The fifth world conference of NBC International Enterprises will be held in New York and Los Angeles this

week and will focus on the 1966-67 film properties to be offered for global sale this year.

The meetings will be held in New York today (May 2) and tomorrow and will be continued in Los Angeles for the remainder of the week. George A. Graham Jr., president, NBC Enterprises, and Gerald Adler, director, NBC International Enterprises, will discuss goals and plans with representatives of NBC International from abroad.

## Global communications unity urged by Engstrom

A nation-by-nation approach to telecommunications developments should give way to long range planning for a unified global communications system, it was asserted last week.

Elmer Engstrom, chairman of the executive committee of RCA, called for new international cooperation in communications planning. He described developments to date as "a patchwork of various national or regional systems employing different types of equipment, different codes and different operating

## Times rough, but outlook bright for foreign syndication

Don't try to sell a TV show about Russia in European markets. That's the advice of a man who's tried it. He's Peter Cary, Desilu Sales Inc.'s director of foreign sales in the United Kingdom and the European continent.

The big problem, of course, is political. As an example Mr. Cary cites a Desilu documentary called "The Face of Russia." The program is a tough sell in Europe, according to the Desilu executive, and the reference is not only to countries behind the Iron Curtain.

"I'm not talking about the eastern countries," says Mr. Cary, "because it's difficult to sell the program any place in Europe. A lot of the countries I do business with," he explains, "do business with Russia and they don't want to offend Russian officials at all. Anything that smacks of the Communism question or non-Communism is a very, very difficult product to sell."

What are some of the other TV taboos in Europe? Says Peter Cary: "War pictures are very tough to sell because the Europeans have had enough of war. They don't want to

see it on their home screens."

Programs that stress violence or ones with plots concerning the overthrow of governments or revolutions are definitely out. Apparently, he feels, European heads of state do not feel secure enough to give the populace ideas.



Mr. Cary

Religious Restrictions — Portugal and Spain are real problem countries for TV syndication salesmen, points out Mr. Cary. "Portugal," he says "has restrictions on programs dealing with a number of problem areas, while in Spain you cannot get anything on that has anything to do with the church unless it's a purely religious-type show."

To back up his opinions the Desilu salesman recalls the case of a special TV show of a couple seasons back called *Mr. and Mrs.* It starred Lucille Ball and Bob Hope, renowned enough performers, it would seem, to

have drawing power even in Europe. Yet the show went begging in some European markets.

"It's a very cute show," reports Mr. Cary, "but it was turned down in many, many countries because Lucy played a woman that was pregnant, although she was just pretending and the whole plot was based on an advertising agency trying to promote her baby as a gimmick." It didn't play in a lot of countries, he feels, "because some of the religiously oriented governments would not accept the pretense about pregnancy and also because some countries don't know what an advertising agency is."

On the plus side for TV salesmen trying to sell in Europe, it doesn't always matter if a series was a hit or miss in the U. S. "*The Greatest Show on Earth* is a perfect example," says Mr. Cary. "Here's a show I sold all through Europe and the Middle East and Africa and it was a hard sale because the show wasn't considered successful in the States for one reason or another. Yet in areas like Italy and Spain where they had taken the time to look at 13 pro-

standards and concepts."

The RCA executive said it is becoming feasible to link all nations by wide-band channels and that technical developments will soon provide "high-power satellites for all forms of communication over large areas, including direct broadcast to television receivers."

Mr. Engstrom asked for an authoritative general commitment for global communications planning and suggested that it be started on the initiative of the engineering profession with cooperation from government agencies and the telecommunications industry.

## ABC International sets agenda for Mexico City

New avenues in international advertising being opened up by the growth of worldwide TV will be explored by a panel of prominent executives in international communications at the second annual ABC International Television Symposium on May 10 in Mexico City.

The four executives who will join Donald W. Coyle, ABC International

president, on the panel: Romulo O'Farrell Jr., vice president and director of Telesistema Mexicano, and chairman of the television subcommittee of the Mexican Olympic Committee; George C. Christie, Latin American coordinator of the Communications Satellite Corp.; Edward Ney, executive vice president, Young & Rubicam, and H. M. Connelly, marketing and operations manager, of Kraft Foods International Division.

The symposium will also encompass four days of workshops at which ABC's worldwide organization will discuss and examine developments in international broadcasting. Theme of the symposium is "Television in the Space Age—New Opportunity for the Global Advertiser."

## B&B buys into major agency on Continent

Benton & Bowles Inc., is adding about \$8 million to its present billing with the purchase of substantial interest in one of the largest advertising agencies in Belgium, Publiccontrol, S. A., and its

grams, or 26 programs, or all 30 programs which were in the series they found enough good programs in it to make them want to buy. They may not necessarily buy all 30 programs, but they'll end up buying what they think is particularly good."

'Untouchables' ■ The perfect example of an extremely successful series that had trouble selling in Europe was Desilu's *Untouchables*. "I think we'll all agree," Mr. Cary says, "that it was one of the biggest successes in television. Well, I'm just now beginning to move it in some markets in Europe. Other markets have had it for two or three years but some of the important markets like the United Kingdom finally bought just this year. We couldn't sell it because of the so-called violence. But now some of these countries have grown up and will accept it."

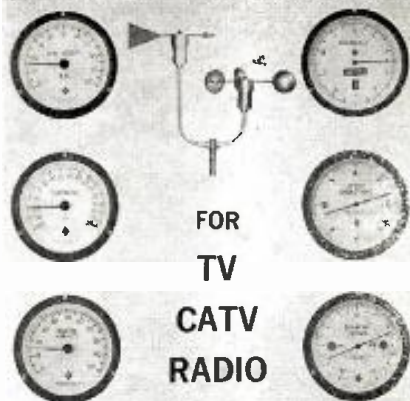
The normal practice in Europe and the Middle East, Mr. Cary observes, is not to buy any more than 13 shows in any one series (the United Kingdom is an exception). Many countries, he says, just don't set their schedules in advance of 13 weeks. "Sweden, I think, has a policy

that they will not buy more than six programs at a time," he adds. "In Germany the situation is that they can produce most anything that they want themselves. They have a great deal of money and they feel they can do production easily."

But despite the intricacies, idiosyncrasies and intangibles of foreign markets, Peter Cary thinks the potential is tremendous. He points out that in the last two or three years "our business has been extremely good." Adding to his upbeat feeling is the knowledge that some of the nontelevision markets in Europe and the Middle East and Africa are beginning to open up. "Just recently," he says, "Greece initiated television, Turkey is opening up within the next year and two or three African countries are coming into it real soon."

"I feel," he continues, "that if I'm doing such good business in my area with product that we've been selling and reselling and reselling, that with the new product coming out of Desilu, and the new stations going on the air, and new countries getting into television, the future of syndication in foreign markets is extremely bright."

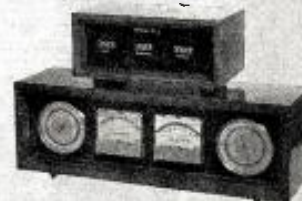
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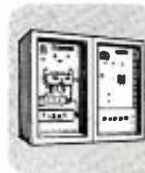
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Dutch subsidiary, Publiccontrol, N. V.

The Publiccontrol companies, headed by Andre Kicq, have offices in Brussels, Antwerp and Amsterdam. Their clients include Procter & Gamble and British Petroleum.

Benton & Bowles Inc., also owns Benton & Bowles Ltd. and Nelson Advertising Service Ltd. in Great Britain. B&B Inc.'s foreign and domestic billing before this latest expansion: \$160 million.

## British firm to handle Jerrold's CATV gear

Jerrold Corp., Philadelphia, has announced entry into the international market with the signing of a community antenna television equipment-licensing agreement with Teleng Ltd., British cable television equipment manufacturer. Teleng is also a leading British TV-set rental firm and operator of CATV systems in Britain and in Europe.

Initially, Teleng will import Jerrold's Starline series of solid-state and modular CATV distribution equipment and accessories. Later this year, the British firm will build its own version of the Jerrold equipment.

In Britain, CATV is known as TV relay and includes the rental of a TV set as part of the service. Max Kraus is director of Jerrold's International Division.

## Compton's European arms to coordinate in Brussels

The advertising and marketing activities of Compton Advertising Inc.'s four European partner offices are being centralized into a coordination and development division in Brussels.

Besides directing new business for Compton's European branches (Clar Werbung GmbH & Co., Heidleburg; Publi-Synthese & R. L. Dupuy S. A., Brussels; Compton-Cueto Advertising S.p.A. Rome, and Garland-Compton Ltd., London) the division will assist offices in the U. S., Latin America and the Pacific area. Its operation, supervised by Robin Dix, director of continental operations, will encompass Publicidad Badillo Inc. (San Juan and Santo Domingo); Publicidad Ferrer S. A. (Mexico City); Ace-Compton Advertising Inc. (Manila); Nixon-Compton Pty. Ltd. (Melbourne and Sydney) and Dai-Ichi Kikaku Co. (Tokyo) and six U. S. offices.

## Abroad in brief . . .

**London agency member** ■ Norman, Craig & Kummel Inc., New York, reports its British member of partner agencies, Crane, Norman, Craig & Kummel Ltd., London, will be associated with Digby Wills Ltd., a London advertising agency. Digby, as a new group member of Crane/NCK, will

continue operations under its managers, D. F. Wills and R. M. Noble. Its accounts bill in excess of \$1.5 million. They include Beechan Foods Ltd. and Vine Products Ltd., division of Showering Ltd., a producer of QC British wines.

**Satellite study** ■ Inter-American Development Bank has hired Page Communications, Washington, to make a feasibility study for communications satellite ground stations in 10 South American nations. Study, budgeted at \$250,000, is the first step in setting up a South American communications satellite system.

**Canadian affiliate** ■ CBS Radio added its 243d affiliated station, CFRA Ottawa, on May 1. CFRA concurrently became the third Canadian station to join CBS. The outlet, owned by CFRA Broadcasting Ltd., operates on 50 kw day and 10 kw night on 580 kc.

**New films** ■ A joint cost-sharing venture to produce three or four 90-minute feature films is planned by the Canadian Broadcasting Corp. and the National Film Board of Canada. The films will be shown on Canadian television first and then sent to theaters abroad.

**Rep for Zambia** ■ The Zambia Broadcasting Service, licensee of government-owned Television Zambia and Radio Zambia, has become the seventh independent African group to sign Pan American Broadcasting Co., New York, as its U. S. representative.

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Robert G. Simon**, director of business affairs, TV/radio programing and media division; **Thomas L. O'Reilly**, senior TV program manager; **Douglas Johnson**, account director, and **William A. Sharon**, in charge of administration personnel, all with McCann-Erickson, New York, named VP's.

**Mark Cooper**, president of Advertising Federation of America since February 1963, resigns. No future plans announced.



Mr. Savage

**John C. Savage**, president of Norman, Craig & Kummel (Canada) Ltd., Toronto, elected senior VP and senior account group supervisor of NC&K, New York.

**David J. Gillespie**, VP at Kenyon & Eckhardt, Detroit, appointed management supervisor on

Lincoln-Mercury division account and other Ford Motor Co. accounts and also appointed head of K&E's Detroit office.



Mr. Powers



Mr. Rosenstein

**Howard W. Powers** and **Leonard A. Rosenstein** named associate directors of research and elected VP's of Foote, Cone & Belding, Chicago.

**C. K. Carmichael**, with Geyer, Morey, Ballard, New York, elected VP.

**Edward A. Cashin**, retired executive VP of BBDO, elected chairman of board of Dusharme Products, Minneapolis. He will direct firm's marketing and new product diversification pro-

gram. Mr. Cashin currently serves on BBDO's board of directors.



Mr. Ewing

**James F. Ewing**, account supervisor at Ketchum, MacLeod & Grove, New York, named VP.

**Charles T. Lipscomb Jr.**, president of Bureau of Advertising of American Newspaper Publishers Association, New York, named chairman of Bureau's executive committee and chief executive officer. **John P. Kauffman**, Bureau's executive VP, succeeds Mr. Lipscomb as president.

**Peter F. Callery**, formerly VP-merchandising for LaRoche, McCaffrey and McCall, New York, appointed senior VP and member of executive committee.

**Norman Heller**, VP of marketing research for Pepsi Co. Inc., New York,

## AP elects new officers

**Paul Miller**, president of Gannett Newspapers, Rochester, N. Y., (WHEC-AM-TV Rochester; WINR-AM-TV Binghamton, N. Y.; WDAN Danville, Ill.; WREX-TV Rockford, Ill.) re-elected president of Associated Press at board of directors meeting April 26 in New York (see page 40). **Franklin D. Schurz**, *South Bend* (Ind.) *Tribune* (WSBT-AM-FM-TV South Bend) was elected first VP and **Bernard H. Ridder Jr.**, of the *St. Paul Dispatch* and *Pioneer Press* (WCCO-AM-FM-TV Minneapolis-St. Paul; WDSM-AM-TV Superior, Wis.; KSDN Aberdeen, S. D.) was elected second VP of AP. **Harry T. Montgomery**, deputy general manager of the AP, was re-elected secretary, and **Robert Booth** was re-elected treasurer.

named VP of market research and planning.

**Bernard Endelman**, account supervisor, and **Joseph Schindelman**, art director, both with Papert, Koenig, Lois, New York, appointed VP's.



Mr. Foster

**Daniel W. Foster**, formerly marketing services VP of F. E. Compton Co., Chicago, named executive VP and manager of Cincinnati office of Clinton E. Frank Inc.

**George Filipetti**, formerly VP and creative director at Wade Advertising, Chicago, joins Bronner & Haas there in similar position.



Mr. Berger

**Richard Berger**, marketing director, Warren, Muller, Dolobowsky, New York, elected VP.

**Joseph Pascal**, formerly with ABC-TV station clearance department in New York, forms own firm

for editing of television commercials and industrial films. Virgo Film Editing Service is at 1600 Broadway, New York.

**Michael Schneider**, VP at Sudler & Hennessey, New York, named associate creative director. **James D. Curnutt**, with Doyle Dane Bernbach, New York. **Neil C. Lindeman** and **Edward Roseman**, both with S&H, New York, appointed VP's and account supervisors

at S&H, that city.

**Abe S. Rosen**, VP of public relations at Al Paul Lefton Co., Philadelphia, resigns to become city representative and director of commerce for city of Philadelphia, under Mayor James H. J. Tate.

**Peggy Greenfield**, promotion director for Joseph Magnin stores, San Francisco, named to new post of creative director for Cunningham & Walsh, same city. **John Held**, television producer, Dancer-Fitzgerald-Sample, New York, named senior TV producer, C&W, that city. **Robert Walsh**, assistant media supervisor, and **Howard Nass**, media buyer, both with Needham, Harper & Steers, New York, join C&W there as media supervisors.

**Norman Marks**, advertising and design executive with Harte, Yamashita and Harte Inc., Los Angeles, named director of advertising at KHJ-TV there.

**Robert A. Coolidge**, with Wade Advertising, Chicago, joins Compton Advertising, that city, as media supervisor and network coordinator. **Barrie Spies**, formerly copywriter at Compton, New York, named copy group head.

**Thomas R. Murphy**, manager of Advertising Time Sales, San Francisco, named head of new Dallas office of Broadcast Communications Group. Office is located in Metropolitan Federal Savings Building, 1401 Main Street, Phone RI-8-5318.

**John Burr**, formerly with KPHO-TV Phoenix, appointed sales manager for KOOL-AM-FM, that city.

**Hugh Ferguson**, with WCAU-AM-FM Philadelphia, appointed national sales coordinator. **Michael F. Hogan**, former national sales coordinator and merchan-

dising director, appointed account executive.

**Lee H. McClung**, formerly of Ketchum, MacLeod & Grove, Pittsburgh, named head of new New York state division office of Penn State Reps in Rochester, N. Y.

**Roger Rice**, national sales manager of WHC-TV Pittsburgh, named general sales manager. **Len Swanson**, account executive, succeeds Mr. Rice. **Tony Renda**, account executive, named local sales manager, replacing **Phil Marella**, who joins Rollins Broadcasting Co.

**Don Chapman**, account executive with WPX(TV) New York, appointed national sales manager of Kaiser Broadcasting Corp., that city.

**Betty Chaffin**, with Keller-Crescent Co., Evansville, Ind., appointed radio and television director.

**Barbara Ann Buchbinder**, copy/traffic supervisor of Van de Car and De Porte Inc., Albany, N. Y., named media director.

**Robert E. Harlan**, account executive, named account supervisor at Solow/Wexton Advertising, New York. **Peter Strongwater**, formerly with Doyle Dane Bernbach, same city, named assistant traffic manager, Solow/Wexton.

**Peter A. Modica**, formerly group head art director at Gaynor & Ducas, New York, appointed executive art director of Norman J. J. Berger Associates Inc., that city.

**Rob Howard**, formerly with Kaleidoscope Studio, Boston, appointed art director at Maslow, Gold & Rothschild Inc., that city.

**Alvia G. Golden**, copy/radio-television director for Bofinger-Kaplan Advertising, Glenside, Pa., appointed copy



REPRESENTED BY THE KATZ AGENCY, INC.



## Stern due to be next NCTA chairman

**Alfred R. Stern**, president and chairman of TeleVision Communications Corp., New York (group community antenna television firm), and a former NBC vice president in charge of the network's Enterprise Division, has been nominated to be next chairman of the National Community Television Association. Mr. Stern will succeed **Benjamin J. Conroy Jr.**, at Uvalde, Tex.



Mr. Stern

Mr. Stern resigned from NBC in 1962 to form the CATV company, which now owns 26 systems in nine states, serving over 55,000 subscribers.

Other officers nominated to be voted on at the June 26-29 meeting of NCTA in Miami: **Jack R. Crosby**, Westex Cable Corp., Del Rio, Tex., and vice president of TeleSystems Inc., vice chairman; **Ralph L. Weir Jr.**, Junction City (Kan.) Television Inc., secretary; **Harry C. Butcher**, Cable TV of Santa Barbara, Calif., treasurer.

For directors: **Marcus Bartlett**, Cox Cablevision Corp.; **M. William Adler**, Weston, W. Va., and Adler Associates; **Richard A. Moore**, San Diego, Calif.; **Terry H. Lee**, Storer Broadcasting Co.; **Monroe M. Rifkin**, Daniels & Associates; **Robert H. Huston**, American Cable Television; **Robert F. Jernigan**, National Teline Corp.; **John J. Morrissey**, Durango, Colo.; **Bob J. Magness**, Community TV Inc.

chief at Lavenson Bureau of Advertising, Philadelphia.

**Fred C. Delahay**, radio manager for Katz Agency, San Francisco, joins CBS Radio Spot Sales there as account executive.

**Robert J. Arsenault**, assistant local sales manager for WGAN Portland, Me., appointed account executive for WGAN-TV, that city.

**John Butcher**, formerly with Quaker Oats Co., joins Needham, Harper & Steers, Chicago, as account executive. **Robert K. Wallace**, formerly with SCI Division of Interpublic Inc., Chicago, joins agency as merchandising supervisor.

**Will Butler**, account executive with Tracy Moore & Associates, Los Angeles, station representative firm, appointed account executive at KWIZ Santa Ana, Calif.

**E. W. (Bill) Powell**, office manager for King Harrington Advertising, Los Angeles joins KLAC there as account executive.

**Stan Mack**, formerly with WMIN St. Paul, and **Larry Dukes**, sales promotion director at KDWB St. Paul, appointed account managers at KDWB. **Mary Jo Behl** succeeds Mr. Dukes.

**Ruth Adams**, account executive at Cargill, Wilson & Acree, Richmond, Va., appointed account executive of VanSant Dugdale and Co., Baltimore.

**Harry M. Oram**, product manager of

Diamond Crystal Salt Co., St. Clair, Mich., joins Chirurg & Cairns, Boston, as account executive.

**James (Ted) Brew**, with Peters, Griffin, Woodward, New York, joins WABC-AM-FM, that city, as account executive.

**George S. Vonderlin**, account executive with BBDO handling Dodge Dealer Association accounts for Chicago, St. Louis and Kansas City regions of Chrysler Corp., joins N. W. Ayer & Son Inc., Los Angeles, as account executive. Mr. Vonderlin will work on Plymouth Dealers Association account.

**Ted J. Smith**, formerly with Wade Advertising, Chicago, joins account management staff of Doyle Dane Bernbach there.

**Roger Schwab**, account executive for Gardner Advertising Co., St. Louis, joins milk products division of Pet Milk Co., that city, as product manager.

**Dorothy McBride**, commercial coordinator, NBC, New York, retires after 37 years of service. Miss McBride plans to return to Conshohocken, Pa.

**Pat Norman**, with Bernard Howard & Co., New York, and **Dick Hammer**, with WIP-AM-FM Philadelphia, join Metro Radio Sales, New York, as account executives. **Val Bruce**, formerly account executive with Jack Masla & Co., New York, named account executive at Bernard Howard & Co., that city, succeeding Mr. Norman. **William N. Lillios**, with BH, New York, ap-

pointed director of research and sales development.

**Donald C. McGovern**, account executive with KLAC Los Angeles, joins KNX Los Angeles in same capacity.

**Walter S. Clark Jr.**, formerly with Hicks & Greist, and **Ernest Weilheimer**, formerly of Mogul Baker Byrne Weiss, both New York, join Smith/Greenland's account service group. **Robert Smith**, production department, S/G, moves to account service group.

**Joseph F. Mahan**, with Metro TV Sales, New York, appointed account executive.

**Jack Levins**, senior buyer with The Fletcher Richards Co., New York, and **Edward J. Clark**, senior account executive with The Katz Agency, New York, appointed to sales staff of Peters, Griffin, Woodward, that city.

**Shirley Polykoff**, associate creative director of Foote, Cone & Belding, New York, elected first honorary member of Gamma Alpha Chi, national professional advertising fraternity for women.

**Roger Saypol**, with Grey Advertising, New York, and **William Marlieb**, with The Kleppner Co., New York, join Gumbinner-North Co. there in account management positions. **Stephen Rosenblatt**, with Morse International, New York, appointed TV creative director at G-N, that city.

**Larry Nelson**, former account executive with WAVA-AM-FM Arlington, Va., joins sales staff of WQMR/WGAY(FM) Silver Spring, Md.-Washington.

**R. D. Eklund**, who recently headed his own agency in La Habra, Calif., appointed to account staff of Curtis & Associates, Long Beach, Calif.

## MEDIA



Mr. Brent

**Ralf Brent**, president of WRUL New York, international shortwave station, resigns to establish Ralf Brent Associates, New York, communications consulting firm. Mr. Brent's first client is WRUL. **Edward J. Broman**, executive VP, and general manager, WRUL, assumes administrative responsibilities.

**Robert Hartner**, general manager of WHO-AM-FM-TV Des Moines, Iowa, and **Raymond Guth**, general manager of WOC-AM-FM-TV Davenport, Iowa, elected VP's of parent Palmer Broadcasting Co., Davenport.

**Robert C. Currie Jr.**, formerly with WFMV-TV Greensboro, N. C., named

VP and general manager of KBMT(TV) Beaumont, Tex. **Doug Thompson** appointed station manager and general sales manager.

**James J. Hawkins**, general manager of KXA Seattle, elected VP.



Mr. Morton

**Mrs. George W. Norton Jr.**, president of WAVE Inc. (owner of WAVE-AM-TV Louisville, Ky., WFIE-TV Evansville, Ind., and WFRV(TV) Green Bay, Wis.), named board chairman. **T. Ballard Morton**, VP-finance of WAVE Inc., elected president. **Ralph S. Jackson**, executive VP and general manager of WAVE Inc., also elected president of WFIE-TV and WFRV.



Mr. Wiegand

**Robert C. Wiegand**, VP and general manager of WTVN-TV Columbus, Ohio, appointed VP and general manager of WGR-TV Buffalo, N. Y.

**Don Treu**, manager of KJFJ Webster City, Iowa, elected president of Iowa Town and Country Network. Other officers chosen at organization's meeting April 21 were: **H. A. Preston**, KIFG Iowa Falls, VP; **Dick Johnson**, KWBG Boone, secretary; and **John Talbott**, KWVY Waverly, treasurer.

**William Bohn**, formerly with Du Pont Co., Wilmington, Del., joins Cox Broadcasting Corp., Atlanta, as coordinator of personnel and employee relations.

**Hal Tunis**, manager of KMAP(FM) Dallas, appointed executive VP and general manager of KVIL-AM-FM Highland Park, Tex.

**James Schoonover**, director of sales development for three TV, seven AM stations and one FM station owned by Rollins Inc., becomes acting general manager at KDAY, company-owned radio station in Santa Monica, Calif. He replaces **Norman Posen** who resigns effective May 7.

**Marion J. Baldy**, media research manager for WNEW-TV New York since 1960, appointed to newly created position of director of broadcast research for Metromedia Inc., New York.

**Monroe Looney**, general manager of WMOX Meridian, Miss., named manager of WJDX-AM-FM Jackson, Miss.

## PROGRAMING

**O. Willard Murray**, formerly president of Pathe Laboratories Inc., joins Universal Television, division of MCA Inc., as VP in charge of technical de-

velopment, chiefly in fields of film, negatives and laboratory work.



Mr. Dunn

**Dennis F. Dunn**, director of radio and television for W. B. Doner and Co., Baltimore, joins Lew Ron Television, that city, as VP in charge of production.

**Alden H. Livingston**, Du Pont international advertising executive, elected president of CINE, Council on International Nontheatrical (Film) Events. Mr. Livingston succeeds **Willis H. Pratt Jr.**, film chief for American Telephone and Telegraph Co. Newly elected VP's are **Ralph P. Creer**, American Medical Association, Chicago; **John Flory**, Eastman Kodak Co., Rochester, N. Y.; and **Reid H. Ray**, film producer, St. Paul.

**Charles Allen**, former program instructor at noncommercial WLVT-TV Allentown, Pa., named director of program operations at noncommercial KCET(TV) Los Angeles. **Greg Heimer**, former assistant general manager of noncommercial WQED(TV) Pittsburgh, named program associate at KCET. **Allan Muir**, formerly with KFMB-AM-FM San Diego, joins KCET as producer-director.

**Susan Wayne**, VP in charge of production for Gotham Film Productions, Seymour Zweibel Productions, and Gotham TV Productions, New York, named president of firms, succeeding **Seymour Zweibel**, who died April 14.

**Mickey Dubin**, one-time executive VP at Filmways Inc., named VP in charge of client services, Filmex Inc., New York.

**Don Williams**, production director for WELW Willoughby and WAQI Ashabula, both Ohio, appointed program director of WAQI.

**Barney Sarecky**, production coordinator of Bill Burrud Productions, Hol-

lywood, named production supervisor. At same time **Milas Hinshaw** named senior producer of Burrud Productions' new series, *Wonderful World of Women*, with **Don Flocker** appointed associate producer.

**Perry Cross**, now producing CBS-TV's *Hollywood Talent Scouts*, named producer for **Garry Moore Show** scheduled next season on CBS-TV. He will work on show with executive producer **Sylvester L. (Pat) Weaver**.

**Jay Randolph**, former Dallas Cowboys' play-by-play announcer, and **Ray Geracy** join KMOX-AM-FM St. Louis, to handle St. Louis Cardinal football broadcasts.

**Kent O. Moore**, formerly production and operations manager for KENS-TV San Antonio, Tex., named director of operations. **George A. Gallivan**, formerly producer-director, named production supervisor.

**Matthew Manchikes**, known professionally as Pete Mathews, with WLW Cincinnati, resigns to accept civil service appointment as television production officer at Fort Knox, Ky.

**Mike Walden**, radio and television sportscaster with WTMJ-AM-TV Milwaukee, named to handle radio coverage of University of Southern California football and basketball games, as well as daily sports programs, on KNX Los Angeles.

## NEWS

**Ron Miller**, newsman at KROS Clinton, Iowa, and **Phil Morgan**, news director at KCKT(TV) Great Bend, Kan., join news department of WOI-TV Ames, Iowa.

**Paul Lockwood**, news director of WPIX-FM New York, joins news department of WNEW-AM-FM, that city.

**John Dancy**, newsman in NBC-TV's Cleveland news bureau, moves to NBC News, Burbank, Calif. as news staff

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correspondent joining Roy Neal and Tom Pettit in West Coast news coverage.

**Roy F. Valitchka**, with WLUK-TV Green Bay, Wis., appointed news director.

**King Elliott**, news director of WSB Atlanta, appointed Southeast regional VP of Radio-Television News Directors Association.

**Merritt Hadley**, newsman at WGBS Miami, named news director, succeeding **Michael O'Neil**, who joins news department of WCFL Chicago.

**Leroy Mesey**, previously with WLWT (TV) Cincinnati, named news administrator for WLWI (TV) Indianapolis. Both are Avco Broadcasting stations.

**Jack Smee**, senior news editor at WINS New York, named assistant news director.

**Peter Wells**, writer-producer for WCBS-AM-FM New York, named writer-producer for CBS News, that city.

**Peter Kraus**, news director of WKNY Kingston, N. Y., named to similar post

at WBIS Bristol, Conn.

**David French**, assistant director for public affairs at WHEN-TV Syracuse, N. Y., joins news staff of WTOP Washington.

**Allan Jones**, with WDAM-TV Laurel-Hattiesburg, Miss., joins news department of WJDX and WLBT (TV) Jackson, Miss.

## FANFARE

**Mary Sweeney**, formerly with Bronner & Haas, Chicago, joins WCFL there as PR and promotion director replacing **Nick Biro** who joins Martin E. Janis & Co., PR firm.

**Sheldon I. Altfeld**, promotion director for Orange County Theater in Tustin, Calif., named promotion director of KEZY Anaheim, Calif.

## EQUIPMENT & ENGINEERING

**John P. Ryan** and **Robert G. Furlong** named VP's of Emerson division and DuMont division, respectively, of Emerson Radio & Phonograph Corp., New York.

**Robert T. McTigue**, formerly VP, corporate development, for Oak Electro/Netics, Crystal Lake, Ill., appointed VP and director of domestic operations. **Carl J. Bradshaw**, formerly director of Far Eastern operations, appointed VP and director of foreign operations.

**George J. LaFreniere**, manager of data processing for Sylvania Electric Products, Camillus, N. Y., appointed director of data processing.

**Len Hase**, Chicago district manager for Ampex Corp., named Midwest regional manager.

**Stuart L. Babcock**, studio engineer at WTIC-TV Hartford, Conn., appointed supervisor of technical operations.

**Robert W. Chambers**, with Greentree Electronics Corp., Costa Mesa, Calif., appointed treasurer.

**G. L. (Pete) Bidwell** joins industrial marketing department at General Precision Inc., Pleasantville, N. Y., as manager, educational television planning staff.

## ALLIED FIELDS

**Robert E. Allan**, director of marketing and general sales manager of CJAY-TV Winnipeg, Man., returns to Chicago to form management consultant agency.

**Donald H. McGannon**, president and board chairman of Westinghouse Broadcasting Co., named chairman of executive steering committee of Bishops' National Office for Radio and Television. Other members of committee, which is composed of Catholic laymen, are

**Lionel F. Baxter**, executive VP, Storer Broadcasting Co.; **Norman E. Gash**, president, Television Bureau of Advertising; **Arthur Hull Hayes**, president, CBS Radio; **Warren W. Schwed**, president, Grey Public Relations; **James A. Stabile**, attorney, and **L. T. Steele**, executive VP, Benton & Bowles.

**Dexter Needle**, with Audits & Surveys Inc., New York, elected VP in charge of operations for entire audit division.

## INTERNATIONAL

**John Verge**, director of French sales for Screen Gems (Canada) Ltd., Montreal, named VP and director of French operations.

## DEATHS

**John A. Thompson**, 49, VP and director of Advertising Time Sales, New York, died April 19 in Glen Cove, N. Y., hospital. Mr. Thompson was one of founders of ATS in 1961 and before that had been with Peters, Griffin, Woodward, New York.



Mr. Hogg

**John L. Hogg**, president and general manager of KOY Phoenix, died April 26 after suffering cerebral hemorrhage. He had headed pioneer Arizona station for many years. He also served several terms as president

of Arizona Broadcasters Association. Mr. Hogg is survived by his wife, May, and two daughters.

**Dallas B. Lewis**, 62, president of Lewis Food Co., Los Angeles, manufacturer of Dr. Ross line of dog and cat foods, died April 25 in Los Angeles hospital following apparent heart attack. Mr. Lewis spent about \$1 million per year to sponsor such conservative commentaries as *Dan Smoot Report*, *John Birch Society Report* and *Billy James Hargis's Christian Crusade* on radio and television. He is survived by his wife, Yolanda.

**Robert Samuel Morris**, 62, retired secretary-treasurer of Carolina Broadcasting Co., owner of WSOC-AM-FM-TV Charlotte, N. C., died suddenly at his home in Charlotte April 19. Mr. Morris, who had been initial stockholder in wsoc when it began operation in Gastonia, N. C., in mid-1920's, joined station fulltime in 1928. He is survived by his wife and stepson.

**Mae A. Clarke**, 56, manager of advertising records, CBS-TV research department, died April 26 after short illness. Miss Clarke joined CBS research in 1937. She was named to managerial post in 1951.



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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 21 through April 27, based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant. antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CF—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N.—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

New TV stations

ACTION BY FCC

\*Richmond, Va.—Central Virginia Educational Television Corp. Granted CP for new TV on UHF channel 41 (632-638 mc); ERP 682.3 kw vis., 136.46 kw aur. Ant. height above average terrain 780 ft., above ground 695 ft. P.O. address c/o B. W. Spiller, 1904 Old Farm Road, Richmond, Va. 23225. Estimated construction cost \$448,000; first-year operating cost \$85,000; operating funds available \$104,000. Studio and trans. locations both in Chesterfield county. Geographic coordinates 37° 30' 46.6" north lat., 77° 36' 06.6" west long. Type trans. RCA TTU-30A, type ant. RCA TFU-46K. Legal counsel Fisher, Wayland, Duvall & Southmayd; Washington. Consulting engineers Godley and Co., Upper Montclair, N. J. Principals: Virginia Educational Television Corp. Board of Trustees. Action April 27.

APPLICATIONS

Indianapolis — Indianapolis Broadcasting Corp. UHF channel 59 (740-746 mc); ERP 153 kw vis., 30.6 kw aur. Ant. height above average terrain 747.1 ft., above ground 965 ft. P.O. address: Ardath Burkhart, 4333 Sytan Drive, Indianapolis. Estimated cost of construction \$473,000; first-year operating cost \$300,000; revenue \$250,000. Geographic coordinates 39° 55' 12" north lat., 86° 14' 30" west long. Studio location to be determined. Trans. located Indianapolis. Type trans. RCA TTU-10A, type ant. RCA, custom panel antenna. Legal counsel Cohn & Marks, Washington. Principal: John Burkhart. Mr. Burkhart is president of life insurance company. Ann. April 20.

Boston—Oscar S. Gray. UHF channel 68 (794-800 mc) ERP: 618 kw vis., 123 kw aur. Ant. height above average terrain 743 ft., above ground 830 ft. P.O. address: 3700 Fifth Ave., Apt. 3B, Pittsburgh 15232. Estimated cost of construction \$10,000; first-year operating cost \$441,000; revenue \$800,000. Geographic coordinates 42° 20' 50" north lat., 71° 04' 57" west long. Type trans. RCA TTU-30A, type ant. RCA TFU-25G. Studio and trans. both located Boston. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Jansky & Bailey, Washington. Oscar S. Gray is vice president and director of nuclear materials and equipment corporation. Ann. April 26.

Minneapolis—Viking Television Inc. UHF channel 23, (524-530 mc); ERP 962 kw vis., 192 kw aur. Ant. height above average terrain 1433 ft. P.O. address: Irving W. Beaudion, 412 Southview Blvd., St. Paul, Minn. 55075. Estimated cost of construction \$1,043,575; first-year operating cost \$1,054,335; revenue not listed. Geographic coordinates 45° 03' 34" north lat., 93° 07' 20" west long. Type trans. RCA TTU-30A, type ant. RCA TFU-46K. Principals: Viking Television Inc. has six stockholders the largest being Irving W. Beaudion and William Kubicek (each 35%). Mr. Beaudion is lawyer. Mr. Kubicek is professor of physical medicine. Ann. April 26.

New York—TelePrompeter Corp. Experimental TV on (18,352mc) with power not to exceed 5 watts. Estimated cost \$15,000; first-year operating cost \$15,000; revenue not listed. Studio and trans. both located New York. Geographic coordinates 40° 50' 51" north lat., 73° 56' 06" west lat. Legal counsel Cole & Zylstra, Washington; consulting engineer Jules Cohen & Associates, New York. Principals: TelePrompeter Corp. has fourteen stockholders. Ann. April 15.

Oklahoma City, Okla.—W. P. Bill Atkinson Enterprises Inc. UHF channel 34 (590-596 mc); ERP 540 kw vis., 117 kw aur. Ant. height above average terrain 335.5 ft. P.O. address: c/o W. P. Atkinson, 7430 Southeast 15th St., Oklahoma City 73110. Estimated cost of construction \$740,000; first-year operating cost \$400,000; revenue \$400,000. Geographic coordinates 35° 31' 53" north lat., 97° 34' 16" west long. Type trans. General Electric TT-57-A, type ant. RCA TFU-25G. Studio and trans. both located Oklahoma City. Principals: Bill Atkinson Enterprises has eighteen stockholders the largest being W. P. Bill Atkinson, Mr. Atkinson owns publishing company and has real estate holdings. Ann. April 26.

Memphis, Tenn.—Tele Mac of Memphis. UHF channel 24 (530-536 mc); ERP 263 vis., 26.3 aur. Ant. height above average terrain 500 ft., above ground 528 ft., P.O. address: John J. Howard Jr., 150 East Court Ave., Memphis 38101. Estimated cost of construction \$336,750; first-year operating cost \$317,220; revenue \$335,680. Studio and trans. both located Memphis. Geographic coordinates 35° 08' 41" north lat., 90° 02' 59" west long. Type trans. Townsend TA-15-A, type ant. Jampro JZZ-4-0-NFS. Legal counsel Prince & Paul, Washington; consulting engineer Willis C. Beecher, Washington. Principal: John M. McLendon. 100% owner of WOKJ Jackson, Miss.; 99% owner of KOKY Little Rock, Ark.; 99% owner of KOKA Shreveport, La.; 99% owner of WENN Birmingham, Ala. and 100% owner of WYOU Tampa, Fla. Ann. April 13. (Corrected Item.)

\*Washington — The Greater Washington Educational Television Association Inc. UHF channel 52, (578-584 mc); ERP 153 kw vis., 130.5 kw aur. Ant. height above average terrain 614 ft., above ground 471 ft. P.O. address: W. J. McCarter, 1225 19th Street, N.W., Washington 20036. Estimated cost of construction \$300,200; first-year operating cost \$80,000; revenue not given. Geographic coordinates 38° 53' 20" north lat., 77° 07' 55" west long. Studio and trans. both located Washington. Legal counsel Krieger & Jorgensen; consulting engineer John H.

Mullaney & Associates, Washington. Greater Washington Educational Television Association Inc. is tax-exempt nonprofit corporation which is licensee of WETA-TV Washington. Ann. April 20.

Existing TV stations

NEW CALL LETTERS ASSIGNED

United Artists Broadcasting Inc. Houston, assigned KUBA(TV).

New AM stations

ACTION BY FCC

Rutherfordton, N. C.—Clayton Sparks. Granted CP for new AM on 1520 kc, 250 w. D. P.O. address Box 484, Spindale, N. C. Estimated construction cost \$28,537; first-year operating cost \$32,000; revenue \$48,000. Mr. Sparks owns automobile dealership in Forest City, N. C. Action April 21.

APPLICATION

Oakridge, Ore. Peter Ryan and Milton Viken. 1230 kc, 250 w. Estimated cost of construction \$5,420; first-year operating cost \$25,200; revenue \$31,700. Principals: Peter Ryan (50%) and Milton Viken (50%). Mr. Ryan and Mr. Viken are co-owners of KNNN Cottage Grove and KRKT Albany, both Oregon. Ann. April 22.

Existing AM stations

NEW CALL LETTERS ASSIGNED

Guy Christian, Sante Fe. N. M., assigned KAFE.

New FM stations

ACTIONS BY FCC

Tallahassee, Fla.—WMEN Inc. Granted CP for new FM on 94.9 mc, channel 235, 28.57 kw. Ant. height above average terrain 312 ft. P.O. address c/o B. F. J. Timm, Floridan Hotel, Tallahassee. Estimated construction cost \$10,625; first-year operating cost \$10,000; revenue \$12,000. Applicant is licensee of WMEN Tallahassee. Action April 20.

Corbin, Ky.—James Calvin Vernon. Granted CP for new FM on 99.3 mc, channel 257A, 3 kw. Ant. height above average terrain 82 ft. P.O. address c/o WYGO Radio, 311 South Main Street, Corbin. Estimated construction cost \$6,204; first-year operating cost \$24,000; revenue \$36,000. Mr. Corbin owns WYGO Corbin. Action April 21.

Lexington, Ky.—WLEX-TV Inc. Granted CP for new FM on 98.1 mc, channel 251, 50 kw. Ant. height above average terrain 350 ft. P.O. address: Russel Cave Road, Box 1457, Lexington. Estimated construction cost \$82,847; first-year operating cost \$25,000; revenue \$35,000. Principals: J. D. Gay Jr. (41.96%), H. Guthrie Bell (37.43%), William B. Gess (5.62%), Thomas B. Satterwhite (3.49%), John G. Atchison Jr. (0.03%). WLEX-TV Inc. is 99.68% stockholder of Capitol Broadcasting Co. (WCOV-AM-TV), Montgomery, Ala. Action April 20.

Baton Rouge, La.—Sound Dimensions Inc. Granted CP for new FM on 103.3 mc, channel 264, 10 kw. Ant. height above average terrain 410 ft. P.O. address 232 Lafayette Street, Baton Rouge. Estimated construction cost \$62,357; first-year operating cost \$66,276; revenue \$87,000. Principals: Charles K. Winstanley (33 1/3%), Leonard E. Benson (10%), Donald G. Welsh (33 1/3%) and Albert M. Bankston (23 1/3%). Messrs. Winstanley and Benson are program director and chief engineer, respectively, at WJBO-AM-FM Baton Rouge. Messrs. Welsh and Bankston have nonbroadcast interests in Baton Rouge. Action April 20.

Moberly, Mo.—Jerrill A. Shepherd. Granted CP for new FM on 104.7 mc, channel 284, 50 kw. Ant. height above average terrain 482 ft. P.O. address Box 309, Moberly. Estimated construction cost \$61,313; first-year operating cost \$50,000; revenue \$50,000. Mr. Shepherd is sole owner of KWIX Moberly, 99% owner of KHMO Hannibal, Mo. and 30% owner of Kwik-Kold Inc., chemical cooling agent manufacturer and distributor. Action April 20.

San Antonio, Tex.—Trigg-Vaughn Stations Inc. Granted CP for new FM on 104.7 mc, channel 283, 81.0 kw. Ant. height above average terrain 450 ft. P.O. address 535 S. Main, Suite 301, San Antonio. Estimated construction cost \$34,757; first-year operating cost \$24,000; revenue \$24,000. Principals: Jack C. Vaughn (30.62%), Cecil L. Trigg (20.27%), David G. Scribner (.05%), and others. Trigg-Vaughn Stations is owner of KOSA-AM-TV Odessa, KR0D-AM-TV El Paso, KITE Terrell Hills (San Antonio), all

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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Texas: KRNO San Bernardino, Calif., and KHOW Denver. Action April 20.

#### APPLICATIONS

Tracy, Calif.—Tracy Stereophonic Radio, 100.9 mc, channel 265, ERP 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Augustin Soto, 7 W. Gold Run Place, Stockton, Calif. 95207. Estimated cost of construction \$32,917; first-year operating cost \$18,000; revenue \$20,000. Principals: Augustin Soto and TCU Investment Co. (each 50%). Mr. Soto is employed by KCBR Lodi, Calif. Principals in TCU Investment Co. are Wilford Cannon, Edward T. Uyesugi and Kenji Takeuchi. Ann. April 25.

Greeley, Colo.—Colorado State College, 88.1 mc, channel 261, TPO: 10 w. P.O. address: Mr. Frank R. Jamison, Colorado State College, Greeley 80631. Estimated cost of construction \$17,000; first-year operating cost \$8,178; revenue not listed. Principals: Executive Officers and Judicial Board of Associated Students of Colorado State College. Ann. March 15.

WNO West Palm Beach, Fla.—104.5 mc, channel 283, ERP 71.0 kw. Ant. height above average terrain 536.5 ft. P.O. address: c/o Mr. George H. Buck Jr., Box 189, West Palm Beach 33402. Estimated cost of construction \$117,323; first-year operating cost \$8,800; revenue \$7,000. Principals: George H. Buck Jr. (60.89%), George H. Buck Sr. (20.09%), Sydney K. Russell (14.02%) and Joseph A. Beisler (5%). George H. Buck Sr. is president of water company. George H. Buck Jr. is partner in WNJO West Palm Beach. Sydney Russell is writer. Joseph A. Beisler is investor. Ann. April 25.

Griffin, Ga.—Robert P. Shapard Jr., 92.1 mc, channel 221, ERP 3 kw. Ant. height above average terrain 225 ft. P.O. address: 765 E. College Street, Griffin 30233. Estimated cost of construction \$18,783; first-year operating cost \$6,263; revenue \$4,000. Mr. Shapard is president of textile manufacturing company. Ann. April 25.

\*Kankakee, Ill.—Olivet Nazarene College, 88.3 mc, channel 202, TPO: 10 w. P.O. address: Dr. Harold W. Reed, Kankakee 80901. Estimated cost of construction \$4,800; first-year operating cost \$500; revenue \$5,000. Principals: Olivet Nazarene College Board of Trustees. Ann. April 15.

Wilmington, N. C.—Dunlea Broadcasting Industries Inc., 100.9 mc, channel 265, ERP 2.16. Ant. height above average terrain 343 ft. P.O. address: c/o Robert Hurley, Box 1889, Wilmington 28402. Estimated cost of construction \$4,565; first-year operating cost \$3,000; revenue \$4,000. Principals: R. A. Dunlea (50%), Richard A. Dunlea Jr. (25%) and others. Richard A. Dunlea is partner in realty company. Richard A. Dunlea Jr. is partner in same. Ann. April 25.

\*Laramie, Wyo.—University of Wyoming, 91.5 mc, channel 218, TPO: 10 w. Ant. height above average terrain 126 ft. P.O. address: Dr. John T. Fey, Box 3434, University Station, Laramie 82070. Estimated cost of construction \$2,226; first-year operating cost \$5,000; revenue \$5,000. Principal: University of Wyoming Board of Trustees. Ann. March 15.

#### Existing FM stations

##### NEW CALL LETTERS ASSIGNED

Dr. Ralph M. Sheppard, Scottsboro, Ala., assigned WPJC-FM.

\*Wisconsin State University, Oshkosh, Wis., assigned WRST-FM.

Golden Valley F. M. Inc., Idaho Falls, Idaho, assigned KGVN-FM.

Malrite, Inc.—Rochester, N. Y., assigned WNYR-FM.

WLBB-FM Faulker Radio Inc., Carrollton, Ga., assigned WBTR-FM.

#### Ownership changes

##### ACTIONS BY FCC

KBVM Lancaster, Calif.—Granted assignment of license from Tri-County Broadcasters Inc. to KBVM Inc. Principals: Roland A. Mayotte, John Calley (each 20%), D. Dean Roper, Louis L. Goldman, Claude A. Akins, Lee Marvin, Meyer Mishkin, Raymond T. Smartis (each 10%). Mr. Mayotte is assistant to president of Filmways Inc., Hollywood. Mr. Calley is exec.-VP of Filmways. Mr. Roper is VP, director and 10% stockholder of KBVM Lancaster, Calif. Mr. Goldman is Beverly Hills law partner. Messrs. Akins and Marvin are actors. Mr. Marvin is also 100% stockholder of Latimer Pictures Inc. Beverly Hills. Mr. Mishkin is sole owner of Los Angeles actor's agency. Mr. Smartis is employe of Filmways. Consideration \$125,000. Action April 28.

WBIK Jacksonville Beach, Fla.—Granted assignment of license from Andrew B. Let-

son to Twin-Ten Radio Inc. Twin-Ten is owned by Fred Butler (50%), James O. and Lillian L. Atkins (each 25%), Fred Butler is attorney and Mr. Atkins is general manager WBIK. Consideration \$250,000. Action April 19.

KICA Clovis, N. M.—Granted assignment of license from Marshall Enterprises Inc. to Clovis Broadcasters Inc., owned by Wayne Wallace (81%), Clint Formby (18%) and Margaret Wallace (1%). Mr. Wallace is Cadillac-Oldsmobile dealer. Mr. Formby owns 50% interest in KPAN Hereford and KLVTV Levelland, 51% interest in KACT Andrews, all Texas. Consideration \$172,000. Action April 20.

WCNR Bloomsburg, Pa.—Granted assignment of license from Columbia Montour Broadcasting Corp. to Columbia Montour Broadcasting Inc. Principals: C. E. Darlington (60%) and Jancie Darlington (40%). Mr. Darlington is station manager. Jancie Darlington is housewife. Consideration \$110,000. Action April 27.

#### APPLICATIONS

KEED-FM Springfield-Eugene, Ore.—Seeks assignment of license from Radio Wonderful Willamette Inc. to McKenzie Broadcasting Co. owned by ten stockholders the largest being John W. Paulson and R. John Schaecher Jr. Mr. Paulson is real estate salesman. Mr. J. Schaecher Jr. is manager of KEED-FM. Consideration \$200,000. Ann. April 26.

#### Hearing cases

##### INITIAL DECISION

Hearing examiner Herbert Sharfman issued second supplemental initial decision looking toward denying application of Southern Radio and Television Co. for new AM to operate on 1440 kc, 5 kw-LS, 1 kw-N, in Lehigh Acres, Fla. Examiner found that applicant did not meet burden of proof as defined by review board's questions on real party in interest issue. Action April 22.

Hearing examiner Charles J. Frederick issued initial decision looking toward granting application of Charlottesville Broadcasting Corp. to change facilities of WINA Charlottesville, Va., from 1400 kc, 250 w-N, 1 kw-LS, to 1070 kc, 5 kw. DA-N, U. Action April 27.

Hearing examiner Thomas H. Donohue issued initial decision looking toward (1) granting application of Campbell and Sheftall for new FM in Clarksville, Tenn., to operate on channel 300 (107.9 mc), ERP 28.5 kw, ant. height 159 ft., and (2) denying application of Fort Campbell Broadcasting Co. for new station in Fort Campbell, Ky., to operate on the same frequency with ERP 38.9 kw, ant. height 156 ft. Action April 26.

Commission gives notice that March 1 initial decision which looked toward granting the application of The Superior Broadcasting Corp. for new UHF TV to operate on channel 61 in Cleveland, became effective April 20 pursuant to sect. 1.276 of rules. Action April 21.

##### FINAL ACTION

By order commission directed Courier Cable Co. Inc. to refrain from any further extension of its cable lines to its CATV system in Buffalo, N. Y., until further order of commission. Company was also directed to, within one week of receipt of order, submit map of city of Buffalo delineating those areas and streets where cable lines have been wired and those areas and streets where subscribers connections have been made thereto, indicating status of wiring and connections as of Feb. 15 and as of date of this order. Action April 27.

Review board by memorandum opinion and order in proceeding on applications of The Corinth Broadcasting Co. Inc. and The Progressive Broadcasting Co. for new FM's to operate on channel 232, in Corinth, Miss., granted petition by latter to add program duplication issue as to Corinth. Action April 25.

Review board by memorandum opinion and order in proceeding on revocation of license of Tinker Inc. for its AM WEKY Richmond, Ky., granted appeal by Broadcast Bureau and reversed examiner's ruling of March 28 which directed prehearing exchange of (1) nonstipulated exhibit material and (2) list of witnesses. Action April 25.

Review board in Lebanon, Pa.—Catonsville, Md., AM consolidated proceeding in Docs. 15835 et al., granted request by Radio Catonsville Inc., Catonsville Broadcasting Co. and Commercial Radio Institute Inc. to extend time to April 22 to file reply to

opposition by Broadcasting Bureau to their joint petition for approval of agreement and dismissal of application. Member Nelson abstained from voting Action April 25.

By memorandum opinion and order commission accepted for filing application by New York University to operate noncommercial educational FM on channel 206 (89.1 mc) now reserved for United Nations. In so doing, it invited like applications from other interested parties, subject to their willingness to accept same arrangements as agreed upon between UN and university and conditioned to no 1 mv/m interference to other FM. Action April 27.

By memorandum opinion and order, commission designated for consolidated hearing applications of Northwest Broadcasters Inc. for renewal of license of KBVU Bellevue, Wash., and for assignment of license of that station to Sunshine Broadcasting Co. and Bellevue Broadcasters to change operation of KFKF Bellevue, from 1330 kc, 5 kw, D, to 1540 kc, 1 kw, DA-1, U; dismissed as moot petitions by Chem-Air Inc. King Broadcasting Co. and KIRO Inc. all Seattle, against assignment application and denied Chem-Air's petition against renewal application. Action April 27.

By order commission granted request by Radio Thirteen-Eighty Inc. interim grantee to operate AM on facilities of station KWK vacated by KWK Radio Inc., in St. Louis for extension of special temporary authorization to June 30 to operate with power of 5 kw day and 250 w night, non-DA. Action April 27.

Commission granted Teleprompter Corporation an experimental microwave station in New York to explore feasibility of using radio transmissions on frequencies in 18,000 mc range as substitute for cable in trunk-line circuits of CATV systems, for delivery of TV and FM broadcast signals to multiple distribution points. Action April 27.

Commission adopted an updated public notice on "Use of Broadcast Facilities by Candidates for Public Office" which, besides containing most of Oct. 9, 1962 issue on that subject and July 31, 1964 supplement, contains subsequent interpretive rulings. Rulings are numbered consecutively within each subdivision to allow insertion of future rulings without renumbering of extant rulings.

Popularly referred to as FCC's "Political Broadcasting Primer", new edition will be published in early edition of Federal Register, from which reprints will be made for commission distribution.

Until these prints are received commission will be unable to furnish copies but reference text can be inspected at FCC office of reports and information, room 7230.

By report and order, commission made following changes in FM table of assignments based upon proposed rulemaking and comments in Doc 16409: Deleted channel 274 from Logan, W. Va., and substituted that channel in lieu of 290 in Charleston, and added latter channel to Oak Hill. At same time, it modified license of Chemical City Broadcasting Co. to specify operation to WTIO (FM) on channel 274 instead of 290 in Charleston; conditions. Change in Charleston channel was requested by Reeves Broadcasting Corp., licensee of station WHTN-TV Huntington to eliminate second harmonic interference caused by present operation of WTIO in Charleston, which agreed to shift. Commissioners Bartley and Cox dissented. Action April 27.

##### OTHER ACTIONS

By notice of proposed rulemaking commission invited comments to proposal by Oris Gowen and five others to add commercial UHF TV Channel 16 to Somerset, Ky., which now has only noncommercial educational channel assignment. Petitioners stated intention to apply if channel is provided to that city. Action April 27.

##### DESIGNATED FOR HEARING

Review board in proceeding on applications of Twin-State Radio Inc. and Richland Broadcasting Co. for new AM's in Natchez, Miss., and Delhi, La., respectively, granted motion by Richland to extend time to April 27 to file reply to comments of Broadcast Bureau to joint request for approval of agreement.

By separate actions in proceeding on applications of Gordon Sherman and Omicron Television Corp. for new TV's to operate on channel 35 in Orlando, Fla., granted petitions by broadcast bureau to extend time to May 10 to file responsive pleadings



## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 28

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	4,044	23	74	74	380
FM	1,449	50	207	207	221
TV-UHF	471	22	20	20	233*
TV-UHF	90	29	77	77	.....

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, April 28

	VHF	UHF	Total
Commercial	515*	194	709
Noncommercial	69	67	136

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31, 1966

	AM	FM	TV
Licensed (all on air)	4,041	1,437	561
CP's on air (new stations)	19	42	49
CP's not on air (new stations)	78	209	99
Total authorized stations	4,138	1,688	709
Applications for new stations (not in hearing)	294	176	164
Applications for new stations (in hearing)	67	39	65
Total applications for new stations	361	215	229
Applications for major changes (not in hearing)	202	52	39
Applications for major changes (in hearing)	37	1	6
Total applications for major changes	239	53	45
Licenses deleted	2	1	0
CP's deleted	1	1	2

\* Breakdown on UHF and VHF applications not available.

\* Includes three noncommercial stations operating on commercial channels.

to applicants' petitions to enlarge issues. Member Nelson abstained from voting. Action April 27.

■ Review board scheduled oral argument for May 25 in proceeding on application of The Prattville Broadcasting Co. for new AM station in Prattville, Ala. Action April 21.

### Routine roundup

#### ACTION ON MOTION

By order in Rochester, N. Y., TV channel 13 proceeding, commission (1) set aside its memorandum opinion and order of May 13, 1965 reopening record and remanding proceeding to hearing examiner, and dismissed as moot requests for stay or reconsideration of that action; (2) affirmed nunc pro tunc Nov. 3 and 4, 1965 actions of examiner granting corrective amendments to applications of Star Television Inc. and Genesee Valley Television Inc.; (3) dismissed as moot petitions by Community Broadcasting Inc., Flower City Television Corp., Heritage Radio and Television Broadcasting Co., Main Broadcast Inc., The Federal Broadcasting System Inc. and Citizens Television Corp. to amend their applications with respect to programing proposals; and (4) directed examiner to certify to commission petition by Rochester Telecasters Inc. to accept its amendment for fulltime operation and all related pleadings in this proceeding. Commissioners Cox and Wadsworth not participating. Action April 20.

By order, commission granted in part request by Melody Music Inc. for reconsideration of April 13 action denying extension of time within which to file application for assignment of license of station WGMA Hollywood, Fla., pursuant to terms of commission's decision of March 9 in granting short-term renewal of license of WGMA for period of one year; extended time until June 1 for filing of such application. Commissioner Bartley dissented; Commissioner Cox not participating. Action April 20.

■ Broadcast Bureau, notice is hereby given, pursuant to Sect. 1.571(c) of commission's rules, that on June 1, 1966 stan-

dard broadcast applications listed in attached appendix will be considered as ready and available for processing. Pursuant to section 1.227(b)(1) and section 1.591(b) of commission's rules, application, in order to be considered with any application appearing on attached list or with any other application on file by close of business on May 31, 1966 which involves conflict necessitating a hearing with application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, D. C., by whichever date is earlier: (a) close of business on May 31, 1966 or (b) earlier effective cut-off date which listed application or by any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

The attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sect 309(d)(1) of Communications Act of 1934, as amended, is directed to Sect 1.580(i) of commission's rules for provisions governing time of filing and other requirements relating to such pleadings.

#### By the Office of Opinions and Review

■ Granted request by Spanish International Broadcasting Co. to extend time to May 6 to file reply to oppositions to its petition for reconsideration in proceeding on application of International Panorama TV Inc. for new TV to operate on channel 40 in Fontana, Calif. Action April 19.

#### By Chief Hearing Examiner James D. Cunningham

■ Granted petition by McLendon Pacific Corp. to extend time from April 25 to May 9 to file reply findings and conclusions in matter of forfeiture liability for its KABL Oakland, Calif. Action April 22.

■ Designated examiner Herbert Sharfman to preside at hearings in proceeding on AM applications of KWHK Broadcasting Co. Inc., Hutchinson KAKE-TV and Radio Inc., Wichita, both Kansas, and Columbia Broadcasting System Inc., Philadelphia; scheduled prehearing conference for May 19 and hearing for June 15. Action April 19.

■ Designated examiner Basil P. Cooper

to preside at hearings in proceeding on applications of City Index Corp. and Tele/Mac of Jackson for new TV's to operate on channel 16 in Jackson, Miss.; scheduled prehearing conference for May 18 and hearing for June 13. Action April 19.

■ Denied petition by Buckeye Cablevision Inc. to continue hearing from April 28 to May 31, and for certification to commission question of continuance, in proceeding on order to Buckeye to show cause why it should not be ordered to cease and desist from further operation of CATV system in Toledo, Ohio, in violation of Sect. 74.1107 of rules. Action April 19.

#### By Hearing Examiner Basil P. Cooper

■ In proceeding on AM applications of Sawnee Broadcasting Co., Cumming, and Hall County Broadcasting Co., Gainesville, Ga., pursuant to agreement reached at conclusion of evidentiary hearing on April 11, received in evidence WSNE exhibit No. 5 and closed record; and directed that proposed findings be filed by May 20, and replies by June 3. Action April 26.

■ In proceeding on applications of Ultra-vision Broadcasting Co. and WEBR Inc. for new TV's to operate on channel 29 in Buffalo, N. Y., granted petition by Ultravision for leave to amend its financial showing by adding letter wherein Robert J. Stransky agrees to loan applicant up to \$100,000 should it receive permit to construct proposed station. Action April 21.

■ In proceeding on applications of Theodore Granik, All American Television Features Inc., T.C.A. Broadcasting Inc. and Colonial Television Corp. for new TV's to operate on channel 50 in Washington, granted petition by Colonial for leave to dismiss its application, but dismissed application with prejudice. Action April 19.

#### By Hearing Examiner Thomas H. Donahue

■ Granted motion by Television San Francisco to correct in various respects transcript in proceeding on its application and that of Jall Broadcasting Co. for new TV's to operate on channel 26 in San Francisco. Action April 19.

■ Granted petition by Northern Indiana Broadcasters Inc. to extend time to April 27 to file oppositions to petitions by South Bend Tribune for enlargement of intervention and by Michiana Telecasting Corp. to intervene in proceeding on Northern's application for new AM in Mishawaka, Ind. Action April 18.

#### By Hearing Examiner Millard F. French

■ In proceeding on applications of State Gazette Broadcasting Co. and McQueen & Co. Inc. for new FM's in Dyersburg, Tenn., granted motion by McQueen for leave to amend its application to correct percentage figures shown at section IV, paragraph 4(b) of its application and supply map of its proposed 3.16 mv/m contour. Action April 19.

■ Formalized by order agreements and rulings made at prehearing conference of April 14 in proceeding on applications of State Gazette Broadcasting Co. and McQueen and Co. for new FM's in Dyersburg, Tenn., scheduled certain procedural dates and continued hearing from May 11 to June 13. Action April 15.

#### By Hearing Examiner Charles J. Frederick

■ In matter of ITT World Communications Inc. proposed revisions of its tariff establishing rates and regulations for TIME-TRAN service, granted its petition to extend time from April 18 to May 9 to file supplemental direct testimony, and continued hearing from April 26 to May 17. Action April 26.

#### By Hearing Examiner

Walther W. Guenther

■ In Rochester, N. Y., TV channel 13 proceeding in Docs 14394 et al., certified to commission, petition by Rochester Telecasters Inc. to accept its amendment for full time operation and all related pleadings, together with record of proceeding. Action April 22.

■ Granted request by Hi-Desert Broadcasting Corp., Twenty-Nine Palms, Calif., and scheduled further hearing conference for April 22 in proceeding on its AM application and that of Emerald Broadcasting Corp., Eugene, Ore. Action April 21.

■ On examiner's own motion, continued further prehearing conference from April 25 to May 26 in proceeding on applications of Brown Broadcasting Co. Inc. and Dixie Broadcasting Corp. for new AM's in Jacksonville and Aurora, N. C., respectively. Action April 20.

■ In proceeding on applications of Emer-

(Continued on page 83)

# CLASSIFIED ADVERTISEMENTS

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## RADIO

### Help Wanted—Management

Experienced RAB sales manager or extremely successful promotional manager to train and direct sales force of five. Excellent salary, over-rides, bonuses, expenses, club membership. Ideal climate. California station. Box D-131, BROADCASTING.

Mississippi top market needs proven manager. Sales emphasis. Box E-36, BROADCASTING.

Immediate opening for manager at northern Ohio FM station. Must know local and small market operations. Excellent opportunity for ambitious, young man. Send complete resume and salary requirements. Box E-61, BROADCASTING.

Station manager wanted for new AM station. Need experienced man who is looking for station to build. Must be strong on sales or engineering. Salary open. Send resume to R. K. Smith, Tilton Publications, Inc., Rochelle, Ill.

### Sales

Sales manager, California daytimer, excelling in sales, station promotions, community predisposed. Excellent salary, incentives, bonuses. Box C-295, BROADCASTING.

New England market of 150,000. Commercially successful station offers excellent income to small market sales pro. Good base of active accounts to get you started. Good draw against 15%. Full resume to Box D-194, BROADCASTING.

Salesman wanted: Top station—top market—rich growing area. New England FM (stereo). Room to grow and move into management. Prefer a man with experience, ambition and willing to work. Salary plus commission. Send qualifications and resume to Sales. WBMI-FM, Station A. Meriden, Conn.

Looking for a group organization that fills all management and ownership positions from within? Growth necessitates two more salesmen. Both will have good base to build from. Send resume and picture to Chuck Mefford, WITL, Lansing, Michigan.

Regional salesman? Aggressive professional radio salesman for WSBA, #1 station in Harrisburg-York-Lancaster . . . Cover accounts from Pittsburgh to Philadelphia, Baltimore and Washington. Salary plus commission, exceptional "fringe" benefits. Write selling letter, including resume and recent photo, to: Jack Herr, WSBA, York, Pa.

WTIM, Taylorville, Illinois is in need of experienced salesman. This vacancy is created due to station expansion and offers excellent opportunities for individual to move into already created top sales position. Guarantee plus commissions.

Wanted—Sales manager. Good incentive pay and working conditions. State qualifications and experience. Radio station WTNS Coshocton, Ohio.

### Announcers

Announcer—1st phone for all-nite show at Maryland's high power AM-FM reaching Baltimore & Washington, D. C. markets. Middle of the road format, network affiliate, excellent opportunity with progressive station. Salary open. Rush tape, resume, photo and salary requirements to Box D-150, BROADCASTING.

A good midwestern announcer wanted by high quality Missouri station. Salary up to \$150.00 weekly. Send resume and tape to Box D-193, BROADCASTING.

### Announcers—(cont'd)

Announcer—1st phone, good progressive medium midwest market. Non-frantic top 40. Good salary, sports or sales available. Send resume & tape to Box D-318, BROADCASTING.

New Jersey independent seeks aggressive young announcer for day shift . . . 3rd phone required. Box D-333, BROADCASTING.

Ohio daytimer needs announcer with 3rd ticket. \$80 for 40 hours. Box D-335, BROADCASTING.

Announcer or announcer-copywriter for excellent small market radio station. Good pay, working conditions. Will consider trained beginner. Send tape and resume. Box E-7, BROADCASTING.

Immediate opening for announcer—1st phone. Also announcer-salesman. Mid-Michigan daytimer in good market. Tape and resume. Box E-10, BROADCASTING.

Eastern Pennsylvania. Ideal living conditions. Bright, happy-sounding morning man with ability to deliver news with a minimum of errors. Should be able to write and rewrite news as well. 3rd endorsed required. Permanent staff position, periodic increases. Fringe benefits, growing, respected company. Send tape, resume and salary requirements to Box E-11, BROADCASTING.

Wanted: Announcer with 3rd class for 1000 watts MOR operation in eastern West Virginia. Salary commensurate with ability. Box E-12, BROADCASTING.

Sports director for Michigan group-owned FM station, with potential opportunities in TV. Includes college and high school play-by-play, and work in hunting-fishing-outdoor recreation field as well as team sports. Send resume, tape, photo to Box E-18, BROADCASTING.

Announcer, experienced with 3rd ticket. Join a successful, well established operation. We are number one in our market in every survey. The pay is right. Pleasant working conditions and security. East coast. Box E-49, BROADCASTING.

Immediate opening—experienced staff announcer for top eastern seaboard CBS outlet. Night show and board work. Excellent working conditions. Good benefits, large company. Send tape, and resume to Box E-56, BROADCASTING.

Wanted—Complete staff for midwest, Negro programed station. Manager, P.D., Newsmen anchors. Good salaries. Be perfect, no record, no drifters. Send resume, reference, salary requirements with pix, tapes, etc. Box E-57, BROADCASTING.

Top 40 djs with 1st phone. One of 5 most powerful in state. Send tape, resume, photo airmail 1st letter. Box E-59, BROADCASTING.

First class ticket for metropolitan. Must be experienced, bright. Cheerful. Box E-71, BROADCASTING.

Southwest. Experienced. Adult, authoritative voice. Excellent opportunity. Box E-72, BROADCASTING.

Expanding, top-rated good pop music-news station near NYC offers permanent positions starting salary to \$150 week. UHF-TV plans. Work in modern studios under direction veteran broadcasters. Must be sober, reliable, versatile, hard worker. Third endorsed ticket, top references, Car required. No floaters, boozers, prima donnas, rockers, top forty clowns of format screamers. Have quality sound? Seek quality operation? Send tape, resume today. Tapes returned and all inquiries answered. Box E-76, BROADCASTING.

### Announcers—(Cont'd)

Unlimited opportunity. \$650 start to right adult airman who wants responsibility. Need first phone. Send tapes and resume to KOMA, P.O. Box 7565, Tulsa, Oklahoma, c/o C. P. Crossno, 918-RI7-8683.

Immediate opening, morning man with 1st phone. Middle of road—No engineering. Send tape and resume to WAGM, Box 749, Presque Isle, Maine.

Morning man needed at once . . . Send tape and resume to WCEF, Parkersburg, West Virginia, P.O. Box 228.

Announcer: Minimum one year's experience. Immediate opening news or music. Send resume, picture, and taped commercials, news and deejay show with first letter. Bob Gribben, WDBQ, Debuque, Iowa.

Opening for morning man, capable of news, sports and announcing. Permanent position. Send tape and resume, WDDY Gloucester, Virginia.

Only experienced top forty jock needed immediately for number 1 station . . . Afternoon shift. Rush tape and resume. Hugh Johnson, WDUZ Green Bay, Wisconsin.

Suburban Chicago, combo, 1st-class preferred but will consider 3rd class and financing arrangements for 1st-class in Chicago school. Permanent. Send tape and background details, WEAW Evanston, Illinois.

Immediate opening for announcer with third class ticket with broadcast endorsement. Phone WGOH Grayson, Ky, 806-474-5144.

Immediate opening for announcer-engineer, 5 kilowatt. Phone WGOH, 806-474-5144.

Announcer: First ticket chief: \$550 start. Country WGVM Greenville, Mississippi.

Personality with creativity, bright, happy pace, to anchor the on-air staff of the dominant station in a four-station mid-Minnesota market. We're a local news and public affairs oriented Mutual affiliate with modified pop policy. We want a pro who can woo and win the housewife, a man we can depend on for ideas, production, longevity and stability. Send tape and resume to Andy Higer, WJON St. Cloud. Applicants will be thoroughly checked. Opening June 1st.

1st ticketed, adult top 40 personality needed immediately for all night show. Starting salary \$90 a week. Send tape, photo & resume to Gary Palant, WKAZ, P. O. Box 871, Charleston, W. Va.

Immediate opening for combo-man capable of running tight board with first phone in the nations 19th largest market. For interview contact WKER (201) 839-2400.

Combination engineer-announcer wanted; emphasis engineering; good hours, salary open. Radio Station WLTC, Gastonia, N. C.

Announcer for eastern Pennsylvania daytimer. Prefer experienced, bright sound for music & news operation. Send tape & resume at once: General Manager, WMBT Shenandoah.

WQTE is now accepting applications for summer replacement personnel. All applicants should have a 1st class FCC license and be capable of announcing. Send resume and tape on first reply to Irv Laing, WQTE Whittier Hotel, 415 Burns Drive, Detroit, Michigan 48214.

Adding to staff. WRKH, Rockwood, Tennessee needs all-around announcer. Salary \$70 to \$90 week. Personal interview required.



## Announcers—(Cont'd)

Leading station in southeast has opening for mature night man to take over "They're Playing Our Song." Some TV if qualified. WSAV Savannah, Georgia.

WSER, Mikton, Md., needs announcer with first phone license. Call Manager person to person 301-398-3883.

Two radio-television announcers wanted: Send resume, salary requirement and picture with 1st letter. Personal interview required. All tapes will be returned. Joe Rada, WTAP, Parkersburg, W. Va.

Announcer wanted: First phone announcer. No engineering. Will consider beginner. \$70.00 weekly for 40 hours. 803-563-4371.

## Technical

SE Pa. AM seeks competent first class engineer. Clean, successful operation with growth opportunity. Liberal benefits, good salary. Box D-159, BROADCASTING.

Wisconsin, quality minded station is seeking a qualified combo-engineer for established 1kw non-directional operation. Arrangement can be worked out for combo-copy or combo-announcing, not to exceed 18 hours weekly for combo duties. Secure position and work directly with owner. Write Box D-280, BROADCASTING.

Opening expected soon for first phone in Ohio. Transmitter shift and some maintenance. Experience helpful. Box D-296, BROADCASTING.

Up to \$6500 for chief engineer/announcer. Good at both. Iowa. Box D-329, BROADCASTING.

Southeastern AM has opportunity for reliable engineer with directional and maintenance experience. Excellent working conditions. New equipment. No announcing required. If interested please send qualifications and salary requirements to Box E-15, BROADCASTING.

Chief engineer to handle major market studio and transmitter. Opportunity to grow into chain supervisory opportunity. Send resume and photo to Box E-60, BROADCASTING.

Immediate opening—chief engineer with experience. 5000 watt non-directional regional station, up-to-date equipment, fringe benefits. Call or Write WSA-AM-FM, Box 97, Havre De Grace, Maryland. 301-030-0800.

Northeastern Ohio AM-FM directional station needs first class engineer—must be strong on maintenance. Phone or write Chief Engineer at WCUE Radio, Inc., Akron, Ohio.

WINZ, Miami, Florida has opening for 50kw transmitter engineer.

Broadcast Technicians—We have several regular full time and temporary vacation relief openings for experienced radio or television transmitter operators and studio engineers. Excellent pay and fringe benefits. First class ticket required and some prior experience preferred. Send complete confidential resume, including statement as to whether or not you will consider temporary employment to J. P. O'Hagan, Personnel Office, WLW & WLW-T, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer.

Wanted: 1st phone engineer . . . knowledge of AM & FM engineering from A to Z and studio maintenance. Call or write . . . WMOP Ocala, Florida . . . 822-4118 . . . Vernon Arnette.

The chief engineer at WRAP, Norfolk, Virginia, is retiring under a company retirement plan in July 1968. Require experienced, capable engineer as replacement. Write or call G. R. Chambers, Director of Engineering, Rollins, Inc., Wilmington, Delaware, 302-OL8-7127.

Chief engineer, excellent opportunity to work and grow with mid-Michigan outstanding good music station. AM-730 kc, FM stereo too. Finest equipment in area, needs fine chief. Excellent salary, write today. WVIC Radio, East Lansing, Michigan.

## Technical—(Cont'd)

Chief engineer for 50 kw full time remote controlled directional. Full time maintenance with no announcing. Combined AM-TV operation with future FM. Contact E. M. Tink, Vice President of Engineering, Black Hawk Broadcasting Company, Waterloo, Iowa.

Wanted—alive broadcast engineer capable of chief responsibilities FM & AM in ideal community—university, industry, and recreational facilities. Write: Box 62, Bloomington, Indiana.

Immediate opening for engineer, 5 kilowatt. Phone 606-474-5144.

## NEWS

Minnesota: Exciting station. Good market . . . needs play-by-play and news combination . . . send tape and resume. Box D-307, BROADCASTING.

Assistant news director for radio section of award-winning radio-TV news operation. Medium sized northeast market. Good voice and brisk delivery a must. Tape, resume, news copy to Box E-54, BROADCASTING.

Opportunity combination news, production and announcing. Send details: KFRO, Longview, Texas.

Immediate opening for experienced newsman to be assistant news director AM 5000-watt daytime and nighttime news director for FM facility, plus doing two daily sport shows. Can earn some added income in talent fees for football, etc. Must work six days a week. Starting salary \$110-\$125 per week based on experience. Reading ability important. 3-week vacation, generous hospital and health plan plus paid life insurance. Apply Harry M. Thayer, WGHQ, Kingston, New York.

News Director—To head-up a 2-man news staff on a quality top 40 station. Must be experienced and able to pack 10 to 12 stories, with actualities, in a five-minute newscast. Good opportunity for qualified man. \$115 to start with plenty of room for advancement. Contact Program Director, WKFR Battle Creek, Michigan.

Immediate opening for a qualified News Director. Station is No. 1 rated in 3 station market. Want man capable of gathering, writing & delivering local news. Better than average salary. Send complete resume, photo & history to Jim McDonald, Manager, WKNY, Kingston, New York.

Due to expansion, Illinois daytimer seeking news director to gather, write and air local news. Good starting salary with opportunity for advancement. Send tape and resume to WTIM Taylorville, Illinois.

News director for established News department at Wisconsin station. Gather, write and deliver. Full facilities to work with, including UPI audio. Excellent opportunity. Call manager, Code 715 832-1629.

Fine new opportunity in New York City for newsman/announcer with ability to re-write and edit news. Full and part time work. Must be resident of metropolitan New York area and have strong, clear voice. Rush tape to Joe Riley, Suite 1H, 340 East 34th Street, New York.

## Production—Programing, Others

Production manager excelling in both live and produced (selling copy), station promos, contests, merchandising, public relations. California radio community oriented. Box D-130, BROADCASTING.

Wanted: Fast producing revenue promotions, will look at all, but only consider clean and worthy ones. Box D-132, BROADCASTING.

Full-responsibility PD-operations manager for progressive, successful superbly-equipped station, north central metro market. Adult programing. Must be good at detail, professional airwork, know music, commercial production. Family man with college degree or equivalent. Salary \$8,000. Box E-21, BROADCASTING.

## Production—Programing, Others

### Continued

Is creativity dead? 120,000 watt FM stereo facility wants truly outstanding man to take over as program director. Great voice, superb ideas and top references required. Work with fine equipment and congenial, stimulating surroundings. This is an exciting permanent opportunity. Facility owned by well-known Christian service organization genuinely interested in creative radio. Resume and samples of your work to Mr. Butler, KGFM Seattle, Washington 98133.

Copywriter—experienced. Good situation for writer who can produce strong copy. Top salary, fringe benefits. Leading Michigan station. Send background information, photo, and sample copy to WFDF Flint, Michigan.

Copywriter-experienced. Ability to create sales-producing copy for prestige Hartford-market radio station. Salary open. WRCH, Box 910, Hartford, Conn.

California college student corporation seeks public information director, age 24-30. Degree plus experience in sports and general assignment for newspaper or in radio-TV required. Excellent salary, benefits, working conditions. Send resume to Robert Spink, Associated Students, Cal Poly, San Luis Obispo.

## RADIO

### Situations Wanted—Management

General manager—now earning five figures in southern medium-large market. Six years area's leading salesman. Half-million dollar personal background. Previously program director and top announcer. Warm Climate. Box D-304, BROADCASTING.

\$500-week is my price. The station I manage will be No. 1 in six months. If your station is not billing \$25,000 a month in one year, I'll resign. Eight years top metro programing and selling. Box E-19, BROADCASTING.

Successful manager will move to daytime in town with strong competitive age-group swimming, or consider situation other than management. Superior at announcing, talk programs, sales. Box E-23, BROADCASTING.

Station being sold, manager available. Long experience medium-small markets, all aspects. Prefer present mid-Atlantic or upper midwest. Box E-42, BROADCASTING.

General manager/general sales manager television 13 years—proven professional & executive ability. In depth experience all phases. Highest industry references—top 75 market experience. Box E-52, BROADCASTING.

Station manager available. Prefer Indiana consider elsewhere. Box E-85, BROADCASTING.

See "management executive" ad in display section.

### Sales

Experienced salesman-announcer with 3rd. Family man seeking opportunity with progressive station, preferably upper midwest. Box E-67, BROADCASTING.

### Situations Wanted—Announcers

Experienced young Negro dj-announcer available immediately. Box D-120, BROADCASTING.

Professional announcers and advertising agency copy writers will write and produce your spots and other station material, promos and intros. Inexpensive sample tape available. Box D-124, BROADCASTING.

Bright, creative, contemporary air personality and program-production specialist with intelligence, integrity and good track record. Over 8 years experience—including group background. Major market-east preferred. Box D-210, BROADCASTING.

Top jock wants top pop operation. Availability: Immediate. Box D-254, BROADCASTING.

## Announcers—(cont'd)

Will graduate—top ranking radio/television school and be available May 22. Will send tape, picture and resume on request. Box E-1, BROADCASTING.

Roy Star available for employment/Top 40. RSVP Box E-2, BROADCASTING . . . son-ufagun.

Top 40 dj. Bright sound. Third endorsed. Experienced. Box E-3, BROADCASTING.

Country western dj, veteran. Young. Experienced. Smooth delivery. Box E-4, BROADCASTING.

Girl top 40 deejay. News rewriting tops. Experienced. Box E-5, BROADCASTING.

Zap! Pow! Hely radio! Announcer/pd. Family, eight years in formula and good music, including major market. References. Box E-8, BROADCASTING.

Authoritative newscaster, beeper phone & interview experience. Married—Wants to settle. Box E-14, BROADCASTING.

DJ-announcer, newscaster, tight board, any format, aggressive, versatile. Box E-16, BROADCASTING.

Female announcer, 3rd phone, dj, music librarian, 15 years experience in Military Hospital Bedside Networks, Public Information Offices, as traffic manager, Armed Forces Network, wrote continuity for own pop show. Can cover all phases of radio with the exception of repair. A work horse with a world of experience and a love of radio, not a corny, chattery type. Favors C/W music, old pops, dinner music. Prefers Arizona or New Mexico area. Available on 1 August 1966. Box E-17, BROADCASTING.

Sports director in small-medium market seeking advancement in sports in larger market in radio, TV, or both. Strong play-by-play. College graduate, married, veteran, 5 years commercial experience. Box E-22, BROADCASTING.

Beginner, progressive top 40's, production oriented dj, programming and music directorship knowledge, endorsed third, draft exempt. Box E-26, BROADCASTING.

Two man show . . . not camp . . . but champ. Well read. Informed. Locally, internationally. Humerous, tactful, enlightening. Market winners. Sellers too. Contemporary or MOR . . . Interviews, contests, play-by-play. College education. Two years experience. Third phone. Both draft exempt. June 1st. Box E-28, BROADCASTING.

Middle-road announcer, excellent knowledge music, 6 years experience, currently employed, college graduate, veteran. Tight board but non-screamer. Third endorsed. Min. \$110. Box E-31, BROADCASTING.

Negro announcer/newscaster/dj. Recent graduate N.Y.S.A.S. 3rd phone. Prefer news-casting, trained in all phases of broadcasting. Will relocate. Box E-35, BROADCASTING.

Six months experience, some college. third phone, ambitious. Box E-38, BROADCASTING.

First phone announcer wants position with top 40 station in Ohio. Presently employed in Ohio station. Available immediately. Box E-41, BROADCASTING.

Mature, versatile announcer 12 years experience AM-FM-TV. Box E-45, BROADCASTING.

DJ, sales, production, 1½ years experience. Weakest point cold news. Also interested in TV. Experienced in cinematography. Box E-46, BROADCASTING.

Announcer, pro, mature, stable, family, college, excellent salary. Box E-55, BROADCASTING.

Young, sportscaster. Football, basketball, and baseball. Live or re-creation. College graduate, draft exempt. Tape, references available. Box E-69, BROADCASTING.

Experienced announcer, versatile, good voice, bright sound, family man. Will relocate. Box E-74, BROADCASTING.

## Announcers—(cont'd)

Announcing dj; swinging dj; Gospel dj; Family man with experience in broadcasting wants to settle, news-casting, not a floater. The holder of a 3rd class license. Box E-75, BROADCASTING.

Negro. First phone announcer. 5 years experience. Married. Available now. Box E-77, BROADCASTING.

DJ, Newsmen, fast pace, tight board, bass voice. Family man. Available July 1 or August 1. Box E-78, BROADCASTING.

Negro dj, needs 1st break, 3rd class endorsed, ready to travel. Strong voice. Box E-79, BROADCASTING.

Negro dj-announcer. Recent graduate seeking first position, available immediately. 3rd class F.C.C. Permit. Box E-81, BROADCASTING.

Combo-jock—Strong news, experienced. Big sound. Dedicated. Tight clean board. Vet. 3rd endorsed. Willing to work. Any level now! Box E-82, BROADCASTING.

1st phone-announcer-newsman, 7 years experience, married, vet. Box E-86, BROADCASTING.

Experienced combo dj-announcer & newscaster. 3rd ticket. Graduate N.Y. Announcing School. Family man with energy & ability to work with professional staff. Any locale. Benjamin S. Burns, 149 N. Portland Ave., Apt. 4G, Brooklyn, N.Y. 11205, (212) 756-7180.

College student, 3rd phone, 2 years experience seeking summer employment. Art Livesey, 10 Starhaven Avenue, Middletown, N.Y.

Announcer—time salesman. Experienced, good voice, first class license. Jack Logan, 601 Cleveland Avenue, Ashland, Ohio. Phone 324-8262.

Because of reorganization, WFTW has an announcer available immediately. We can provide the finest character reference and recommend him as a reliable, steady and willing employee. He has an interest in production and a fine working knowledge of music and artists. He is recommended as an asset to any station's staff. He would prefer central west coast of Florida, but will consider all. For complete information write or call John Curry, Box 763, Haines City, Florida, Phone area code 813-HA 2-1088.

Need summer replacement? 3rd phone—experienced—will travel—send for tape—Chesser, Macalester College—St. Paul, Minn. 55101.

1st phone. 8 years top 40 or C&W. Hall Ball, 502-442-1678 before 5 PM.

Announcer-newscaster. Limited experience. Completed military service. Washington metropolitan area. Marshall L. Settell, Emerson 2-1844.

## Technical

Chief engineer—experienced—AM/FM—construction—maintenance—directionals—proofs—all powers. Box E-13, BROADCASTING.

5 years experience in radio and TV. Desire maintenance in TV or chief engineer of radio or small TV station. South or midwest preferred. Box E-84, BROADCASTING.

## News

Florida stations: Experienced newsman, now in midwest, wants to trade northern cold for southern comfort. Box E-28, BROADCASTING.

Newsman, college graduate, thoroughly experienced all phases. Radio news. Box E-80, BROADCASTING.

## Production—Programing, Others

Program director for any modern format in Mid-west. College grad with experience—first phone—young—ambitious. Box E-37, BROADCASTING.

Sports director—football-basketball play-by-play, medium-major market, \$175. Box E-70, BROADCASTING.

## Production—Programing, Others

### continued

DJ-announcer . . . plus experience in production & copywriting—young—married—1st phone—military complete—available immediately—will relocate; prefer southwest. Box E-73, BROADCASTING.

Kentucky-Ohio . . . 12 years announcer, program director, copywriter, salesman, manager, first phone. Worth five-figures? Drew 904-229-3511.

## TELEVISION

### Help Wanted

### Management

General Management—California VHF-TV station, medium size market. Applicant should have solid TV background, heavy on local sales. Salary plus incentive plan. Replies confidential. Box E-27, BROADCASTING.

Are you looking for a growth opportunity? Major company needs a CATV pro to take over rapid expansion situation. Sales, promotion, management experience necessary; systems layout, construction and microwave experience highly desirable. Good pay; good opportunity; good future. Write Box E-47, BROADCASTING.

## Announcers

Where are the good, experienced radio announcers seeking to move into TV? We have the perfect opportunity. Send complete details, audio or video tape, and salary expected to Box D-172, BROADCASTING.

Immediate opening for news announcer in growing market. Write George Gonyar, WABI-TV, Bangor, Maine.

## Technical

Immediate requirement for experienced chief engineer—northeast network VHF, small market TV station. Good salary, many benefits. Box A-310, BROADCASTING.

Experienced television technician for large northeast metropolitan station. Excellent salary. Box B-99, BROADCASTING.

Expanding south Florida VHF has opening for experienced studio maintenance engineer. VTR experience required. Some color preferred. Presently have film color, planning to expand to all colors. Box D-265, BROADCASTING.

First class operator for TV studio/transmitter maintenance. Box E-24, BROADCASTING.

Chief engineer for AM/FM/TV station in the east. Box E-25, BROADCASTING.

Studio engineer—Permanent position, top scale. Require good maintenance background. Contact Chief Engineer, WJRT-TV, Flint, Michigan. 313-239-6611 (Collect).

Broadcast technicians—We have several regular full time and temporary vacation relief openings for experienced radio or television transmitter operators and studio engineers. Excellent pay and fringe benefits. First class ticket required and some prior experience preferred. Send complete confidential resume, including statement as to whether or not you will consider temporary employment to J. P. O'Hagan, Personnel Office, WLW & WLW-T, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer.

Immediate openings for television technicians experienced in all phases of studio operations. Color experience helpful. First class radio telephone license required. Send resume to: R. L. Renaud, Chief Engineer, WWJ-TV, Detroit, Michigan 48226.

Immediate: Need chief engineer for UHF operation. Must have knowledge of GE transmitter and VTR operation and maintenance. Send complete resume and salary expected to 2803 Divisadero Street, Fresno, California, or call station manager, 209-268-9784. Inquiries kept confidential.



## HELP WANTED

### Technical—(Cont'd)

Television technician for new communication center on campus of dynamic-expanding mid-western university of 11,000 enrollment. Complete benefit program. Experience in closed-circuit and broadcast engineering. FM and IO TV. Person competent in VTR. First class FCC license required. Maximum age 55. Contact William R. Freed, Personnel Officer, Room 8, Administration Building, Ball State University, Muncie, Indiana.

## NEWS

Midwestern UHF needs mature newsman with ability to write, present, and shoot and edit newfilm. Send audio tape, resume, recent photo and salary requirements with first letter. This is a good opportunity with an expanding, news-oriented station. Box E-20, BROADCASTING.

We are looking for a TV newscaster for the #1 news operation in one of the nation's top markets. He must be an experienced newsman with a distinctive delivery style and dynamic personality. He must be young in appearance with age 30-45 preferred. It is most important that he be an aggressive on-the-street hard news reporter who writes and delivers much of his own material. We are an equal opportunity employer. Send a complete resume, which will be held in strictest confidence, to Box E-32, BROADCASTING.

TV newsman wanted to supplement our 3 man expanding department. College, air reporting, writing, 16mm film experience (sound & silent), sports broadcasting experience desirable. Top salary and excellent working conditions. We work hard, but we play hard. Excellent hunting and fishing area. Send VTR or SOF, resume, letter of reference to Jim Burris, News Director, KULR-TV, P. O. Box 2512, Billings, Montana.

Wanted—Newsman to organize and run news department. Must be able to handle 16mm film and still photography. Air work is not necessary but desirable. Send photo and complete resume to Clark W. Davis, Operations Manager, WHTN-TV, 625 Fourth Avenue, Huntington, W. Va. 25701.

### Production—Programing, Others

Traffic Managers: Immediate opening for a top notch television traffic manager with at least three years of traffic experience, including one or more years as traffic supervisor. Starting salary at least \$150, with excellent fringe benefits, including interview and moving expenses. Send confidential detailed resume of experience and salary history to Box D-306 BROADCASTING. Equal opportunity employer. Our employees know of this ad.

Medium market, network midwest. Require take charge man with strong background commercial production and news. Please send resume of broadcast training and salary requirements to General Manager, Box E-6, BROADCASTING.

Bookkeeper with extensive broadcast background needed immediately for television station in major eastern market. Top salary. Send complete background information to Box E-63, BROADCASTING.

Experienced producer-director for ITV-ETV in new TV building. Send credentials to: Dr. Duane Tucker, General manager, WBGU-TV, Bowling Green, Ohio. Bowling Green State University is an equal opportunity employer and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.

Needed: Imaginative Director, Announcer; has to be able to direct commercials, and news, sports & weather programs. Must have pleasant delivery for on-camera announcing, be willing to work and turn out quality as well as quantity results. Send complete resume and VTR to Curran Wade, Production Manager, WTVU Rockford, Illinois. Phone 815-963-5413.

### Production—Programing, Others

#### Continued

Need continuity writer with ability to turn out quality copy for local clients, with some production knowledge and ability to work hard and fast. Send complete resume to Curran Wade, Production Manager, WTVU Rockford, Illinois. Phone 815-963-5413.

## TELEVISION

### Situations Wanted

#### Management

Powerhouse sales manager, television; Ready to manage property. Complete resume. Box E-30, BROADCASTING.

#### Sales

Sales manager 7½ years in TV/radio, wants advancement, proven record, prefers locating in top 100 market, resume available. Box D-302, BROADCASTING.

#### Announcers

Deep voiced, good FM announcer in one of top 3 markets desires announce booth work 50 to 75 miles of Chicago. In no hurry. Box E-65, BROADCASTING.

#### Technical

Maintenance engineer major TV chain interested in any position—TV, ETV, CATV radio, with predominately daytime hours. Box E-33, BROADCASTING.

Experienced maintenance engineer in TV, AM & FM seeks supervisory position. Minimum \$180.00. Box E-34, BROADCASTING.

#### News

Network news producer wants station news/special events management northeast. Box D-315, BROADCASTING.

Newscaster available. Program director of top rated midwest TV station seeks on air news. Good video. Authoritative in every respect. This appears for well qualified personal reasons. Current mgr. knows of this decision and will furnish top references. Box E-38, BROADCASTING.

Assistant news director in top 10 market wants to move up to news director. Masters degree in journalism. Wide experience in all phases of radio and television journalism. A newsman's newsman with administrative ability. Box E-43, BROADCASTING.

News writer, 26, seeks air work. Major market TV and UPI, almost two years each. College, military. Box E-51, BROADCASTING.

Broadcast journalist, administrator; employed major northeast television seven years, desires news management, no news-casting. Responsible, family. Box E-68, BROADCASTING.

## WANTED TO BUY

### Equipment

We need used 250, 500, 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Complete TV studio equipment, including camera chain, console, projectors, sync generator and associated equipment. Also frequency modulation monitor, channel 13, and 400 ft. of 1½" Hellax jacketed coaxial. Box E-66, BROADCASTING.

## FOR SALE

### Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable—Hellax, Styroflex, Sproline, etc. Also rigid and RG types in stock. New material. Write for list, Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

## FOR SALE—Equipment

### continued

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 8 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

Attention C.P. owners. Complete broadcast. ing station in trailer. All you need is your tower and transmitter. Also ideal as a second studio. Box D-337, BROADCASTING.

Gates M-6144 dual limiter amplifier \$450.00. Gates M-5735 model ST-101 spot tape with 90 second tape \$500.00. Gates M-5136 "Blamote" 2 channel remote amplifier \$100.00. Gray viscous damped arms (less cartridges) 2 each 25.00 each. WNCG . . . P.O. Box 5758, North Charleston, S. C.

Ampex 351-2U and PRIO-2. Both mint. George Chapekis, 393 Emerson, Denver, Colorado.

Nems-Clarke field meter type 120E excellent condition. Andrew phase monitor type 40C good condition, two lengths 500 and 200 feet Phelps Dodge ¼ inch non-contaminating "Foamflex" fifth ohm dollar per foot, Gates RF Diode M-6112 new, continuous length 440 feet RG 11A/U coax, tower 160 foot Stainless type G-17, Two tower RCA phasor designed for 1530kc, Shop-Craft power saw model 9710, Prest-O-Lite welding torch-hose-regulator. Inquire Radio Station WERX, P.O. Box 9082, Wyoming, Michigan.

Whatever your equipment needs . . . Check first with Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Turntables—RCA—70-D, can ship immediately. Best offer, FOB, Wash. D.C. 202-543-0111.

Commercial Crystal and new or replacement crystals for RCA, Gates, W. E. Billey and J-K holders; regrinding, repair etc. BC-604 crystals; also service on AM monitors and H-P 355 BFM Monitors. Nation-wide unsolicited testimonials praise our products and fast service, Eldson Electric Company, Box 96, Temple, Texas.

Auricon PRO-600 camera, all accessories. Make offer. For info, contact R. Ward, Jr., 151 Carroll, Shreveport, La. 71105.

Gates remote control RDC-10C system with modulation and frequency extension meters—excellent condition—best offer over \$600.—00—WENZ, 111 N. 4th St., Richmond, Va.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc. \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service, 1735 E. 28th Street, Brooklyn, N.Y. 11229.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

Deejay's! Tired of "puns," "daffynitions," vintage 1930 material? FORMAT COMEDY, Available weekly, \$10.00 month. Send for free sample. Box D-284, BROADCASTING.

Old rock 'n' roll records wanted from 1953 to 1963. Send list and price expected. Box E-62, BROADCASTING.

Your resume—Make it sell you! Instructions, samples: \$2. Executive, Box 234BR, Belleville, N. J. 07109.

## INSTRUCTIONS

FCC license and A.S.E.E. degree programs, by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog. Dept. 8-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

## INSTRUCTIONS—(Cont'd)

be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers, G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Learn Radio-TV announcing, programing, production, newscasting, sports casting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas, 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 15, August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on May 23—June 27—Aug. 1—Sept. 5. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison. Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results, day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

F.C.C. First Phone—plus—250 hours theory & practical application. 6 weeks \$345. Rooms \$10.00 a week, on campus. License guaranteed. Orlando Technical College, 535 N. Magnolia, 415, Orlando, Florida.

F.C.C. First Phone in 6 weeks plus 300 hours theory and practical application. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Weirton, W. Va.

New England's only 10 week, First Phone course. Classes offered eves, so if you can commute to Boston, no need to quit your job and relocate. Classes limited to 20 students! Starting dates: May 2, Sept. 6. Write to: Northeast Broadcasting School, 883 Boylston Street, Boston, Mass. 02116.

Air personnel: Stay on the job and study for 1st phone F.C.C. the sure way. 4½ months. \$200.00. Write now for full details. Ron Bailie School of Broadcast Electronics, 170 Denny Way, Seattle, 98109.

Tutoring first phone. Three to six weeks. Outstanding results. Bob Johnson Radio License Training, 1060 Duncan, Suite D, Manhattan Beach, Calif. 90266.

## RADIO

### Help Wanted

#### EXPANDING—TALENT NEEDED

Expanding Group seeking talented, quality personnel, looking for opportunity with quality organization?

Announcers—Good voice/able to sell commercials/and with ability to Program good music. NEWSMAN—Gather on beat news, write and air same. Production assistant—Write, produce and cut spots both on AM and FM. Copywriter—Creative addition to staff.

Audition Tapes, resumes and full particulars in first letter to:

Bill Humphries, Operations Director

WEOL & WBEA

408 E.S.T. Building

Elyria, Ohio 44035

Personal interview ultimately required.

#### OPPORTUNITIES

Due to building a new AM station and expanding, organization of experienced but aggressive young people, needs more eager, capable persons to fill vital positions, and grow for the opportunities that lie ahead. Needed: Morning man, newsman-salesman, regional salesman. Contact

Frank B. Estes, WKXL, Concord, N. H. Send resume, tape and picture.

### Management

#### ARE YOU MANAGEMENT CALIBER?

One of the largest broadcast groups needs an aggressive young man, who can prove through his sales ability that he's ready to manage. He'll work for the group's flagship FM station under the eye of top management. This job could lead rapidly to a management position with an FM, AM or TV station. Comfortable salary plus percentage. Send resume to:

Box E-9, Broadcasting.

### Sales

## WANTED

SALES REPRESENTATIVE  
NATIONAL SPORTS RADIO NETWORK

Box E-64, Broadcasting.

### LIFETIME OPPORTUNITY

Creative Radiosalesmen, if you are the top radio salesman in your area, no matter how small your area, we want to hear from you.

WE WANT ONLY TOP Salesmen. Your sales history will be researched for accuracy—Don't waste our time and yours. If you are a creative radio salesman in a small market and want to move up to an unlimited opportunity,

Write: Don Estey, Local Sales Manager, KWIZ Radio, 105 East 5th Street, Santa Ana, California.

## WANTED: ANNOUNCERS

For free lance commercial work. Experience not important. All we care about is quality. Will not interfere with present job. We need Male, Female, Child, Trick and Accent Voices. Send audition tape to:

VOICES INCORPORATED, GPO Box 21, CHICOPEE, MASS.

## Announcers

### MORNING MAN

We are now paying our morning man \$10,000 a year, and he is about to leave us for a larger market. If you think you can qualify for this position in a Number One Top 40 operation, send tape and resume to

Box D-305, Broadcasting.

### Radio Announcer:

When we ran our last ad, we received many tapes. Most of the tapes were loaded with over produced commercials. Also most of the tapes were loaded with voice characters amongst which "Granny" predominated. We would very much appreciate a tape of your voice doing part of your show where we may hear you as you normally would talk on the air. We hope you will have a warm friendly voice with that certain "lift" to it that seems to appeal to Top 40 listeners. We hope that you can do time, temperature, weather, brief newscasts, etc., in a pleasant, clear concise manner. We would like to hear what YOU sound like not sound effects of "Granny" characters or things like that. May we hear from you?

John E. Barrett, Mgr.

W I T H Radio

7 E. Lexington Street

Baltimore, Maryland.

### PERSONALITY

Top five markets 50KW has immediate opening for experienced, quality voice radio man. Tempo should be up without shouting. Warm, built in smile voice. The charmer type. Alert sounding personality who can run a board, have a knowledge of quality music and have command of his show at all times. He must be able to take directions and follow station programing policies. If you are this man, send tape (no news), photo and complete resume immediately to:

Box E-40, Broadcasting.

### \$10,000

To start for a top-notch professional announcer for one of the Nation's most progressive group-ownership operations. Semi-personality, middle-road format in a major midwest market. Voice quality and enthusiastic delivery a must. Also expanding news department and need top-calibre newsman. Rush tape, resume and picture to:

Box E-53, Broadcasting.

WANTED—EXPERIENCED  
D.J. WHO CAN ALSO COVER  
NEWS & DO TALK SHOW.  
SEND TAPE & RESUME TO  
W-A-R-E-RADIO  
WARE, MASSACHUSETTS

### NEWS

### RADIO NEWSMAN KFBK, SACRAMENTO

50,000 watt CBS affiliate. Immediate opening for experienced newsman who can gather, write, edit and voice. Permanent position, excellent employee benefits. Personal interview at own expense necessary. Apply in person or submit resume and audition to:

PERSONNEL DEPARTMENT  
McCLATCHY BROADCASTING

21st & Q

Sacramento, California



**RADIO—Situations Wanted**

**Management**

**Management Executive**

Imaginative and productive professional with broad experience in General and Sales Management wants opportunity for long term growth. Excellent record covering fifteen years and all phases of station operation. Late 30's, family, degree, references, currently employed.

Box D-316, BROADCASTING.

**Sales**

**OUTSTANDING SALES EXECUTIVE AVAILABLE**

New York City area Professional Broadcaster Sales oriented. Excellent Radio & TV creative sales record. Local, National, Regional, Multi-market & Management background. Immediate personal meeting requested. Travel with NYC Base no problem. Also welcome Advertising Agency contacts who need creative vs Computer Broadcast Buys. Fine references, family, under 40.

Box E-48, Broadcasting.

**TELEVISION—Help Wanted Management**

**MANAGER CATV SYSTEM**

To establish new system in 5,000 home community. The position offers an excellent future with an outstanding company. Send resume, including salary requirements to:

Box E-58, Broadcasting.

**TELEVISION—Help Wanted—Technical**

**BROADCAST FIELD ENGINEERS RCA**

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: D. K. Thorne, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

An Equal Opportunity Employer M&F

**RADIO CORPORATION OF AMERICA**

**Situations Wanted—Management**

**BUSINESS MANAGER**

Knowledge of network and station operations, credits and collection, budgets, payroll, costs and union contracts. 8 years TV & AM Station—6 years Ad Agency. Reply to

Edward G. Carey  
731 Terry Lane, LaGrange, Illinois

**TV OPERATIONS—PRODUCTION MANAGER**

Skilled, creative tiger, 12 years solid experience, stagnating as doleful kitten due to corporate merger. Put me in your tank for five figure salary and real advancement opportunity. Available June 15. Resume and references submitted upon request.

Box E-87, Broadcasting.

**EMPLOYMENT SERVICE**

**94 TV & RADIO EXECUTIVES AVAILABLE NOW!!!**  
"MANY TOP 50 MARKET EXEC'S"

**GENERAL MANAGERS—PROGRAM DIRECTORS**  
**CHIEF ENGINEERS—SALES MANAGERS**

**CALL CONFIDENTIALLY: AREA CODE 312-337-7075**  
**NATIONWIDE RADIO-TV EMPLOYMENT AGENCY**

645 North Michigan Ave., Chicago, Ill.

Phone area code 312 337-7075

RON CURTIS, President



**ANNOUNCERS—1st NEWSMEN—ENGINEERS DJ's—SALESMEN**

If you need a job, we have one for you!

**C.B.I. PLACEMENTS**

1615 California St., Denver, Colo. 80202  
Phone 303-292-3730

527 Madison Ave., New York, N.Y. 10022



**BROADCAST PERSONNEL AGENCY**  
Sherlee Barish, Director

**THE AMPS AGENCY**

**BY BROADCASTERS - FOR BROADCASTERS**

We fill all job classifications for men and women in broadcasting and allied occupations—management, sales, programming, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, Ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

★ **THE AMPS AGENCY** ★

All Media Placement Service

3974 Wilshire Blvd. Los Angeles, Calif.  
Telephone DU 8-3116

**MISCELLANEOUS**

**BRAIN FOR SALE**

Weekly idea service for radio stations. One subscriber per market. Write today for free sample.

**BROADCASTER'S EXCHANGE**

1015 Hartford Bldg. Dallas, Texas



**INSTRUCTIONS**

**LEARN MORE EARN MORE**  
Announcing & Production  
Radio & TV

**DON MARTIN SCHOOL OF RADIO & TV**

1653 N. Cherokee HO 2-3281  
Hollywood, Calif. 90028

**WANTED TO BUY—Stations**

**Would Like to buy**

Metro Market Station that needs new life. On lease purchase plan. If you're losing money, let's make a deal and both make money. Let's talk it over.

Box E-44, Broadcasting.

**FOR SALE—Stations**

**Tix Rue Media Brokers Inc.**

654 MADISON AVENUE  
NEW YORK, N. Y.

TE 2-9362

**NOTICE To All CATV Systems**

An important questionnaire will be received by you in the near future. Your immediate attention will be beneficial to both you and the industry. All of us will appreciate your co-operation.  
Girard Projection Service.

**FOR SALE—Stations**

continued

**THE PERFECT BUY!**

Single Market (city-40,000; county-300,000)  
Daytimer—in EAST

Original owner has other opportunities  
Semi-automation equipment  
Modern downtown studios.

Owens transmitter land.  
Deal direct with owner—

Gross-over \$130,000; sale price \$325,000;  
TERMS

Box E-83, Broadcasting.

**TOP MARKET RADIO STATION \$10,000 DOWN**

Box E-50, Broadcasting.

(Continued from page 76)

aid Broadcasting Corp., Eugene, Pendleton Broadcasting Co., Pendleton, both Oregon, and Hi-Desert Broadcasting Corp., Twenty-Nine Palms Calif., granted petition by Pendleton to extent of dismissing its application, but dismissed application with prejudice. Action April 18.

■ Approved procedural ground rules made at April 15 prehearing conference with transcript of conference to control as to any question bearing on established ground rules, and continued hearing from May 17 to June 27 in proceeding on applications of HGR Broadcasting Co. and Farmers Broadcasting Service Inc. for new FM's in Kinston, N. C. Action April 15.

**By Hearing Examiner Isadore A. Honig**  
In proceeding on applications of Huntington Broadcasters, Inc. WDAD Inc., and Clearfield Broadcasters, Inc. for new FM's in Huntington, Ind., and Clearfield, Pa., respectively (Docs. 16118-9) granted request by WDAD and Clearfield to correct in various respects transcript of record. Action April 22.

■ Granted request by Broadcast Bureau to extent of extending from April 18 to May 9 time to file proposed findings, and on examiner's own motion, extended from April 28 to May 19 time to file replies, in proceeding on applications of Huntington Broadcasters Inc. WDAD, Inc. and Clearfield, Pa., respectively. Action April 18.

**By Hearing Examiner David I. Kranushaar**  
■ Granted request by Service Electric Cable TV Inc., Bethlehem, Pa., to continue hearing from April 28 to 29 in proceeding on order to show cause why it should not cease and desist from operating in manner in violation of Sec. 15.161 of rules. Action April 22.

■ In proceeding on AM applications of The Edgefield-Saluda Radio Co., Johnson, and WQIZ Inc., Saint George, S. C. on examiner's own motion, corrected in various respects transcripts of record, unless any of parties submits written objections to same by not later than five business days following this action. Action April 22.

**By Hearing Examiner Forest L. McClenning**  
Granted joint petition by Central Broadcasting Corp. and Second Thursday Corp. to continue certain procedural dates in proceeding on their applications for new FM's in Madison, and Nashville, Tenn., respectively, and continued hearing from May 2 to May 23. Action April 22.  
■ In Costa Mesa-Newport Beach, Calif., AM consolidated proceeding in Docs 15752 et al, dismissed for reason stated on record at oral argument, motion by California Regional Broadcasting Corp. and Orange Radio Inc. to strike letter by Pacific Fine Music Inc. requesting that depositions be taken of certain witnesses. Action April 15.

**By Hearing Examiner Chester F. Naumowicz Jr.**  
In proceeding on application for assignment of CP of WTVU(TV), channel 59, New Haven, Conn., from Connecticut Radio Foundation Inc. to Connecticut Television Inc., granted WTVU's petition for leave to amend its application to reflect modification of its sales agreement with assignee, Connecticut Television, whereby term of agreement is extended until the disposition of the proceeding. Action April 22.

Scheduled further prehearing conference for May 2 in proceeding on application for assignment of CP of station WTVU(TV), channel 59, New Haven, Conn., from Connecticut Radio Foundation Inc., to Connecticut Television Inc. Action April 21.

**FOR SALE—Stations**

continued

N.Y.	suburban daytime	\$500M	terms
East	medium AM & FM	150M	29%
Ala.	metro FM	55M	SOLD
S.E.	metro AM & FM	225M	29%
M.W.	major daytime	630M	cash

**CHAPMAN ASSOCIATES**  
2048 PEACHTREE, ATLANTA, GA. 30309

**By Hearing Examiner Sol Schildhouse**

Granted joint request by J. C. Stallings and Texan Broadcasting Co. to reschedule hearing for June 13 in proceeding on their applications for new FM's in Nacogdoches, Tex.

In Reno-Las Vegas, AM consolidated proceeding in Docs 16110-5, granted motions by Meyer Gold and 780 Inc. to extend to June 1 date for exchange of evidence under the first seven issues. Action April 25.

Granted petition by Patroon Broadcasting Co. to extend time through April 28 to file proposed findings in proceeding on its application for renewal of license of station WPTR Albany, N. Y. Action April 21.

In Lebanon, Pa.-Catonsville, Md., AM consolidated proceeding in Docs 15835 et al., granted petition by Radio Catonsville to continue hearing to May 16. Action April 18.

**By Hearing Examiner Herbert Sharfman**

In Boston TV channel 5 proceeding in Docs 8739, 11070, and 15204-7, granted joint oral request of counsel for WHDH Inc. and Charles River Civic Television Inc. to extend time from April 28 to May 27 to file step III proposed findings and from May 31 to June 30 to file step IV replies. Action April 19.

Granted request by The Corinth Broadcasting Co. to extend time from April 25 to May 23 to exchange exhibits, and from May 10 to June 7 for hearing, in proceeding on its application and that of The Progressive Broadcasting Co. for new FM's in Corinth, Miss. Action April 21.

**By Hearing Examiners Elizabeth C. Smith, Thomas H. Donahue and Sol Schildhouse**

■ In Southington, Conn.-Lebanon, Pa.-Catonsville, Md.-Sag Harbor, N. Y., limited consolidated proceeding, granted petition by Broadcast Bureau to further extend time to April 29 to file proposed findings and to May 20 for replies. Action April 15.

**By Hearing Examiner Elizabeth C. Smith**

■ Pursuant to agreement reached at prehearing conference of April 15, continued hearing from May 18 to June 21 in proceeding on AM applications of James L. Hutchens, Central Point, and Faith Tabernacle Inc. Ashland, Ore. Action April 15.

**Broadcast Actions by BROADCAST BUREAU**

**Actions of April 26**

KXIC Iowa City, Iowa — Waived Sec. 1.534(b) of rules and accepted and granted application for replacement of expired CP for changes in ant. system.

WCNW-FM Hamilton, Ohio—Granted move of station location to Fairfield, continued operation on channel 235 29 kw, 350-ft. ant. In 1965 companion AM station was authorized to so move.

**Actions of April 25**

KJOE Shreveport, La.—Granted mod. of license to change studio location and remote control point.

WDSK Cleveland, Miss.—Granted CP to change from DA to ND, continued operation on 1410 kc, 1 kw, D; conditions.

KETV Omaha—Granted CP to change aur. ERP to 60.3 kw, type trans. and ant. trans. location, make changes in ant. structure and increase ant. height to 1,360 ft.

WOW-TV Omaha—Granted CP to change aur. ERP to 20 kw, increase ant. height to 1,380 ft., change trans. location and type trans., changes in ant. system and structure and make minor changes in geographic coordinates.

WKEL Kewanee, Ill.—Granted CP to make changes in ant. system; conditions.

WFTL Ft. Lauderdale, Fla.—Granted CP to replace expired permit to increase daytime power to 1 kw and install new trans.

WVBR-FM Ithaca, N. Y.—Granted request to cancel license covering operation of trans. as an auxiliary trans.

KITR San Bernardino, Calif.—Granted mod. of CP to change ERP to vis. 257 kw, DA, aur. to 51.3 kw, DA, change type trans. and ant. and make changes in ant. system.

KRFD(FM) Marysville, Calif.—Granted request for SCA on sub-carrier frequency of 67 kc.

**Actions of April 22**

Granted change of remote control authority for WADV(FM) Buffalo, N. Y.

Granted remote control operation for following stations: \*WXAC(FM) Reading, Pa. and KURA Moab, Utah.

**Actions of April 21**

WRSR(FM) Worcester, Mass.—Granted li-

cense covering installation of new trans. and ant.; changes in ERP and ant. height.

WTIC-FM Hartford, Conn.—Granted license covering installation of new trans. and ant., changes in ERP and ant. height.

KTRN Wichita Falls, Tex.—Granted licenses covering change in ant.-trans. and studio locations and deletion of remote control operation.

**Actions of April 20**

KREB(FM) Monroe, La.—Granted license for FM station and specify type trans.

WTTL Madisonville, Ky.—Granted mod. of license to change studio location with remote control operation; conditions.

WNEW-FM New York—Granted CP to install new type trans., new ant. and increase ERP to 4.1 kw.

WDRM(FM) Decatur, Ala.—Granted CP to install new trans., new ant., change ant.-system, increase ERP to 21.5 kw, and ant. height to 200 ft.; remote control permitted; conditions.

KYSM-FM Mankato, Minn.—Granted CP to install new trans. and increase ERP to 81 kw.

Granted following stations mod. of licenses to operate trans. by remote control: WDMJ-FM Marquette, Mich., and KCTA Corpus Christi, Tex.

WOCB, WOCB-FM and SCA West Yarmouth, Mass.—Granted renewal of licenses.

Remote control operation permitted following stations: WOPI Bristol, Tenn.; condition: WOPI-FM Bristol, Tenn.; WMCOR Oneida, N. Y. and WKLC St. Albans, Vt. Va.

**Actions of April 19**

KOWH-FM Omaha—Granted license covering change in ant.-trans. location, installation new ant., increase in ERP and ant. height.

WRCP-AM-FM Philadelphia — Granted mod. of licenses to change name to WRCP Broadcasting Corp.

WGON Munsing, Mich.—Granted CP to increase daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; install new trans.; remote control permitted; conditions.

KDAY Santa Monica, Calif.—Granted mod. of CP to increase nighttime power on 1580 kc from 10 kw to 50 kw, continued daytime operation with 50 kw, DA-2, change ant.-trans. location to Los Angeles and make changes in DA system; conditions, and without prejudice to any action commission may deem warranted as result of the proceeding in Doc 16050.

Granted renewal of licenses for following main stations and copending auxiliaries: WHCN(FM) Hartford, Conn.; WINF Manchester, Conn. WSKI Montpelier, Vt., and WSPR, Springfield, Mass.

**Actions of April 18**

Seligman Recreation Assn., Hyde Park, Ariz.—Granted CP for new VHF TV translator station on channel 13 to rebroadcast programs of KPHO-TV Phoenix, condition.

Lingle Loin's Club Community TV, Fort Laramie, Wyo.—Granted CP for new VHF TV translator on channel 7 to rebroadcast programs of station KTWO-TV Casper, Wyo.

Hartville Community TV, Hartville and Sunrise, Wyo.—Granted CP for new VHF TV translator on channel 8 to rebroadcast programs of station KTWO-TV Casper, Wyo.

**Actions of April 15**

Village of Silver Bay, Silver Bay, Minn.—Granted CP's for new UHF TV translator on channel 70 to rebroadcast programs of station WDSM-TV Superior, Wis.; and on channel 74 to rebroadcast programs of station KDAL-TV Duluth, Minn.

**Action of April 13**

Granted change of remote control authority for KHOF(FM) Los Angeles.

**Action of April 15**

Remote control permitted KBCL-FM Shreveport, La.

**Actions of April 14**

Remote control permitted following stations: WLBG Laurens, S. C.; WHIL Medford, Mass.; WJJC Commerce, Ga.; WHIL-FM Medford, Mass.; WORA-FM Mayaguez, P. R.; and WLBG-FM Laurens, S. C.

Granted change of remote control authority for WSU(FM), Carbondale, Ill.; and WINN Louisville, Ky.

**Rulemakings**

**DENIED**

By memorandum opinion and order, com-



mission denied petition by Wichita-Hutchinson Inc. licensee of KTVH on channel 12 at Hutchinson, Kan. for rule making to reassign that channel to Wichita. Commissioner Bartley concurred in result. Action April 27.

■ By order commission denied motion by Spanish International Broadcasting Co., Los Angeles, for stay, pending action on its petition for reconsideration, of CP granted International Panorama TV Inc. for new TV on channel 40 at Fontana, Calif. Action April 27.

■ By order commission denied petition by Buckeye Cablevision Inc. for continuance of April 28 hearing in proceeding on order to show cause why it should not be ordered to cease and desist from further operation of CATV system in Toledo, Ohio, in violation of Sect. 74.1107 of rules and for consolidation of that proceeding with evidentiary hearing on its petition for waiver of rules; deferred action on remaining requests for relief set forth in petition for reconsideration and consolidation pending receipt of responsive pleadings. Action April 27.

#### AMENDED

■ By order commission amended part O of its rules to delegate authority to chief of Broadcast Bureau to act on requests for waiver of sect. 73.652(a) of TV broadcast rules to permit multiple-city identification, if all of each community for which identification permission is sought is provided with requisite predicted field intensity specified in sect. 73.685(a) rules by station seeking such authority. Action April 27.

#### REQUESTS FOR WAIVER OF CATV RULES

Triad Cablevision Inc.: Albion, Marshall and Battle Creek, all Michigan—Requests waiver to carry WJRT-TV Flint, Mich.; WKYZ-TV, WJBK-TV, WWJ-TV and WKBD-TV, all Detroit, and CKLW-TV Windsor, Ont.

Susquehanna Broadcasting Co.: York, Harrisburg, Lancaster and Lebanon, all Pennsylvania—Requests waiver to carry WKBS-TV Burlington, N. J., WPHL-TV, KYW-TV, WFIL-TV and WCAU-TV, all Philadelphia; and WTTG (TV), WRC (TV) and WETA-TV, all Washington.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through April 27. 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.

Prichard, Ala.—An application submitted by the Mobile TV Cable Co. Inc. for a franchise in Prichard has been tabled by the city council. Clear View TV Co. and GT Inc. presently hold franchises in Prichard. The recent request by GT Inc. for a two-year extension of its franchise was also tabled by the council.

Kingman, Ariz.—The city council has rejected a plea by Commonwealth Enterprises, Phoenix, for indorsement of its CATV proposal. The council had previously rescinded a letter which gave approval for the system. Both the mayor and council members expressed concern that a CATV system would interfere with the TV translator system presently operated by the county.

Campbell, Calif.—Community Cable Services (John Convery, company spokesman) has applied for a franchise. The Campbell city council has stated that it will not consider the application until the company has filled in additional details.

Hastings Ranch, Calif.—International Cable TV Corp. has applied for a franchise to serve the upper portion of Hastings Ranch. The corporation reports that customer charges will be \$25 for installation and \$5.95 for monthly service.

Long Beach, Calif.—Signal Hill Cable TV Inc. (Robert G. Owens, secretary-treasurer) has applied for a franchise. It has offered to give 2% of its annual gross receipts to the city in exchange for a 20-year franchise. The proposed schedule of charges lists installation fees ranging from \$5 to \$10 and monthly service charges from \$1.50 to \$5. The firm presently serves several hundred subscribers in Signal Hill, Calif. Long Beach city officials have referred the application to the bureau of franchises for analysis.

Daytona Beach, Fla.—The Daytona International Speedway Corp. (William France, president) and Teleprompter Corp., New York, jointly have applied for a franchise.

■ Holly Hill, Fla.—Holly Hill Cable TV Inc. (David Hutton and William M. Regen, both Pulaski, Tenn.) has been granted a franchise. The 20-year franchise also was sought by six other firms.

Punta Gorda, Fla.—The Charlotte County Commission has cancelled the franchises previously granted to Charlotte Cablevision and Communications Systems Inc. The principal owner of a third franchise, William S. Henninger of the Gulf Coast Teleception Corp. requested that the franchises be cancelled. He contended that the two firms had failed to comply with their franchise terms by not paying the required fee to the county and by not starting construction within the stipulated time. The county commission stated that the two firms could reapply for their franchises.

■ Peoria, Ill.—General Electric Cablevision Corp. has been awarded a franchise. Installation will be free during the first 60 days of operation, thereafter it will be \$19.95. Monthly service charge will be \$4.75. The city will receive either \$12,000 yearly or 5% to 10% of the gross revenue, whichever is larger.

South Bend, Ind.—General Telephone and Electronics Communications Inc. has applied for a franchise. The company proposed a sliding rate scale which would mean also a sliding scale for revenue to the city. Valley Cablevision Corp. and Community Teleception Inc. both have applications pending.

Atchison, Kan.—A corporation of three

men (H. H. Hanlon, Kenilworth, Ill., Robert Brock and Ed Lindquist, both Topeka, Kan.) has applied for a franchise. If approved, the company would pay 3% of its annual gross receipts to the city. The proposed system would provide a minimum of 10 TV signals with a potential of 12 and would also provide all FM signals within a 150-mile radius. The monthly service charge would not exceed \$5 per month and the installation fee would not exceed \$15. The corporation, which is also seeking a franchise in Topeka, Kan., estimates that the system would serve at least half of the homes in Atchison with a potential of 2,000 customers.

Wichita, Kans.—Multi-Vue-TV System (Charles C. Theis, Wesley Sowers, Frank Hedrick, William Murfin and Robert Taylor) has applied for a franchise. The company has hired the Telesis Corp., Chicago, to do its engineering work.

Sleepy Eye, Minn.—Ray, Dick and Tom Stimpert of Springfield, Minn., have applied for a franchise. The group has proposed a \$5 monthly service charge and a \$15 installation fee. If approved, the system would carry five TV channels and an FM sound outlet.

■ Caroline, N. Y.—Ceraocche Television Corp. has been awarded a 25-year franchise.

■ Dover, N. Y.—John Lynch, Amenia, N. Y., has been awarded a franchise. He presently holds the franchise in Amenia.

■ Felter, N. Y.—Ronald Felter Co., Washingtonville, N. Y., has been awarded a non-exclusive franchise. Installation fee will be \$29.95 with a \$5 monthly service fee.

■ Glenville, N. Y.—General Electric Cablevision Corp. has been granted a 10-year franchise. The city will receive 3% of gross monthly service charges for the first five years and 4% for the remaining five years. Construction must begin within 15 months and free service must be provided for all public buildings.

Dewey, Okla.—Donrey Media Group (William Heskett, representative) has applied for a nonexclusive franchise. The city council has decided to delay action on the request due to a lack of clear guidelines to interpret the new FCC regulations on CATV.

■ Colwyn, Pa.—Philadelphia Community Antenna Television Co., a subsidiary of The Bulletin Co. (The Philadelphia Bulletin), has been granted a franchise. The 18-channel system will cost subscribers between \$3.85 and \$4.95 monthly after an installation fee of \$7.50. The city will receive between 5% and 7% depending on the number of subscribers with a minimum of \$900 annually.

■ Rochester, Pa.—Rego Industries, Hoboken, N. J. has been awarded a franchise.

Kingsport, Tenn.—Television Cable Corp., which has been operating in Kingsport for 15 years, has applied for a franchise as a preliminary step toward selling the local concern to United Transmission Co., a subsidiary of United Utilities Inc. Television Cable had not found it necessary to obtain a franchise until United Transmission requested that the firm acquire one before the sale is consummated.

■ Loudon, Tenn.—Loudon TV Cable Co., which is owned by a group of Chattanooga stockholders, has been granted a franchise. The company plans to provide six TV channels for a monthly service charge of \$4. There will be no charge for installation. Last fall the city granted a franchise to Video Cable Systems Inc., Huntsville, Ala., which proposed a monthly service charge of \$4.90 and a \$29.50 installation fee.

■ Midland, Tex.—Midland Cable TV (Joseph Chastain, owner) has been granted a franchise. The system will enable area residents to view the three area stations as well as four independent Los Angeles stations, two EI paso stations, and a 24-hour weather station. Three other companies presently holding franchises in Midland are: Midessa Television Inc. (licensee of KMID-TV Midland); Younger, Dawson and Associates; and Trizz-Vaughn Stations Inc. (licensee of KOSA-TV Odessa, Tex.). John B. Walton, Jr., owner of KVKM-TV Monahans-Odessa, Tex., has been granted a franchise on second reading.

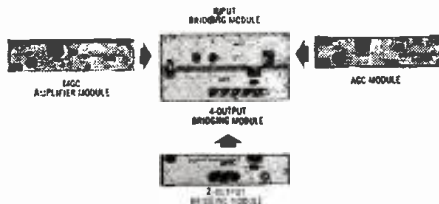
Whitewater, Wis.—A group of local investors (Dr. L. C. Allenstein, Dr. Robert Koenitzer, Dr. F. W. Schneider, James Underwood, Dan William, Bill Williams, Paul Weimer and Alan Rogers) has applied for a franchise. A temporary franchise was granted last December to Television Wisconsin in order that the firm might conduct a survey of the area.

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DEPEND ON KAISER-COX FOR CATV LEADERSHIP TODAY AND TOMORROW

**W**HEN the call to order is sounded this Thursday (May 5) in Detroit starting the national convention of American Women in Radio and Television, it will be given in the soft-spoken, southern-accented of Dora Cox Cossé. As president of the AWRT, Mrs. Cossé exemplifies how femininity can be successfully combined with the forcefulness and dynamism needed to lead its 1,700 members. She is in a position to show this because she did it once before, in a way that led her to the vice presidency of a station representation firm, the Atlanta-based Dora-Clayton Agency.

Into a normal 24-hour day, Mrs. Cossé manages work in many occupations: president of AWRT, vice president and treasurer of the Dora-Clayton Agency and wife, mother and a leader of one of the South's centers of culture.

How does she manage all this? A lot of organization, replies Mrs. Cossé. But it took an even greater amount of organization combined with determination and self assurance for her to reach this point of success.

**Determined Attitude** ■ In business, says Mrs. Cossé, being a woman is a state of mind with the woman. It is not the man who determines what fields and opportunities are open and suitable to women, but the woman's evaluation of herself as a person in business. It is this attitude of determination that enabled her to break into the male-dominated field of radio and television station representation.

Mrs. Cossé's career as a station rep began about 18 years ago when she worked on a freelance basis. In 1948 she became the general manager of the Atlanta office of the New York-based Joseph Hershey McGillvra Co. Also at about this time she was southern manager of another representation firm, the Forjoe Co.

It was not long before she felt the ambition to strike out on her own. So in 1949 she established the Dora Dodson Radio Rep Agency.

Working for the McGillvra Co. at about the same time was a man who had no prejudices about women in the field. The man was Clayton Justin Cossé, and, in 1950, they married. Shortly thereafter they formed the Dora-Clayton Agency with Mr. Cossé as president and Mrs. Cossé, vice president and treasurer.

The family association with the business doesn't stop there. Mrs. Cossé's daughter by a previous marriage, Mrs. Albert Price Jr., is a research director for the agency, and her son-in-law Al Price also is associated with the firm. And business isn't a 9 a.m.-to-5 p.m. proposition for the Cossés. Their business frequently used for weekend business guests; and sometimes a luncheon

## Women should run around mental blocks

appointment with a client looks more like a family gathering than a business meeting.

**No Crumpets** ■ As president of AWRT, Mrs. Cossé's attitude toward work is given full vent. AWRT is not a tea-sipping women's club; but, rather an organization that stresses the importance of educating those who are in the broadcast business.

Education is the key to this business, states Mrs. Cossé, and AWRT is the group that is providing the classes. With little opportunity for people in one part of the broadcast field to meet with and learn from those in another part, she comments, AWRT's Educational Foundation is the group providing the forums.

Each year it schedules local, regional

and national "teach-ins" with various aspects of the industry spotlighted for study.

In addition to these industry-directed study sessions, AWRT's Educational Foundation also has presented similar discussions to students interested in radio and television broadcasting as a career.

A recent one was held in December 1965 in Washington for representatives of Allied Youth, a national youth group. Here questions such as "When you want to be a news commentator, does one have to start at the bottom and get sent to places like Vietnam," demonstrated the importance of this type of meeting.

One of AWRT's most ambitious educational endeavors is its international trips.

Mrs. Cossé was quite pleased with U.S. Information Agency Director Leonard Marks's remarks several months ago calling for U.S. broadcasters to sponsor trips of foreign broadcasters to the U.S. This is the fourth year that AWRT has done just that.

In March five women from Kuwait, West Germany, Cameroon, Chile and Turkey arrived in the U.S. for a 60-day tour of 27 American cities. These trips are sponsored by the AWRT Educational Foundation in cooperation with the U.S. State Department.

This year, for the first time, AWRT is conducting these trips in reverse. Forty of its members are scheduled to leave May 23 to visit six foreign cities to study their broadcasting and advertising facilities.

Mrs. Cossé, who relishes the prospect of visiting London, Berlin, Florence, Milan, Rome and Paris, noted the choice of Milan as a city to be visited. AWRT is interested in the broad view of broadcasting, not just the on-air part. Therefore, Milan, as a center of Italian advertising, will give these women an excellent opportunity to see this end of international broadcasting.

Mrs. Cossé, living in culturally oriented Atlanta, is an active patron of the arts. She is a member of the Atlanta Symphony and Opera Guilds and the Atlanta Art Association. In addition to these, she is a member of the Atlanta Advertising Club, the League of Women Voters and the Atlanta Women's Golf Association.

Golf? Yes, golf. Seems that Mrs. Cossé, in addition to working with her husband throughout the working day and entertaining at night and during the weekends, likes to relax with him. And since his hobby is golf, she began to participate in the sport.

As a matter of fact, when questioned on the amount of time AWRT required from her this year, her main regret was that her golf clubs had to be retired.

## WEEK'S PROFILE



Dora Cox Cossé—President, American Women in Radio and Television, 1965-66; VP and treas., Dora-Clayton Agency, Atlanta, 1950—; b. Knoxville, Tenn., April 18, 1911; attended LaGrange College, LaGrange, Ga., 1928-29; gen. mgr., southern office, John Hershey McGillvra Co. of New York, Atlanta, 1948-49; formed Dora Dodson Radio Rep agency, Atlanta, 1949; southern mgr., Forjoe Co., Atlanta, 1949; formed Dora-Clayton Agency with husband, 1950; m.—Clayton Justin Cossé, April 9, 1950; daughter (by previous marriage)—Mrs. Albert A. Price, three grandchildren; member—Atlanta Symphony and Opera Guilds, Atlanta Art Assn.; Atlanta Advertising Club; League of Women Voters, Atlanta Women's Golf Assn.



News note

**T**HE upsurge of advertiser interest in television network news and documentaries is among the healthier signs of the times. As an extensive report in last week's issue of BROADCASTING pointed out, network news departments are still running in the red and probably will be for a while, but advertising investments in their work are rising at a rate that encourages hopes of eventual solvency.

Not the least of the benefits to be derived from an increase in advertising support is the expansion of station clearances for news and information programing. The network news show that comes down the line unsponsored is easier to reject than one containing advertising from which the station will receive at least some compensation. Persuading their affiliates to carry serious programs in the field of public affairs is one of the more abiding problems of the networks' station-relations departments.

For the networks and their news-minded stations, news has been less a business than a dedication. From regularly scheduled hard-news shows the networks have made some money and stations have made a good deal. But the news special, the documentary, the extended coverage of large news events is more often than not a fiscal liability. Television has, as Elmo Roper studies repeatedly have shown, established itself as the nation's number-one news medium—but only at enormous expense that is largely unrecoverable.

Still, television is fated to continue enlarging and improving its schedule of news presentations. It has assigned itself that mission and cannot now give it up; it can only spend more money and manpower on the job of adding meaning and dimension to its journalistic function.

As television increases its lead among the news media, it must also increase its news revenue, not only because it needs the money but also because advertisers will realize—as more and more already are aware—that the serious program can be a sound advertising buy. Documentaries may not command audiences as big as those attracted to intertainment shows, but their audiences do contain high proportions of persons in a position to buy goods and services—and to influence public policy.

The clients: Bless 'em

**I**T'S the season for advertising and agency conventions. That means just one thing: griping about the high costs of media, mainly television.

There's talk of boycotting television to cut networks and stations down to size, and of boosting newspaper, magazine and radio commitments. They're concentrating their fire, it seems, on color—actually the biggest bargain on the marketing bourse (except for radio) when compared to the print media extra charges for tint and special stock.

But bargaining is the name of the game. It's the stock-in-trade of the buyer to bicker and dicker in an effort to contain costs. Privately, both advertisers and agency men will admit that in their hearts they know that television is the biggest bonanza of their lives, and that it's worth the price and then some. And some, but not enough, will confide that a lot of radio, for the money, is a positive steal.

This condition, however, is no answer to the mounting complaints that television salesmen, riding the boom of recent years, have become high-handed, and even bellicose. The axiom that the customer is (almost) always right is as sound today as it was when Peter Stuyvesant bought Manhattan Island from the Indians for \$24 worth of trinkets.

Customers will always inundate media with requests for research and proof of performance down to a gnat's eyebrow. Yet they know that the product graveyards are loaded with

brands that didn't make it because some buyers thought they could win without the broadcast media.

They will triple piggy-back and then complain about clutter and lack of product protection.

The answer is, and always has been: Be kind but firm. Woo 'em and sell 'em and service 'em and let their cash registers write the renewals, ratings or no.

It's the broadcasters' medium. The broadcaster owes his allegiance to his public. He cannot let anyone—not the advertiser, the agency, the network nor his station representative and, most importantly, not the government—decide how he shall program.

Dodd irony

**W**HATEVER the outcome of charges of skullduggery against Senator Thomas J. Dodd in the handling of campaign contributions, broadcasters shouldn't have to worry henceforth about the Connecticut Democrat's tirades against television as the cause of juvenile delinquency.

For years Mr. Dodd has used his subcommittee as a private shooting gallery, issuing sanctimonious reports timed to meet his political convenience, and at taxpayers' expense. Nothing ever really happened except for headlines slamming television as a training school for gangsters and triggering expensive investigations. The last such report kept broadcasters on the hook with the observation: "This is an interim report and our investigation is continuing".

There's nothing really unusual about testimonial dinners to collect campaign funds. It may be a \$100-per-plate or a \$25 "reception," depending upon the circumstances, with the dinner usually a \$5 blue plate, and with most of the contributors never showing anyway.

Testimonials have been and probably will continue to be condoned. Campaigners say they have no alternative, that it's far better to take a few dollars each from a lot of folks than huge contributions from vested interests to whom they would become beholden.

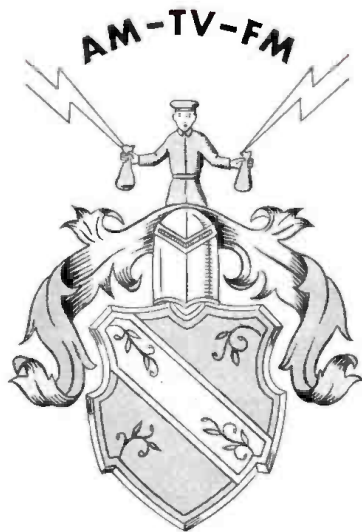
What Senator Dodd has done may be no worse than what some others in Congress have felt constrained to do to make ends meet. It is an untidy business.

Perhaps the senator, henceforth, will be more contrite before indulging in unfounded and unwarranted slanders.



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## **Merit badge**

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WKZO-TV  
Kalamazoo

KOLN-TV  
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KGIN-TV  
Grand Island

WJEF  
Grand Rapids

WWTV  
Cadillac

WWUP-TV  
Sault Ste. Marie

WJFM  
Grand Rapids

WWTV-FM  
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*If you lived in San Francisco...*



*...you'd be sold on KRON-TV*