



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SERIALS LIBRARY
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UNIT ACO BRANCH
MAXWELL AFB
A



Special report: \$140 million in television sports. p42
Networks say Comsat rates may be 'electronic curtain'. p29
FCC's plan for passing around network programs. p65
Battle lines on CATV form at Harris bill hearing. p74

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Dennis is back

the menace

...and look who's bought it!

CBS O & O's: WCBS-TV New York, WBBM-TV Chicago, KMOX-TV St. Louis, WCAU-TV Philadelphia.
METROMEDIA STATIONS: KTTV Los Angeles, WTTG Washington, D.C. RKO-GENERAL
STATIONS: CKLW-TV Detroit-Windsor, WNAC-TV Boston. Also WTTV Indianapolis, KMSP-TV Min-
neapolis, WBAP-TV Ft. Worth, WLUK-TV Green Bay, WNCT-TV Greenville, N. C. and KBTB Denver.

Dennis anyone?
Call, write,
wire now!

Screen Gems

Take your viewers to Istanbul...

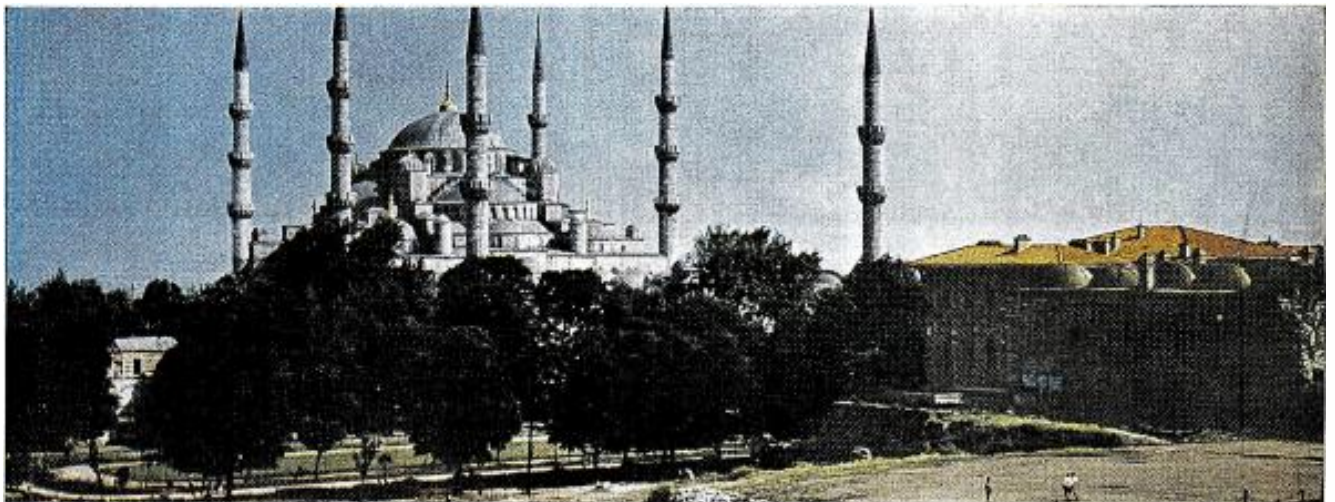
and Hong Kong . . . to Helsinki . . . and Tokyo . . . to Bangkok . . . and Africa . . . to Honolulu . . . and Viet Nam. In fact, let your viewers experience the World "Of Lands and Seas."

"Of Lands and Seas" is a new concept in syndicated programming and features the world's finest adventurers and travelers. Each exciting one hour program is hosted by the world famous adventurer-photographer *Colonel John D. Craig* and is produced on tape for

local COLOR programming. "Of Lands and Seas" is specifically designed to fill your local programming needs. 260 hours available now in full color. Similar programming has been running in several major markets for a number of years. Each of these programs has consistently been on top with the lion's share of adult viewers. Now, for the first time, you can bring these sixty minute adventures to your viewers in full color.

Discover for yourself why "Of Lands and Seas" is the most talked about *first run* syndicated product! Discover for yourself the fascination and excitement that fills each colorful hour! Discover for yourself why WLW-T, Cincinnati, and WLW-I, Indianapolis have already scheduled "Of Lands and Seas" for an early fall start!

Monday thru Friday across the board. . . . Discover "Of Lands and Seas."

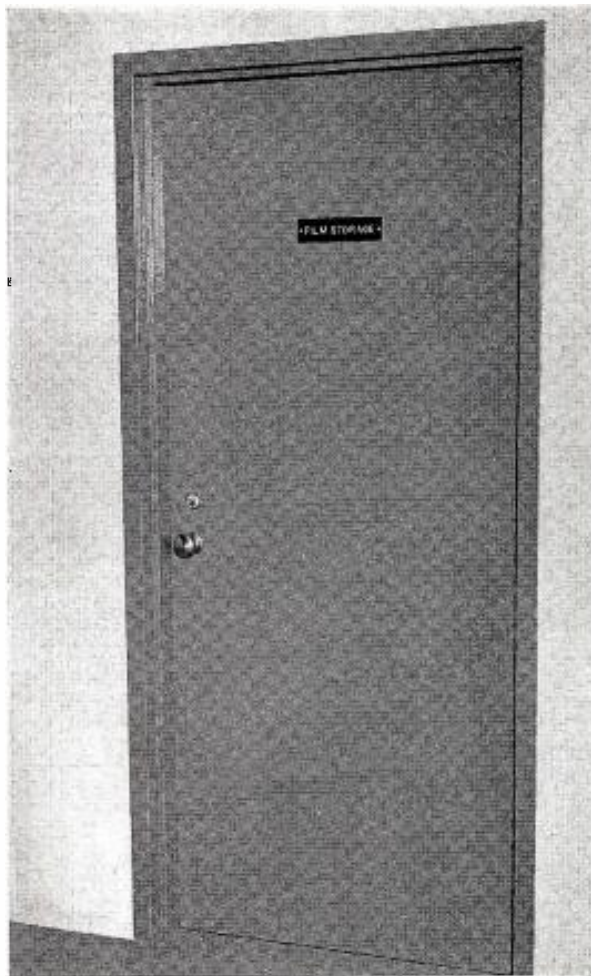


Olas Corporation

Hillcreek Lane • Gates Mills, Ohio Phone 216-449-2955

Producers of "Passport 7" WABC-TV

Behind this door . . .
BALTIMORE'S
\$1,000,000.00
MOVIE LIBRARY
(over one million dollars in prepaid film rentals)



Just acquired! Another great new package — 102 Universal first run and color features distributed by MCA

SELECTION — STORAGE — SCHEDULING . . . these are the key points in the WMAR-TV movie policy!

Selection: Features are carefully selected from the best film packages available.

Storage: Films are stored with extreme care . . . each in its own protective dust jacket in a vault, specially built at Television Park, that is electronically controlled for humidity and temperature.

Scheduling: Each feature is scheduled to appeal to the biggest audience in its time segment.

Top features . . . plus heavy daily promotion are yours when you buy in any of the 15 full length features scheduled each week on WMAR-TV . . . a most effective way to sell to this important 43-county market!

In Maryland Most People Watch

WMAR-TV 

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.



NAME BRAND!

KRLD-TV is the *name brand* in the Dallas-Fort Worth Market and has been for many, many years. It is identified by viewers in this 55-county area with the best in entertainment and informational television.

22.4%* more people viewing per average quarter-hour, 9:00 AM-Midnight, Monday through Sunday, is the Channel 4 lead over the second station in the market, according to March ARB.

To sell a *name brand*, pick the *name brand* station. Your clients will be in good company on KRLD-TV. Call your ATS representative.

ARB — March 1965

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*



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

Moving day

By June 19 NBC and Westinghouse Broadcasting Co. will probably be operating in what are now each other's stations in Philadelphia and Cleveland. Exchange of properties was ordered months ago by FCC to restore ownerships that existed before NBC swapped its Philadelphia properties for those owned by Westinghouse in Cleveland, in deal later challenged by Justice Department suit that was settled by consent decree. Last Friday U. S. Court of Appeals officially accepted withdrawal of appeal by RKO General which had made deal to trade its Boston stations for NBC's in Philadelphia and which felt aggrieved by FCC order requiring NBC to trade back with Westinghouse (see page 78). Original FCC order gave NBC and Westinghouse 15 days to comply after order became final, which it did with court's action Friday.

Anyone calling WRCV-AM-TV Philadelphia after June 19 may hear phone answered as KYW-AM-TV, which is what Westinghouse called those stations when it originally owned them and will call them again. What NBC will call Cleveland stations (which have been KYW under Westinghouse) hasn't been announced.

Kickoff for Cox?

If American Football League expands to 10 teams for 1966 season, Cox Broadcasting Corp. stands good chance of getting Atlanta franchise. Cox, with headquarters in Atlanta, had negotiated for acquisition of AFL Denver team earlier this year. AFL meets today (June 7) in Monmouth, N. J., to consider expanding from 8 to 10 teams, with Philadelphia and Atlanta front runners. Older National Football League is considering expansion to 16 teams in 1967.

No word on Bartley

Having just passed through one tortuous waiting period that ended with appointment of former Ambassador James J. Wadsworth to FCC, both insiders and outsiders are wondering what's holding up reappointment of Robert T. Bartley, whose current term expires June 30. Mr. Bartley, Democrat, native Texan, and nephew of late Speaker Sam Rayburn, is personal friend of President Johnson and family, and his reappointment was and is regarded as virtually automatic.

Mr. Bartley has served on FCC since 1952 and is up for third seven-

CLOSED CIRCUIT®

year consecutive term. Mr. Bartley, 56, is only commissioner with broadcast experience, having been vice president of Yankee Network (1939-1943) and both FM and war activities director of National Association of Broadcasters (1943-1948). He also served as Speaker Rayburn's executive assistant and was director of Telegraph Division of FCC when it was first activated in 1934.

TV end wire ownerships

FCC began moving Friday (June 4) in direction of permitting some cross-ownership of community antenna television systems and television stations in same market. Discussion at special meeting was general, but it appeared that majority of commissioners would impose flat bar on such cross-ownership only in top markets—perhaps top 50. Everyone felt it should be allowed in cases where CATV would provide needed financial crutch for struggling TV station. Question becomes complicated in in-between situations, where staff and some commissioners feel CATV could be unfair advantage to TV station in competition with other stations in market. Still undecided is whether to issue policy statement or proposed rulemaking. Staff will come back with draft of one or other—perhaps both.

Commission indicated its cross-ownership attitude by approving grant of long-pending application for microwave facility to serve CATV in San Luis Obispo, Calif., owned by John C. Cohan, licensee of KSBY-TV in same city.

Deal in the making

Negotiations appeared close to completion late last week for purchase of KVTV(TV) Sioux City, Iowa, by Wisconsin Valley Television Corp., group station-newspaper owner. Price is said to be in \$3-\$4 million range. Seller, Peoples Broadcasting Co., earlier last week confirmed sale of its WNAX Yankton, S. D., to Red Owl Stores Inc., Middle West food chain for \$1.5 million (see page 69). Peoples bought WNAX and KVTV in \$3 million package in 1957. Wisconsin Valley group owns five newspapers in state and contracts WSAU-AM-TV Wausau and WMTV(TV) Madison, both Wisconsin. KVTV, on channel 9, began operating in 1953 and is affiliated with both CBS and ABC.

MCA: new group owner?

MCA, one of biggest TV production and syndication companies, with substantial interests also in motion picture and records production, reportedly is scouting prospects of expanding to another field: station ownership. Two radio-TV station groups were said to be among possibilities MCA is considering, though there was no indication that either had been firmly approached. FCC approval last week of acquisition of WVUE(TV) New Orleans, by Screen Gems, another big production-distribution firm (see page 79), may have given MCA added interest in expanding into station field.

Try, try again

Leo Burnett Co.'s capture of \$12 million United Air Lines account (story page 9) over competition of half-dozen other top agency presentations rests chiefly upon persistence of Burnett's president, Edward M. Thiele, who kept knocking on door for business regularly over past two years. United made decision Friday morning, was to disclose it Sunday (yesterday).

The most wire

Teleprompter Corp., which now claims 60,000 CATV home connections, has tentatively completed domestic acquisitions that would make it biggest operator in CATV field, according to reliable report. H & B American, which reportedly has 70,000 CATV homes, is now first but is being pressed by both Teleprompter and American Cablevision Co., subsidiary of Jack Kent Cooke Enterprises, which in past year has invested in excess of \$20 million. Action on new Teleprompter acquisitions is expected at board meeting in New York June 15.

Color capacity

Rising tide of color may bring problems as well as profits to television. Head of leading film processing plant in Hollywood notes that build-up in production of color programs and commercials for TV already has industry labs working at capacity and warns that they may not be able to handle further increase in volume of color film anticipated for fall. New York lab officials say color volume in East is so far no cause for worry about processing facilities.



Samuel Johnson, LL.D.
From the portrait by
Sir Joshua Reynolds.
The Bettmann Archive

*"We who
live to please,
must please
to live."*

Dr. Samuel Johnson, England's famed author and lexicographer, could have added that the ability to know what pleases is just as vital. Griffin-Leake stations employ **PERCEPTIVE EMPATHY** to please the viewing public.

**GRIFFIN-LEAKE
TV, INC.**

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



WEEK IN BRIEF

Broadcasters, once in love with dream of communications satellites, now find nightmare of costs practically too much to cope with. Prospective European charges plus U. S. fees may yield no trans-Atlantic TV. See . . .

PRICED OUT OF REACH? . . . 29

Sports, long popular TV fare with networks, stations and advertisers is booming \$140 million gem with no peak in sight. BROADCASTING survey finds diversification wide, rights costs high, and profits great. See . . .

\$140 MILLION BONANZA . . . 42

Baseball, football and golf may have the greatest audience, but they don't get all the sports viewers as smaller sports such as wrestling, bowling and racing are major syndication attractions. See . . .

MAJOR PROFIT IN MINOR SPORTS . . . 55

Sports programing costs money, lots of it, but advertisers seem to be happy to pick up the tab. Beer, razor blades, tobacco and petroleum are major sponsors of everything from fishing to football. See . . .

LIKE WHAT THEY GET . . . 45

Proposed FCC rulemaking would permit independent stations to pick up any network programing rejected by affiliate in same market. Move seen as boon to UHF's and stations in overshadowed markets. See . . .

NETWORK FARE FOR INDIES? . . . 65

"Get together" is Harris warning to NAB, FCC and CATV as hearings continue on his bill to regulate cable firms. He finds CATV program origination on par with pay TV; Merrill charges FCC partial to broadcasters. See . . .

POSITIONS HARDEN . . . 74

Top 100 newspaper advertisers spent 3½ times as much in TV as in print; P&G alone as much in TV as top 12 newspaper clients. While they increased newspaper budgets by \$31.6 million, they're up \$116.2 million in TV. See . . .

LIKE NEWSPAPERS, BUT LOVE TV . . . 32

Sixteen applicants are on the line for operation of soon-to-be-silenced KWK St. Louis. Station will probably be run on interim basis during hearings. One applicant suggests that 5 kw station be put on 500 w during interim. See . . .

16 HATS IN RING . . . 82

Long-contested battle by RKO for Philadelphia stations has ended with RKO pulling out of fight. Reverse swap can now take place between NBC's WRCV-AM-TV and Westinghouse's KYW-AM-FM-TV Cleveland. See . . .

RKO DROPS OUT . . . 78

Station sales totaling \$6.8 million and involving four properties were announced last week; only one TV facility in group. FCC approved transfers totaling \$8.28 million. See . . .

FOUR STATIONS SOLD . . . 79

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what's an influencible? A listener. Specifically, a Storz radio listener. Influencibles are the "in-touch" young moderns with ideas... buying ideas. It stands to reason that when you talk to the greatest number of people in a given market, your product or service gets known, and bought, faster. Got something to sell? Influence the influencibles.® On a Storz station you get action where it counts—in sales.

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STORZ

WDGY Minneapolis-St. Paul
(Blair)
KXOK St. Louis
(AM Sales)

WHB Kansas City
(Blair)
WTIX New Orleans
(Eastman)

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

'Community' stations set in new UHF table

FCC is expected to issue this week new "unsaturated" table of UHF allocations and proposed rulemaking providing for creation of new class of low-power "community" television stations operating on upper UHF channels (CLOSED CIRCUIT, May 31). Commission approved both documents without dissent Friday (June 4).

New UHF table provides for some 1,100 assignments in little more than 800 communities. Present table has 1,600 assignments. Except in cases of operating stations, new table makes no assignments to communities of less than 25,000; allocations are to be made in those communities on basis of demand.

Approximately half assignments are ETV. These include number in communities of less than 25,000 population, but no city has more than two ETV stations.

Proposed community TV stations would operate on channels 70-83 (which would be reserved for that purpose) and, because of their low 10 kw power would allow commission considerable flexibility in their location. No restrictions would be placed on size of community they might serve, and co-channel and adjacent-channel mileage separations could be sharply reduced.

CBS takes Gemini ratings

CBS-TV claimed top ratings on basis of Arbitron overnights in coverage of first day of Gemini-Titan 4 spaceflight. Figures released Friday (June 4) showed CBS with 10.0 rating and 38 share; NBC with 9.9 and 37, and ABC with 2.9 and 11 for period 7 a.m.-4:30 p.m. on June 3.

In first six hours of flight, average number of TV homes tuned to space-shot coverage fluctuated between high of 17,304,840 (32.4%) of all U. S. viewing homes per half hour and low of 12,444,530 (23.3%). Peak viewing came at 11:30 a.m., June 3, about hour after liftoff; ebb viewing was at 2:30 p.m.

United Airlines moves to Burnett and Frank

United Air Lines, Chicago, moves its broadcast-heavy \$12 million advertising account to Leo Burnett Co. and Clinton E. Frank Inc., both Chicago, effective Oct. 1 dropping N. W. Ayer & Son after

Rebels urge congressional action on CATV

BOLT NAB-AMST POLICY FAVORING FCC ACTION

Anti-CATV front that broadcasters had pointed at congressional hearings last week was splintered Friday (June 4) when owners of 27 television stations, many in major markets, said they were in "substantial disagreement" with two associations that had testified earlier in week in favor of immediate FCC regulation of CATV (see page 74). Hearing ended Friday, but record is being kept open for additional statements.

National Association of Broadcasters and Association of Maximum Service Telecasters had testified in favor of FCC action in CATV field and had indicated lack of support for HR-7715, bill offered by Representative Oren Harris (D-Ark.), conferring jurisdiction over CATV on FCC, but limiting its authority.

Dissenting station owners said, in joint letter filed with Communications Subcommittee Chairman Walter Rogers (D-Tex.), that they felt FCC proposals permit commission to "assume questionable jurisdiction and adopt overly restrictive regulations."

Group offered six general principles for federal regulation of CATV:

- Public need for greater program choice can be filled by CATV and available services but "should be determined by technological potential and public demand, and not as a result of government fiat or preemption."

- Background of public service res-

association of nearly two decades. Burnett gets passenger business and Frank becomes first agency to handle United's fast growing cargo business on special account basis. Cargo ad billing is now at \$400,000 level.

United explained need for Chicago-based agency to fit into its greatly expanded marketing goals for next five years rather than any dissatisfaction with Ayer. United is spending \$1 billion on new jets and expects passenger capacity to double.

Wometco makes big board

Wometco Enterprises Inc., Miami, group broadcaster, vending machine and motion picture theater operator, announced Friday (June 4) approval for listing on New York Stock Exchange. Trading on big board will begin July 7. Wometco has been traded over counter since 1959.

possibility, experience and training make broadcasters "particularly qualified" to operate CATV's and there is no justification for restrictions on broadcast ownership.

- CATV systems should carry local station programming and not duplicate it simultaneously. Concern with CATV's impact on station allocations "is misplaced and exaggerated."

- CATV will aid UHF and color TV development. UHF will never succeed or be healthy "if it has to be nurtured and protected by government restraint from legitimate competition." Better color comes from better antennas.

- Government has "no logical or legitimate basis" to restrain distribution of additional program services.

- Long-range public, industry and government interests would be harmed by following FCC, NAB or AMST positions. Adoption of arguments advanced by three groups "will predictably result in increased demands for federal regulation of the programming and business aspects of broadcasting."

Signing declaration: Cox Broadcasting, John C. Cohan stations, Cosmos Broadcasting Corp. (formerly Broadcasting Co. of South), Midcontinent Broadcasting Co. (Joe Floyd), Gordon Gray-Paul Harron stations, Newhouse Broadcasting Corp., KTVI(TV) St. Louis, WTMJ-TV Milwaukee and Triangle Publications.

AFL's growth shouldn't affect NBC-TV contract

It was doubted Friday (June 4) that TV rights would be immediately affected if American Football League approves this week expected expansion of league from eight to 10 teams, to take effect in 1966 football season, with possible addition of Atlanta, Philadelphia or Chicago. Expansion was not expected until after 1966-67 season.

Indications are that AFL would reapportion TV monies or renegotiate, or pursue combination of both.

In present AFL contract with NBC-TV, each team starting with first year of five-year contract, beginning this fall, receives approximately \$900,000 per year (BROADCASTING, Feb. 3).

Joe Foss, president of AFL, said network most likely would end up paying

WEEK'S HEADLINERS



Mr. Segelstein

Irwin Segelstein, VP in charge of programming at Benton & Bowles, New York, named VP, programs-New York for CBS-TV. In addition to supervising East Coast nighttime activities, he will be in

charge of daytime, specials and programs produced abroad for network. **Lee Currin**, VP in charge of administrative and operational supervision of programming department at B&B, succeeds Mr. Segelstein. Mr. Segelstein on June 28 replaces **Bruce Lansbury**, who was CBS-TV's VP-programs, New York. Mr. Lansbury, at one time general program executive of CBS-TV, Hollywood, had been appointed to New York post in September 1964, during **James T. Aubrey Jr.**'s tenure as CBS-TV network president (BROADCASTING, Sept. 28, 1964). Mr. Lansbury's future plans were not made known.

John D. Scheuer Jr., administrative executive for broadcast division (Triangle Stations), named to new post of executive manager for radio, effective June 14. His office will continue to be

in Philadelphia where he'll coordinate radio activities of individual stations and division's national department heads. Mr. Scheuer has been associated with Triangle and/or its stations (he joined WFIL in Philadelphia as night supervisor) since 1942. In 1947, he became operations assistant to general manager of WFIL-AM-TV. Triangle's stations are WFIL-AM-FM-TV, WFBG-AM-FM-TV Altoona, WLYH-TV Lebanon, all Pennsylvania; WNBK-AM-FM-TV Binghamton, N. Y.; WHNC-AM-FM-TV New Haven, Conn., and KFRE-AM-FM-TV Fresno, Calif.



Mr. Unger



Mr. Klein

Irving Klein, VP and secretary and executive assistant to president of Independent Television Corp., New York, named to board of directors. **Alvin E. Unger**, VP for syndication, responsible

for all syndicated sales and supervision of ITC's sales force in U. S., also named to board. Mr. Klein joined ITC in 1962 and in 1964 was made VP for creative services, responsible for advertising, promotion and public relations. He assumed present job in March of this year. Mr. Unger joined ITC in March 1965. Previously he was VP in charge of sales at TV Personalities and was sales executive for Ziv in both radio and TV for 19 years.



Mr. Owen

Forrest F. Owen, executive VP of Wade Advertising, Chicago, elected president in new realignment of officers. **Albert G. Wade II** continues as board chairman and chief executive officer. **Hal H. Thurber**, president, named vice chairman. Others promoted include **Louis J. Nelson**, senior VP, named executive VP in charge of marketing services; **David S. Williams**, VP, becomes executive VP, and **Sidney B. McAllister**, VP, becomes senior VP. **Tom D. Scholts**, VP at agency's Los Angeles office, named executive VP for west coast.

For other personnel changes of the week see FATES & FORTUNES

additional yearly monies for rights, but new teams would receive less than teams now in league until new contract is negotiated after 1969 season.

Duplication protection imposed on translators

FCC has called attention to new interim policy it is following of imposing nonduplication condition upon some translator grants.

Commission, in notice Friday (June 4), noted that it is seeking information on "definitive policy" to be followed on translators. Question is in April notice of inquiry dealing primarily with community antenna television systems (BROADCASTING, April 26).

Pending conclusion of that proceeding, commission said, it has decided to condition translator grants on agreement of translator operator to honor request for protection of station within whose Grade A contour it operates.

As in case of microwave-fed CATV's, translators would have to refrain from carrying programs simultaneously with

or within 15 days before or following their appearance on local station.

Commission enunciated policy in order granting — with nonduplication condition—applications of Lee Co. TV Inc. for four UHF translators in southern Florida.

It also granted, with nonduplication condition, applications of Hubbard Broadcasting Inc., for five new UHF translator stations to rebroadcast programs of its KSTP-TV St. Paul-Minneapolis, Minn.

Commissioners Lee Loevinger and Robert T. Bartley opposed imposition of conditions in all cases.

More time for group comments

FCC Friday (June 4) extended to Aug. 2 deadline for filing comments on its inquiry and proposed rulemaking on multiple ownership of broadcast stations.

Delay was sought two weeks ago in joint petition by 22 group broadcast owners. Broadcasters noted that informal conference was scheduled with commis-

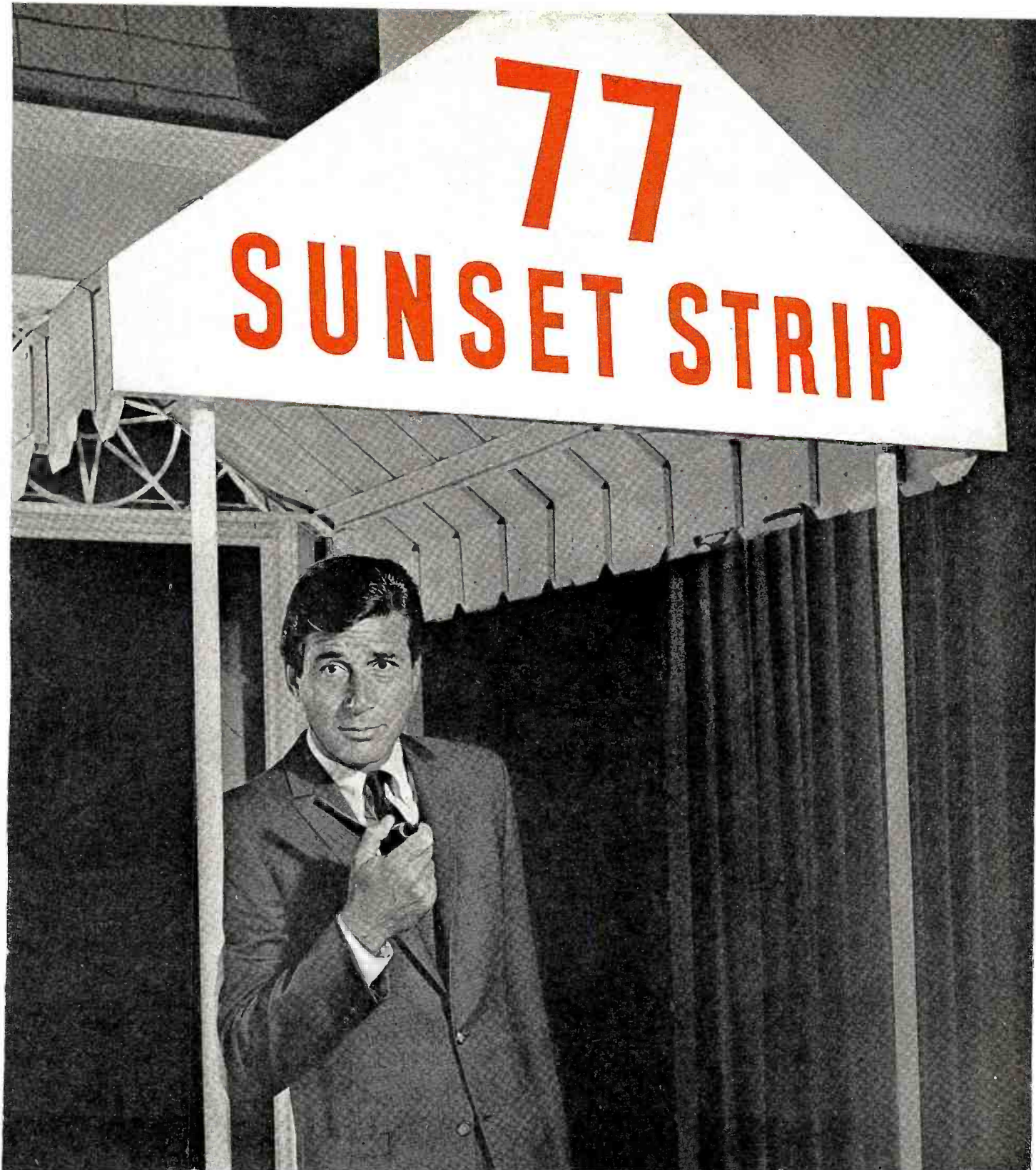
sion for June 11, three days before comment deadline, and that more time would be needed to evaluate and prepare comments.

FCC also advanced replies from July 12 to Aug. 31.

Seeks okay on WTVR(TV) sale

Application seeking FCC approval of sale of WTVR(TV) Richmond, Va., and AM-FM adjuncts was filed Friday (June 4). Stations are being sold by Wilbur Havens and associates to group broadcaster Roy H. Park for \$5,572,956. Discussions concerning sale were begun last November (BROADCASTING, Nov. 9, 1964).

Contract contains clause which provides that 43% of stations' net earnings before taxes, from Jan. 1, 1965, to date when commission gives approval, will go to Mr. Havens, who has agreed to remain as consultant and continue as board member without remuneration. Walter A. Bowry Jr., presently assistant general manager, will succeed Mr. Havens as general manager.



In major markets where 77 SUNSET STRIP runs five days a week in various afternoon and evening time periods—such as Albany-Schenectady-Troy, Louisville, Memphis, St. Louis, Syracuse, Tulsa—the mystery-adventure strip starring Efrem Zimbalist, Jr., Roger Smith and “Kookie” Byrnes averages

26% more homes • 26% more men • 62% more women

than programs in the same time period, same station, the previous year. *Source: ARB Reports, March 1964-65*



WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, N.Y. 19, N.Y. Circle 6-1000

What's in back of ou

Source: Special Arbitron Telephone Coincidental January 1, 1965. Subject to limitations of sample size, and other qualifications available on request.



surge to the front?

Encouraging local programming.

Take KGO-TV's full-length color presentation of the San Francisco Ballet's "Nutcracker." WABC-TV's probing look at "New York: New York." WXYZ-TV's thought-provoking "Dialogue." KABC-TV's "The Street: Sunset Boulevard." WBKB's "Morning Show." All produced locally. All of them so well done they'd please audiences everywhere.

What size audiences? It seems that KGO-TV's "Nutcracker" was at least as popular with San Franciscans as a football bowl game. That's encouraging. And that's what's in back of our surge to the front.

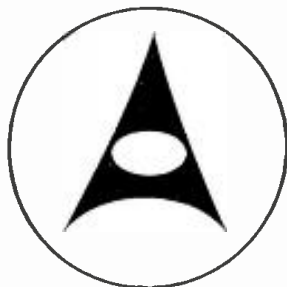
ABC OWNED TELEVISION STATIONS

WABC-TV, New York • WXYZ-TV, Detroit
WBKB, Chicago • KABC-TV, Los Angeles
KGO-TV, San Francisco



CONSIDERING CATV? THEN CONSIDER AMECO!

If we were betting folks, we would bet that once you consider CATV, you would soon be entering CATV. ■ And it is almost impossible to consider CATV without considering the pacesetter of the field, Ameco! ■ Consider the fact that Ameco is at least three years ahead of competition in solid-state equipment, and it seems rather foolish to consider anyone else, doesn't it? ■ One thing for sure, it doesn't cost anything to consider CATV or Ameco... just write or call collect.



ameco

P. O. BOX 11326
2949 WEST OSBORN RD
PHOENIX, ARIZONA
TELEPHONE (AC 602) 252-6041

OPEN MIKE®

Stop debating over CATV

EDITOR: While so many broadcasters are spending their time arguing about the merits of community antenna TV, people outside our industry are snapping up these valuable franchises. If anyone ought to be in CATV, it should be broadcasters who understand public taste and needs...

Is not part of the debate based on a fear of competition from CATV—part imagined, part perhaps real?...

How much of some broadcasters' concern about CATV is a matter of public interest; how much is a concern over their own pocketbooks?...

Broadcasters ought to stop debating and start building CATV's before many more people outside our industry get these franchises.—*John F. Hurlbut, president and general manager, WVMC Mt. Carmel, Ill.*

Yearbook popular

EDITOR: I would like to order a copy of your most recent BROADCASTING YEARBOOK listing the radio and television stations and their major personnel.

Your magazine is an excellent publication and we are continually borrowing the secretary of state's copy.—*Edward J. Wren, assistant director, information and research, Florida State Road Department, Tallahassee.*

Thanks for the Wink

EDITOR: Just a note of appreciation for the wonderful Horace Wink story [BROADCASTING, May 24].

It certainly told the story in a clear, concise manner.—*Keith R. Matzinger, J. Walter Thompson Co., Los Angeles.*

(The article referred to was a description of an advertising campaign run by the Ford Dealers Advertising Association of Southern California.)

BOOK NOTE

"Teach With Television" (second edition), by Lawrence F. Costello and George N. Gordon. Hastings House, 151 East 50th Street, New York 22. 192 pp. \$5.95.

The authors have put their broad backgrounds of teaching at New York University, Communications Art Group, into a practical manual to show how televised instruction can be effectively used at all educational levels. In addition, they have called on the collective experience of many others familiar with the TV instruction field to explain common sense classroom procedures.

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Bureaus

New York: 444 Madison Avenue, 10022. Telephone: 212 Plaza 5-8364.

EDITORIAL DIRECTOR: Rufus Crater; SENIOR EDITORS: David Berlyn, Rocco Famighetti; STAFF WRITERS: John Gardiner, Ellen R. McCormick, John O'Hara; ASSISTANT: Frances Bonovitch.

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Chicago: 360 North Michigan Avenue, 60601. Telephone: 312 Central 6-4115.

SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: David J. Bailey; ASSISTANT: Rose Adragna.

Hollywood: 1680 North Vine Street, 90028. Telephone: 213 Hollywood 3-3148. SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Stephanie Alexander.

Toronto: 11 Burton Road, Zone 10. Telephone: 416 Hudson 9-2694. CORRESPONDENT: James Montagnes.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office
Copyright 1966: Broadcasting Publications Inc.

Early Bird: 'You ain't seen nothing yet'

One of the Hughes engineers responsible for the development of the Early Bird communications satellite said it: "You ain't seen nothing yet." And what he said was true—especially for those of us in marketing and advertising. This satellite, now stationed 22,300 miles above the Atlantic, is more than just a better way of transmitting TV, radio or telephone across the ocean. It represents a new way of thinking about how men can communicate over distances.

Global Ad Conference ■ Without applying too much polish to the crystal ball, one might visualize a scene . . . the U. S. offices of a major corporation. The marketing manager is in video contact with his Far East regional manager. The picture, transmitted via TV satellite link, is clear as a bell on the 30-inch screen.

They're discussing the slow results from a couponing program in Nagoya, Japan. The boss refers to his daily movement recap, which he got first thing that morning from the computers, data which was transmitted via the company's satellite facilities during the night. The man in Tokyo calls his boss's attention to the poor weather in Nagoya. Tests like this have been affected adversely before.

They agree to wait a couple of more days for a clearer indication. In the meantime, the Tokyo man, again via satellite links, will contact Berlin direct. The Berlin manager had a similar experience a few months back. He will ask that facsimiles of the Berlin test results be relayed (via satellite) to him, will compare applicable trends and prepare a report for the boss.

All The Difference ■ That's for openers, because the Early Bird type of satellite has something going for it which makes all the difference. This difference can be explained by the "22,300 mile tall pole" analogy. Stick this pole into the earth. Perch the satellite atop it. As the earth turns, so does the satellite. This eliminates a major drawback of other satellites that whiz round the earth: the need for complex, computer controlled antennas which must precisely track their movement. A stationary satellite is always there.

Further, from this altitude, one satellite can look down and see over a third of the earth. So, another advantage is that just three could cover the globe, instead of at least 18 of the "whiz-around" variety.

This can be a great boon to the mil-

lions of people who live a long way from really practical, dependable communications. These nations can put up comparatively simple and inexpensive antennas which only need to see one fixed satellite. In one giant step, these countries could immediately join in the world communications networks. Every lean-to won't have a telephone and *The Hallmark Theater* the next morning, but these people won't have to wait for painful generations of time for the wires to reach them.

Think of the impact this could have on world trade. Dior may not see Upper Volta as a major market, but don't you think the folks at Sears aren't wondering a little?

Looking further into the future, we can see even more exciting implications for satellite communications.

Historians tell us that communications and trade have always gone hand in hand. You first have to talk to your prospect, then maybe you can sell him something. But, if you don't speak his language, it makes the sale a bit tougher.

So, another possibility arises. When the Romans ruled the world, they made Latin the language. In a way, Early Bird and its successors can have the same kind of power. With everyone talking, the babble of tongues will make the need to translate tiresome. If a universal language is in the cards, it may well start to develop here.

It Won't Be Long ■ When will all this take place? Faster than we dare think. Look at the acceptance Early Bird has gotten in the few weeks it has performed. Launched in April, it had inaugural programs in May. Millions have watched as Chet Huntley and

Dimbleby exchanged seats in New York and London; or saw the Soviet singers perform in Portsmouth; or heard the Pope speak; or listened as world leaders discussed major events on the *Town Meeting of the World*. These millions were witness to history being made—as it happened, and for as long as it was happening.

Because the basic idea of the stationary satellite is to be there when it is needed, this is the major difference. And there is something in the human imagination which sparks when it knows that what it is seeing is happening right now. Who will ever forget actually seeing Jack Ruby pull the pistol in that police garage? Or seeing John-John salute at his father's funeral?

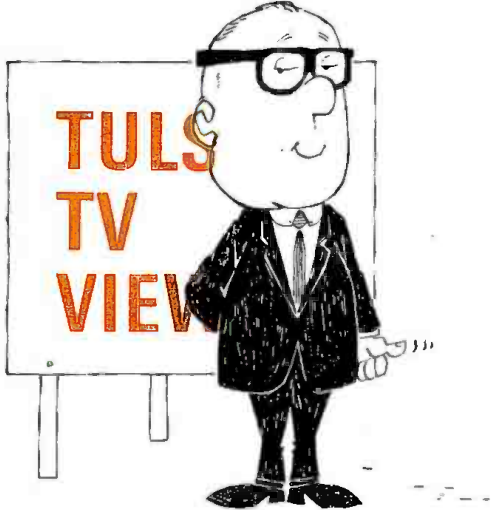
Teacher's Pet ■ Educational television is another subject that comes up in any discussion of satellites. Everybody agrees it's a great thing. *But*. The problem is not so much one of foot-dragging as one of need. In our country we already have a working educational system. Television is used, sure. It's just that we aren't pressed.

In other places, this is not the case. Compare the situation to a country without roads. People who need to go from one place to another fly. So it's not silly to think of having TV in a remote mountain village to help in the teaching process.

And, contrary to the gloomy types who say people can't be changed, that it takes generations to change a way of life, I submit there are some who do want to learn the new and better ways. Whether they are buying, learning or thinking—these are the people who will be important to us as marketers and advertisers.



E. J. (Jim) Beam started his advertising career in 1946 as a senior copywriter at Marshall Field & Co. in Chicago. The following year he was doing sales promotion for Preview Publishing Co., New York. Two years later, he became advertising manager of Victor Adding Machines, Chicago. In 1953 he moved to Los Angeles as director of advertising and public relations for the Paper-Mate Co. And in 1956 he joined Hughes Aircraft Co., where he now is director of advertising and public relations.



Represented by Edward Petty & Co., Inc. The Original Station Representative

TULSA TELEVISION AUDIENCE ESTIMATES STATION AUDIENCE SUMMARY (cont.) MARCH 1965

DAY - PARTS	STATION	METRO SHARE	TOTAL HOMES (00)	MEN		WOMEN		TEENS 12-17 (00)	CHIL-DREN (00)	TOTAL PERSONS (00)
				TOTAL (00)	18-39 (00)	TOTAL (00)	18-39 (00)			
MONDAY THRU SUNDAY	KVOO	36*	180	66	259	86	150	124	731	
	KOTV	31*	182	54	280	73	57	87	596	
	KTUL	32	373	78	222	110	114	229	736	
	OTHER									
	TOTALS		1082	574	198	741	269	330	440	2065
4.00 PM TO 6.30 PM	KVOO	36*	180	66	259	86	150	124	731	
	KOTV	31*	182	54	280	73	57	87	596	
	KTUL	32	373	78	222	110	114	229	736	
	OTHER									
	TOTALS		1082	574	198	741	269	330	440	2065
6.30 PM TO 10.00 PM	KVOO	34*	480	195	822	262	295	258	1565	
	KOTV	29	378	119	538	171	146	245	1267	
	KTUL	20	580	371	162	495	232	209	1331	
	OTHER									
	TOTALS		1062	1229	476	1655	665	560	759	4203
10.00 PM TO 12.00 AM	KVOO	30*	171	74	268	97	46	32	498	
	KOTV	27*	142	64	195	74	41	14	392	
	KTUL	28	250	176	85	211	107	44	616	
	OTHER	1								
	TOTALS		770	499	223	655	278	131	62	1337
9.00 AM TO MIDNIGHT	KVOO	27*	348	190	73	292	114	95	692	
	KOTV	27	379	178	56	323	89	82	673	
	KTUL		306	165	71	232	112	88	511	
	OTHER									
	TOTALS		1034	533	290	847	335	245	956	1961
SIGN-ON TO SIGN-OFF	KVOO	27*	326	178	87	273	104	87	645	
	KOTV	26*	345	159	60	296	88	58	612	
	KTUL		277	146	63	205	99	79	426	
	OTHER									
	TOTALS		948	483	180	764	301	224	345	1816

* The asterisk is used only for stations that were on less than the station telecasting the most quarter hours during the particular period.

AMERICAN RESEARCH BUREAU

Day Part Station Shares And Total Households Reached Tulsa

Average Week Estimates—Period Ending March 24, 1965

(All times shown herein are Central Standard)

Table 1. Metro Area (Percent)

STATION CHANNEL NETWORK	MONDAY THRU FRIDAY				SUNDAY THRU SATURDAY			TOTAL DAY
	MORNING		AFTER-NOON	EARLY EVE	EVE	NIGHT	TOTAL DAY	
	7 AM 9 AM	9 AM Noon	Noon 4 PM	4 PM 6:30 PM	6:30 PM 10 PM	10 PM 12 Mid		
	%	%	%	%	%	%	%	
KOTV 6 C	35	53	48	24	32	32	35	
KTUL 8 A	17	19	26	32	28	29	28	
KVOO 2 N	47	28	26	45	41	40	38	
AVG. H.U.T.	18	22	27	42	67	34	38	

Table 2. Station Totals (Households)

STATION CHANNEL NETWORK	MONDAY THRU FRIDAY				SUNDAY THRU SATURDAY			TOTAL DAY
	MORNING		AFTER-NOON	EARLY EVE	EVE	NIGHT	TOTAL DAY	
	7 AM 9 AM	9 AM Noon	Noon 4 PM	4 PM 6:30 PM	6:30 PM 10 PM	10 PM 12 Mid		
	(000)	(000)	(000)	(000)	(000)	(000)	(000)	
KOTV 6 C	17	27	36	28	63	26	36	
KTUL 8 A	7	11	21	40	57	28	31	
KVOO 2 N	23	18	18	47	70	30	35	
TOTAL	47	56	75	115	190	84	102	

N.B. Each station is assumed to be on a full operating schedule within these time blocks.

The above figures represent the average quarter-hour audience for each station within each day-part. For specific quarter-hour Metro Shares and Station Total Audiences, see the body of the report, beginning on page 8.

Below minimum Reporting Standards or not regularly scheduled. For a guide to Statistical Accuracy, see back of report.

• NIELSEN •

What's the big deal about

Times' new 2000 ft. seamless sheath CATV cable?



Plenty!

It not only saves you money in installation and maintenance. It performs better throughout the life of your CATV system . . . and actually increases system profits.

1. Easily saves you 10% on installation and shipping costs. 2,000 ft. lengths mean fewer splices—8% saved. Only 1 reel needed for 2,000 ft. of cable instead of 1 reel for each 1,000 ft.—2% saved.

2. Increases profit. The fewer the splices, the less maintenance needed. Less maintenance means less labor cost and more profit.

3. Improved electrical performance. Times' JT-1000 cable, in 2,000 ft. lengths, guarantees 26 db minimum return loss—a must for minimum ghosting. Times' seamless tube JT-1000 cable won't let in moisture vapor that stops your signal short of target. And don't forget . . . long after so-called economy cable has been replaced, Times' JT-1000 cable will still be a top performer.

Re-installing a cable system costs more than the original installation. With a so-called economy system, your system starts deteriorating the day you put it in. But Times' JT-1000 cable keeps pace and lives up to your system's planned potential.

TIMES WIRE & CABLE

Division of the International Silver Co.
Wallingford, Connecticut

DATEBOOK

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

■Indicates first or revised listing.

JUNE

June 7-9—Western Association of Broadcasters annual meeting. Banff Springs hotel, Banff, Alberta.

June 7-11—Columbia School of Journalism is sponsoring a conference on "Urban Problems" for broadcast news directors. Professor William Wood is coordinating the conference. Columbia School of Journalism, New York.

■June 8—Kappa Alpha professional chapter of Alpha Epsilon Rho, national radio-TV fraternity, new membership meeting with interested broadcasters invited. KCET(TV) Hollywood.

June 8—Annual meeting, Federal Communications Bar Association. Mayflower hotel, Washington.

June 8-10—Summer meeting of South Carolina Broadcasters Association. Speakers include Paul Comstock, vice president for government affairs, National Association of Broadcasters. Adventure Inn, Hilton Head Island.

June 10-11—Spring meeting of Indiana Broadcasters Association. Speakers include Robert H. L'Heureux, general counsel, National Community Television Association. Indiana University, Bloomington.

June 10-12—Annual convention and election of officers of Colorado Broadcasters Association. Speakers include FCC Commissioner Lee Loewinger. Palmer House motel, Colorado Springs.

June 10-12—Colorado Associated Press Broadcasters annual meeting (in association with Colorado Broadcasters Association summer convention). Palmer House motel, Colorado Springs.

June 11—California Broadcasters Association annual membership meeting, Hotel Continental, Los Angeles.

June 12-15—Annual Georgia Association of Broadcasters summer convention in conjunction with annual GAB engineering conference. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; and Frederick W. Ford, president, National Community Television Association; Senator Herman Talmadge (D-Ga.); Paul Rand Dixon, chairman, Federal Trade Commission; Charles Sweeny, director, bureau of deceptive practices, FTC, and Henry Geller, FCC general counsel. Holiday Inn, Callaway Gardens.

June 13-18—Management conference of National Advertising Agency Network. Whiteface Inn, Lake Placid, N. Y.

June 14—Oklahoma Broadcasters Association annual summer convention. Guest speaker is Stephen B. Labunski, executive vice president in charge of NBC Radio. Shangri-La hotel, Tulsa.

June 14—New deadline for comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules.

June 14-16—World Congress on Marketing. Event will celebrate 50th anniversary of American Marketing Association and will be attended by 2,000 delegates from North America, Europe and Asia. Hilton hotel, New York.

■June 14-Aug. 31—Boston University's School of Public Information's first in-depth study of cinema and television at institutes in three European countries (London, July 26-Aug. 6; Birmingham, Aug. 7-21, and Edinburgh, Aug. 23-31 all Great Britain; Turin, Italy, July 5-11, and Venice, France, June 14-25).

June 14-19—12th Annual International Advertising Film Festival. Cannes, France.

June 15-17—Annual spring meeting of

North Carolina Association of Broadcasters. The Carolinian, Nags Head.

June 16-18—Spring meeting of Virginia Association of Broadcasters. The Cavalier, Virginia Beach.

June 16-18—43rd annual convention of Public Utilities Advertising Association will consider "Image Building for Utilities." The Deauville, Atlantic City.

June 17—First annual meeting of Alaska Broadcasters Association. FCC Commissioner Kenneth A. Cox is keynote speaker. Ketchikan.

June 17-18—Meeting of television code review board of National Association of Broadcasters. Washington Hilton, Washington.

June 17-19—Annual convention of the Maryland-District of Columbia-Delaware Broadcasters Association. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters; Paul Comstock, vice president for government relations, NAB. Henlopen hotel, Rehoboth Beach, Del.

June 18-19—Texas Associated Press annual meeting. Community Inn, Kilgore.

June 18-20—Pennsylvania News Broadcasters Association annual convention. Allenberry.

June 18-23—International Television Contest in Berlin. For further information write Dr. A. Bauer, Bundesallee 1-12, Berlin 15.

June 19—United Press International Pennsylvania News Broadcasters Association annual workshop. Allenberry.

June 21—Deadline for comments on the FCC's proposed rulemaking to limit the three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all non-news programming between 6 and 11 p.m., or to two hours of non-news programming in the same period, whichever is greater. The proposal would also prohibit the three TV networks from domestic syndication and foreign sales of independently produced programs.

June 21-Aug. 14—23rd Stanford Radio-Television-Film Institute. Ten courses offered by Stanford University with the cooperation of KPX(TV), KQED(TV), non-commercial, and KNBR-AM-FM, all San Francisco.

June 22-26—Summer meeting of the combined boards of the National Association of Broadcasters. The Inn, Buck Hill Falls, Pa.

June 25—FCC deadline for filing comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems.

June 25-26—Annual summer meeting of Wisconsin Broadcasters Association. Deer Park Lodge, Manitowish Water.

■June 25-27—American Women in Radio and Television board of directors meeting. Dora Cosse, president, is featured speaker. Parliament House Motor Inn. Atlanta.

June 26-29—Advertising Federation of America's 61st annual convention. Speakers

(Continued on page 27)

NAB PROGRAM CLINIC SCHEDULE

Dates and places for the National Association of Broadcasters spring radio program clinics:

June 7-8—Denver Hilton, Denver.

June 10-11—Continental, Los Angeles.



a WILLIAM WYLER production

THE CHILDREN'S HOUR



IMPORTANT
DRAMATIC PROGRAMMING
SURE TO BE TOP-RATED

AUDREY HEPBURN SHIRLEY MacLAINE
James Garner Miriam Hopkins

RUNNING TIME: 107 MINUTES

UA SHOWCASE 3 gives you a compelling new selection of off network features in the grand tradition of UA SHOWCASE FOR THE '60's and UA SHOWCASE 2, both highly successful for the stations that scheduled them.

Here's what happens when your station programs with UA SHOWCASE features:

In ATLANTA — WSB-TV logs "blue chip" off-network features on Mondays, 7-8:50 pm, instead of available network programs. The success of the plan is seen, for example . . . UA SHOWCASE, rated twice in this time slot, beat all competition both times. Average rating: 27—opposing stations averaged 20 and 11. (ARB, Overnight Coincidentals, Nov. 16, '64-Jan. 18, '65.)



TWO VERY POPULAR, VERY PROMOTABLE STARS
IN AN UNUSUAL DRAMA

BURT LANCASTER JUDY GARLAND

in
**A CHILD
IS WAITING**

RUNNING TIME: 102 MINUTES



ONE OF THE GREATEST
SCREEN SUCCESSES
OF THE SIXTIES

Stanley Kramer's
**ON THE
BEACH**



GREGORY PECK AVA GARDNER
FRED ASTAIRE ANTHONY PERKINS
and Donna Anderson

RUNNING TIME: 133 MINUTES

In NEW ORLEANS—A typical UA SHOWCASE success occurred Wednesday, May 13, '64. SHOWCASE pulled 25% of the audience away from Dick VanDyke. Beverly Hillbillies, Danny Kaye, Ben Casey and 77 Sunset Strip, for WDSU-TV at 8-10 pm. (ARB Overnight Coincidental).

In AMARILLO—KVII-TV is unbeaten, Sunday at 9-10:45 pm, when UA SHOWCASE pulls 35.3% of the audience away from long-established competitors such as What's My Line, DuPont Show of the Week, Candid Camera and Checkmate. (ARB Overnight Coincidental, Mar. 31, '64).

In NEW YORK, WABC-TV—UA SHOWCASE beats all 6 competing channels for WABC-TV 6 out of 7 consecutive times rated, Nov. 2, '62 to May 24, '63. Films surveyed include typically impressive UA titles such as The Pride and the Passion, Not as a Stranger, Sweet Smell of Success, Anna Lucasta, Run Silent Run Deep. (Nielsen)

In SAN FRANCISCO — ARB for April/May '64 ranks KPIX's "Big Movie" over all 3 competing stations in the 2 hours starting 11:15 pm Saturdays. All features on "Big Movie", that month, were UA SHOWCASE entries.

U.A.U.

is pleased to announce
the release of
a new selection of
IMPORTANT
FEATURE FILMS



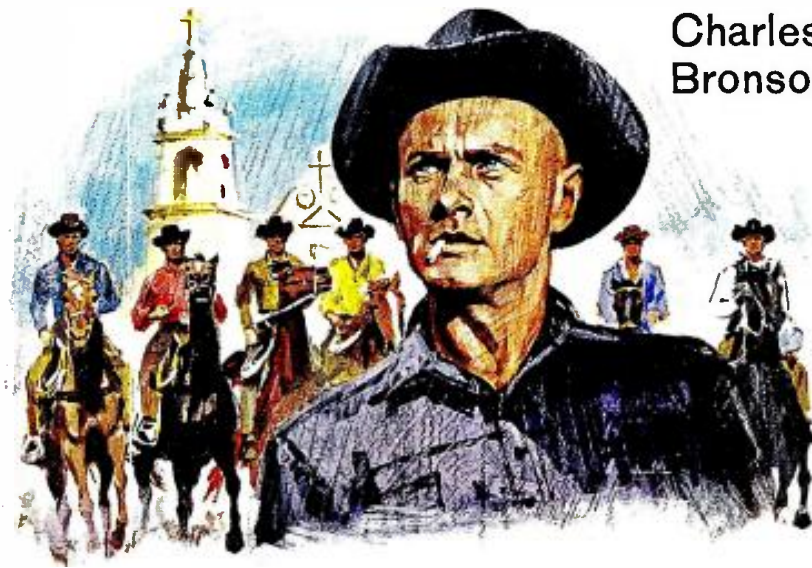


YUL BRYNNER
THE MAGNIFICENT SEVEN

co-starring

ELI WALLACH STEVE McQUEEN

Charles Robert Horst
Bronson Vaughn Buchholtz



ONE OF THE STRONGEST
CASTS AND STORIES
EVER BROUGHT TOGETHER
IN A SINGLE FILM

RUNNING TIME: 126 MINUTES • COLOR

THE APEX OF CAGNEY'S FABULOUS CAREER

Robert Montgomery presents

JAMES CAGNEY

as Admiral Halsey
in

**THE GALLANT
HOURS**

with Dennis Weaver



RUNNING TIME: 115 MINUTES

In DETROIT—UA SHOWCASE features played throughout April '64 on WXYZ-TV, Saturdays 11:15 pm to 1:15 am. ARB's 4-week average put WXYZ-TV on top of the 4-station competition, with 35.7% share of audience. (All channels also played features in the time period).

In PROVIDENCE—ARB took "Overnight Coincidentals" Thursdays March 19 and June 18, '64, in the vital 7:30-9 pm time period. WPRO-TV's UA SHOWCASE features were unbeaten both times, pulling 35% and 31.4% shares in the two reports of the 5-channel competition.

UA SHOWCASE OFF-NETWORK FEATURES top strong competition in a 3-city, 3-night study of prime time performance. *The Times*: 7-11 pm. *The Outlets*: KROD-TV, El Paso; WFLA-TV, Tampa-St. Petersburg; WPRO-TV, Providence. *The Nights*: Tuesday, Thursday, Saturday. *The Competition*: My Three Sons, Hazel, Combat, McHale's Navy, Red Skelton, Jimmy Dean, Dr. Kildare, Saturday Night at the Movies, others. *The Results*: SHOWCASE ranked Number One in all cities, with a 23.5 average rating and 41.8% of all sets in use. (ARB Overnight Coincidentals).



the Full Range of Entertainment for Your Entire Audience

ADVENTURE...COMEDY...EPIC HISTORY...FAMILY DRAMA
 WESTERN ACTION...COURTROOM DRAMA...BIOGRAPHY
 FANTASY...SCIENCE FICTION...SUSPENSE-INTRIGUE...

with front-rank motion picture and television stars:



JAMES CAGNEY
 GREGORY PECK
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 ANTHONY PERKINS
 DIANNE FOSTER

SOPHIA LOREN
 SHIRLEY MCLAINE
 DENNIS WEAVER
 STERLING HAYDEN
 JEAN PETERS

JAMES MASON
 JOEL McCREA
 ANNE BAXTER
 ANGELA LANSBURY
 RORY CALHOUN

AUDREY HEPBURN
 E. G. MARSHALL
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 THEODORE BIKEL
 FRED ASTAIRE

ELI WALLACH
 GIG YOUNG
 JAMES GARNER
 WANDA HENDRIX
 ERNEST BORGNINE

JUDY GARLAND
 ROBERT RYAN
 STEVE McQUEEN
 SEBASTIAN CABOT
 JOHN MILLS

BURL IVES
 BASIL RATHBONE
 JEAN-PIERRE AUMONT
 DAVID BRIAN
 DIANA LYNN

DAY OF THE OUTLAW

starring

ROBERT BURL TINA
RYAN IVES LOUISE



RUNNING TIME:
90 MINUTES



RORY
CALHOUN
in **THE BIG
CAPER**

James Gregory
Mary Costa

RUNNING TIME:
84 MINUTES

GUNFIGHT AT DODGE CITY

starring

JOEL McCREA
as Bat Masterson



RUNNING TIME:
81 MINUTES • COLOR



UNITED ARTISTS ASSOCIATED

a division of UNITED ARTISTS TELEVISION, INC.

555 Madison Avenue, New York, N. Y. 10022 • 212 MU 8-4700

...and other profitable-to-program features

"APACHE"

starring
BURT LANCASTER
JEAN PETERS
running time: 91 minutes COLOR

"HERO'S ISLAND"

starring
JAMES MASON
RIP TORN • NEVILLE BRAND
KATE MANX
running time: 94 minutes

"THE BOY WHO CAUGHT A CROOK"

starring
WANDA HENDRIX
ROGER MOBLEY
DON BEDDOE
RICHARD CRANE
running time: 72 minutes

"TERROR IN A TEXAS TOWN"

starring
STERLING HAYDEN
running time: 80 minutes

"WAR DRUMS"

starring
LEX BARKER
JOAN TAYLOR
running time: 75 minutes COLOR

"THE MAGIC SWORD"

starring
BASIL RATHBONE
GARY LOCKWOOD
ESTELLE WINWOOD
ANNE HELM
running time: 80 minutes COLOR

"OKLAHOMA TERRITORY"

starring
BILL WILLIAMS
GLORIA TALBOT
running time: 67 minutes

"DEAD TO THE WORLD"

starring
REEDY TALTON
JANA PEARCE
running time: 87 minutes

"INSIDE THE MAFIA"

starring
CAMERON MITCHELL
running time: 72 minutes

"ON THE BEAT"

starring
NORMAN WISDOM
JENNIFER JAYNE
RAYMOND HUNTLEY
running time: 105 minutes

"RABBIT TRAP"

starring
ERNEST BORGNINE
BETHEL LESLIE
DAVID BRIAN
running time: 72 minutes

"COUNTERPLOT"

starring
FORREST TUCKER
ALLISON HAYES
running time: 76 minutes

"HIDDEN FEAR"

starring
JOHN PAYNE
running time: 83 minutes

"FURY AT SHOWDOWN"

starring
JOHN DEREK • NICK ADAMS
CAROLYN CRAIG
JOHN SMITH
running time: 75 minutes

"EXPLOSIVE GENERATION"

starring
WILLIAM SHATNER
PATTY McCORMICK
running time: 89 minutes

"TEENAGE MILLIONAIRE"

starring
JIMMY CLANTON
ROCKY GRAZIANO
ZASU PITTS
running time: 84 minutes

"NUN AND THE SERGEANT"

starring
ROBERT WEBBER
ANNA STEN
running time: 73 minutes

"THREE ON A SPREE"

starring
JACK WATLING
CAROLE LESLEY
running time: 83 minutes

"FANFARE FOR A DEATH SCENE"

starring
RICHARD EGAN
BURGESS MEREDITH
VIVECA LINDFORS
running time: 71 minutes

"REVOLT AT FORT LARAMIE"

starring
JOHN DEHNER • GREGG PALMEI
FRANCES HELM • DON GORDON
running time: 73 minutes COLOR

"THE BOLD ADVENTURE"

starring
GERARD PHILIPPE • JEAN VILAR
FERNAND LEDOUX
running time: 87 minutes

"IF EVERY GUY IN THE WORLD"

starring
GEORGES POUJOLY
TRINTIGNANT
running time: 110 minutes



A DRAMA OF
WARRING EMOTIONS
AND HIGH TENSIONS



KIRK DOUGLAS
in
**TOWN
WITHOUT PITY**
co-starring
E. G. MARSHALL

RUNNING TIME: 105 MINUTES

STARS NOW AT THE VERY HEIGHT OF AUDIENCE ACCEPTANCE

Anatole Litvak's

**FIVE MILES
TO MIDNIGHT**

starring

**SOPHIA LOREN
ANTHONY PERKINS**

with

**GIG YOUNG JEAN-PIERRE
AUMONT**

RUNNING TIME: 110 MINUTES



In NEW YORK, WOR-TV—In the first 20 weeks of "The Big Preview", Sundays at 8-10 pm, WOR-TV presented UA SHOWCASE off-network features twice—Jan. 2 and Feb. 23, '64. Both times, UA SHOWCASE topped all WOR-TV's ratings for the entire week. The Jan. 12 UA SHOWCASE feature outpointed every other "Big Preview" program in the whole 5-month period . . . and the average rating for UA SHOWCASE was 59% higher than the average of the other 18 "Big Preview" shows. (ARBitron)

In TAMPA-ST. PETERSBURG — According to ARB "Overnights" for March 31 and June 16, UA SHOWCASE off-network features put WFLA-TV way ahead of the competition. The March report rates SHOWCASE 31—50% higher than the nearest contender—with 54.4% share of audience. In June, UA SHOWCASE gives WFLA-TV 51.4% of the audience. The March rating pulls WFLA-TV's valuable 7-9 pm time period up 24% from the preceding monthly ARB rating for the time.

A CLASSIC "CHASE" ADVENTURE,
WITH ACTION AND ROMANCE

STERLING **HAYDEN**
in
**TEN DAYS
TO
TULARA**

RUNNING TIME: 77 MINUTES



FAMOUS DRAMATIC ACTORS IN A HIGHLY HUMOROUS CHAIN OF EVENTS

Academy Award Winner

ERNEST BORGNINE in
SEASON OF PASSION

ANNE ANGELA JOHN
BAXTER LANSBURY MILLS

RUNNING TIME: 93 MINUTES



BURT LANCASTER as
THE KENTUCKIAN

also starring
DIANNE FOSTER and **DIANA LYNN**

HISTORIC ADVENTURE ON
"THE WILDERNESS TRAIL"

RUNNING TIME: 104 MINUTES • COLOR



(Continued from page 18)

include Mary Gardiner Jones, commissioner of Federal Trade Commission; Sargent Shriver, director of the Peace Corps, and director of office of Economic Opportunity, and Henry Schachte, executive vice president and board member, J. Walter Thompson Co., New York. Statler Hilton, Boston.

June 27-29 — 30th Annual convention of Florida Association of Broadcasters. Speakers include Tom Murray, vice president and copy director, Campbell-Ewald, Detroit. Jack Tar-Harrison hotel, Clearwater.

■June 27-July 2—First Advertising Agency Network annual meeting. The Equinox House, Manchester, Vt.

June 27-July 2—Advertising Association of the West's 62d annual convention. Hawaiian Village hotel, Honolulu.

■June 29-July 1—Annual convention of Electronic Industries Association. Consumer Products Division will meet in conjunction with National Association of Music Merchants and National Appliance & Radio-TV Dealers Association. Conrad Hilton hotel, Chicago.

June 30 — Deadline for entries in Iris Award contest, sponsored by the Women's Conference of the National Safety Council. Women actively engaged in radio-TV as writers, producers or broadcasters may qualify. Awards will be given in two categories: one for radio and the other for TV.

JULY

July 1 — New FCC deadline for comments relating to frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna TV systems. Former deadline was April 1.

■July 9-11—American Women in Radio and Television's educational foundation board of trustees meeting. Statler Hilton, Boston.

July 12—New deadline for reply comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Former deadline for reply comments was May 26.

July 14—New FCC deadline for filing comments on the joint petition for rulemaking by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. Reply comments are now due July 29.

July 18-20 — Annual meeting of Idaho Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; FCC Commissioner Lee Loevinger; Theodore Koop, vice president, CBS, Washington; Justin Bradshaw, vice president, Broadcast Music Inc., New York. Downtowner, Boise.

July 18-23—Annual convention of the National Community Television Association. Denver Hilton hotel, Denver.

July 19-20 — Annual summer meeting of New York State Broadcasters Association.

NAB CONFERENCE SCHEDULE

Dates and places for the National Association of Broadcasters fall regional meetings:

Oct. 14-15—Brown hotel, Louisville, Ky.

Oct. 18-19—Marriott motor hotel, Atlanta.

Oct. 21-22—Lord Baltimore hotel, Baltimore.

Oct. 25-26—Statler Hilton, Boston.

Nov. 11-12—Sheraton-Chicago, Chicago.

Nov. 15-16—Brown Palace, Denver.

Nov. 18-19—Davenport hotel, Spokane, Wash.

Nov. 22-23—Westward Ho hotel, Phoenix.

The Otesaga, Cooperstown.

July 21—Deadline for reply comments on the FCC's proposed rulemaking to limit the three major TV networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all non-news programming between 6 and 11 p.m., or to two hours of non-news programming in the same period, whichever is greater. The proposal would also prohibit the three TV networks from domestic syndication and foreign sales of independently produced programs.

July 22-24—Third annual Broadcast Editorial Conference sponsored by National Broadcast Editorial Conference and Northwestern University's Medill School of Journalism. Northwestern University and WBBM-TV, both Chicago.

July 26—FCC deadline for filing reply comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems.

July 29—New FCC deadline for filing reply comments on the joint petition for rulemaking by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. The former deadline for replies was June 10.

AUGUST

Aug. 3 — New FCC deadline for reply comments relating to frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna TV systems. Former deadline was May 3.

Aug. 6-7 — Summer convention of New Mexico Broadcasters Association. Roswell.

Aug. 20-22—Annual fall meeting and election of officers of West Virginia Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Greenbrier, White Sulphur Springs.

Aug. 27—FCC deadline for filing comments on Part II of its notice of inquiry and proposed rulemaking, issued April 23, looking toward regulating non-microwave community antenna TV systems. Among other areas of concern, Part II deals with (1) effect on development of independent (non-network) UHF stations (2) generalized restrictions on CATV extension of station signals (3) "leap-frogging" and (4) program origination or alteration by CATV, pay TV and combined CATV-pay TV-TV operations.

SEPTEMBER

■Sept. 10-11—Annual fall meeting of Maine Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Bar Harbor Club, Bar Harbor.

Sept. 10-12 — American Women in Radio and Television, second annual Western Area Conference. San Francisco.

Sept. 15-18 — Annual summer meeting of Michigan Association of Broadcasters. Hidden Valley, Gaylord.

■Sept. 19-21—Annual fall meeting and election of officers of Louisiana Association of Broadcasters. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Fontainebleau motor hotel, New Orleans.

■Sept. 19-21—Annual fall meeting and election of officers of Nebraska Broadcasters Association. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters. Blackstone hotel, Omaha.

■Sept. 21-23—Fifth annual conference of Institute of Broadcasting Financial Management. Hotel Continental. Los Angeles.

■Sept. 22-24—Annual fall conference of Tennessee Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Andrew Jackson hotel, Nashville.

■Indicates first or revised listing.

It's "Summer Bonus Plan" time again at WMAL-TV

Now through August 31

Now when you buy WMAL-TV's Summer Bonus Plan you get WMAL-TV's big viewing audience all summer long and a big plus audience without additional cost.

Depending on your weekly product expenditure as indicated in the first column, you select the type bonus spots desired from the ID, 20 or 60 columns.

Weekly Expenditure	10's Day* or Night**	20's Day* or Night**	60's Day* or Night**
\$300-599	4 or 1	3 or 1	3 or 2
600-899	7 " 2	4 " 2	4 " 3
900-1199	10 " 3	5 " 2	5 " 4
1200-1499	11 " 4	6 " 3	6 " 5
1500-1799	12 " 5	7 " 4	7 " 6
1800 & over	14 " 7	8 " 5	8 " 7

* Day Time—Sign-on-5 P.M.

** Night Time—5 P.M.—Sign-off

wmal-tv abc

Evening Star Broadcasting Company
Washington, D.C.

Represented by: Harrington, Righter & Parsons, Inc.

**BETTER LOOKING ...
BETTER LISTENING ...
BETTER SELLING ...**

WSUN

TELEVISION abc RADIO
TAMPA - ST. PETERSBURG

Proud of our Baby Sister!

We put her on the air four years and three months ago.

We decided that concert-lovers of Rochester deserved a radio station that devoted itself entirely to *them*. ■ So we insisted that our Baby Sister be consistent—just as we are. ■ And Baby Sister has been consistent: 24 hours of the day she plays concert music. No Latin American rhythms. No folk music. No neutral dinner music. And definitely no poetry readings or lengthy talks on esoteric subjects. ■ Just concert music.

And now, Baby Sister—we call her WBBF-FM—has been cited, by the National Music Council, for excellence in FM programming. The Council tells us that more than 50 stations were considered—and that their vote in favor of WBBF-FM was unanimous! . . .

So WBBF-AM—which serves a larger, but scarcely a more deserving audience—salutes its Baby Sister.

This is what the National Music Council said about her on May 11:

For catholicity of taste, breadth of repertory, and for its splendid presentation of the spectrum of serious American music, the National Music Council, representing the musical organizations of the United States under a charter from the Congress of The United States, has selected from among the FM stations of the country for its first Citation for Excellence In Broadcasting, station WBBF-FM of Rochester, New York.

No wonder we're proud!



Early Bird: priced out of reach?

U. S. networks say rates proposed by Comsat and by European terminals may queer the use of satellite for intercontinental television

The era of large-scale trans-Atlantic television was in danger last week of being deferred indefinitely, just as it was getting started.

Early Bird, the synchronous satellite whose launching a month ago was hailed as the harbinger of worldwide live TV program exchange, appeared to have been all but grounded—so far as TV is concerned—by the rates being asked for its use.

The U. S. networks, which would be the chief TV users of Early Bird on this side of the Atlantic and probably the biggest users on either side, unanimously agreed that the rates filed by the Communications Satellite Corp. (BROADCASTING, May 31) would discourage use of the satellite—and that this inhibition would be compounded when European rates are added on.

In a more strongly worded appraisal the news chiefs of the three TV network organizations warned European authorities that "an electronic curtain" would be dropped between Europe and North America if unreasonable rates should "force television back to the inadequate facilities which existed prior to the satellite."

Comsat's rates, filed with the FCC May 28, call for a one-way TV charge of \$3,350 an hour in "off-peak" telephone periods and \$5,245 an hour in "peak" periods—just to get a black-and-white television signal from Early Bird down to the U. S. ground station at Andover, Me.

The rates for getting the signal up to Early Bird from the European ground stations are to be set by European authorities. It was generally expected last week that these rates would be around \$5,000 an hour and may go up to \$10,000 or more in the "peak" periods.

Total Tabs ■ Thus the total rates for getting a black-and-white signal to or from Europe, in either direction could range from around \$8,350 an hour in "off-peak" hours to \$15,245 an hour in other periods (BROADCASTING, May

31). "Off-peak" telephone hours are 5-8 a.m. and 2-9 p.m., New York time.

At best these figures are more than twice, and at worst about five times, what the networks had regarded as the level—around \$3,000 an hour for a complete trans-Atlantic transmission—beyond which TV use of Early Bird would be "severely" reduced.

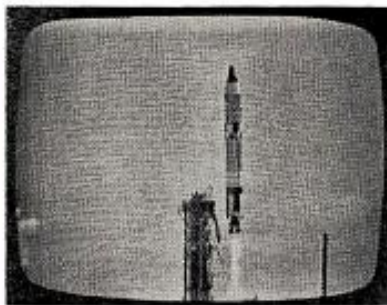
In addition, it was noted last week, if premium rates established by Comsat for color and for two-way transmission are applied to these prices, and if the costs of landlines to and from the ground stations in Europe and the U. S., and charges for back-up cable facilities and production connection

lines are all figured in, the satellite-associated costs for a two-way color program could easily become a \$20,000-an-hour investment—even in the "off-peak" or cheapest hours.

"Ridiculous" and "chaotic" were two words used by network officials last week in evaluating this sort of prospect. CBS and NBC authorities agreed that the rates currently envisioned would discourage the use of Early Bird for television, and an ABC spokesman called the outlook "completely uneconomic."

"If the Comsat rates covered the full trans-Atlantic relay from ground station to ground station they would be acceptable, the ABC spokesman

Space broadcast of a space story



One of the last free rides that television may get on Early Bird occurred last Thursday when live coverage of the launching of America's Gemini-Titan 4 was broadcast to Europe.

The Communications Satellite Corp. and European ground stations provided the trans-Atlantic relay at no charge. CBS, the pool coordinator for U. S. coverage, provided the origination, and Eurovision, the

European cooperative, coordinated the European distribution. Live coverage of the lift-off was carried in the United Kingdom, France, Belgium, the Netherlands, West Germany, Austria, Denmark, Sweden, Norway and Switzerland. Delayed broadcasts, played from tape recorded off the Eurovision feed, were scheduled in Finland, Ireland, Spain, Portugal and Yugoslavia. East German, Czechoslovakia and Poland reportedly recorded the broadcast for later use.

Comsat and the European terminals made four hours available to the trans-Atlantic feed, from 8 a.m. to 12 noon EDT. Under rates proposed by Comsat and reportedly considered by the European ground stations, the price of that much service could be as much as \$60,000.

For stories of U. S. broadcast coverage of Gemini-Titan 4 (see page 68).

EARLY BIRD: PRICED OUT OF REACH? continued

said. "But with the costs what they seem sure to be, we'll find ways to get film from Europe to the U. S. as quickly as possible and use Early Bird only for very special events."

Most authorities seemed to feel that the costs eventually would come down, but probably not until more satellites are aloft. Whether this will happen one or two years from now, or several years in the future, was a matter of speculation last week. Comsat officials have talked of launching additional satellites, but no dates have been set, and it is generally assumed that the timing will be determined to a large extent by traffic demands.

Whether the networks or other satellite users will challenge the Comsat rates, and ask the FCC to hold hearings, was not clear last week. There was no indication that the FCC itself intended to challenge them. Unless challenged, the rates will become effective June 27.

A Costly Minute ■ Aside from the Comsat rates and the seeming certainty that the European charges would be even higher, the outlook to U. S. broadcasters was darkened further with disclosure that, even during the present "experimental" period, European authorities planned to start charging \$116 a minute for TV use of their ground stations.

This interim rate, to go into effect this week, amounts to \$6,960 an hour.

Kintner cites need for unfettered satellites

The need to maintain the freedom of satellite communication was emphasized by Robert E. Kintner, president of NBC, in a speech prepared for the 35th annual Institute for Education by Radio-Television at Ohio State University last week (see page 81).

Mr. Kintner was unable to be present at the Columbus Institute to accept the First Person award of the group for which he had been designated. He remained in New York to oversee NBC-TV's coverage of the Gemini-Titan 4 flight. His remarks were read to the institute by NBC newsman Sander Vanocur.

The NBC president asserted that the maintaining of freedom of satellite communication is as much the concern of the public and its representatives as it is of professional broadcasters. He warned that every decision that is being made on satellite communication in these early months of operations (rates, schedules, priorities) establishes prec-

edences which "may shape the global flow of information for years to come."

He noted that the present satellite system was developed with government support and, consequently, now is "within the shadow of governmental influences." Under the present arrangements for Early Bird, he continued, any one of a dozen countries can exercise what amounts to a veto. He pointed out France already has exercised this power against the opposition voice of Jean Monnet.

"We may hope that global television will permit news, information and entertainment to flow from country to country, unfettered by government restriction," Mr. Kintner observed. "The viewer must, of course, be aware of the difference between political discussion and political proselytizing. However, the line between them is often a fine one and we must not let our mistrust of the latter wipe out the benefits of the former . . ."

It is the rate charged by the European ground stations during the earlier Telstar satellite transmissions, when TV service at the U. S. end was provided without charge.

The news chiefs of the three TV network organizations protested the imposition of this charge, and also stressed the need for reasonable permanent rates, in a joint, unpublicized message to all European postal telephone and telegraph ministries—which control the respective ground stations—last week.

Referring to meetings held in London some months ago, when American broadcasters urged that Early Bird TV rates be kept to approximately the current U. S. charge for land lines, or about \$3,000 an hour for the complete trans-Atlantic transmission and ground-station reception. The message stressed that charges above that level would "severely reduce utilization" of the satellite by broadcasters.

Electronic Curtain ■ The news chiefs said they "cannot believe you intend to price broadcasters off the satellite" and "force television back to the inadequate facilities which existed prior to the satellite." This result, they said, "would drop an electronic curtain between the European and North American continents and deprive trans-Atlantic viewers of instantaneous news, cultural and informational broadcasts."

Alluding to the European authorities'

obvious preference for use of the satellite for telephone communications, the joint message noted that potential telephone and telegraph users of Early Bird have alternative cable facilities, while TV has none.

The message "deplored" the imposition of rates by the European ministries during Early Bird's experimental period, and expressed need for "prompt clarification" of European intentions as to "rates, access and priorities" after the experimental period.

The message was sent by Elmer W. Lower, president of ABC News; Fred W. Friendly, president of CBS News, and William R. McAndrew, executive vice president in charge of NBC News. Copies were sent to the Canadian Broadcasting Corp., which agrees with U. S. networks that the contemplated Early Bird rates are exorbitant, and to Comsat.

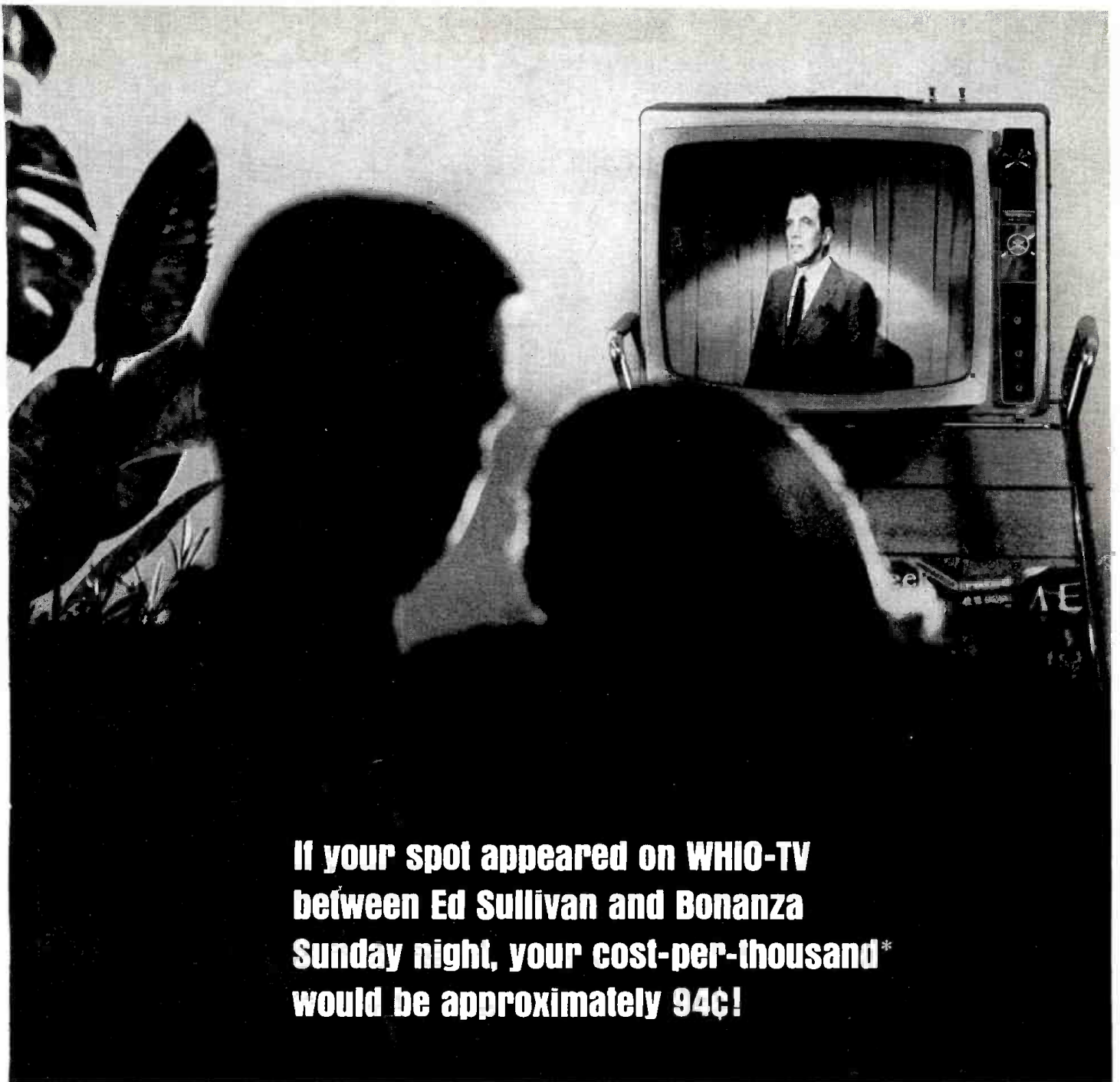
The European postal ministries, which apparently are counting on revenues from the use of Early Bird for telephone service to make up losses incurred in other parts of their operations, have left no doubt from the outset that they wanted the satellite devoted primarily to telephone communications. For Early Bird's precommercial period, only one day a week (Monday) was set aside for TV use on a regular basis, and TV authorities privately considered it a victory to have got that much.

The \$5,000 to \$10,000-an-hour rates expected to be set by the European authorities are believed to be intended to discourage TV use of the satellite and to make sure that, when TV does use it, the European ministries will lose nothing from this diversion of telephone potential.

Although it was first thought that Early Bird could not be used for TV and telephone relays simultaneously, Comsat engineers have proved—in theory—that the satellite can handle 60 phone calls and one-way TV signal at the same time. However, the European authorities have failed to install the equipment necessary to test this theory in actual simultaneous transmissions (CLOSED CIRCUIT, May 31).

American broadcasters have also expressed fear that political as well as economic considerations may influence the use of satellites for TV. Since the ground stations are essential in any transmission to or from Europe, they could be declared unavailable for the reception or origination of any specific program, and that would be that.

Presumably this was one of the questions in the minds of the U. S. network news chiefs when, in their message to the European authorities last week, they asked for clarification of intentions regarding "access" as well as rates and priorities for the use of European ground stations.



**If your spot appeared on WHIO-TV
between Ed Sullivan and Bonanza
Sunday night, your cost-per-thousand*
would be approximately 94¢!**

Network buffs will do a double take at our headline but WHIO-TV does carry both of these entertainment block busters back to back. Shows like these help give WHIO-TV a weekly coverage reach of almost 95% of the 533,000 affluent TV households in our coverage area.

*MARCH '65

WHIO-TV • CBS • CHANNEL 7 • WHIO-AM-FM • DAYTON, OHIO
NATIONAL REPRESENTATIVE: GEORGE P. HOLLINGBERY

WHIO-TV



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

They like newspapers, but love TV

TV GETS FAR MORE OF BUDGETS FROM NEWSPAPERS BEST CLIENTS

The top 100 newspaper advertisers last year spent three and a half times more dollars in television than in newspapers, the Television Bureau of Advertising reported last week. TVB released the newspaper and television investments for 1964 of the top 100 newspaper advertisers at \$320.5 million spent in newspapers and more than \$1.1 billion spent in television.

TVB also claimed the 100 advertisers increased TV budgets by more than \$116.2 million as against a \$31.6 million

increase in their newspaper budgets. In addition, the bureau said that 54 of the 100 advertisers cut their newspaper budgets and although 46 advertisers increased their newspaper expenditures some \$41.4 million, these same advertisers raised TV spending by \$57.1 million.

The bureau noted that four advertisers on the newspaper list were distillers and distillers for the most part do not advertise on TV, that only five other advertisers didn't use TV (travel

companies among them) and that one of the five was CBS "which does not report its own expenditures on CBS-TV."

It was noted that Procter & Gamble, TV's largest advertiser at \$148.7 million last year, alone spent more on national TV than the combined expenditures of the leading 12 newspaper advertisers.

Newspaper and television investments of the top 100 newspaper advertisers in 1964:

Rank	Company	1964 Newspaper Investment	1964 Television Investment	Rank	Company	1964 Newspaper Investment	1964 Television Investment
1.	General Motors	\$41,266,900	\$32,611,660	14.	American Tobacco	4,276,433	37,635,620
2.	Ford Motor	20,979,915	20,300,390	15.	Standard Brands	4,180,112	11,474,920
3.	Chrysler	18,913,146	24,391,470	16.	Eastern Airlines	3,938,955	3,700,020
4.	Distillers Corp.-Seagrams	13,176,058	—	17.	Delta Air Lines	3,824,881	1,042,120
5.	American Motors	8,275,579	3,935,670	18.	United Airlines	3,809,092	930,120
6.	RCA	7,309,670	5,141,370	19.	Pillsbury Co.	3,572,054	13,760,190
7.	Reynolds Tobacco Co.	7,229,619	45,414,270	20.	Heublein Inc.	3,529,275	1,798,180
8.	General Foods Corp.	6,660,506	70,874,800	21.	CBS	3,458,090	—
9.	National Dairy Products	6,172,884	14,898,690	22.	Hiram Walker-Gooderham & Worts	3,430,758	—
10.	National Distillers & Chemical	6,099,901	91,900	23.	Pan American World Airways	3,421,573	337,520
11.	Schenley Industries	5,668,720	509,920	24.	Trans World Airlines	3,409,820	922,040
12.	Goodyear Tire & Rubber	4,591,550	5,860,230	25.	General Mills	3,355,450	34,122,030
13.	Firestone Tire & Rubber	4,384,812	4,308,980	26.	General Electric	3,194,135	6,156,870

In-market checks given WPIX clients

WPIX(TV) New York advertisers are being offered a market research service designed to eliminate distribution and product availability handicaps in supermarkets during advertising campaigns.

Companies which distribute their products in supermarkets in the New York area and who spend at least \$2,100 a week for 13 weeks on WPIX will receive information once during their contract period on (1) whether, where or how much of the surveyed product actually is available to shoppers; (2) how much is available on retail inventories or on re-order basis; (3) whether or not the product is simple or difficult to find; (4) shelf facing and positions where competitors are concerned. Advertisers which spend \$3,150 or more during a 13-week cycle will receive two studies during the period.

WPIX has made an exclusive arrangement in the New York area with Marketing Enterprises Inc., which will con-

duct the surveys in more than 900 supermarkets. The plan already has been pre-tested over a three-month period by five WPIX advertisers: S. C. Johnson & Son, Carter Products, General Foods, Procter & Gamble and Quaker Oats.

Business briefly . . .

Marathon Oil Co., through Campbell-Ewald Co., Detroit, starts a heavy summer broadcast drive running through August to promote its products and service stations under theme of "Travel Guaranteed." Campaign is using 35 TV stations in 20 markets and 81 radio stations in 34 markets of Marathon's five state marketing area in the Midwest.

Chap Stick Division of Morton Manufacturing Corp., Lynchburg, Va., through Cargill, Wilson & Acree Inc., Richmond, Va., on Oct. 4 will begin 26-week participation in CBS Radio's *Arthur Godfrey Time* (Monday-Friday, 9:10-10 a.m. NYT).

Procter & Gamble Co., Cincinnati, through Leo Burnett Co., Chicago, will sponsor *Buckskin*, summer replacement

for *Branded* on NBC-TV for seven weeks starting Sunday, July 11 (8:30-9 p.m. EDT).

Newly signed advertisers in primetime on NBC-TV for the 1965-66 season are **Norwich Pharmacal Co.**, Norwich, N. Y., through Benton & Bowles, New York, in *Run for Your Life, My Mother, the Car, I Spy, Daniel Boone, Laredo* and *Camp Runamuck*, and **Bristol-Myers Co.**, through Young & Rubicam, both New York, in *Convoy, I Dream of Jeannie, My Mother, the Car, The Virginian, I Spy, Daniel Boone, Laredo* and *Saturday Night at the Movies*.

Quality Checked Dairy Products Association, La Grange, Ill., through Allen. Anderson, Niefeld & Paley, Chicago, is using 20 to 50 spots weekly on radio stations in 110 markets for special contest promotion this month. Regular heavy radio user plus some TV, dairy group is to renew normal selling schedule later this summer for fall starts.

Van de Kamp's, through Lennen & Newell, Los Angeles, will use radio, TV and newspapers in Seattle-Tacoma,

Rank	Company	1964 Newspaper Investment	1964 Television Investment	Rank	Company	1964 Newspaper Investment	1964 Television Investment
27.	Coca-Cola Co.	3,177,184	30,481,100*	67.	Colgate-Palmolive	1,429,073	59,208,720
28.	American Airlines	3,056,220	2,259,250	68.	American Dairy Assn.	1,413,128	1,872,120
29.	Campbell Soup	2,853,705	18,546,480	69.	Braniff Intl. Airways	1,395,781	—
30.	Humble Oil & Refining	2,756,707	5,004,970	70.	American Home Products	1,388,023	59,422,430
31.	Liggett & Myers Tobacco	2,646,999	21,404,750	71.	Lever Brothers	1,365,409	58,365,220
32.	Pepsi-Cola Co	2,489,020	14,650,510*	72.	Greyhound Corp.	1,352,474	1,611,970
33.	Canada Dry Corp.	2,437,425	1,001,290	73.	Standard Oil of Calif.	1,348,675	1,079,080
34.	Brown-Forman Distillers	2,423,711	—	74.	Corn Products Co.	1,312,869	11,104,640
35.	Whirlpool Corp.	2,368,990	141,540	75.	Time Inc.	1,301,951	174,720
36.	Kimberly-Clark	2,345,350	5,151,610	76.	Western Airlines	1,263,793	281,430
37.	Gerber Products	2,329,719	2,435,440	77.	Continental Baking	1,247,807	10,170,770
38.	B. F. Goodrich	2,325,375	2,811,880	78.	Brown & Williamson Tobacco	1,207,705	25,290,340
39.	Doubleday & Co.	2,319,161	—	79.	Royal Crown Cola	1,205,731	7,629,780*
40.	Scott Paper	2,282,704	7,049,630	80.	Dow Jones & Co.	1,189,488	124,200
41.	Eastman Kodak	2,204,799	7,229,490	81.	Shell Oil	1,183,447	8,876,930
42.	Volkswagen of America	2,141,117	2,395,390	82.	Sunkist Growers	1,157,888	522,380
43.	United States Rubber	2,111,325	4,538,860	83.	Motorola	1,151,978	1,491,400
44.	Bayuk Cigars	2,068,803	93,500	84.	General Tire & Rubber	1,148,203	136,870
45.	Standard Oil Co. (Ind.)	2,068,373	6,186,190	85.	Reader's Digest Assn.	1,132,052	613,130
46.	Procter & Gamble	2,046,662	148,783,200	86.	Eversharp	1,131,828	3,548,750
47.	Lorillard Co.	1,972,015	24,173,590	87.	Philip Morris	1,096,790	31,019,950
48.	Castle & Cooke	1,945,137	728,240	88.	American Bakeries	1,082,465	1,513,070
49.	Quaker Oats Co.	1,924,984	11,670,340	89.	Burlington Industries	1,081,215	411,220
50.	Gulf Oil Corp.	1,919,352	7,364,430	90.	Clark-Cleveland	1,059,548	79,030
51.	Borden Co.	1,902,490	8,137,130	91.	Socony Mobil Oil	1,057,836	5,110,430
52.	Libby, McNeill & Libby	1,872,855	2,216,300	92.	Kaiser Industries Corp.	1,046,031	3,657,300
53.	Sun Oil	1,851,663	3,219,060	93.	Publisher Industries	1,045,480	—
54.	Armour & Co.	1,762,546	8,173,440	94.	Amer. Bcstg. Co.-Paramount Theaters	1,037,649	152,300
55.	Zenith Radio Corp.	1,724,542	1,392,610	95.	Lewis Howe	1,031,200	253,890
56.	General Cigar Co.	1,703,106	8,059,350	96.	Walter J. Black	1,017,842	—
57.	Renfield Importers	1,663,932	262,710	97.	Cunard Steamship Co.	984,347	—
58.	Continental Airlines	1,626,270	143,510	98.	Westinghouse Electric	967,386	6,257,320
59.	Kellogg Co.	1,610,926	27,207,770	99.	Southwestern Bell Tel.	967,064	905,080
60.	Swift & Co.	1,578,163	3,401,300	100.	Peoples Gas Light & Coke	948,483	262,190
61.	Sterling Drug	1,564,963	20,630,430				
62.	DuPont DeNemours & Co.	1,549,444	5,933,420				
63.	National Airlines	1,519,823	1,839,230				
64.	New York Telephone	1,512,283	648,320				
65.	Rexall Drug & Chem.	1,504,835	1,181,650				
66.	Bristol-Myers	1,465,598	61,519,710				

Total of Top 100 Advertisers **\$320,508,893** **\$1,120,433,260**

*Company & Bottlers
Sources: Newspaper-Bureau of Advertising, ANPA Gross space costs. Television-N. C. Rorabaugh (Spot TV) Gross time costs. LNA/BAR (Network TV) net time & program costs.

Wash.; San Francisco Bay area and Southern California for its fourth annual "Freezer Month" promotion in which a freezer a day is given away during July to winners of daily drawings.

Rep. appointments . . .

- **KSOP** Salt Lake City: Venard, Torbet & McConnell, New York.
- **KVIQ-TV** Eureka, Calif.; **KTVR(TV)** La Grande and **KAPT** Salem, both Oregon; **KUDI** Great Falls and **KOYN** Billings, both Montana; **KSEM** Moses Lake (which becomes effective in September) and **KENE** Toppenish, both Washington: Del Day Inc., Seattle.

Agency appointments . . .

- National Airlines announced last week it will move its \$5.5 million billings from Kenyon & Eckhardt to Pappert, Koenig, Lois, both New York, effective Sept. 1.
- Caryl Richards Inc., New York, manufacturer of cosmetics and toiletries, has named Sudler & Hennessey as agen-

cy to replace Hockaday Associates, both New York. Caryl Richards billed \$600,000 in the first five months of 1965, according to S&H.

- **Dr. Pepper Co.**, Dallas, names its regular agency, Grant Advertising, Chicago, to handle national advertising for new canned food drink, Hustle, which it has been test marketing in Oregon. Total billing may hit \$1 million by market introduction of Hustle.
- **American Home Products'** Boyle-Midway Division has appointed McCann-Erickson, New York, to handle Aero Shave shaving cream, Old English furniture polishes, and three new products which have yet to begin test marketing. Aero Shave which bills an estimated \$1 million, most of it in television, moves to M-E from Cunningham & Walsh. New York. Old English polishes had been inactive recently.
- **The Nisonger Corp.**, New Rochelle, N. Y., has appointed Riedl & Freede, Clifton, N. J., as agency. Nisonger distributes British accessories and instruments to the foreign car field.

West Coast agency opens New York office

Cole & Weber Inc., one of the largest Pacific Northwest agencies, has established an eastern headquarters office in New York. A staff of eight persons has been set up at 122 East 42d Street with Paul C. K. Smith as manager.

Cole & Weber, which has been operating in Portland, Ore., and Seattle and Tacoma both Washington, has an annual billing in excess of \$10 million.

George C. Weber, president, said the move was to better serve the agency's western clients whose operations have been expanding into the East. Also, he said, there are broad opportunities on the east coast for an agency with Cole



Mr. Smith

Look, maw—no wheels!

Chevrolet commercials on television during the past decade have prompted many letters asking how the unusual visual situations are achieved. But not only the agency, Campbell-Ewald Co. of Detroit, knows; General Motors likes to tell the secret.

The latest sequence, a color commercial showing a car body and its passengers floating through the air above the moving chassis, was filmed by VIP Productions of Hollywood near Encino, Calif., using a complex truck-and-crane rig. However, the shooting plan and the original idea

were first worked out using toy models.

Among earlier commercials was one of a girl and car on top of a sheer rock pinnacle in the western U. S. and another of a Chevrolet floating like a gondola up a canal in Venice.



VIP Productions crew rides a special truck-and-crane rig on a road

near Hollywood to film a "floating" Chevrolet color spot.



Albert Mixer (l), and Don Miller, at Campbell-Ewald, Detroit.

& Weber's background in banking and insurance, building materials, forest products and heavy equipment.

The latest expansion was organized under the direction of Richard M. Wilkins, of Tacoma, executive vice president of eastern operations for Cole & Weber.

AMA buys time for its Medicare position

American Medical Association, Chicago, has purchased a half hour in prime time for June 17 on ABC-TV to discuss the Medicare program. ABC-TV, meantime, said last week it has made available without charge the same time period, 7:30-8 p.m. on the following night to the National Council of Senior Citizens Inc. for its viewpoint on Medicare.

The program on June 17, placed through Fuller & Smith & Ross, New York, is entitled *Health Care at the Crossroads* and will feature discussions by Dr. Donovan Ward and Dr. Edward Annis, AMA's current and past presidents respectively. John Edelman, president of the senior citizens organization, will be joined by others on the June 18 program, according to ABC-TV spokesmen.

Gilbert takes half of new Beatle series

In a substantial boost in its television expenditures, A. C. Gilbert Co., New York, will become a half-sponsor of a new cartoon series, *The Beatles*, on ABC-TV next fall (Saturday, 10:30-11 a.m.).

Gilbert will invest an estimated \$1.5 million in the color series and is supplementing this buy with spot TV purchases in the top 30 markets amounting

to more than \$500,000 and participations in various other ABC-TV daytime shows for another estimated \$500,000.

The cartoon series will feature the singing of the Beatles, though their speaking parts will be imitations. The series is being produced by the Television Division of King Features Syndicate under the supervision of Al Brodax, vice president of KFS.

In addition to Gilbert, a leading manufacturer of toys, one minute on each segment of *The Beatles* has been bought by Quaker Oats, through Compton Ad-

BAR estimates for 16 markets

Estimates of the dollar volume of nonnetwork television business on the air in 16 U. S. markets during the week ended May 14 are reported below as compiled by Broadcast Advertisers Reports. The estimates are based on monitoring, using discounted-rate formulas.

Numeral in parentheses immediately following the market name indicates the number of stations monitored. Dollar figures are BAR's estimated of all national spot, regional and local business on the air during the week indicated.

Week ended May 14:

Cincinnati (3)	\$270,659
Columbus, Ohio (3)	243,771
Dayton, Ohio (2)	178,499
Flint, Mich. (2)	94,497
Grand Rapids, Mich. (3)	201,033
Indianapolis (4)	299,558
Lansing, Mich. (2)	85,834
Minneapolis (4)	289,791
Nashville (3)	147,316
Oklahoma City (3)	173,190
Providence, R. I. (3)	196,216
San Francisco (4)	737,421
Seattle (4)	229,993
Shreveport, La. (3)	81,432
Spokane, Wash. (3)	88,003
Youngstown, Ohio (3)	49,953

TWO WAY S-T-R-E-T-C-H

WTHI-TV CHANNEL 10

TERRE HAUTE, INDIANA

REPRESENTED BY



THE ORIGINAL STATION REPRESENTATIVE

UP AND OUT

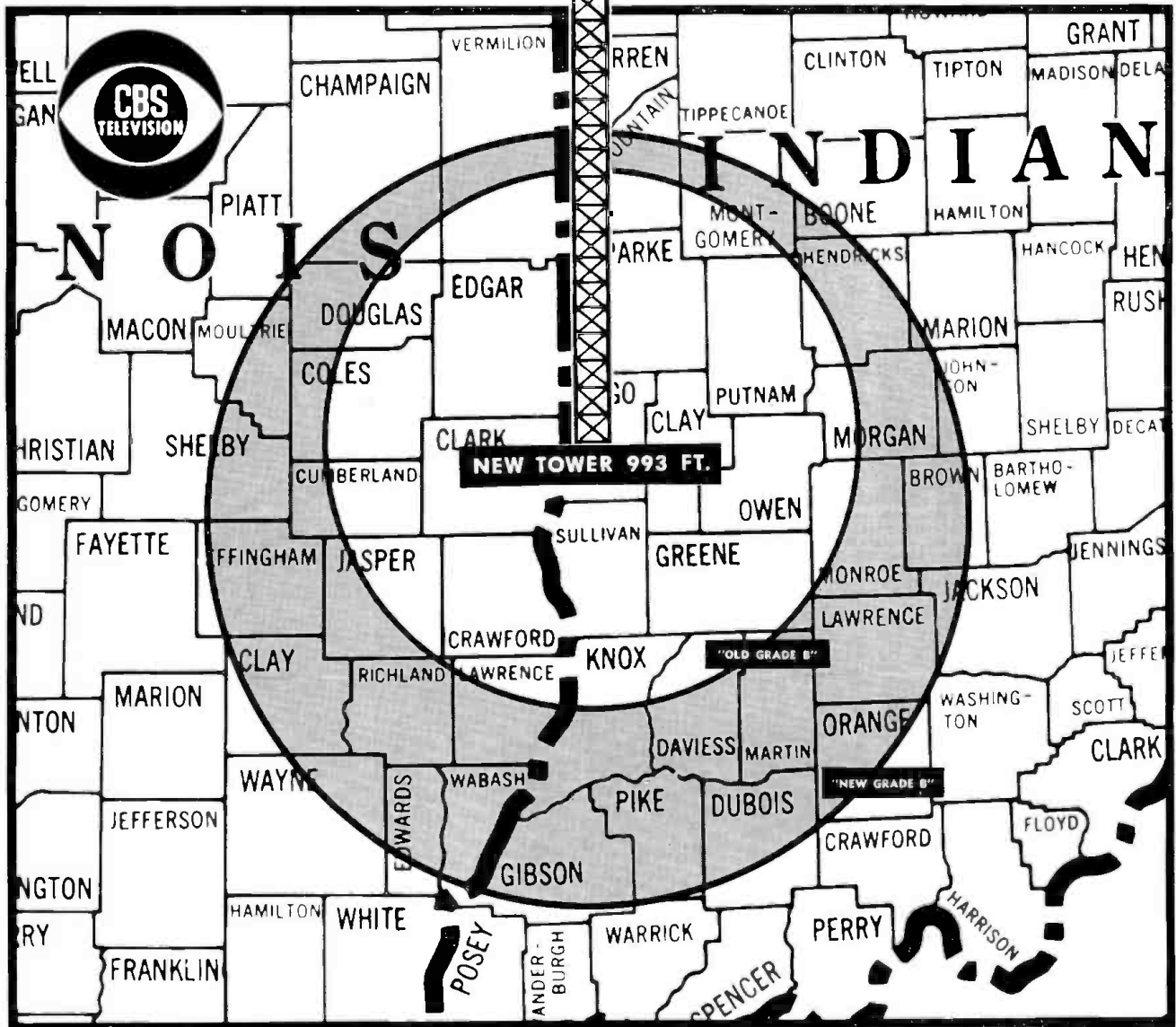
UP . . . WTHI's New TV Tower is double the height of the old tower . . . a total height of 993 feet.

OUT . . . The Radius of the new signal stretches out to approximately 65 miles—(radius of old tower 50 miles).

The Area covered stretches out approximately 65%, from 7850 square miles to 13,300 square miles.

The Population reached in Indiana and Illinois will show an increase of approximately 48%.

WTHI's New TV Tower increases the number of TV Homes potentially reached in Indiana and Illinois from 237,000 to approximately 295,000, a potential increase of 58,000 TV Homes.



NOW IN RELEASE
IN SYNDICATION FOR
FALL '65 START...

The Rogues

starring

DAVID

NIVEN

CHARLES

BOYER

GIG

YOUNG

co-starring

ROBERT COOTE GLADYS COOPER

PRaised FOR ITS UNIQUENESS, QUALITY, STARS AND APPEAL.

"THE ROGUES"...one of the most delightful comedy series ever to come out of Hollywood... superbly played, deftly written and mounted with immense relish and sophistication."

JACK GOULD
THE NEW YORK TIMES

"One of television's best series, 'THE ROGUES'... has style, grace, charm, flair and wit... one of the brightest spots on television during this or any other season."

DICK GRAY
ATLANTA JOURNAL

"Light and Bright... a vast improvement on most TV series."

JACK O'BRIAN
NEW YORK JOURNAL AMERICAN

"It's high time somebody puts some class in TV crime." BOB WILLIAMS
NEW YORK POST

"... beautifully done, slick, witty and nimble..." CECIL SMITH
LOS ANGELES TIMES

"THE ROGUES' brings to television a high style..."
PITTSBURGH POST GAZETTE

"Delightful."
INDIANAPOLIS STAR

"... the lightly handled swindles of 'THE ROGUES' with Gig Young increasingly polished to match the shine of David Niven and Charles Boyer."

VOGUE MAGAZINE
PITTSBURGH PRESS

"S'winderful."

"... The treatment is smart, bright and sophisticated."
BALTIMORE SUN

"THE ROGUES' this season's only sophisticated comedy series... slick and colorful performances."

HANK GRANT
HOLLYWOOD REPORTER

"THE ROGUES' clever and diverting."
MEMPHIS PRESS SCIMITAR

"THE ROGUES'... is quality comedy, a delicious excursion into the world of 'raffles' and a show which personally, I watch for pure, non-professional pleasure, and those shows, believe me, are rare."

DONALD FREEMAN
THE SAN DIEGO UNION



30 ONE HOUR EPISODES

A WELL RATED SERIES AVERAGING
OVER 33% SHARE OF AUDIENCE ON NBC *

HERE ARE THE RATINGS:

STATION	CITY	SHARE	RATING
WNBC-TV	New York	37.5	24.0
WSB-TV	Atlanta, Ga.	33.5	18.0
WGR-TV	Buffalo, N. Y.	29.5	18.5
WMAQ-TV	Chicago, Ill.	29.5	21.5
KYW-TV	Cleveland, Ohio	28.0	19.0
WBAP-TV	Dallas, Texas	32.5	23.0
KOA-TV	Denver, Colo.	35.0	25.5
KPRC-TV	Houston, Texas	40.0	26.5
WDAF-TV	Kansas City, Mo.	30.5	20.0
WAVE-TV	Louisville	38.0	19.0

STATION	CITY	SHARE	RATING
WMCT-TV	Memphis, Tenn.	35.5	22.5
KSTP-TV	Minneapolis-St. Paul	32.5	23.5
WDSU-TV	New Orleans, La.	30.0	20.0
WAVY-TV	Norfolk, Va.	32.0	17.5
KGW-TV	Portland, Ore.	29.5	13.5
KSD-TV	St. Louis, Mo.	34.5	25.0
WSYR-TV	Syracuse, N. Y.	34.5	22.0
WFLA-TV	Tampa	39.5	21.5
WRC-TV	Washington, D. C.	36.0	20.0

AVERAGE 33.6 21.1



A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH AVENUE
 NEW YORK 20, N. Y.

NIelsen 30-MARKET AVERAGE:

AN AVERAGE 29.5% SHARE OF AUDIENCE... SEPT. '64 THROUGH MAY '65.

* ARB March '65—19 MARKETS



#...in
Broadway's
history book,
they'll have a
chapter...or two
...or three."

Five years ago, Jerry Bock and Sheldon Harnick illuminated the world of a little man in a big hat—and *Fiorello!* became a classic in the American Musical Theater. This year, Bock & Harnick have rekindled the world of a Yiddish writer from Kiev, and *Fiddler on the Roof* exploded into a magical hit. Brought together by a music publisher in 1957 ("and shoved toward a piano") Jerry and Sheldon quickly developed a rapport that brought them the Antoinette Perry Award, Drama Critics Circle Award and the Pulitzer Prize. BMI bows to Bock & Harnick and to the many other brilliant composers and lyricists whose music we license for performance.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE

Among the memorable Bock & Harnick collaborations are the scores for:
Body Beautiful, Fiorello!, Tenderloin, She Loves Me, Fiddler on the Roof.

BMI

BROADCAST MUSIC, INC.

vertising, and Mars Inc., through Needham, Harper & Steers. All buys are on a 52-week basis. Friend-Reiss Advertising, New York, represents Gilbert.

The color series marks King Features' first network TV project. All creative work, including script and storyboard, is being done in New York. The animation and recording are being done in London.

Agencies to merge

Geyer, Morey, Ballard Inc., New York, announced last week a merger agreement with Fulton, Morrissey Co., Chicago, whereby Fulton, Morrissey's accounts, services and personnel will be consolidated in all phases with GMB's Chicago operation.

Among clients serviced by the Fulton, Morrissey agency are U. S. Gypsum Co., Canadian Gypsum Co. and divisions of the Goodyear Tire & Rubber Co.

Stockholders approve Tatham-Laird & Kudner

The merger of the Kudner Agency, New York, and Tatham-Laird, Chicago, to form Tatham-Laird & Kudner was approved at special meetings of stockholders on May 28 (BROADCASTING, May 10). The new agency has billings estimated at \$53 million.

Newly elected officers of the agency are C. R. Standen, president and chief executive officer; Kenneth Laird, board chairman; A. E. Tatham, chairman of the executive committee; James F. Black, vice chairman of the board; Roger A. Purdon, vice president and management director; William A. MacDonough, vice president and management director, and J. Lewis Ames, vice president and assistant secretary.

Mr. Standen will move to New York to serve as president of the new company.

COMMERCIAL PREVIEW: Holsum bread



"Bread, the energy builder for active burners," is the theme of a new saturation TV campaign being conducted by the New Process Baking Co., Chicago, and other independent bakers of Holsum bread and related brands.

The spot campaign, which begins this month in 25 major U. S. markets and also in Canada, consists of four one-minute, four 20-second and four 10-second commercials scheduled during daytime hours at the rate of from 15 to 20 announcements a week. The campaign is expected to run about a year.

The commercials depict children, teen-agers and adults in off-beat, fast-action scenes designed to show



the "energy power" of Holsum.

In one commercial (see pictures), a young girl dressed as a ballerina whirls through her dance practice into the kitchen to the bread box to refuel with Holsum bread. The commercial ends with the girl executing a ballet step as she exclaims, "Remember energy burners, get going with Holsum. It's the bread to buy! It keeps me on my toes!"

Agency for Holsum bread is W. E. Long Advertising, Chicago. The commercials, produced in Chicago by Film-Makers Inc., were written and created by Lincoln Scheurle of Film-Makers, and were co-directed by Mr. Scheurle and by John Pesick, TV-radio supervisor of Long.

YOU'VE MET THE



TYPE

The convincing type.
When he says "Hear
this!" everybody says
"I'll buy that!"

Such a chap is Rog Russell, popular WKOW PROGRAM personality. Radio audiences flock to the 1070 spot on the Madison dial to hear Rog's brightly paced music show. His believable, informative style adds zest to their listening. Adds zest to their interest in the advertisers' products too.

WKOW's 10,000-watt power carries Rog Russell—and your sales message — throughout all Southern Wisconsin.

The PROGRAMING Station

WKOW 1070

MADISON, WIS. • CBS

TONY MOE,
Vice-Pres. & Gen. Mgr.
Ben Hovel, Gen. Sales Mgr.
Larry Bentson, Pres.
Joe Floyd, Vice-Pres



H-R Representatives
Madison's most powerful full-time station

Storer gets option on airline

Would purchase 55% interest in Northeast

from Hughes Tool Co. for \$6.30 a share

Storer Broadcasting Co., a major group station owner, was getting set to diversify from airwaves into airways last week as it acquired an option to purchase 55% interest in Northeast Airlines for \$6.1 million. The option would expire in 30 days.

The deal would be accomplished through a purchase of 973,226 shares of Northeast's stock from the Hughes Tool Co. for \$6.30 a share. There was added expectation that Storer would buy \$9.5 million worth of convertible notes from Hughes, bringing the broadcaster's position in Northeast to \$15.6 million or 80% of the carrier's equity.

Storer Chairman George B. Storer Sr. said consummation would depend on the orderly and prompt adjustment of the present debt of Northeast Airlines, which is understood to be in the neighborhood of \$40 million. Observers speculated that, counting debt adjustments, the total Storer investment might reach and perhaps considerably exceed \$25 million.

Northeast has been in a protracted court battle to maintain its service to Florida. The case is now pending before the Civil Aeronautics Board.

It was suggested that Eastern Air Lines and National Airlines, both competitors of Northeast on the Florida run, might try to prevent the acquisition by Storer, but according to Northeast Pres-

ident James Austin the acquisition would not require CAB approval because Storer does not currently hold interest in any air carrier.

George B. Storer Jr., president, said "while the airline business is new to us, we think that our experience in serving the public in the radio and television fields makes this a natural new area of endeavor for our company."

He said a financial rehabilitation of the airline would be planned leading to acquisition of additional jet aircraft. Northeast owns six DC-3's, 16 DC-6B's and four jet Convair 880's.

Northeast has been in poor financial shape in recent years, had a loss of \$2.7 million in 1964, but has reportedly experienced a turn toward profitability in recent months. Observers noted Storer's interest in the airline would be a healthy shot in the arm as a new source of capital for the carrier.

Storer's gross revenues in 1964 were \$43.7 million yielding profits of \$7.2 million. The company has predicted record earnings for 1965.

Another group station owner, RKO General, which diversified into airline operation with a purchase of 54.9% interest in Frontier Airlines for \$6.5 million (BROADCASTING, Nov. 16, 1964), had apparently been seeking to gain control of Northeast recently.

The Storer move was considered sig-

nificant as another of many recent endeavors by broadcasters to diversify.

Storer Broadcasting owns five VHF TV stations, the maximum number of V's allowed by the FCC, seven AM stations, also the maximum allowable, and five FM's. The outlets are WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo, Ohio; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KGBS Los Angeles; WHN New York; WIBG-AM-FM Philadelphia, and WITI-TV Milwaukee.

Storer purchased 80% interest in Southern California Cable Television Corp., a community antenna TV operator, in 1963.

The company operates CATV systems serving about 2,300 homes. Storer also has an agreement to purchase a CATV system in Victorville, Calif., with a subscriber potential estimated at 4,000 homes, and holds a franchise to operate another system in Fillmore, Calif., with subscriber potential reported to be 2,300 homes.

Storer Broadcasting's stock is traded on the New York Stock Exchange. On Wednesday, the day the Northeast option was announced, Storer shares moved up 1¾ points to 49½. Thursday it advanced 2¾ to close at 51½.

Financial notes . . .

▪ Universal Pictures Co., New York, has declared a quarterly dividend of 25 cents a share on common stock payable June 29 to stockholders of June 16.

▪ Trans-Lux Corp., New York, announced its regular quarterly dividend of 15 cents a share on common stock payable June 25 to stockholders of record on June 11.

Lively meeting for Paramount

Paramount Pictures Corp. President George Weltner told company stockholders last week improved earnings could be anticipated for 1965. First-quarter earnings doubled those for the same period last year, he said, and second-quarter profit would compare favorably with the first period.

These predictions of financial health for Paramount failed to quiet a lively annual meeting at which management met some loud protests to its decision to accept two new members to the board of directors.

The two are Herbert J. Siegel, chair-

man of the board of Baldwin-Montrose Chemical Co. and president of General Artists Corp. until his resignation from that post two weeks ago, and Ernest Martin, president of Feuer & Martin, a Broadway production company.

They had threatened to lead a proxy fight for their election to the board, filed a notice of this possibility with the Securities & Exchange Commission and in the meantime issued a tender for 125,000 shares of Paramount stock at \$64 a share.

To avert a proxy fight management decided to admit Messrs. Siegel and Martin to the board, though they had previously advised against selling their shares to the insurgent group (BROADCASTING, May 31).

At the annual meeting shareholders

demanded to know why management had changed its mind and to know the motives of the Siegel-Martin group.

Asked if he wanted to control the company, Mr. Siegel said that was not a fair question. He asserted his interests in Paramount are similar to those of other stockholders. "We have in excess of 135,000 shares now," he noted.

Edwin L. Weisl, chairman of Paramount's executive committee, said the holdings of Mr. Siegel and Mr. Martin entitled them to seats on the board under the company's cumulative voting method.

They had been appointed to the board a week earlier and their election to those seats at the meeting last week had been a virtual certainty since they had management's support.

NEW YORK
 LOS ANGELES
 CHICAGO
 PHILADELPHIA
 BOSTON - MANCHESTER
 DETROIT
 CLEVELAND
 SAN FRANCISCO - OAKLAND
 PITTSBURGH
 WASHINGTON
 PROVIDENCE
 ST. LOUIS
 DALLAS - FT. WORTH
 CINCINNATI
 BALTIMORE
 MINNEAPOLIS - ST. PAUL

MIAMI

NEW HAVEN - HARTFORD - NEW BRITAIN
 INDIANAPOLIS - BLOOMINGTON
 MILWAUKEE
 KANSAS CITY
 CHARLOTTE, N. C.

THE **MIAMI** MARKET
 MAY BE 22nd TO SOME PEOPLE...

**BUT
 TO SMART ADVERTISERS**

THE **MIAMI** MARKET



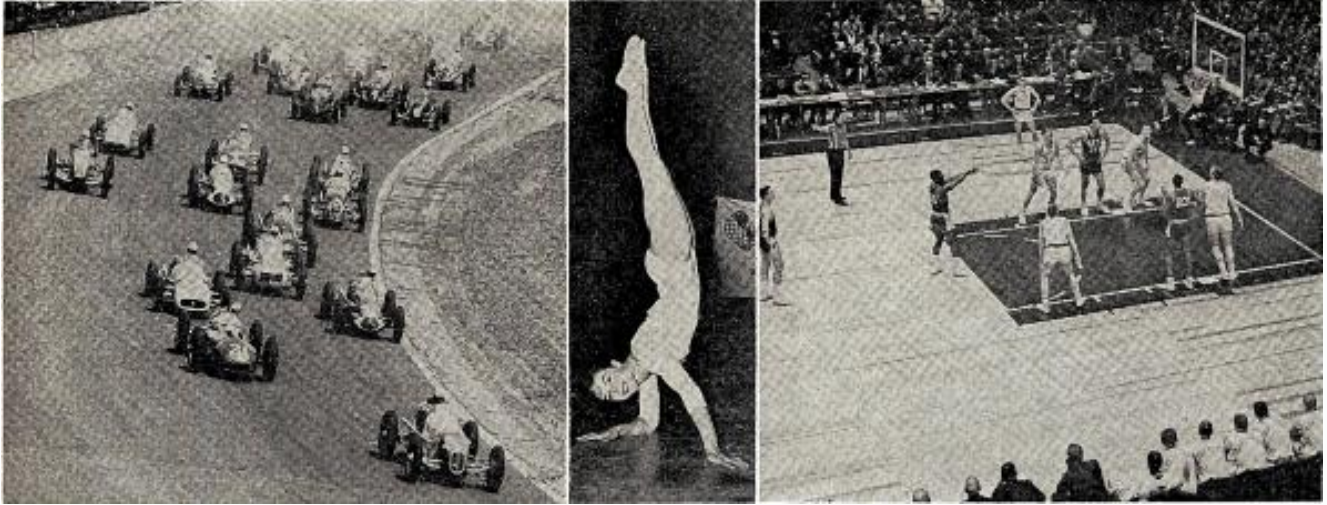
625,700 TV HOMES (Television Magazine March 1965)
144,666 ADDITIONAL TV HOMES (Based on Horwath & Horwath, Accountants to Florida Hotel
 770,366 TOTAL TV HOMES (and Motor Hotel Ass'n., and Florida Development Commission)

Represented by  Television, Inc.



WLBW-TV, CHANNEL TEN, MIAMI, FLORIDA

AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO



TV sports: \$140-million bonanza

Who profits most? The teams which draw an estimated \$100 million for rights or the networks and stations which pay for them?

If a used television set were offered for sale and the seller claimed it had only been used by a little old schoolteacher in Pasadena to watch sports programs, chances are that it needs a major overhaul.

In 1965, sports rights will cost networks, syndicators and stations about \$100 million, with the networks spending an estimated \$65-70 million of this figure. The telecasters then may reasonably expect to get national, regional and local sponsors to pay about \$140 million for the programs.

And the business does not show any real signs of having reached a peak. With rare exceptions sports programming, particularly on the networks, is still a weekend, daytime operation. When it finally hits prime time, and the feeling is that this move is not too far away, the money being spent on sports programming could double.

Prestige Programs ■ To the networks sports is a prestige item; to the stations down the line it is a highly saleable product (see page 45).

The networks find little difficulty in selling off the top sports plums. They get fancy prices for those "words from our sponsor" that filter into the World Series, professional and collegiate football games and the like. When it comes to the smaller sports programs, the prices go down and sometimes the "sold out" sign isn't hung up.

In a BROADCASTING survey of networks, stations, syndicators and spon-

sors, the consensus was that good sports attractions are in demand and advertisers will come up with the price asked.

For the survey period, April 1, 1964, to April 1, 1965, CBS-TV said billings for its sports programs were \$33.5 million; NBC-TV recorded \$32.2 million, and ABC-TV said its billings ran more than \$12 million. Sports Network Inc., which produces more than 20 national and regional network sporting events, had no figures, but estimates were in the \$7-10 million neighborhood.

Range is Wide ■ CBS's gross sponsor charges ranged from a low of \$4,500 per minute in the *Baseball Game of the Week*, to the whopping \$110,000 per minute for the 1964 National Football League Championship game. NBC's range was from \$10,000 a minute for The National Invitation Tournament basketball games to \$70,000 for 60-seconds in the Rose Bowl game.

But the prices paid by sponsors are by no means all gravy to the networks. CBS paid \$14.1 million to show regular season NFL games, \$1.8 million to show the NFL championship game and NBC shelled out \$1 million for rights to the Rose Bowl. In the 1965-66 season, it is estimated that NBC will pay about \$31.75 million in rights to a variety of sports events and expects sales to reach \$45 million.

ABC-TV is up in the air about sports with plans for an Early Bird sports special package in the immediate future.

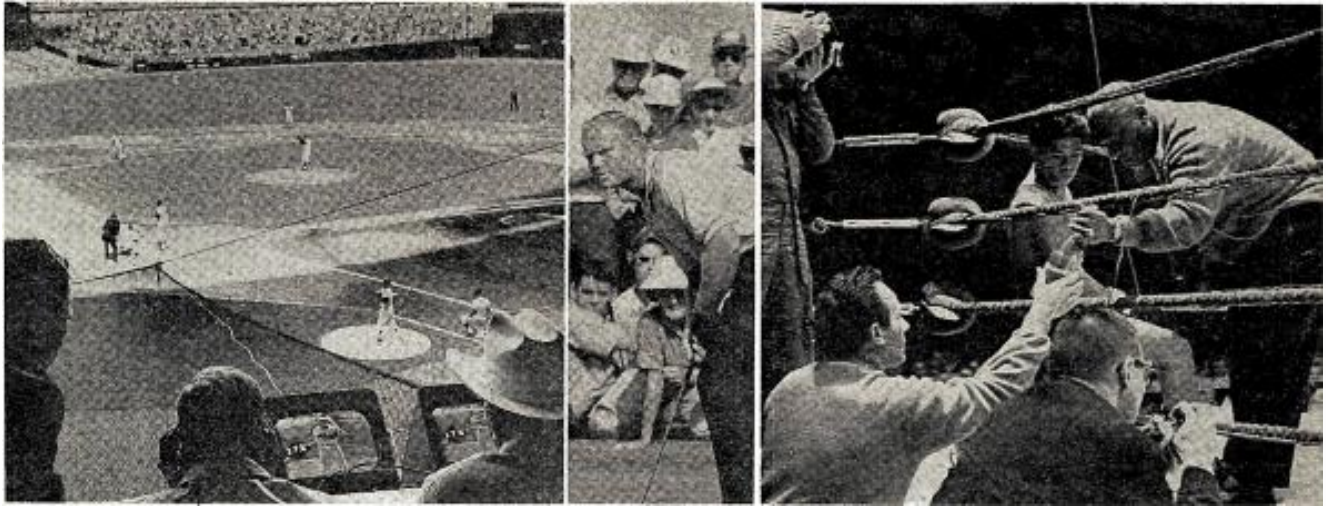
The first event will be the Le Mans race in France scheduled for June 19-20, with one-hour satellite relays at the beginning and end of the race (10:30-11:30 a.m. EDT). On June 26, the Irish Derby will be transmitted (9:45-10:15 a.m. EDT) and the British Open golf match on July 2 is tentatively set. Following the golf match, the fifth annual American-Soviet track meet at Kiev in the Soviet Union will be seen through transmission from Helsinki, Finland.

This package will be one-third sponsored by Goodyear Tire & Rubber Co. Another one-third sponsorship has not yet been confirmed by the Shell Oil Co.

Next year, ABC-TV will present the *American Sportsman* featuring a fishing tour with Bing Crosby from Las Cruces, Mexico; hunting rites from British Columbia; a mountain lion hunt from Colorado, and an Indian tiger hunt. Scheduled to begin Jan. 23, 1966, the program will have one-half sponsorship by R. J. Reynolds Tobacco Co., and a one-quarter sponsorship by Liberty Mutual Insurance Co.

Barry Frank, ABC-TV director of sports programming, said the network spent approximately \$8 million for the programming rights to sports in the 12-month survey period. Production costs, for the year he estimated were \$4 million.

Heavy Schedule ■ Sports programming on ABC-TV during the survey period covered 277 hours and 21 separate



events or series. Fifteen of the programs had an average lineup of 208 stations. The largest hookup of 247 stations was for one program in the *American Sportsman* series.

The highest rated sports show in the ABC lineup was the College All-Star football game last August, which attracted a 15.0 rating.

In addition to the *American Sportsman*, other ABC sports programs were the continuing weekly *Wide World of Sports*, *Professional Bowlers Tour*, National Basketball Association games, golf matches, bowl games, *World Figure Skating Championships*, Olympic trials, boxing—which went off in September 1964—and the American Football League schedule, which has now moved to NBC.

During the April 1964 to April 1965 period, CBS-TV carried 16 separately titled sports programs, many on a continuing basis, to an average of 197 stations per broadcast. Under the title of *NFL Football*, for example, a total of 94 separate games were telecast.

Among the sports programs carried by CBS in addition to its football and baseball telecasts were *The Triple Crown of Racing*, consisting of the Kentucky Derby, The Preakness and The Belmont Stakes, *The Masters Golf Tournament*, *The Carling World Golf Championship* and *The CBS Golf Classic*. In the latter event the network put up a purse of \$166,000 to attract the nation's top professional golfers.

CBS Spectaculars ■ In addition, between January and April of this year, the network carried *The CBS Sports Spectacular*, 15 90-minute programs broadcast on Sunday, and a variety of pregame, postgame and special programs on the NFL.

The highest ratings for a CBS-TV sports event was a 26.7 Nielsen rating for the NFL championship game. By contrast, the network's *Baseball Game of the Week*, blacked out in major league cities and many minor league

markets, had an average rating of 5.5.

These same two events also produced the largest and smallest station lineups during the year. The NFL championship game attracted 215 stations and the baseball games drew 160 stations.

According to William McPhail, sports director, sports programming is in "excellent shape" at CBS, with the 1965 NFL games "completely sold."

The only problem, in Mr. McPhail's opinion, regarding sports programming is "finding additional network time for sporting events. We're booked in solid as far as Saturday and Sunday afternoon sports programming is concerned. But its difficult to get prime time any-

ried this year.

In baseball CBS this year is telecasting 21 home weekend games of the New York Yankees. Last season the (network's) *Baseball Game of the Week*, included 46 games from the home parks of the Yankees, Baltimore Orioles, Philadelphia Phillies, St. Louis Cardinals and Chicago Cubs.

On Saturdays when the Yankees are away this season, CBS is presenting a two-hour *CBS Bowling and Tennis Classic* program: On Sunday, two hours are filled by a baseball commentary with Jack Whittaker and Pee Wee Reese and by selected re-runs taken from the *CBS Sports Spectacular*.

Beginning Aug. 7 CBS will carry nine NFL exhibition games on Saturdays or Sundays when the Yankees are away from home. NFL exhibitions were not carried by the network last season.

At NBC ■ Sports, already a major facet of NBC's programming, will take on new dimensions this fall with the addition of American League Football, an approximate 40% beef-up in sports colorcasts and a continuation of National Collegiate Athletic Association Football, World Series and the Rose Bowl among other attractions.

Carl Lindemann Jr., vice president of NBC Sports, noting that sports has assumed a greater role in NBC-TV's daytime schedule, particularly on the weekends, said the network anticipates still more activity in the coming year.

During the period April 1, 1964, to April 1, 1965, NBC-TV carried 35 separately titled sporting events, many on a continuing basis and, according to network estimates, NBC Sports programming has enjoyed more than 90% sponsor participation.

It is estimated that station lineups in NBC Sports ranged from an average 125 stations for the network's 1964 major league baseball to 221 outlets telecasting the World Series.

The network this season begins the

Power of television

The prestige of television exposure and power of the television dollar proved evident in college football circles last month when a September game was rescheduled to December. The University of Maryland and Pennsylvania State University were to have met Sept. 18 in the season's opener for both schools. However, by changing the game to Dec. 4, they were inserted in NBC-TV's National Collegiate Athletic Association schedule as a national game to be shown in color. In addition the schools will receive more than \$100,000 each for being on TV.

more for a sports event unless its for something exceptional."

Mr. McPhail said that CBS's coming sports schedule would be "much the same as this year's," but that the network "was always looking for sports properties that can be developed." He added that the network also expects to carry the Cotton Bowl on Jan. 1 and some of the National Invitational Tournament basketball games not car-

TV SPORTS: \$140-MILLION BONANZA continued

first year of a five-year contract with the American Football League. Rights for the games initially were estimated at \$36 million but subsequent acquisitions of AFL rights to exhibition games (as many as six may be played), an all-star game, playoffs and the championship game, brought the five-year package rights to an estimated \$55 million, or approximately \$11 million a year.

During the past season, NBC roamed through the sports spectrum, telecasting in addition to the World Series and the Rose Bowl, 29 NCAA football games, and four other football bowls, baseball's all-star game, major league baseball on weekends and a number of special events from the Tokyo Summer Olympics.

The season also was highlighted with a number of commentary and interview programs adjacent to football games, various sports specials, the *NBC Wide World of Sports*, major golfing tournaments and the National Invitational Tournament in collegiate basketball.

In emphasizing NBC's step-up in sports colorcasting, Mr. Lindemann noted that color will dominate the network's fall football schedule, with 40 regular season games in colorcast this season, including 25 AFL and 15 NCAA games.

The 40% boost in color represents an increase from the 90 hours of sports programming in color in the April 1964 to April 1965 period to an estimated 129 hours of sports NBC expects to colorcast in the 12 months following.

SNI Plans ■ In a capsule report on the sports outlook, Richard E. Bailey Sr., president of Sports Network Inc., said: "We do not look for any significant changes over the previous 12-month period." He said SNI had "no definite plans for program expansion," but suggested that more color will "perhaps" become a reality.

Mr. Bailey said SNI currently produces more than 20 national and regional TV network sporting events.

SNI productions in 1966 will bear strong resemblance to those of the past year. Working on both national and regional productions, SNI last season averaged 150 stations on coast-to-coast lineups with 90% coverage of all TV homes, and 40 midwest and 20 West Coast stations in regional networks.

SNI's national network events cover golf, various college sports and professional tennis. In golf the Professional Golfers Association national television series was telecast from February through November last year.

For National Collegiate Athletic Association championship events, SNI presented live and taped coverage of

the basketball championship game, the indoor track and field championships, the skiing championship and the swimming championship meet.

SNI's national basketball coverage included the East-West Collegiate All-Star basketball game. The National Indoor Tennis Championships were covered on tape.

On regional lineups, SNI presented the NCAA hockey championship final on tape; two live basketball events, the *Big Ten Basketball Game of the Week*



The Jergens Corp. was a participating sponsor in the Winter Olympics on ABC-TV on the theory that they would reach a hitherto untouched portion of the women's audience. Advertising executives were pleased with results.

for nine weeks with two-thirds of the games in color, and the Athletic Association of Western Universities basketball game of the week.

Horse racing was presented through *Race of the Week* live all year on Saturdays, originating from Aqueduct, Saratoga, Tropical Park, Hialeah, Gulfstream Park, Garden State and Monmouth—all on eastern regional hook-ups.

In the all-sports field, the taped *Big Ten Showcase of Sports* was presented on Sundays from January through March for one hour. Events originated for 40 Midwest stations included swimming, track, hockey, wrestling, gymnastics and fencing.

The *Big Ten Football Game of the Week* was produced on tape for ten weeks during the fall to the same mid-

west stations.

Sponsors for SNI: the Goodyear Tire & Rubber Co. participated during the year in SNI's "scatter plan." Goodyear backed such productions as the NCAA basketball finals, and entered a package deal with Chrysler Corp. (Detroit) for its Dodge & Plymouth cars, and AT&T (New York) for the PGA national television tours. With John Hancock Mutual Life Insurance Co. (Boston), Goodyear shared expenses in the 1964 National Indoor Tennis Championships.

Other sponsors active in SNI productions included the F & M Schaefer Brewing Co. (Brooklyn, N. Y.), which acted as sole sponsor of the *Race of the Week*, but which this year will share spots. R. J. Reynolds Tobacco Co., Winston-Salem, N. C., participated in the PGA package with AT&T for the Cleveland Open and the Colonial Open, and also took part in the Western Open. General Mills Inc., Minneapolis, sponsored the East-West Collegiate All-Star basketball game. Colgate-Palmolive Co. (New York) went into the two regional basketball features: Big Ten game and West Coast game of the week.

No Hockey ■ The biggest sport without a network berth of any kind is professional hockey. Two weeks ago in New York, Clarence Campbell, president of the National Hockey League, showed advertisers and broadcasters a 20-minute color TV presentation of an NHL game to acquaint them with the potentials of the sport as a national presentation. Last week, he told BROADCASTING that the league is "examining the alternative courses which it might take to exploit the obvious benefits of television of its games."

From 1959-61, NHL games were carried on CBS on Saturday afternoons. They were neither an overwhelming audience or advertiser success. But the memory of national TV exposure lingers on and today the American and Western Hockey Leagues are working on agreements for interleague schedules.

Help for Baseball ■ In baseball, the feeling is that TV money could be the salvation of the minor leagues. Sam Smith Jr., president of the Southern League, noted that national TV has hurt the minors, but that if the major league games now on Saturdays and Sundays go to Monday nights, it will help the minor leagues. "It might help us to sell our local stations on local TV games on the 10 Sundays our teams are at home," he said.

Hugh J. Finnerty, president of the Texas League, pointed out that the "market, locally, for any large sums for rights to the games is nonexistent in most cities . . . local sports, while hurt at times by national television, is caught in between" the high prices the

major league teams get and the lack of money in minor league markets.

Big Money ■ The three most expensive sports packages on television today are the NFL, AFL and NCAA games. The AFL is now committed to NBC through 1969. However, the two-year \$28.2-million CBS-NFL contract and two year, \$13-million NBC-NCAA agreements run out after the 1965 seasons. ABC, CBS and NBC will all be after the NCAA contract and CBS will have to fight off ABC to keep NFL.

Although it is too early to predict

what will happen, the NFL will probably seek another two-year contract and may demand an escalator clause should the league decide to expand. Such a clause was provided by NBC in its AFL agreement. However, the NCAA's television committee has proposed that it look into a network TV program from two to four years.

Major league baseball is still trying to come up with a prime-time slot, but if its showing on ABC this season is any indication, it may find the task a difficult one. The ratings of the Satur-

day afternoon ABC games are not the kind that attract sponsors (see page 54) and there has been some speculation of whether ABC will exercise its option and take a second year of the baseball telecasts at \$325,000 per team.

If big-time sports finally do make the jump into prime time, networks may have to start looking for more secondary items to fill the weekend and fringe time slots. If all else fails, they may try and outbid each other for rights to the annual mah jong tournament on Tahiti. It could come to that.

Sports sponsors: they like what they get

BEER, BLADES, CIGARETTES BASIC, THERE ARE OFF-BEAT ADVERTISERS TOO

Beer, razor blades, tobacco and petroleum for years have been the number one sponsors for sports fare on television. The men with the checkbooks haven't been overly concerned with top-rated shows, vast audiences or cumes. They are after—and get—the type of audience that a sports show attracts. In recent years, the interest in the sports audience has broadened to other fields.

Following are examples of some typical national and regional advertisers, who are active in TV sports sponsorships. Some have been buying sports for years, others a shorter time. But all seem satisfied with the results they get.

AMF a Regular ■ The American Machine & Foundry's bowling division, Westbury, N. Y., credits a large degree of the success and popularity of bowling to television; yet the company doesn't always sponsor TV shows in the strict sense of the term.

The company "prefers to be in the background," according to Jerry F. Donovan, vice president for bowling promotion. Mr. Donovan explains that AMF is more concerned with promoting the sport of bowling than with commercially promoting AMF.

"Television, a family entertainment medium, is the ideal vehicle for bringing bowling, a family sport, into America's homes," Mr. Donovan asserted. Such is the case with *Bowling's Battle of the Sexes*, a promotion now in progress in Miami and being televised on WLBW-TV, that city."

AMF and a group of bowling proprietors in the Miami area shared two-thirds sponsorship in the tournament. Chrysler dealers in the Miami area, who picked up the remaining one-third sponsorship, got more than their money's worth when AMF turned over some of its commercial time to them.

Other AMF ventures on television include *Championship Bowling*, a 26-show series, now in its 12th year, syndi-

cated to 175 TV stations and co-sponsored in most areas by Firestone Tire and Rubber Co., Akron, Ohio, and CBS-TV's *Bowling Classic*, televised during the summer months. AMF also participates in the *Professional Bowler's Association Tour*, a 13-show series televised by ABC-TV; and *The Major League Base/Bowl Championship*, which features bowling baseball players and was televised April 4 on NBC-TV's *Sports in Action* series.

For these and other television activities, AMF budgets in excess of \$350,000 annually, according to Mr. Donovan.

American Likes Football ■ Over two decades of sponsorship of professional

football, including a dozen years on TV, has given American Oil Co., Chicago, a franchise in customer and dealer relations that cannot be measured by the monetary value of the multiple millions invested in the advertising. American Oil officials report.

One advertising department spokesman says, "the sports shows are a big success and they make a tremendous hit with our dealers." He further explained that the programs give the dealer plenty of interesting conversation ammunition when serving his customers and build his local identification and appeal.

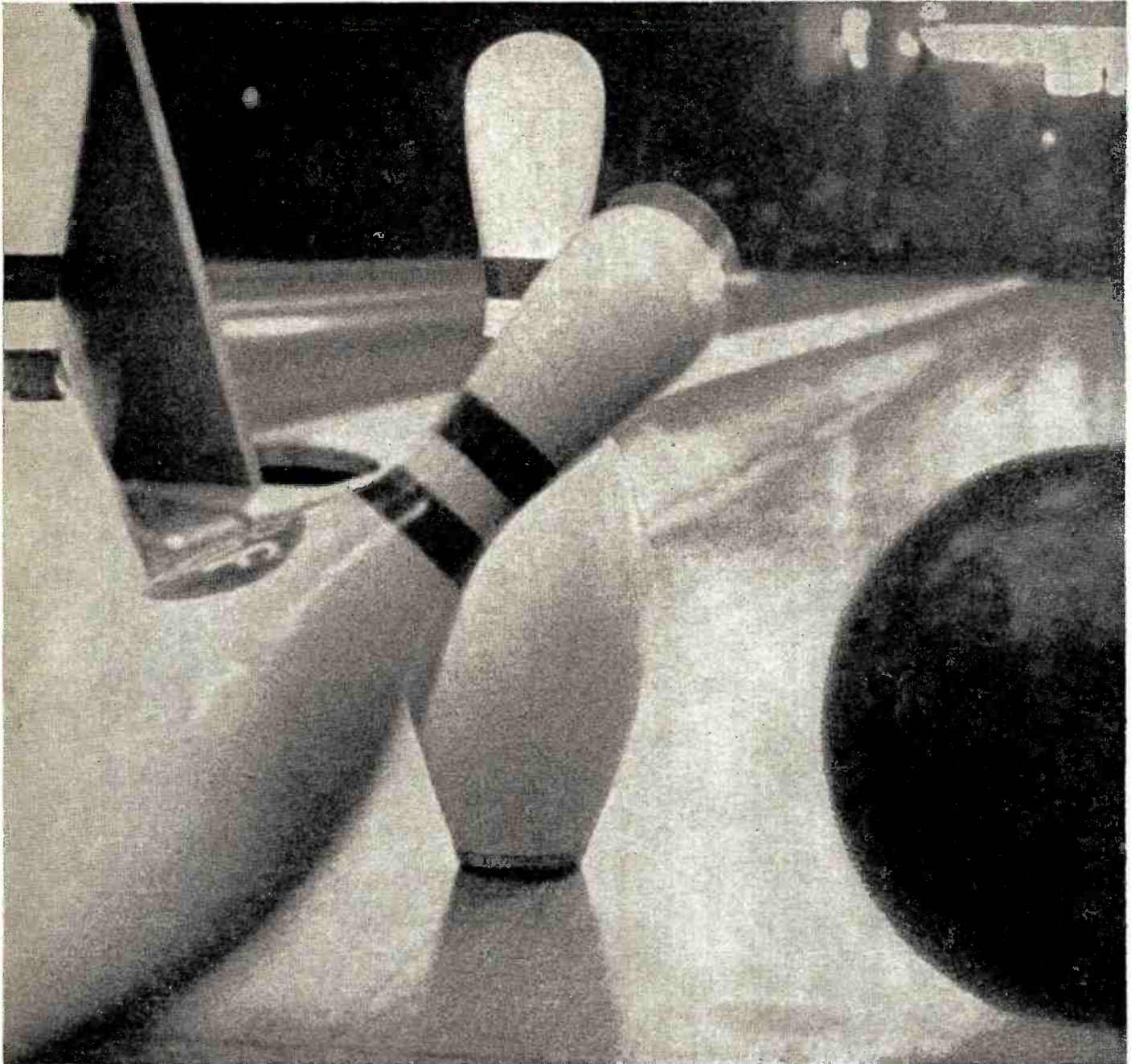
American Oil, through D'Arcy Advertising, Chicago, is co-sponsoring the



The Cleveland Brown's Jimmy Brown carries the ball in this typical close-up of a National Football League game.

American Oil Co. was a sponsor last year of nine NFL teams shown on eight regional networks over CBS-TV.

OUR NEW SERIES IS READY!
CHAMPIONSHIP BOWLING



Going into its 12th straight year—a record for filmed shows. We are not only the No. 1 Bowling Show in America, we have proved that we are the No. 1 program series in the history of TV syndication.

FIRESTONE IS ONE OF OUR IMPORTANT SPONSORS IN 150 MARKETS IN 1965-66.

Here's our 1964-65
Sold Station List →



Walter Schwimmer INC.

410 N. MICHIGAN AVE. CHICAGO, ILLINOIS 60611 PHONE 467-5220

▼ Produced in cooperation with AMF PINSPOTTERS, INC.

KXAB-TV	Aberdeen, S.D.	KTHV	Little Rock, Ark.
KPAR-TV	Abilene/Sweetwater, Tex.	KH-TV	Los Angeles, Calif.
KTEN-TV	Ada, Okla.	WHAS-TV	Louisville, Ky.
WAKR-TV	Akron, Ohio	KUBK-TV	Lubbock, Tex.
W-TEN	Albany/Schenectady/Troy, N.Y.	WIMA-TV	Mantoloking, Ohio
KGGM-TV	Albuquerque, N.M.	WMTV	Madison, Wis.
WAIM-TV	Anderson, S.C.	WTAF-TV	Marion, Ind.
WJBF-TV	Augusta, Ga.	WHBQ-TV	Memphis, Tenn.
KMMT-TV	Austin, Minn.	WLBW-TV	Miami, Fla.
KTBC-TV	Austin, Tex.	WITI-TV	Milwaukee, Wis.
KTVA-TV	Anchorage, Alaska	WTCN-TV	Minneapolis/St. Paul, Minn.
KERO-TV	Bakersfield, Calif.	KORN-TV	Mitchell, S.D.
WIBZ-TV	Bangor, Maine	WALA-TV	Mobile, Ala.
KBMT-TV	Beaumont/Port Arthur, Tex.	KTVE	Monroe, La./El Dorado, Ark.
WOAY-TV	Beckley, W. Va.	WTBC-TV	Muncie, Ind.
WVAB-TV	Big Spring, Tex.	WSIX-TV	Nashville, Tenn.
KOOK-TV	Billings, Mont.	WDSU-TV	New Orleans, La.
WLOX-TV	Bloomington, Miss.	WOI-TV	New York, N.Y.
WINR-TV	Binghamton, N.Y.	WTAR-TV	Norfolk, Va.
WAPI-TV	Birmingham, Ala.	KNOP-TV	North Platte, Neb.
WNAC-TV	Boston, Mass.	KOSA-TV	Odessa/Midland, Tex.
WETV	Bowling Green, Ky.	KOCO-TV	Oklahoma City, Okla.
WKBW-TV	Buffalo, N.Y.	KMTV	Omaha, Neb.
KAVE-TV	Carlsbad, N.M.	WDBO-TV	Orlando, Fla.
WSOC-TV	Charlotte, N.C.	KTVO	Ottumwa, Iowa
WDEF-TV	Chattanooga, Tenn.	WTAP-TV	Parkersburg, W. Va.
KHSE-TV	Chicago/Redding, Calif.	KCND-TV	Pembina, N.D.
WGN-TV	Chicago, Ill.	WMBD-TV	Peoria, Ill.
WKRC-TV	Cincinnati, Ohio	WRCV-TV	Philadelphia, Pa.
WBOY-TV	Clarksburg, W. Va.	KOOL-TV	Phoenix, Ariz.
WEWS-TV	Cleveland, Ohio	WTAE	Pittsburgh, Pa.
KOAA-TV	Colorado Springs, Colo.	WCSH-TV	Portland, Maine
WNOK-TV	Columbia, S.C.	KATU-TV	Portland, Ore.
WCBI-TV	Columbus, Miss.	WJAR-TV	Providence, R.I.
KRIS-TV	Corpus Christi, Tex.	WGEM-TV	Quincy, Ill.
WLWC	Columbus, Ohio	KOTA-TV	Rapid City, S.D.
WUSN-TV	Charleston, S.C.	WXEX-TV	Richmond/Petersburg, Va.
KTVT	Dallas/Ft. Worth, Tex.	WLVA-TV	Roanoke/Lynchburg, Va.
WHIO-TV	Dayton, Ohio	KROC-TV	Rochester, Minn.
WMSL-TV	Decatur, Ala.	WKOR-TV	Rochester, N.Y.
KCTO-TV	Denver, Colo.	WTVO-TV	Rockford, Ill.
WOL-TV	Des Moines, Iowa	WQAD-TV	Rock Island/Moline, Ill./Davenport, Iowa
WXYZ-TV	Detroit, Mich.	KFEQ-TV	St. Joseph, Mo.
KDA-TV	Duluth, Minn./Superior, Wis.	KTVI	St. Louis, Mo.
KROD-TV	El Paso, Tex.	KCRA-TV	Sacramento/Stockton, Calif.
WSEI-TV	Erie, Pa.	KSLN-TV	Salina, Kans.
KVAL-TV	Eugene, Ore.	KUTV	Salt Lake City, Utah
WFET-TV	Evansville, Ind.	KCTV	San Antonio, Tex.
KTVE-TV	Fairbanks, Alaska	WOAI-TV	San Diego, Calif.
KXJB-TV	Fargo, N.D.	KLVU	San Francisco/Oakland, Calif.
WNEM-TV	Flint/Saginaw/Bay City, Mich.	WDAU-TV	Scranton/Wilkes-Barre, Pa.
WINK-TV	Fort Myers, Fla.	KOMO-TV	Seattle/Tacoma, Wash.
WKUG-TV	Fort Wayne, Ind.	KYBS-TV	Shreveport, La.
KMUE-TV	Fresno, Calif.	KTIV	St. Louis City, Iowa
KOTV-TV	Fort Dodge, Iowa	WSIV	South Bend, Ind.
KRTV-TV	Grand Junction, Colo.	KREM-TV	Spookane, Wash.
WOOD-TV	Grand Rapids/Kalamazoo, Mich.	WCIA-TV	Springfield/Champaign/Urbana/Decatur/Danville, Ill.
KFBB-TV	Great Falls, Mont.	WHEN-TV	Syracuse, N.Y.
WLUK-TV	Green Bay, Wis.	WIVT	Tampa/St. Petersburg, Fla.
WGHP-TV	Greensboro/Winston-Salem/High Point, N.C.	WSPD-TV	Toledo, Ohio
WNBE-TV	Greenville/New Bern/Washington, N.C.	KGUN-TV	Tucson, Ariz.
WFBC-TV	Greenville/Spartanburg, S.C./Asheville, N.C.	KOTV	Tulsa, Okla.
WABQ-TV	Greenwood, Miss.	WTWV	Tupelo, Miss.
WHNB-TV	Hartford/New Haven, Conn.	WKTV	Utica/Rome, N.Y.
KHOU-TV	Holdrege/Keamey, Nebr.	WMAL-TV	Washington, D.C.
KHOU-TV	Houston, Tex.	WATR-TV	Waterbury, Conn.
WSAZ-TV	Huntington/Charleston, W. Va.	KWWL-TV	Wheeling, W. Va.
KHVE-TV	Honolulu, Hawaii	WSDA-TV	West Palm Beach, Fla.
WFBM-TV	Indianapolis, Ind.	WDTV	Wheeling, W. Va.
WDXI-TV	Jackson, Tenn.	WEAT-TV	Wheeling, W. Va.
WFGA-TV	Jacksonville, Fla.	WTRF-TV	Wheeling, W. Va.
WFBG-TV	Johnstown/Altoona, Pa.	WAKE-TV	Wichita, Kans.
WDAP-TV	Kansas City, Mo.	WJZB-TV	Worcester, Mass.
WBIR-TV	Knoxville, Tenn.	WYTV	Youngstown, Ohio
WFAN-TV	Lafayette, Ind.	KIVA-TV	Yuma, Ariz.
WGAL-TV	Lancaster/Harrisburg/York, Pa.	WHIZ-TV	Zanesville, Ohio
KGNS-TV	Laredo, Tex.		
WILX-TV	Lansing, Mich.		
WLEB-TV	Lexington, Ky.		

SPORTS SPONSORS: THEY LIKE WHAT THEY GET continued

games of nine National Football League teams on eight regional networks of CBS-TV. The networks involve about 140 stations. This annual buy now runs in excess of an estimated \$4 million each year.

For the past five years American also has sponsored Saturday afternoon Big 10 basketball on a midwest network of 33 TV stations, a package arranged by Sports Network Inc. In several areas American also has been sponsor of major high school basketball events.

Anheuser-Busch Brands ■ Anheuser-Busch divides its attention to sports sponsorships almost evenly between baseball and basketball. According to E. H. Vogel Jr., vice president, marketing, Anheuser-Busch, St. Louis, the brewer's sponsorships are sometimes used by its Busch Bavarian brand, through Gardner Advertising, and in other cases by its Budweiser brand, through D'Arcy, both St. Louis.

"Our evaluation of the assignment of sponsorships by brand, Mr. Vogel noted, "is dependent on local marketing conditions and the brand's relative position in that market."

For the 1965-66 baseball season, the company has purchased one-third sponsorship on the nine TV stations and 110 radio stations carrying the St. Louis Cardinals games; one-third sponsorship of the Los Angeles Angels on 20 radio stations and one TV station; one-fourth sponsorship of the Chicago White Sox on one radio station; one-third sponsorship of the Milwaukee (Atlanta) Braves on one radio and one TV station in Atlanta and one-third sponsorship in the Atlanta Crackers on one Atlanta radio station.

Professional basketball programs sponsored by Anheuser-Busch include: one-half sponsorship of the St. Louis Hawks on three TV stations and one radio station; one-half sponsorship of the Boston Celtics on five TV stations; one-quarter sponsorship of the New York Knickerbockers; on one radio and one TV station. Anheuser-Busch also sponsored one-half of the National Basketball Association's All-Star game which was televised by CBS-TV on 65 stations.

Mr. Vogel summed up the company's feelings on sports sponsorship this way: "The increasing number of sports sponsorships that Anheuser-Busch participates in is testimony to our belief in the sales power of these events."

Atlantic Long-Time Sponsor ■ The Atlantic Refining Co., Philadelphia, claims the distinction of sponsoring major league baseball coverage—Philadelphia Phillies games—for the longest continuous period of time. Atlantic has sponsored the Phillies for the past 30

years. Close on the heels of that record is a 29-year sponsor relationship with the Pittsburgh Pirates; 28 years sponsorship of the Boston Red Sox and 16 years of sponsoring the New York Yankees.

Atlantic, which owns the rights to the Phillies games, has one-third sponsorship in the radio-TV coverage of the four teams this season. The clubs and the number of radio and TV stations included in the purchases: Phillies—four TV, 23 radio; Pirates—four TV,



Warren Cantrell (l), president, The Professional Golfers Association, and Walter Schwimmer, producer of 'The World Series of Golf,' agree that the show will become the PGA's 'World Series' with PGA controlling TV rights and Mr. Schwimmer continuing as the producer.

24 radio; Red Sox—five TV, 24 radio; Yankees (outside New York City)—eight TV, 37 radio. N. W. Ayer, Philadelphia, is the agency for Atlantic Refining.

General Cigar Wants Men ■ General Cigar Co., New York, has used sports TV programming effectively because such telecasts reach the target audience, men over 35, under favorable environmental conditions. Sponsorship of sports events in specific regions of the country, including Boston, Los Angeles, New York, Chicago and Detroit, for example, also enable General Cigar to deliver the male audience in the areas conforming to its distribution pattern.

During 1964-65 General Cigar has been a participant in the collegiate football telecasts on NBC-TV and has been sponsoring major league baseball telecasts in six areas. Next fall, the advertiser will switch its football investment to the eastern region National Football League games on CBS-TV.

General Cigar, through Young & Rubicam, New York, places 65-70% of its total ad budget in TV, and sports programming commands slightly

less than half of that allocation. General Cigar spent more than \$8 million in network and spot TV last year, an increase of more than \$2 million over 1963. In the first quarter of 1965, the company allocated about \$2 million to TV. Indications are strong that \$1 million or more will be added to the 1965 TV budget.

Gillette's Record ■ The Gillette Co.'s continuing investment in what are termed "blue chip" sporting events on radio and television over the past 25 years has paid off in increased year-by-year sales, according to a spokesman.

"The exact relationship of programming to sales is difficult to determine," he said, "but we feel that sports broadcasts are an ideal medium for our advertising messages. Network sports attract the large male audience we want and some of them, such as The World Series and Rose Bowl also attract a good share of women viewers for our women's and family products."

On NBC (TV and radio), in addition to the World Series and Rose Bowl games, the Boston-based company also sponsored or participated in National Collegiate Athletic Association football and baseball All-Star games. On ABC-TV Gillette was in *Fight of the Week* (now off the air) and *ABC's Wide World of Sports*.

It's estimated Gillette spent \$25 million in network sports from April 1964 to April 1965.

Gillette says it has been in network sports on a continuous basis longer than any other national advertiser. The company first started advertising nationally on radio during the 1939 World Series and in 1947 began sponsorship of the Series on TV.

Gillette currently retains exclusive radio-television contract rights with NBC for the Series and Baseball All-Star game. In recent years, Gillette has sold half-sponsorship in these events to the Chrysler Corp.

Agency for Gillette is Clyne-Maxon, New York.

Illinois Bell ■ In March the Illinois Bell Telephone Co. once again spent a very nominal part of its annual advertising budget to sponsor the finals of the state's high school basketball championships on a TV network of 13 stations. And once again the phone company feels it struck gold.

Feedback favorable to the company continues to flow in all year, Illinois Bell reports, which is one reason why it has sponsored the tournaments on a state TV network for 14 years. This year's coverage totaled 14 hours over two days and was handled by WGN-TV Chicago using a crew of 30 men with eight cameras, including a remote handheld unit for floor shots. Total cost is estimated at about \$100,000.

Illinois Bell used about 30 minutes

M.V.P.

ED MACAULEY SPORTS

6:20 AND 10:20 P.M.—Monday thru Friday



Most Valuable Player in the National League, Ken Boyer, is a regular guest on the Ed Macauley Show. Because "Easy Ed" speaks with the authority and insight that only the professional player can offer, he is the Most Valuable Personality in the St. Louis television sports picture.



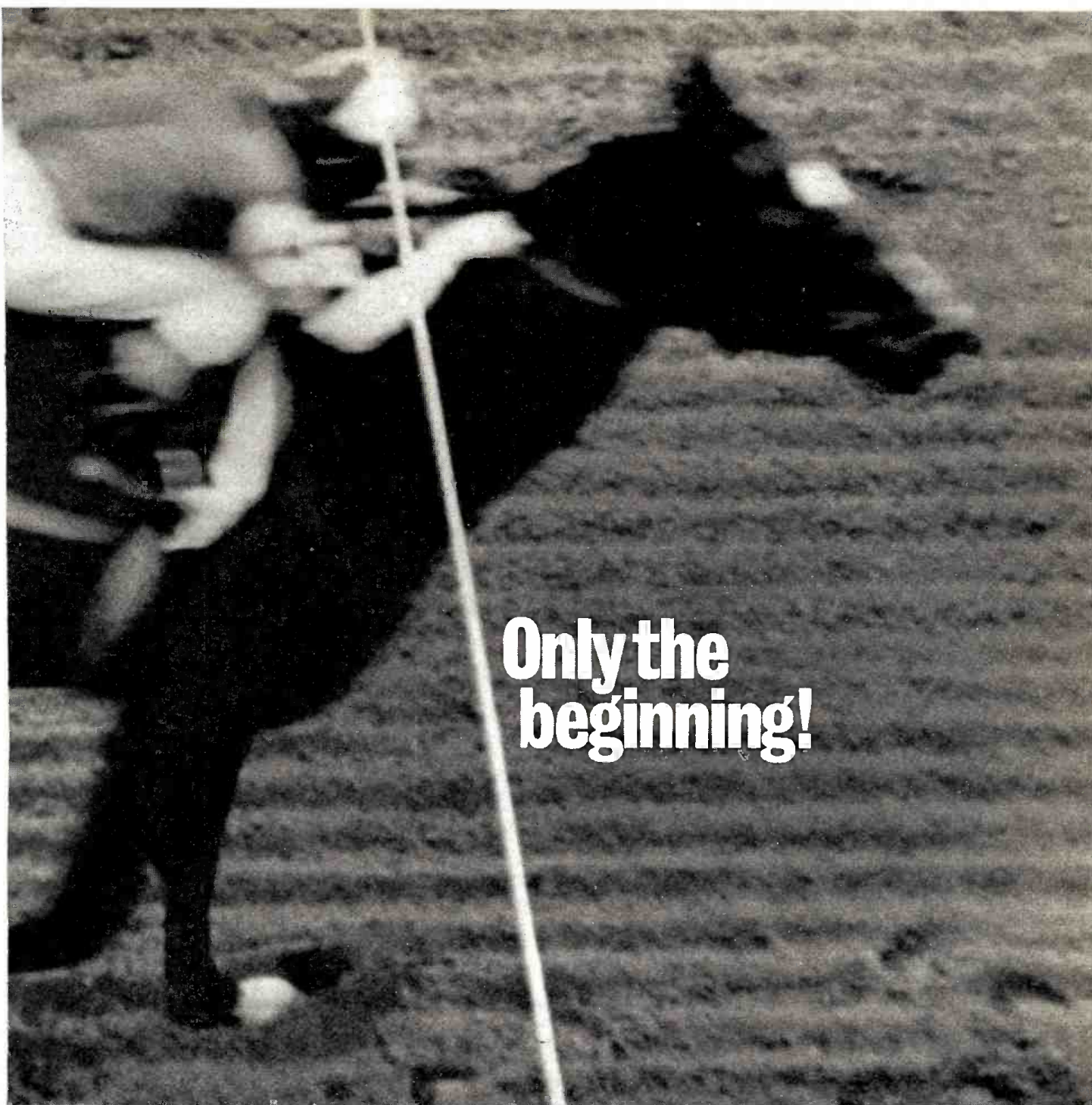
ART BROCK SPORTS
7:50 A.M. AND 12:20 P.M.
MONDAY THRU FRIDAY

The second half of KTVI's
1-2 sports punch—four-time
Emmy Award winner Art Brock.

**Just 2 of many reasons
why St. Louis television is a
brand-new ball game.**

THE EXCITING NEW
KTVI
Channel **2**
ST. LOUIS





**Only the
beginning!**

As the winner crossed the finish line in Saturday's Belmont Stakes one of the year's top sports events came to an end—the running of the Triple Crown.

But for the millions of fans who followed the race on the CBS Television Network, it was only the beginning of a thrilling series of exclusive sports broadcasts that await them each weekend in the months ahead.

For the simple fact is that CBS Sports is without a rival in presenting the most exciting events in television: NFL Football, the CBS Sports Spectaculars, the Carling World Golf Championship, CBS Golf Classic, the Masters, New York Yankees "Baseball

Game of the Week," the CBS Tennis and Bowling Classics, and once again the running of The Triple Crown—the Kentucky Derby, the Preakness, and the Belmont Stakes.

This fact explains why CBS over the past year has won the biggest sports audiences in more weeks than any other network, why no other network has averaged bigger sports audiences, and why sports advertisers have spent far more dollars with CBS than with any other broadcaster.

But that's looking backwards. Now it's post-time, time to look forward to another great year of sports on the CBS Television Network. So play the favorite!

Based on Nielsen Television Index average audience estimates for sponsored broadcasts weighted by duration and frequency for the 12 months ending with the first May 1965 Report. Net time and program billings from LNA-BAR for 12 months ending March 1965. Subject to qualifications available from us on request.

CBS SPORTS 

SPORTS SPONSORS: THEY LIKE WHAT THEY GET continued

of commercials during the two days for messages prepared by N. W. Ayer & Son, Chicago, to sell every facet of the company's services.

Over 2.5 million people watched the basketball coverage, Illinois Bell estimates, and the program interest is so strong "we can go up against some pretty stiff national TV competition and beat them," according to a representative of the firm's advertising department.

Jergens Looks for Women ■ Why should a woman's cosmetic manufacturer advertise on a TV sports program?

"Because it's an untapped audience and the sales justify it," according to Richard Depew, vice president and director of programming for Cunningham & Walsh, New York, agency for the Jergens Corp., Cincinnati,

Jergens participated in the 1964 Winter Olympics coverage on ABC-TV and apparently scored sales gains as a result. "It's difficult to determine the relationship of programming to sales," Mr. Depew said, "but we think the results of our Olympics sponsorship are tangible enough to indicate we reached a good-sized daytime woman's audience we normally would not reach with conventional daytime programming."

Mr. Depew said the company purchased 21 minutes during the Olympic events of January and February. He noted that "our product really stood out among the tire, beer, and other male-oriented products advertised on the programs."

The woman's audience for sports programming is virtually untapped, Mr. Depew commented. "We feel that the ski programs during the Olympics represented a natural tie-in for us."

Liberty Mutual Fishes ■ The Liberty Mutual Insurance Co., Boston, decided to test the interest of viewers in its *Gadabout Gaddis, the Flying Fisherman* half-hour color series by offering a set of fishing lures at \$1 each. In six months, 86,000 fishing enthusiasts sent in \$1, considered by Liberty Mutual to be a "very healthy mail pull."

Since last fall Liberty Mutual has been sponsoring the syndicated series in 49 markets to reach homeowners and heads of households in metro suburban areas. Robert Mattox, assistant vice president of Liberty Mutual, reported the company will renew the series for 1965-66, claiming *Gaddis* has been most helpful in reaching the company's prime target, men in the 25 to 45 age group.

"We estimate that 25% of leads and inquiries received as a result of the TV program are turned into sales," Mr. Mattox said. "We consider this to be

an excellent percentage."

Pabst Big Spender ■ Pabst Brewing Co., Milwaukee, spends the major share of its advertising dollar for sports sponsorships. The total ad budget for all media now is estimated at around \$7 million, placed through Kenyon & Eckhardt, Chicago.

Why so much emphasis on sports, an association more typical of local and regional beers than national? As James C. Windham, Pabst president, explains: "It remains our belief that sports are still the most wholesome attraction available to the television medium."

Pabst this spring again has co-sponsored for the third year three top horse racing events, the *Triple Crown*, on CBS-TV. These included the Kentucky Derby May 1, the Preakness May 15 and the Belmont June 5.

Pabst Brewing currently is sponsoring a total of 48 local sports strips across the nation as well as co-sponsoring the Detroit Tigers on a Michigan television network. Of the local strips, 33 are for Blatz beer and the others are for Pabst Blue Ribbon.

Other current or recent co-sponsorships have included a range of national and local events such as the All-Star football game at Chicago, the Orange Bowl, the Senior Bowl, midwest harness racing, a regional TV network of Vince

Lombardi's *Run to Daylight* show plus several major sports feature specials in both New York and Chicago. Two years ago Pabst sponsored the Milwaukee Braves on a Wisconsin state TV network.

Sterling and Racing ■ The sport of kings has produced satisfying results for Sterling Brewers Inc., Evansville, Ind. Sterling's agency, J. Walter Thompson, Chicago, points out that since the areas around Louisville and Lexington, Ky., are the traditional home of thoroughbred racing in the U. S., any program on the subject commands a high audience interest and response. Sterling sponsors *Racing from Miles Park* on WAVE-TV Louisville and a series of feature races from Churchill Downs on WHAS-TV Louisville, WEHT (TV) Evansville, and WKYT (TV) Lexington, Ky. In addition feature races from Keenland race track at Lexington are sponsored on WHAS-TV.

The brewery has sponsored these shows for a "number of years," a JWT representative recalled and the agency has always recommended renewal because of their success. Sterling also sponsors a 10-minute three times a week general sports show, *Sportrate*, on WHAS-TV, three top Florida race events annually on Louisville stations and "extensive" coverage of special auto race features on TV stations in its market area.

Ratings often low but the audience is special

Advertisers believe there is added prestige in sponsoring a national sports show on TV

When a sponsor looks at a rating figure for a sports telecast and starts figuring the cost per thousand, he reads something extra into the numbers—something he doesn't see when the same numbers apply to other kinds of programming.

The cost of reaching 1,000 homes with a National Football League game, for example, can be close to \$8, while the charge to gain the same number of households with a minute in an average network nighttime vehicle is closer to \$4.

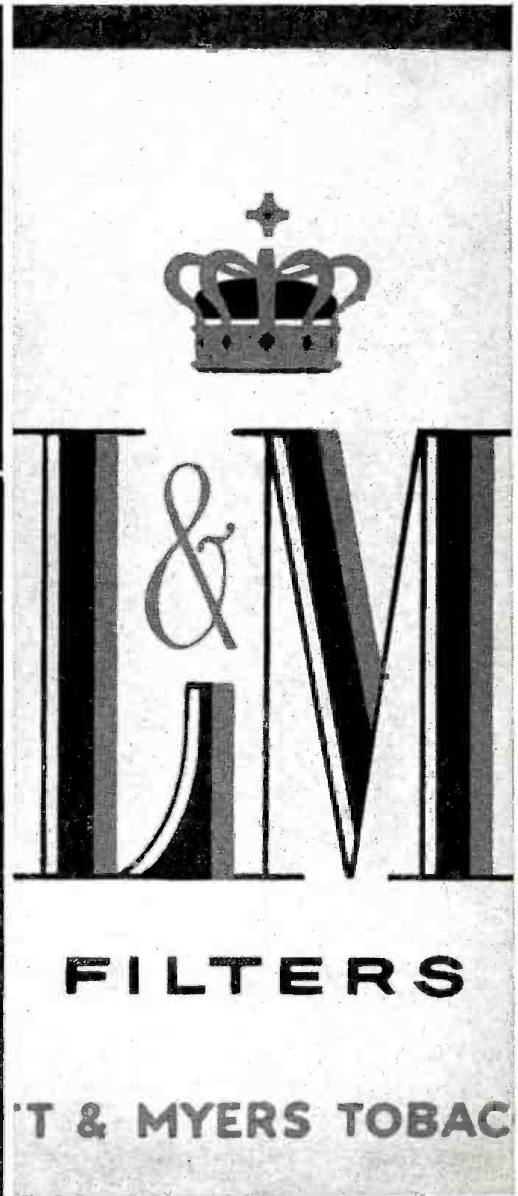
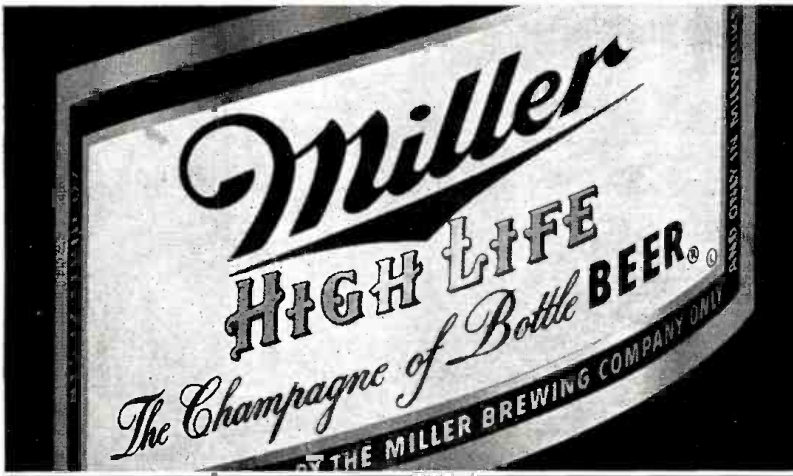
The buyer apparently sees some added punch in the sports numbers and is willing to pay for it. In a broad way sports ratings stand for heavy male viewership. But there's more to the current sports consciousness among adver-

tisers than that. A major factor is the prestige that comes with being associated with a sports package of national interest.

Dave Donnelly, director of sports for BBDO, New York, explains that the lower-budget sponsor often can't afford to pay the cost of this prestige and must stick closer to strict "numbers" buying.

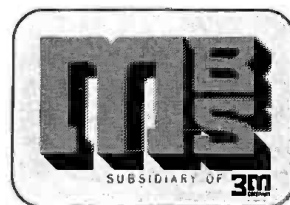
Generally, he says, the sports advertiser is going for a particular audience (mostly male), for middle and upper income households and often for seasonal advantages appropriate to his campaign.

Mr. Donnelly cites Liberty Mutual Life Insurance, Boston, as an example of companies willing to pay more to get the special segment of audience



The wise money's on Mutual!

Because Mutual can get you more listeners per dollar than any other network...TV or Radio! Forty per cent of all network radio stations are Mutual. Mutual covers the top metro markets and gives you exclusive coverage in over 260 others. In all, over 500 markets. So where broad coverage counts —the wise money's on Mutual!



MUTUAL BROADCASTING SYSTEM

they're going after, and with a budget of adequate size to do it.

Last year Liberty, through BBDO, sponsored one half of the *American Sportsman* series of four programs on ABC-TV. The show achieved a 9.7 average rating and, at that figure, was giving the insurance company a return of approximately 1,000 homes for each \$5 it was spending.

Liberty and BBDO, Mr. Donnelly says, were going after an untapped market. ABC-TV's *American Sportsman*, concerned with hunting and fishing, was designed to attract enthusiasts of these sports, a national audience which they feel hasn't been reached before.

To the extent the program succeeds in this audience segmentation, the \$5-per-thousand cost isn't extravagant. Seemingly satisfied with the results, Liberty is expected to be in the ABC-TV program again this year and the series has been expanded from four to 11 shows.

The other sponsor, R. J. Reynolds Tobacco, through William Esty Co., is also in again for the coming season. The agencies make no secret of their delight with the 9.7 average rating attained by the program.

Where the Numbers Are — In televised sports, football is king and draws the king's share of rating honors.

In a list of the 20 top-rated sports presentations (see below) football is in the top spot and the bottom spot and holds 14 places in between. Only four events or series of other description show up on the list.

An official of the Esty agency, commenting on the wide variation in costs per thousand homes which sponsors are willing to pay, says sometimes "emotion" and "familiarity" with sports make up in sponsor attraction what the sports themselves lack in ratings.

Sports, he says, are a common ground

How some top sports events rated

The top 20 sports events or series in the ratings between April 1964 and April 1965 were as follows (pre-and post-event presentations are not included):

Event	Net-work	Average Rating	Homes Reached (000)
Rose Bowl	NBC	27.4	14,410
NFL Championship	CBS	26.7	14,040
World Series	NBC	24.0	12,260
NFL Playoff	CBS	21.9	11,520
Pro Bowl	NBC	21.2	11,150
Orange Bowl	NBC	20.6	10,840
Cotton Bowl	CBS	17.3	9,100
Kentucky Derby (part of Triple Crown Package)	CBS	16.9	8,670
All Star Baseball	NBC	16.0	8,210
Sugar Bowl	NBC	15.9	8,360
College Allstar			

Event	Net-work	Average Rating	Homes Reached (000)
Football	ABC	15.0	7,700
NFL Football (94 NFL games, regional and national)	CBS	14.8	7,780
Senior Bowl	NBC	14.3	7,520
Blue Bonnet Bowl	ABC	13.8	7,260
North-South Shrine Game	ABC	13.8	7,260
Gator Bowl	ABC	12.2	6,420
AFL All Star Game	ABC	11.9	6,266
Preakness (part of Triple Crown package)	CBS	11.9	6,100
NCAA College Football	NBC	11.7	6,150
Liberty Bowl	ABC	10.6	5,580

The list is compiled from information supplied by the three television networks and is based on A. C. Nielsen Co. data. (Change in audience base of TV homes from 51.3 million to 52.6 million last Sept. 1 accounts for two instances of deviation from descending order in average-homes-reached column)

between all levels of management, and this is a factor in their appeal. More important, he maintains, is the prestige of association with a sports package. Further, he says, don't discount sports audience ratings or overplay their cost to sponsors. The larger companies,

groups as well as higher income homes.

J. Walter Thompson has a mammoth commitment for Ford Motor Co. In NFL football with one-quarter sponsorship of the regular season games worth an estimated \$5.3 million plus one-quarter of the league's championship and playoff games.

Diamond Audience — Baseball, which went fully national this year for the first time with ABC-TV's Saturday telecasts of blackout-free American and National League games, has enjoyed less rating success on a national level than locally.

And of all televised sports, baseball is perhaps the one in which sponsors are most concerned with team-product association. These are the bonds, it's felt, which have to be loosened to create a financially successful baseball package of interest to national sponsors.

The ratings of the ABC-TV Saturday game have not been overly strong. A comparison between the ABC game of May 1 and CBS-TV's *Yankee Baseball Game of the Week* on the same Saturday shows CBS getting a higher average rating—4.0—although its coverage factor is only 51.5% of television homes because it is blacked out in the home territories of other baseball teams. On the same day ABC-TV achieved a 3.5 rating according to Nielsen figures, with a coverage factor of 94%.

On the following day (May 2) with no ABC-TV game in competition, CBS-TV's *Yankee* game got a 5.8 rating.

Union sponsors races

Union Oil Co. of California, through Smock, Debnam & Waddell, Los Angeles, and Lucky Lager Brewing Co., through BBDO, San Francisco, will sponsor the Saturday feature races from the Del Mar Turf Club on special CBS-TV Pacific Network of 11 TV stations in California and Nevada, Saturday, 5-5:30 p.m., starting July 31.

which can afford the corporate campaigns in major sports presentations, are usually operating from favorable discount structures, he points out.

Bill Buckley, on the Ford account at J. Walter Thompson Co., New York, calls demographic considerations the first criterion when evaluating sports rating data. Generally, he notes, football viewership is in white collar middle and upper income homes; baseball, he says, draws its fans from a wider spectrum but is weighted toward blue collar homes. The network sports anthologies tend to attract mixed (male and female) audiences.

Age breaks are also important to the sports advertiser, says Mr. Buckley. Golf, he explains, is generally considered a medium for reaching older age



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Major syndication profit in minor sports

BOWLING, RACING, WRESTLING, AMONG LONG LIST OF EVENTS IN DEMAND

Minor sports have built up a good record on television as subjects for series in syndication.

Bowling, auto racing and wrestling, which are covered less actively by the networks and local stations, offer opportunities for the program producer.

This view emerged last week from a discussion of the syndicated sports field with a group of distributors functioning in this sports area. They stressed that the major sports events—baseball, football and golf—have in recent years veered increasingly in the direction of live and taped coverage on networks and local stations. Boxing has declined as a sports attraction, except for the outstanding bouts which are carried on closed circuit TV to theaters and arenas, they pointed out.

Similar to the first-run, action-adventure series, the new syndicated programs covering major sports generally cannot find time on a sufficient number of stations to make costly undertakings feasible, distributors agreed. These reasons were cited: extensive coverage of baseball, football and golf on a regular basis on networks and regional hookups of stations; the growth of sports specials on the weekends by TV networks and the expansion in the local live sports programs by stations.

This does not mean that major sports are not represented at all in the activities of TV producers-distributors. At least two companies which have been mainstays in regular distribution of both major and minor sports series are Tel Ra Productions, Philadelphia and Walter Schwimmer Inc., Chicago.

Schwimmer Format ■ Championship performance in sports has provided a highly successful television format for the syndicated product of Mr. Schwimmer. The company estimates its programs have reaped some \$50 million worth of new advertising business for TV over the past dozen years.

Champion sports series of them all is the Schwimmer package of *Championship Bowling*, for which a new cycle of 26 one-hour programs has just been completed and again will be co-sponsored by Firestone Tire & Rubber Co. on at least 160 stations across the U.S. The series is now in its 12th year and is claimed to be "the oldest filmed sports show on TV." Firestone's agency is Sweeney & James, Cleveland.

Counting the participation of local sponsors too, *Championship Bowling* now represents an annual TV advertising investment of some \$1.5 million—a business builder that Producer Sch-

wimmer considers pretty good considering that critics originally asked "who would ever watch two guys bowl on TV." The series comes in a half-hour condensed version too.

Schwimmer's newest syndicated sports film package, *Let's Go to the Races*, appears to be building sales for sponsors too, according to the advertiser reports. In color, the series of 26 half hours feature five races per show and is especially designed to build traffic at supermarkets and other stores where viewers can get free race cards each week and possibly win a race. The format has been cleared by the FCC.

Four stations have already completed the series. It's running on three others now and will start soon on three more. The library of 300 races was filmed at Sunshine Park near Tampa, Fla., and features much close-up coverage not usually seen by the race fan.

Daitch Shopwell Stores, sponsor of a 13-week cycle on WOR-TV New York, reported that "in terms of exposure,

customer interest and reaction, this was one of the finest promotions we have ever run." The chain said customer letters and calls ran higher "than we had ever encountered before."

Cas Walker's Cash Stores, Knoxville, Tenn., sponsor of the series on WBIR-TV there, reported "we couldn't quit this promotion if we wanted to . . . I have never had anything to excite people and has caused as much talk as our *Saturday Night at the Races*." Store traffic is so high on Friday and Saturday that people wait in line for food carts, Cas Walker said.

Thornhill Oil Co., sponsor on WPTA (TV) Fort Wayne, Ind., reported 20% increase in filling station sales while Skag-Way Department Stores, Grand Island, Neb., where the show is on KHAS-TV Hastings, reported customer traffic up 25% and sales up 15-20%.

Golf a Winner ■ Schwimmer's touch of success in sports programming helped to make golf a TV favorite some years ago and today too. For some seven



TOP STARS WITH TOP RATINGS

N. Y. Daily News says, "Wrestlers are back"—and Cinema-Vue has the best Grunt 'N Groaners. To the fans, wrestling has no program competition. Championship Wrestling will pull big audiences, attract new viewers and deliver the lowest cost per thousand. 52 One Hour programs—AVAILABLE NOW!

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MAJOR SYNDICATION PROFIT IN MINOR SPORTS continued

years the firm's series *All Star Golf* sold for sponsors such as Miller High Life beer on ABC-TV and then on NBC-TV. In the later years the show was in color.

For the past several years Schwimmer has packaged and produced the *World Series of Golf* on NBC-TV which this year will be aired Sept. 11-12 in the 5-6:30 p.m. slot. Regular sponsor has been Zenith Radio Corp. through Foote, Cone & Belding and renewal is under negotiation. Through a new arrangement with the Professional Golf Association, this event now becomes the official golf "World Series" each year.

Schwimmer also packaged the *Round of Champions* national golf day event last Monday (May 31) on NBC-TV



Tense moments during the sports car races, a series which is being distributed in color by Triangle Program Sales.

in color 5-6 p.m. for Oldsmobile sponsorship through D. P. Brothier & Co. It too will be an annual production.

Tel Ra, which has been producing TV film series for 17 years, is preparing six programs for regional and local sponsorship this year.

In football, Tel Ra is producing *College Football Review*, a half-hour color series of 13 weekly film round-ups of five top college games with Lindsey Nelson as narrator; *Notre Dame Football*, a weekly half-hour color series of 13 Irish contests with Ara Paraseghian, head coach of the team, as narrator-analyst and *AFL Football Highlights*, a half-hour program on outstanding action of all American Football League contests, scheduled for 15 weeks.

Other Tel Ra offerings for next fall and winter are *Sports World*, a weekly half-hour color program of highlights of top sporting events of the week; *Sports Classroom*, a half-hour black-and-white series for "the younger set," co-produced with Bert Claster of *Romper Room* fame, and using a film-live format and host; *Sports Specials*, a

group of 12 one-hour color programs covering the entire spectrum of sports.

Dan Wise, executive vice president of Tel Ra, said the company increasingly is "taking a feature approach to its sports presentations since games are getting such widespread coverage on the networks." Tel Ra is emphasizing color in all its shows and by September virtually all its programs will be tinted, he added.

Advertisers which have sponsored Tel Ra programs include General Motors, Philco, Ford Motor Co., Chrysler, American Motors, American Tobacco, General Cigar, R. J. Reynolds, P. Lorillard, P. Ballantine & Sons, Miller Brewing, Schmidt's Brewing, National Brewing, General Insurance, Hamilton Watch, General Mills, Gillette, Schick, Sun Oil Co., Standard Oil, Phillips Petroleum, Humble Oil and Bristol-Myers.

Triangle Specials - Triangle Program Sales is an example of accentuating the so-called minor sports. Triangle produces and sells each year a group of 10 monthly color film specials covering major international sports car races; three half-hour color films on parachuting championships; two half-hour color films covering the Miami-Nassau power boat race and the Nassau yacht cruise; half-hour color film covering the National Model Airplane Championships; monthly black-and-white films (30 or 60 minutes) of specialized sports events such as the Devon Horse Show, NBA Basketball Playoffs, Little League World Series; and *Wonderful Age of Play*, a series of 13 black-and-white half-hour taped programs on sports instruction by famous athletes. Triangle has found a good market for its sports shows in the network week-end specials.

A resurgence of interest in TV wrestling is predicted by Joseph Smith, president of the Cinema-Vue Corp., New York, which placed into distribution recently a series of one-hour programs called *Championship Wrestling*. He said these programs have been seen in the U.S. only in Buffalo, Rochester and Erie, Pa., where ratings were "highly satisfactory." Cinema-Vue is in the process of completing a mailing to stations on *Championship Wrestling*, of which 104 hour episodes are available.

The absence of regular coverage of boxing on television is viewed as a boon by Greatest Fights of the Century Inc., which has compiled what it claims to be the most extensive film footage of bouts dating back to the 1890's. William Cayton, president, reported he has two packages of *Greatest Fights of the Century* available for stations, totaling 130 quarter hours.

He said 90 of these segments have not been previously shown on TV. In addition, the company is distributing *Knock-out*, five-minute segments of key episodes in leading boxing matches.

Racing from Indianapolis - The growing popularity of auto racing is evident in the expanding sales of an annual half-hour color film special produced by Sportlite 500 Films Inc., Chicago, based on the Indianapolis 500-mile event, according to Sportlite's president, Al LeVine. The racing market has been barely scratched, he feels.

Again there was no live TV coverage of the Memorial Day race last week except for closed circuit theater exposure distributed by MCA and produced by WFBM-TV Indianapolis using 15 camera positions around the track. World-wide live radio coverage was handled by WIBC Indianapolis.



They still watch the wrestlers in nearly every TV market. Here's a typical scene from one of Cinema-Vue Corp.'s 104 available episodes.

Sportlite's color special this year is titled *They Came to Race*. The show used a film crew of 22 and was in production a full month before the big race so as to capture the buildup of time trials and preparations. The feature has been produced each year since 1961 with Tom Carnegie, sports director of WFBM-TV and the 500 race announcer, as associate producer with Mr. LeVine.

Although the show is cleared for local TV use and is estimated to get wide airing, Sportlite has no way to record total TV use since the film traditionally has been sold to various national, regional and local companies who use it for a wide range of sales promotion and public relations goals. Last year's *Driver's Choice* feature was sold to 25 firms throughout the U.S. and this year's volume should top this, Mr. LeVine predicts, representing sales of at least \$100,000.

Canadian League - The Fourth Network Inc., Los Angeles-based TV programming service which last year sold packaged tapes of Canadian Football League games to 20 U.S. stations, has

announced the same service for the coming season.

Karl Gruener, vice president of Fourth Network, says tapes of 13 top games will be offered again this year for programing immediately after the games are played. He expects about 50 stations will carry the once-a-week feature. The firm was particularly successful last year in selling tapes to stations in cities in areas blacked out because of home games.

A winter sports show enjoying increasing popularity is *Ski Scene*, produced by Warren Miller Productions. The show, in color, is tailored to either a 15-minute or a half-hour program. Mr. Miller, a top ski photographer and lecturer, started the show four years ago on one station in Boston, built up to 10 stations the next year and then sold it to Theo Hamm Brewing Co., through Campbell-Mithun, Minneapolis,



Challenger Tony Zale connects with a right to the ribs of Rocky Graziano in one of the 'Greatest Fights of the Century' films. A total of 30 quarter hours are available from Greatest Fights of the Century Inc.

for 40 markets west of Chicago.

This year Hamm's will have the show exclusively in all markets west of Chi-

cago, expected to total between 50 and 60 cities. The half-hour version will be used in the larger markets and the quarter hour in smaller ones once a week for 13 weeks.

The program will go on the first week in November. There has been some interest from other breweries for the same show in eastern markets.

The company has furnished inserts for five NBC-TV *Sports in Action* programs and is planning to expand next year into a series on sailing.

Other distributors are marketing short subject television programs (five to 15 minutes in length) covering tips on specific sports or highlights of various sports events and programs which have been in release for several years. Among companies active in these areas are Independent Television Corp., Official Films, United Artists Television, Intertel Inc. and Yates Film Sales.

Like sports? Just tune in local TV

YOU CAN FIND ALMOST ANYTHING FROM BADMINTON TO BASKETBALL

With the possible exception of hopscotch, local television stations are providing viewers with just about every imaginable sport. There are always the staples: baseball, golf, football, basketball, bowling, racing, hockey and the like. But in today's market for the viewer and the dollar, sports-minded stations have come up with some contests that a few years back wouldn't be considered for fringe time, let alone prime time. Among them: surfing, badminton, karate, miniature golf, polo and rugby.

The local stations, like the networks,

are looking into the woodwork for something—anything—to attract an audience, and please a sponsor. Although it hasn't been seen in many markets for years, the roller derby is still very much around in some areas; wrestlers still moan and groan on some stations; budding Willie Hoppes get a chance to show their prowess with a billiard ball and cue in some markets, and local boxing matches are presented in some areas.

And the sports being shown are more than the play-by-play variety or individual matches. Some stations, par-

ticularly those in competitive metro areas, are producing sports specials. Some examples of this programing are: *Homers, Halos and Heart*, KTLA (TV) Los Angeles's story of the L.A. Angels "birth and growth over the past five years"; *Speedway Through the Years*, a documentary on the Memorial Day 500-mile race, produced by WFBM-TV Indianapolis; *Meet the Mud Hens*, a 30-minute show, produced by WSPD-TV Toledo and featuring interviews with the players coaches and manager of the Toledo Mud Hens.

There are several factors playing a

Nonnetwork sports on TV stations in top-50 markets

	% of stns. programing	Average hrs. yearly	% of stns. in mkts. with 3 or less stns.	Average hrs. yearly	% of stns. in mkts. with 4 or more stns.	Average hrs. yearly
Baseball	50.0	111.6	39.1	116.7	63.0	136.6
Basketball	71.4	15.8	78.3	12.3	63.0	21.1
Bowling	71.4	41.2	73.9	43.7	68.4	37.8
Football	73.8	18.5	73.9	12.9	73.6	25.3
Golf	61.9	15.9	56.5	7.0	68.4	24.8
Hockey	23.8	15.5	17.4	2.3	42.9	24.3
Racing	61.9	13.2	56.5	6.7	68.4	19.7
Swimming	40.5	2.2	34.8	1.6	47.4	2.7
Track	40.5	3.5	34.8	1.8	47.4	5.0
Misc.	57.1	35.3	56.5	23.3	57.9	49.4

Figures are from a BROADCASTING survey to all commercial TV stations and are exclusive of network sports programing.

LIKE SPORTS? JUST TUNE IN LOCAL TV continued

part in this local sports drive: Advertisers who buy sports shows generally are aiming for specific audiences and will pay to get those viewers (see page 45); stations producing local live shows are getting out in public and are having their call letters associated with sports events, and the increasing use of video tape.

Tape Helps Sports ■ Perhaps the invention of video tape is the most important facet in increased programing. The use of tape has made it possible to schedule a program in prime time when it would have had to run in a class Z period if shown live, and it has also made it possible to show high school and collegiate sports, which are barred from live coverage, within hours after the events occur.

According to a BROADCASTING survey of TV stations (see adjacent table), basketball is programed by more stations (78.1%) than any other sport. Bowling was shown on 69.3% of the stations and golf on 63%. In the top 50-market stations (see page 57), football was shown on more stations (73.8%) than any other sport. Bowling and basketball were each shown on 71.4% of the stations.

Although baseball was not shown on as many stations as some of the other sports, most stations in major league cities that carry baseball show more hours of it than any other single sport. WPIX(TV) New York, for example, which carried the New York Yankee games, showed 390 hours of baseball in the survey year and devoted 323 hours to 15 other sports. The station devoted 12% of its program time to sports for the year April 1, 1964 to April 1, 1965.

WGN-TV Chicago programed 568 hours of sports, with 450 hours devoted to the White Sox and Cubs baseball games. The station was also typical of many large-market outlets that said their sports schedule had increased over the previous year. WGN-TV said its present regional and local sports programing is about 30% more than a year ago and 60% more than five years ago.

KTLA(TV) Los Angeles devoted 567 hours to sports programing and reported that its present schedule is 50% more than a year ago and 80% more than five years ago.

Sports Station ■ And now a new breed of station seems to be emerging. WKBD(TV) Detroit, which went on the air Jan. 10, programs sports 75% of the time, the highest percentage of any station answering the questionnaire. And the events it programs would be considered in some instances to be secondary sports: swimming, track, wrestling, fencing and racing. But WKBD

may be the forerunner of a new type of station: the UHF in a major market of VHF's that seeks a specialized audience.

However, some stations have gone beyond selling sponsors a quarter of a game or a minute in a horse race. Perhaps the most prominent examples of the new type of programing and selling are found in WFIL-TV Philadelphia and KTTV(TV) Los Angeles.

The WFIL-TV package of 30 major events is sold to four advertisers and three of them: Liggett & Myers Tobacco Co., F. & M. Schaefer Brewing Co. and Socony Mobil Oil Co., have been with

Nonnetwork sports on all TV stations

	% of stns.	Average programing hrs. yearly
Baseball	42.1	78.6
Basketball	78.1	18.3
Bowling	69.3	36.2
Football	60.5	18.7
Golf	63.0	14.2
Hockey	23.7	12.1
Racing	47.1	8.5
Swimming	29.4	2.6
Track	36.0	3.4
Misc.	37.0	28.3

Figures are from a BROADCASTING survey to all commercial TV stations and are exclusive of network sports programing.

the package for all of its three years. Involved are a selection of national and local sports events plus international sports car races. The basic events include basketball games, the Devon Horse Show, the Penn Relays, collegiate wrestling, gymnastics, harness racing, bowling, tennis, football, golf and others. A number of the programs, during the 12-month package period, are scheduled in prime time, others go into weekend afternoon or early evening.

The KTTV special package, also a 12-month series for advertisers, offers a wide selection of sports events ranging from water polo, gymnastics, tennis and swimming to the staples of football, baseball and professional golf. The series began five years ago and is made up of two schedules: The A schedule set at the beginning of the season contains 43 programs making up an estimated 87 hours of programing. The B

schedule of "suddenly available events" has 12 programs making up about 20 hours of on-air time.

A feature of the package is the "kitty," to which the sponsors contribute. This gives KTTV immediate sponsor backing to obtain rights to an event that has suddenly become available. The unused portion of the kitty goes back to the sponsors.

Sponsors for the package last year and this season are Ford Dealers of Southern California, Northwestern Mutual Insurance of Seattle, Liggett & Myers and Kellogg's. Liggett & Myers has been on the package since the 1961-62 season and the Ford Dealers since 1962-63.

All over the country TV stations are attempting to satisfy the rabid sports fan's appetite. The following examples of the type of programs on the air, their sponsors and success are typical of those detailed in the BROADCASTING questionnaire.

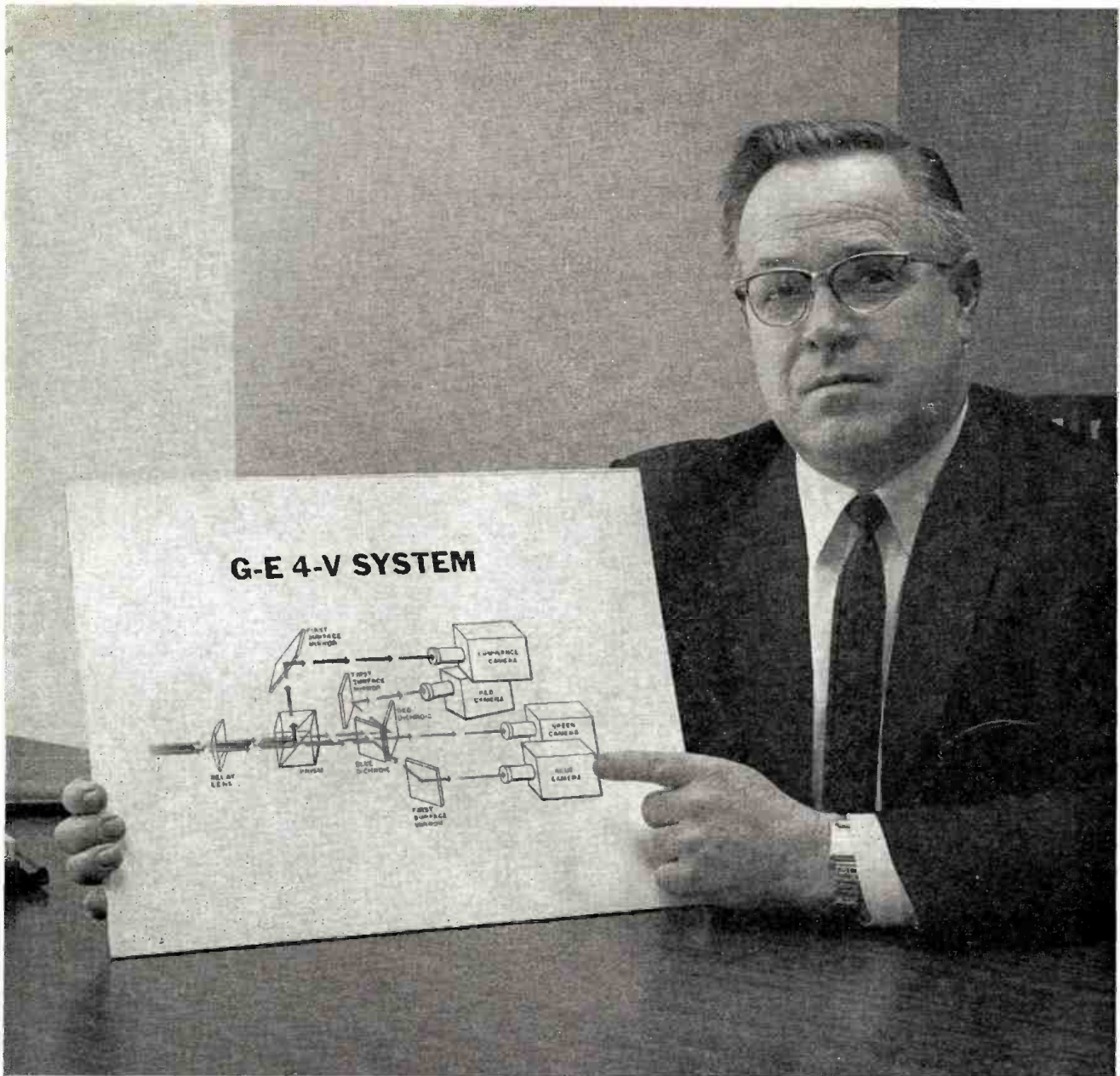
For Racing Fans ■ Although most racing fans go to Kentucky via CBS-TV only once a year for the Kentucky Derby, two Louisville stations are among those that are aware good racing can produce advertiser-audience success in the bluegrass country.

Between them WHAS-TV and WAVE-TV produce live feature races for 21 Saturday afternoon broadcasts. The WHAS-TV package of seven races in the spring and five in the fall from Churchill Downs is fed to stations in Evansville, Indianapolis, both Indiana, and Lexington, Ky. The WAVE-TV race package covers nine weeks from Louisville's Miles Park.

The races are sponsored on all stations by Sterling Brewers Inc., Evansville, Ind. The half-hour broadcasts on WHAS-TV and its network cost the brewery about \$30,000 for the 12 weeks.

On the West Coast the CBS-TV Pacific Network also carries thoroughbred horse racing on Saturday afternoons. Originated by KNXT(TV) Los Angeles, the 11 weeks of racing from Santa Anita, Hollywood Park and Del Mar tracks are being sponsored again this year by Union Oil Co. of California. Union Oil began sponsoring the Hollywood Park and Santa Anita races when they began in 1957 and has sponsored most of the Del Mar races. The network includes stations in California, Washington, Oregon, Nevada and Arizona.

Golf Coverage ■ The Masters Golf Tournament from Augusta, Ga., is blacked out in Georgia and South Carolina. So, WRDW-TV Augusta sent four photographers and four reporters out to the course to cover the four days of play. The station carried 70 minutes of special reports on the Masters during



Harry Whittemore, RKO General Broadcasting, with G-E 4-V Light Path Diagram.

Now It's G-E 4-V's at RKO General

Harry Whittemore, Director of Engineering at RKO General Broadcasting, has witnessed all recent developments of color film cameras right in his job.

His experience with 3-V's came from cameras at two RKO General Stations—KHJ-TV, Los Angeles, and WOR-TV, New York.

He first worked with the 4-V type when WOR-TV put one on the air late last year.

Now it's 1965, and Mr. Whittemore is still taking advantage of color film camera progress. This summer, RKO General, under his engineering direction, will take delivery of three more 4-V's — two for WNAC-TV, Boston, and one for WHBQ-TV, Memphis, Tenn.

This time, all three are General Electric 4-V's.

This is the kind of customer acceptance that will put more than 100 G-E 4-V's on the air by autumn. No other manufacturer can even approach this record of field-proven performance and market approval. For details on television's most-accepted 4-V Color Film Camera — the G-E PE-24 — contact your G-E Broadcast Equipment Representative, or: General Electric Company, Visual Communications Products, #7-315 Electronics Park, Syracuse, N. Y. 13201 (Phone AC 315, 456-2105).

GE-18.

Visual Communications Products
GENERAL  ELECTRIC

Electronics Park, Syracuse, New York

LIKE SPORTS? JUST TUNE IN LOCAL TV continued

the tournament.

In Spokane, Wash., KREM-TV reported it covered a local golf tournament and drew "considerable local comment." The technique was similar to national coverage, Walter J. Schaar, program director, said, with coverage of the last three holes.

KTLA(TV) Los Angeles devoted 10 hours to live coverage of the L.A. Open in January and added 90 minutes of special programming to the package. The coverage, sponsored by the Plymouth Dealers Association was in color and black and white. Stationary color cameras were positioned at the 15th, 16th, 17th and 18th holes. Black-and-white pick-ups came from a midget Cohu camera which was shot from a golf cart.

The golf carts were renamed telecarts, with one containing the announcer and audio man and the other containing the cameraman and director. However, the wireless mobility of the Cohu also made it necessary to turn the KTLA helicopter into a transmitter satellite, beaming the signal from the midget camera to the station's transmitter at

Mount Wilson.

Winter Sports ■ In the skiing country of Michigan, wood-TV Grand Rapids ran a 10-week Saturday afternoon series of ski lesson, *Ski Skol*. Camera crews went to five winter resorts and filmed and video-taped two half-hour shows at each. Sponsored by a sport shop, the programs began with the basics of selecting the proper equipment and clothing, progressed to advanced finish forms and ended with actual competition among Olympic skiers.

Peter A. Kizer, wood-TV program director, said each program was geared to demonstrate a proper form by one of the instructors and followed by his class, one at a time. "The use of a wireless microphone on the slope was invaluable in picking up the instructor's comments to each student," he said. Each program also featured a short segment on facilities of the area and any outstanding attraction that was available. There were 200 tickets allocated to each lesson and available only through the sponsor's store. Mr. Kizer noted this "tailor-made traffic increased sales and rentals in the ski department" and produced "a client

eagerly awaiting" the 1965 edition of the TV classes.

In Colorado Springs, KKT(TV) has found "good viewer reaction and fair sales success" with a series of taped hockey telecasts of Colorado College. The school is a member of the Western Intercollegiate Hockey Conference and had games with Michigan, Michigan State, Minnesota, Denver and other colleges. The games were sold regionally and locally with one-third sponsorship running \$200 per game. Rush Evans, general manager of KKT(TV), said the station worked out an exchange plan with other stations with many of the Colorado games being carried in other markets.

Football ■ KGO-TV San Francisco has found Pacific Gas & Electric Co., San Francisco, through BBDO, a ready sponsor for its *High School Football*. Last year, PG&E, for the fourth consecutive year, sponsored 10 games running through the city championship game. The games were played Friday afternoons and taped for replay on Saturday morning. The games receive additional promotion as sportwriters from the Bay area newspapers select a TV player of the week for the station.

At WLS-TV Roanoke, Va., Friday night high school football games were taped for Saturday afternoon replay and the "coaches loved it," according to Mel Linkous, program director.

In Omaha, wow-TV has found that *Touchdown Talk*, a half-hour series seen on Monday nights, is wanted by advertisers. The 10-week series, now in its fourth year, featured films of the previous Saturday's game and Bob Devaney, head coach of the University of Nebraska, discusses that game and comments on the upcoming game. Dick Carlson, wow-TV program director, reported the show, seen 6:30-7 p.m. It is fully sold for 1965 with four sponsors per show at a gross charge of about \$200 per spot.

High school football, as covered by KPAC-TV Port Arthur, Tex., also proved highly successful. Bob Schnarr, production manager, said the taped games were scheduled on either side of the weekly collegiate game from NBC-TV and were sold at \$175 per quarter.

Another NBC-TV affiliate in Texas, KRGV-TV Weslaco, charged \$600 for its weekly high school game which is taped Friday evening and played back Saturday afternoon in conjunction with the college football game. Fred W. Noble, operations director, said each of the games is sold to four sponsors at one-quarter each, with all clients local and no agencies involved.

He said production requires only two cameras, each on the 38-yard line and eight fixed lenses, with no "need of a Zoomar." In addition to being an ad-



....BIG AGGIE SAYS

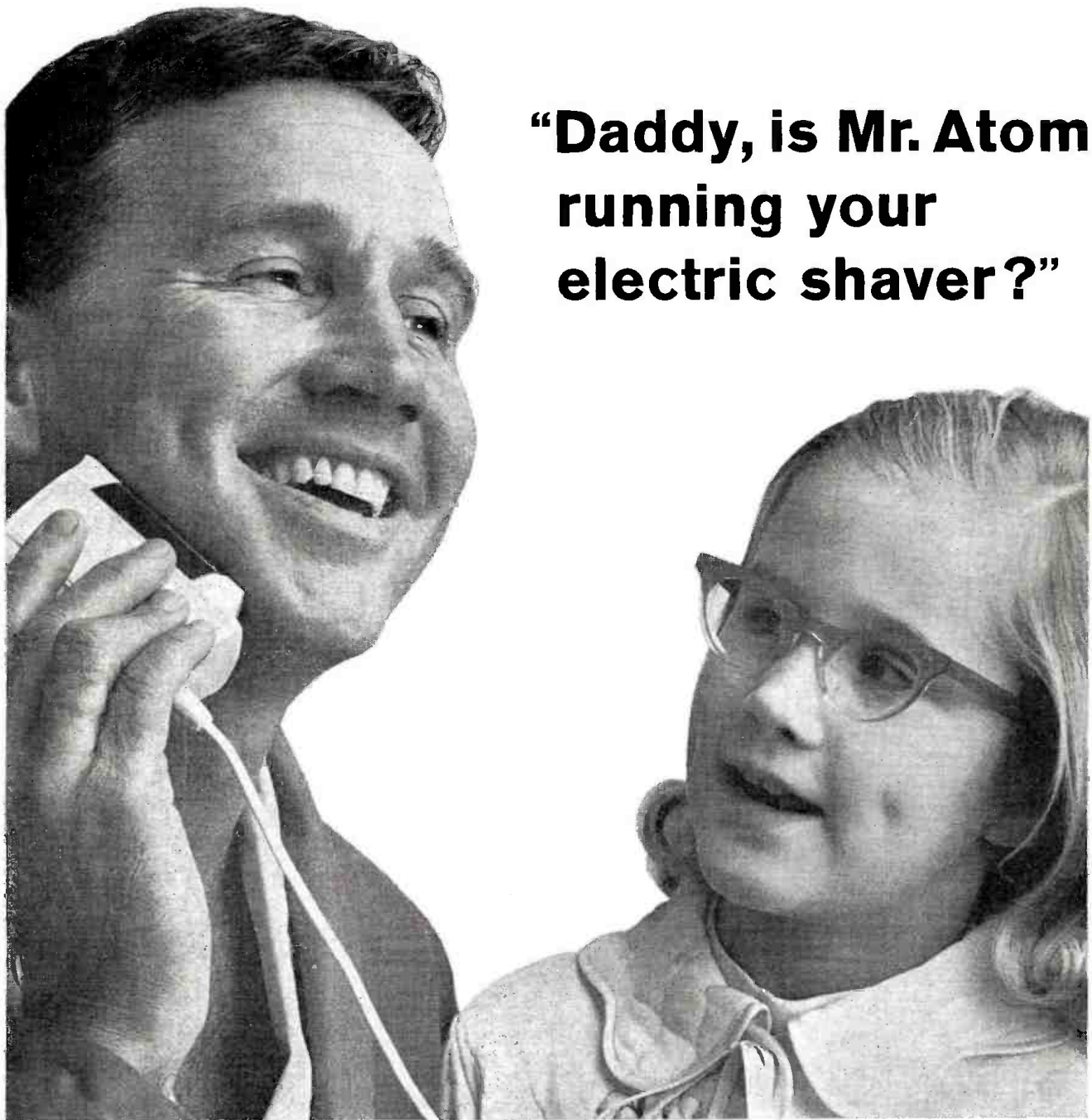
"Advertising stays where it pays! Advertisers stick with Big Aggie for big results."

COMPANY	START DATE
Standard Oil Div., American Oil Co....	Mar. 18, 1940
Keystone Steel & Wire Co.....	Oct. 11, 1939
Butternut Coffee.....	Dec. 21, 1938
International Harvester Co.....	June 12, 1939
DeKalb Agricultural Association.....	Sept. 15, 1941
Allied Mills, Inc.....	Oct. 28, 1940

Here are six current clients who have an advertising history of 24 or more years on WNAX-570. All leaders in their field, they realize the importance of the rich, midwest market known as Big Aggie Land.

**WNAX-570
CBS RADIO**

PEOPLES BROADCASTING CORPORATION
 WNAX, Yankton, S. Dak.
 KTVL, Sioux City, Iowa
 WGAR, Cleveland, Ohio
 WRFD, Columbus, Worthington, Ohio



“Daddy, is Mr. Atom running your electric shaver?”

Susie may have read about “Mr. Atom” in school—how he has made his way out of the laboratory and is now serving people in a variety of ways.

For example, the atom is among the newest of the fuels used to produce electricity. And 127 business-managed, investor-owned electric light and power companies are engaged in 26 projects designed to bring the benefits of nuclear electric

power to more and more people. These companies are putting about a billion dollars into this program.

But as vast as this program is, it is only one part of a continuing research and development drive by the investor-owned electric companies covering practically every phase of the production, transmission and use of electric power.

All in all, the more than 300 investor-owned electric light and

power companies have under way, or recently completed, more than 1800 such projects. And these are aimed, of course, at keeping you and all America supplied, now and in the future, with plentiful, low-priced electric service.

You've got good things going for you with service by
**Investor-Owned Electric
Light and Power Companies***

*Names of sponsoring companies available to you through this magazine

LIKE SPORTS? JUST TUNE IN LOCAL TV continued

vertiser and audience success, Mr. Noble pointed out that the games have helped the station in accomplishing "tremendous strides in public relations with the 18 independent school districts of our coverage area."

Score Roundup ■ WRAL-TV Raleigh, N. C., has a 9 a.m. Saturday high school football roundup with scores and features of teams in the area. The 12-show series goes for \$3,600 and is sponsored by the Savings & Loan League and a local sports store. The station also gives live coverage to high school games played on Friday night.

In Little Rock, Ark., KARK-TV has found that interest among sponsors for the University of Arkansas football games runs high for its one-hour Sunday afternoon show, *Arkansas Filmed Football*. Head coach Frank Broyles is flown in from the site of the preceding day's game and discusses that game, showing film highlights made by the station's news department. There are 10 sponsors, each getting one game, and the series is sold out. The cost to each advertiser last year was \$2,000 and will be about \$2,150 this season.

Dev Nelson, sports director of WIBW-TV Topeka, Kan., said the station has found video-tape of high school athletic contests "a good local audience builder and about as close a tie with our community as can be found in a daily programming schedule." He said WIBW-TV began taping key high school sports events two years ago and played them back at 10:30 p.m. "Special care was taken, he said, "to make sure that our play-by-play account also included comments about the school, other school functions and a constant reminder of the school's football or basketball schedule. Our effort was met by success. School officials, instead of accusing us of hurting the crowd, actually gave us credit for helping attendance."

Mr. Nelson said that last year the station began taking girls' softball games with replay at 10:30 p.m. The games produced "fantastic" audience reaction, he noted, adding that the game is ideal for TV. "It is fast—average length is one hour—has plenty of action, and pretty girls who can throw a softball 90 miles an hour don't hurt either."

Heavy Schedule ■ J. M. Walters, general manager of WLTV(TV) Bowling Green, Ky., said his station shot over 15 miles of film from September 1964 to March 1965 in covering sports events. WLTV filmed all football games of Western Kentucky State College and played them back Sunday afternoon. Since the Ohio Valley Conference schools cannot have live coverage of their basketball games, the station filmed these and

played them back: at 11:30 p.m. for games played earlier that night or Sunday afternoon for Saturday night games. In addition, 10 Southeast Conference games were covered live on Saturday afternoons and some high school games were shown on a delayed basis. Mr. Walters noted that "sports is expensive to do but gets a great deal of attention



The story of the Los Angeles Angels "Homer's, Halos & Heart" was one of KTLA(TV) Los Angeles's specials of the week. Prominent were (l to r) Fred Haney, general manager of the Angels, Bill Rigney, manager and Gene Autry, chairman of the board.

from businessmen."

At WTAF-TV Marion, Ind., the Saturday night playbacks of local high school football and basketball games were sold out to local and regional sponsors, according to Gene Cook, general manager. He said local coaches are used in 15-minute wrapup shows following their games. Sound-on-film was used last year, but WTAF-TV will use video tape in 1965. Mr. Cook said that as an independent UHF "we rely heavily on local sports plus Sports Network."

WWLP(TV) Springfield, Mass., used video tape and its private plane to give play-by-play coverage to the Springfield Acorns Atlantic Coast League football games played in Boston and Providence. According to Jerry Barnes, vice president and station manager, after the first half the tape was flown to Springfield for showing at 11:30 p.m. that night. The plane then went back to pick up the tape of the second half and deliver it to WWLP in time to make a continuous telecast barely three hours behind the actual game, to the delight of viewers and sponsors," Mr. Barnes noted.

KHJ-TV Los Angeles carried the All-City High School championships in

baseball, football, track and basketball with Household Finance Corp., taking half-sponsorship of each event. Frank J. Barron, publicity director of the station, said the sponsor was happy and viewer response was excellent. Each event was carried either live or taped in the evening to reach the prime-time audience and was aired the same night as the event. Gross charge for all four events was \$14,000. Gil Harris, HFC advertising manager, said he had found sports events in general to "be very successful in securing new business" and with sponsorship of the high school championships, "we have found a way to reach the vital young adult and family audience."

WNHC-TV New Haven - Hartford, Conn., ran two sports specials this year as an experiment "which may well lead to a series of several such programs in future seasons," according to Robert H. Teter, station manager. The two one-hour shows, *Yale Sports Weekend*, were carried 6:30-7:30 p.m. Saturdays and featured a tape-film summary of a typical major sports weekend at the school. The February program covered basketball, wrestling, swimming and indoor track. The May program included a three-school crew race in color, plus Yale events in lacrosse, track, baseball, tennis and golf. F&M Schaefer Brewing Co. was a major sponsor of the two Yale specials.

Basketball ■ KPAR-TV Abilene-Sweetwater, Tex., carried a two-hour local college basketball playoff in prime time in February. The program, a "first" for this type of programming in the market, according to the station, was sold in quarters at a gross of \$600 each. Advertiser and viewer interest was high and the colleges were reported as feeling the telecast "stimulated interest in local sports."

Live coverage of the West Virginia University basketball games over the past eight years has brought WTRF-TV Wheeling, W. Va., "more congratulatory mail than any other telecasting enterprise," according to Wesley Manley, administrative assistant. The local Pepsi-Cola bottler has been "the leading sponsor right from the start," Mr. Manley said, "and he has always considered it a very successful venture." The station generally carries two or three regular season games and has covered the Southern Conference tournament.

During the past year coverage of basketball games involving area teams was the major series originated by wsoc-tv Charlotte, N. C. Bill Currie, sports director, said four home games of Davidson College were carried live and sold to participating sponsors with "more participants than it was possible to handle wanting in." The gross charge was \$400 per sponsor. Wsoc-tv also

CREATED BY THE HAND OF EXPERIENCE



- COLOR
- BLACK & WHITE
- COLOR AT BLACK & WHITE LIGHT LEVELS
- FIELD MESH
- PRECISION CONSTRUCTION
- 4½" DIAMETER TUBES
- SPECIAL STUDIO TAPING TYPES
- MATCHED SETS
- LONG LIFE TARGETS

ONLY RCA'S BROAD LINE OF IMAGE ORTHICONS OFFERS A CHOICE OF ALL THESE FEATURES

Now you can bring out the best in your TV pick-up equipment—even in the most critical applications—because you can select the proper RCA image orthicon specifically designed to cope with the *practical problems* of everyday broadcasting. Ask your RCA Broadcast Tube Distributor to explain this in terms of a specific, practical, everyday problem you face or might be faced with shortly. Or, write for current information: Camera Tube Booklet CAM-600.

IMAGE ORTHICON SELECTOR									
Type	Color	Color at B/W Light Levels	Black & White	Field Mesh	Precision Construction	4½" diameter	Studio Taping	Matched sets	Long Life Targets
4401V1			X(1)						
4415-4416	X	X		X	X			X	
5820A			X						
5820A/L			X						X
7293A			X	X					
7293A/L			X	X					X
7295B			X	X		X			
7389B			X	X		X	X		
7513	X			X	X		X(2)		
7513/L	X			X	X		X(2)		X
7629A			X(3)						
8092A	X		X(3)	X	X				
8093A			X	X			X		
8093A/L			X	X			X		X

(1) For exceptionally low studio light levels. (2) 7513/V1 or 7513/L/V1.
 (3) Thin film semiconducting target.

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N.J.



The Most Trusted Name in Electronics

LIKE SPORTS? JUST TUNE IN LOCAL TV continued

originated telecasts of regional playoff games of the National Collegiate Athletic Association, carrying all games featuring Southern or Atlantic Coast Conference teams. "These also sold like hot cakes," Mr. Currie said. And the NCAA championship game, even though it was scheduled late in the evening was "sold just as easily."

WHIO-TV Dayton carries three home and six road basketball games of the University of Dayton, with Schoenling

Beer being exclusive sponsor of the game for many years. Two Ohio State University games and all of the Big Ten Conference games are also carried by the station.

The home basketball games of the University of Maine are seen live on WLBZ-TV Bangor in prime-time evening periods. The games are sold to a wholesale food packager and the state milk producers association for \$1,200 including television time and production

charges.

Bowling - WHIZ-TV Zanesville is now in the second season of a late Saturday night bowling show that is presented live from four different bowling alleys. The show, from 11:30 p.m.-1 a.m., features area bowlers and 12 one-minute spots are sold in each show at card rate plus talent and remote charges, according to Nate Milder, WHIZ-TV director of sales. A separate 15-minute show, *Split Spot*, is presented midway in the program and has 10 bowlers competing for a jackpot which builds up at \$50 per week. Prize money for the matches and *Split Spot* is provided by the bowling proprietors who act as guest commentators on each of the programs.

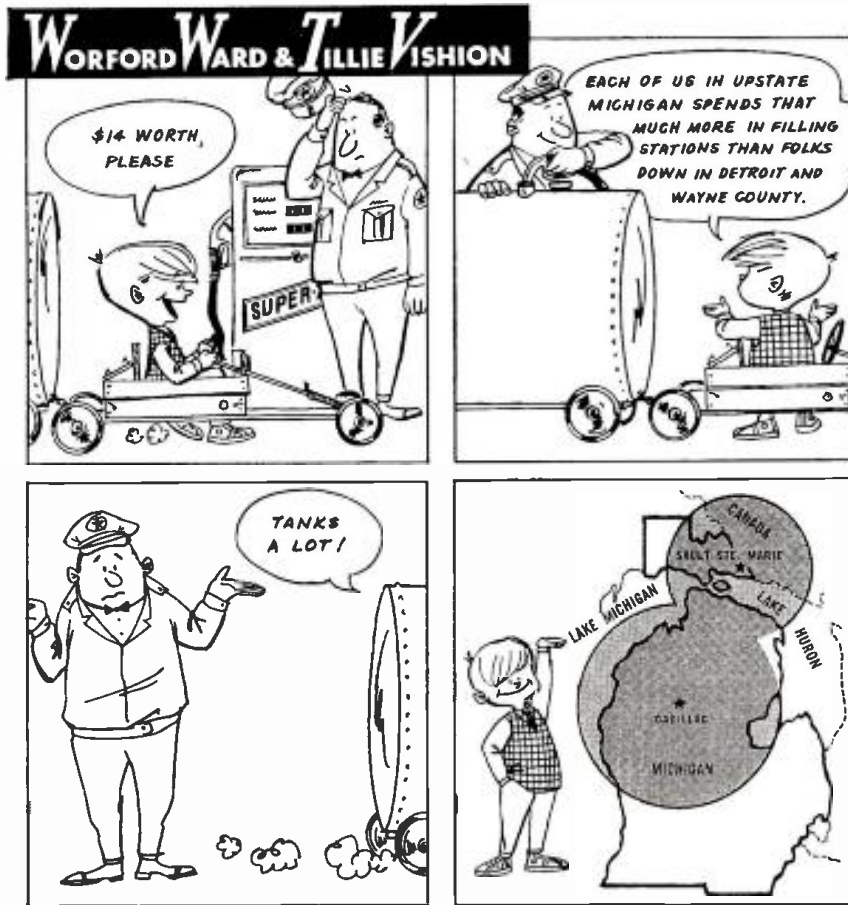
In Milwaukee, *Bowling with the Champs*, has been on WTMJ-TV for 10 years running 26 Sundays from October to April. The program is presented live and has been one-third sold over the past several years to a local automobile dealer with the other two-thirds sold on a participating basis.

WHO-TV Des Moines has produced its Sunday one-hour *Let's Go Bowling* series for eight years with gross income in 1964 of \$10,000. The show, featuring area bowlers who qualify for the series through elimination matches, originates from a different alley every six weeks. Jim Zabel, sports director of the station, hosts the program, which he produces in conjunction with the area bowling proprietors. The alley owners have formed an association to help organize bowlers and teams to appear on the show.

Hunting and fishing are big in the Midwest and KCMO-TV Kansas City, Mo., shows *The Sportsman's Friend* with Harold Ensley. S. B. Tremble, station manager, says the program, which is fed to a network of Missouri and Kansas stations, is sponsored on the whole network by the Ford Dealers Association. The FDA has sponsored the show for 12 years. Filmed in color, the program covers hunting and fishing in different areas. The show is seen on KCMO-TV on Tuesdays, 6:30-7 p.m. and is fed to the entire network on Saturdays, 6-6:30 p.m.

KFDA-TV Amarillo, Tex., has found the Amarillo Speed Bowl, a local race track, a willing sponsor for its half-hour racing shows from Triangle Programs. The programs presented on Saturday afternoons bring \$125 in gross charges.

WFBG-TV Altoona, Pa., has found "vastly increased interest in auto racing over the past year and it is quite easily sold in A or B weekend time periods." The station has presented seven half-hour racing films bringing in about \$2,100 from sponsors.



HIGH OCTANE MARKET — WITH SPECIAL ADDITIVES

A million people, a billion dollars in annual retail sales! These are the additives that give Upstate Michigan real drive, real buy-power, real response to your TV advertising.

Here's high-octane proof: at service stations, people in our 36 counties outspend folks in Detroit and Wayne County by \$13.65 a year.

(\$141.23 vs. \$127.58. Source: SRDS, July, 1964.)

It's a "gasser," that's what it is. Find out about it. Take it for a test drive. Consult your jobbers and distributors up here about WWTV/WWUP-TV's performance. And if you want a real gauge to this market's potential, check with Avery-Knodel.

The Felzer Stations

RADIO
 WRKO KALAMAZOO-BATTLE CREEK
 WJLP GRAND RAPIDS
 WJMR GRAND RAPIDS-KALAMAZOO
 WWTR-FM CADILLAC

TELEVISION
 WHIZ-TV GRAND RAPIDS-KALAMAZOO
 WWTV SAULT STE. MARIE
 WWUP-TV SAULT STE. MARIE
 WOLN-TV LINCOLN, NEBRASKA
 WQMG-TV GRAND ISLAND, NEB.

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

CHANNEL 9 / CHANNEL 10
 ANTENNA 1440' A. A. T. / ANTENNA 1214' A. A. T.
 CBS • ABC / CBS • ABC

Avery-Knodel, Inc., Exclusive National Representative

Network fare for independents?

Unused programs from networks would be made available to independents in same market, according to proposal FCC is instigating

The FCC has begun digging into the question of whether and how it should require networks to spread the wealth of their programming to independent stations.

It proposed a rule to require networks to make an affirmative effort to place on independent stations the programming which their affiliates in the same markets refuse to clear (CLOSED CIRCUIT, May 31).

And it initiated an inquiry into whether it should go another step and require networks to affiliate with, or offer programs to, independent stations in certain small markets. The inquiry, which looks to a dilution of territorial exclusivity arrangements, is concerned with markets located on the fringe of areas served by network affiliates.

Network programming has long been regarded as one of the critical factors in the development—or lack of it—of UHF television. And suggestions that the commission require networks to make uncleared programs available to independents date at least as far back as the Barrow Report—the report on network broadcasting submitted to the commission by a staff headed by Dean Roscoe L. Barrow of the University of Cincinnati Law School, in 1957.

In recent years, the commission has considered plans designed to equalize competition among the three networks as well as to provide programs for independent stations. One would require the networks to share programming equally among stations in major markets. Another would require them to share VHF and UHF affiliations.

Seiden Report ■ The importance of programming to independent stations was cited by Dr. Martin Seiden in the economic analysis of community antenna television systems he submitted to the commission three months ago. He said the lack of quality programming is a more serious threat to the life of an independent station in a major market than CATV competition (BROADCASTING, March 8).

The joint notice of rulemaking and inquiry, which was issued by the commission on a 6 to 0 vote last week, grew

out of a petition for rulemaking filed by WUHF(TV) (ch. 18) Milwaukee (BROADCASTING, Feb. 24, 1964).

The proposed rulemaking, comments on which are due Sept. 3, would require networks to make "a good-faith effort" to place on independent stations the programs affiliates refuse to clear. The networks would have to make two announcements: A "Notice of Non-Clearance" would be given by Aug. 15 for programs beginning in the fall to alert stations in the market. A "Notice and Offer" would be issued by Sept. 15 for programs not yet cleared by that

time.

The proposal would not require a network to make programs available to an affiliate of a rival network. And it would make provision for cases in which sponsor consent is required.

The networks and the independent stations would be expected to work out mutually satisfactory terms. If they could not, they would take their case to the commission. But agency officials indicated last week they would be reluctant to become involved.

The rulemaking invites comments on the criteria the commission should use



Photo: New York Times

Another place for a Nielsen Audimeter

A new demographic category in the television audience was discovered last week. Officials of the Bronx Zoo in New York disclosed that their four gorillas had been regular viewers during the 1964-65 season.

Last winter, while the gorillas were confined to indoor cages, an environment that in the past had provoked restlessness and frequent brawling, a television set was installed just

beyond the animals' reach. The 21-inch tranquilizer worked. When the set was on, the gorillas quit bickering among themselves and stared in fascination.

Action programs were the apes' favorites, zoo officials said.

Television, however, isn't for everybody. Orangutans in nearby cages also had clear views of the set but couldn't have cared less about TV.

Status report on all-night TV stations

With solid business in prospect for nighttime television and daytime too, what is the score on the off-beat hours like all-night TV? Marginal to pretty good, according to a check last week of those stations that have ventured into this post-midnight period.

The pioneer, KSHO-TV Las Vegas, which began an all-night format in 1956, claims the social peculiarities of its market have made the later-than-late show a definite commercial success. Jack Reynolds, KSHO-TV program director, said the Thursday-Friday-Saturday all-night program of films and live star interviews conducted for many years by Jack Kogan has proved so popular the station continues to get complaints because the format isn't followed other nights as well.

Average tune-in is about 60,000 sets in the middle of the night, Mr. Reynolds estimated. Sponsors range all categories with the minute spot based at \$50, he said.

Los Angeles all-night movies have proven very popular with auto dealers, according to KTTV(TV) which began the format daily in September 1962. Currently the all-night show is sponsored one-half by Brand Motors, a Ford dealer, with the other half a spot carrier.

Brand Motors picked up the package tab beginning April 15 for a

similar all-night format on KNXT(TV), going into competition with itself. The Los Angeles stations are aiming especially for the "second city," the 300,000 swing-shift people and other late workers who make up 9% of the total working population in that area.

Quick Sale in Bay Area ■ In San Francisco, KGO-TV had no problem when it decided to go to 24-hour programing five days a week. Gil Hile Mercury Co., San Bruno, quickly picked up the tab for *All Night Movies*, starting at 1 a.m. and offering three or four features until KGO-TV's regular morning schedule begins. President Gil Hile, who devotes 90% of his budget to TV advertising, praises *All Night Movies* as a traffic builder for the firm's showrooms (BROADCASTING, Feb. 22).

WCBS-TV New York went all-night in late February 1963 and its research finds that the middle-of-the-night audience composition matches that of the prime evening hours, minus children, in all vital categories such as family income, male and female, etc.

WCBS-TV said the average very-late night tune-in ranges between 180,000 and 200,000 homes and last summer hit 208,000 homes. Minute spot base is \$185 but the 40-plan discounts the spot to \$70. Sponsors at that hour range widely as at other

times.

WGN-TV Chicago just about breaks even with its all-night movie format which was instituted two years ago this month for the Friday and Saturday night late hours. Sales manager Dick Jungers said the period averages about 50-60% sold out but the period is considered more of a public service than a money maker.

Auto dealers and furniture companies have used the all-night show on WGN-TV quite successfully as an exclusive weekend saturation campaign vehicle, Mr. Jungers reported, although the sponsor list includes all general categories. The 10-plan gets \$40 a spot. Latest research shows tune-in of nearly 53,000 homes at 2 a.m. he said, and these all-night viewers are generous with their letters of appreciation too.

WBBM-TV Chicago salesmen have approached advertisers with speculative offers on a possible all-night format but the station said the format is only under study and no decision has been made or is expected for some time.

WBBM-TV and WBKB(TV) Chicago have had considerable audience success with weekend conversation shows which run open end until late hours, but this format is considered still not quite the expensive challenge of the all-night programing venture.

in determining the bounds of a market area. One definition suggested in the rulemaking is the area within the affiliate's grade A contour.

Overshadowed Markets. ■ Besides stations in the same market as network affiliates, the proposal would also help independents in overshadowed markets. When an advertiser asks a network to order such a station, a network would be required to "make a good faith effort" to place the program on the station.

Stations in overshadowed markets are the primary subject of the notice of inquiry, comments on which are due Oct. 5. It asks: "To what extent should networks be required to affiliate with or offer programs on a reasonably extensive basis" to stations in small markets that receive a weak signal from network stations in distant, larger markets.

The commission has in mind situations like that in Marion, Ind., where viewers, if they are to receive network

programing off the air, must erect skyscraping antennas to pull in stations from Fort Wayne, 45 miles to the north, or Indianapolis, 75 miles to the south.

Marion's only television station, WTAF(TV) (ch. 31), has been unable to obtain a network affiliation because, the networks say, their affiliates in Fort Wayne and Indianapolis serve the community.

This question came up before the commission in its consideration of community antenna TV policy. The staff at one point noted in a report that CATV's are unburdened by the "constraints" faced by independent television stations as a result of territorial exclusivity arrangements.

The question raised at the time was whether the commission should attempt to equalize competition between CATV's and independents by removing some of the constraints the stations face (BROADCASTING, Feb. 1).

The commission's inquiry asks wheth-

er standards can be evolved by which network programing can be made available to stations like WTAF without damaging "reasonable network and advertiser interest in nonduplication of circulation."

Possible standards mentioned in the notice of inquiry include distance between the affected markets, signal contours, extent of overlap of the stations involved, and net weekly circulation of the stations concerned. The inquiry also asks whether standards should differ under different circumstances—whether one or more advertisers are involved, for instance, or whether the program involved is public service or commercial.

Film sales . . .

Bold Journey (Banner): WSIU-TV Carbondale, Ill.

Judge Roy Bean (Banner): WDAM-TV

Hattiesburg, Miss.

Tarzan Features (Banner): KGMB-TV Honolulu; CKLW-TV Windsor, Ont.-Detroit; WJHL-TV Johnson City-Kingsport, Tenn.-Bristol, Va.; KTBS-TV Shreveport, La., and WIS-TV Columbia, S. C.

Mack and Myer for Hire (Trans-Lux): KFBC-TV Cheyenne, Wyo.

The Mighty Hercules (Trans-Lux): KTRK-TV Houston.

It's a Wonderful World (Trans-Lux): WTTV-TV Bloomington-Indianapolis.

Magic Room (Trans-Lux): KETC-TV St. Louis.

Auto Racing Specials (Triangle): WIMA-TV Lima, Ohio, and KTSM-TV El Paso.

1965 Sebring Grand Prix of Endurance (Triangle): WDAF-TV Kansas City, Mo.; WKY-TV Oklahoma City, and KWVL-TV Cedar Rapids-Waterloo, Iowa.

WGOK cited on payola charge

The FCC admonished wgok Mobile, Ala., last week for what it described as "possible payola practices," and, at the same time, notified the station that it had incurred an apparent liability of \$500 for failing to file time-broker contracts.

The station has 30 days to contest the action or pay the forfeiture, and 20 days to comment on "its apparent failure to establish appropriate internal controls to prevent situations conducive to 'payola'."

The warning stems, according to the commission's announcement, from a letter sent by two wgok disk jockeys ". . . to solicit payola from . . ." an Atlanta talent booking agent . . . "in return for the play of certain records of artists who were to perform in the Mobile area. . . ."

The commission also noted that its investigation indicated that the selection of music at the station "is left completely in the hands of the disk jockeys; that the disk jockeys may refuse to play certain records or may play some more frequently than others. . . ."

In issuing the warning and ordering the station to comment on the charges, the commission said that it appears that the station has "failed to exercise sufficient supervision" of its employees.

Last November, at the urging of its staff, the FCC unanimously voted to again delve into a payola inquiry (BROADCASTING, Nov. 30, 1964).

WGOK is owned by Jules Paglin and Stanley W. Ray Jr., who also own WBOK New Orleans, wxok Baton Rouge, KYOK Houston and WLOK Memphis.

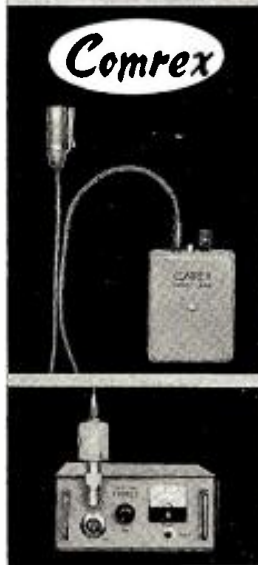
BROADCASTING, June 7, 1965

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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT

Space coverage costs \$4 million

Four-day flight will also cause about \$2 million in preemptions; walk-in-space talk is heard live

As the Gemini-Titan 4 spacecraft moved into orbit last Thursday morning, news divisions of the three major television networks were prepared to spend an estimated \$4 million to report the progress of the planned four-day space venture.

The \$4 million would only cover production costs of the space flight programming.

Gross value of program time to be preempted by the TV networks while following the flight was expected to be close to \$2 million, only part of which would be recovered through sponsorships.

Highlight of the first day's coverage was a conversation, heard live from space, between astronauts White and McDivitt during the former's time outside the space capsule.

ABC-TV coverage was sponsored by Bristol-Myers, CBS-TV's by Savings & Loan Foundation and NBC-TV's by Gulf Oil Corp.

NBC-TV established a first with color coverage of the blastoff Thursday and continuing color presentation of the story. All network plans were flexible and officials hesitated to predict how much time would be devoted to G-T 4 coverage. By Thursday afternoon one network (ABC-TV) had already expanded its coverage due to the delayed walk into space by Major White.

All three TV networks began continuous coverage at 7 a.m. on the morning of liftoff and stayed with the story through the afternoon.

After Blastoff ■ In addition to full first-day coverage ABC-TV was set to present 15-minute wrapups each morning and evening over the four-day period plus one-minute reports every hour on the hour from 11 a. m. to 2 p. m. each day and a final presentation of at least four hours to report events surrounding splash-down of the capsule.

Leading ABC's coverage was the network's science editor, Jules Bergman, who reported the liftoff from Cape Kennedy, then flew to the Houston Manned Spacecraft Center to cover the story from that point.

CBS-TV's Walter Cronkite also made the Cape-to-Houston switch for that network's coverage which included live daytime reports at least once an hour through recovery of the space capsule for which four-hour coverage was planned. Lengths of the reports varied from 30-seconds to 5-10- and 15-minutes.

Mr. Cronkite shared anchor coverage

for CBS-TV with correspondent Mike Wallace.

A special report was originated by CBS News from the McDonnell aircraft plant in St. Louis.

NBC-TV's Gemini presentation was anchored by Chet Huntley, David Brinkley and Frank McGee and involved some 250 NBC News personnel. Commentators Huntley and Brinkley were in a specially built unit at the Houston spacecraft center and Mr. McGee reported first from Cape Kennedy, then moved to "Gemini Central" in the network's New York studios.

NBC-TV's first-day coverage was to be followed by brief reports which preceded every regularly scheduled program and by two special reports of 15-minute and half-hour lengths each day of the flight, plus splash-down reportage.

During regularly scheduled programs NBC-TV used its "Flashcaster," a traveling sign across the bottom of TV screens to give continuing news of the space trip.

Previews, Too ■ All three TV networks previewed their reporting of the G-T 4 flight with specials.

NBC-TV put on a one-hour program in color June 1 (9-10 p.m.) with the Huntley-Brinkley team, already in Houston, and Frank McGee, at Cape Kennedy, explaining the 63-orbit mission and interviewing the astronauts.

CBS-TV presented a half-hour special the night before launch with Walter

Cronkite, Mike Wallace, Bill Stout and Dave Dugan reporting.

ABC-TV's *Scope* program June 3 (10:30-11 p.m.) also previewed the flight.

An early Nielsen report for New York City on the first day of the space trip, covering the 7 a.m. to 4:30 p.m. period, showed WNBC-TV with an average rating of 9.6, WCBS-TV with a 7.8 and WABC-TV with a 1.6

All radio networks offered comprehensive reporting of the space trip. ABC Radio covered steadily from 9 a.m. to 11:45 a.m. and between 3:30 and 4:15 p.m. on the first day. This was supplemented by five-minute reports each hour on the hour which were planned for the duration of the flight. CBS Radio was to originate 21 news reports from Cape Kennedy and Houston during the flight and six editions of the network's *Morning Report* were to be presented from Houston.

NBC Radio expected to present at least 37 hours of flight coverage and Mutual scheduled two 25-minute reports and five daily five-minute rundowns of the space activity.

All stops pulled out on flight promotion

The three television networks' concentration on coverage of the Gemini-Titan 4 space flight last week (see above) was rivaled by the promotion campaigns they put on to build their respective audiences for the event.

On the obvious theory that promotion on their own air produces far better results than newspaper space, they preempted practically all of their regular promotion spots for almost a week, some of them for longer, and in some cases exceeded their usual budgets for newspaper space as well.

ABC-TV authorities said that during the two days before the flight they placed newspaper ads of varying sizes in Washington and in the cities where they have owned-and-operated stations, but carried on-air promotion intermittently over several weeks and devoted almost all of it in the final week, 275 to 300 spots, to promoting ABC-TV's G-T-4 coverage.

CBS-TV limited its newspaper space to Washington and New York, and in the final week turned over practically all of its normal on-air promotion availabilities to the space flight. CBS-TV got a later start than the other networks because most of its promotion through May 24 was devoted to *The National*

Around the clock

The ABC-owned television stations planned to stay on the air around the clock during the Gemini-Titan 4 spaceflight. In New York, WABC-TV, which usually signs off at 2 a.m., said it would go through the night (normal sign-on is 6:30 a.m.). After *Nightlife* (network feed), WABC-TV planned to program film features and movies interspersed with frequent news reports on Gemini. Splash-down had been set for today (June 7), thus WABC-TV planned to be on the air continuously until 2 a.m. on June 8. Other ABC-owned TV stations are WBKB(TV) Chicago, KGO-TV San Francisco, KABC-TV Los Angeles and WXYZ-TV Detroit.

Drivers Test which it presented that night. Its concentration on G-T-4 from May 24 to the June 3 blastoff was one of the heaviest campaigns in the network's history, however. Authorities estimated that 160 minutes, system cues and over-the-credits announcements were used during the week.

NBC-TV authorities called their campaign "top secret" for competitive reasons and would say only that it was "on a par" with NBC's promotion of programs of similar importance in the past. It was apparent to viewers, however, that NBC-TV had dumped most of its regular promotion spots to insert flight-coverage announcements, and the network was also believed to have used newspaper space more extensively than the others.

CBS-TV bolstering lineup of specials

CBS-TV has indicated it will increase its number of specials in prime time next season. Earlier this spring, CBS appeared set to carry 30-40 specials for the new season (BROADCASTING, May 24), but a renewed emphasis on network TV specials has arisen at CBS and this number now seems sure to be increased substantially.

John A. Schneider, president of the network, unlike his predecessor, James T. Aubrey Jr. (who leaned more heavily toward regular series scheduling), reportedly is betting on these upcoming specials as additional fuel in the network ratings competition.

Among the moves noted last week was a new association of Robert Saudek with CBS-TV. Mr. Saudek will produce a series of cultural specials, estimated to range from four to six programs. No time limit has been set on the finished product, nor has the use of color been decided. Mr. Saudek indicated last week that the series is still in the idea stage.

Mr. Saudek's network TV credits include *Omnibus*, *Christmas Star Time*, *Leonard Bernstein and the New York Philharmonic*, *Hiroshima* and the recent *Profiles in Courage*.

Related to the new push on specials at CBS-TV is a visit to Europe by Michael Dann, program vice president, to seek new talent and background for cultural specials. Also in the discussion stage is a Peter Sellers special on a tour through Tokyo, a tongue-in-cheek take-off on past serious travelogues conducted by such personalities as Sophia Loren, Melina Mercouri and Elizabeth Taylor. The Chemstrand Co., a veteran TV-tour advertiser, reportedly would sponsor the Sellers project.

Less than two weeks ago CBS-TV



TV makes LBJ eyewitness to history

A solemn President watched intently last Thursday (June 3) as television covered America's most ambitious space project to date (see accompanying story).

President Johnson watched the launch and flight of Gemini 4 until the flight was about 10 minutes old. Sitting in front of the set in the White House Fish Room, the President saw himself on the screen three

times as live TV cameras recorded his emotions.

During the moments preceding the blast-off and until astronauts James McDivitt and Edward White were safely in the first orbit of their scheduled four-day flight, Mr. Johnson concentrated on the coverage from Cape Kennedy and did not comment to the newsmen and photographers in the room.

announced a group of four one-hour color specials to be produced by the National Geographic Society and David Wolper and sponsored by Aetna Life & Casualty Insurance Cos. and the Encyclopaedia Britannica (BROADCASTING, May 31).

Among the other specials to be presented by CBS-TV next season are an American Motors Corp.-sponsored one-hour program in color for early September and starring Andy Griffith, Don Knotts and Jim Nabors, and a General Foods Corp. one-hour special in color set for February and starring Carol Channing. The GF special is to be taped in Los Angeles in August.

Schick-GOP name conflict resolved

Comment is the new title of the five-minute, weekly news programs produced by the Republican National Committee.

The series began earlier this year as *Washington Report* (BROADCASTING,

March 22), but was re-christened to avoid confusion with another news program of the same name underwritten by Schick Safety Razor Division of Eversharp Inc.

Programs, which contain actuality interviews and speech excerpts by prominent Republicans, are available from state and local party organizations.

The Democrats started a similar service in 1964 (BROADCASTING, May 24, 1964).

Radio series sales . . .

Tops of the Pops (Hartwest Productions): WHBQ Memphis; WPOP Hartford, Conn.; WQAM Miami; WDGW Minneapolis, and WTIW New Orleans.

The Joe Pyne Show (Hartwest Productions): WMAZ Macon, Ga.; WBBW Youngstown, Ohio; KGGM Albuquerque, N. M.; WPTF Raleigh, N. C., and WMD Atlantic City.

The Shadow (Charles Michelson): KWSL Grand Junction, Colo., and WGGG Gainesville, Ga.

The Green Hornet (Charles Michel-

Electronovision uses for TV cited by Sargent

Electronovision's adaptation of television production techniques to the making of theatrical motion pictures, with great savings of time and, more importantly, money, is being watched with interest by broadcasters and TV producers as well as by the major motion picture studios. Feature films have had a tremendous success on television, first as program fare for independent stations and in recent years for the TV networks. This fall, CBS-TV joins ABC-TV and NBC-TV in scheduling pictures made for showing in theaters as prime time TV programming.

But "there's a very large problem ahead. The well is running dry," Bill Sargent, president of Electronovision, said last week. He noted that there are fewer feature pictures being made today and that many of the few have subject matter so "adult" as not to be suitable for home viewing. His system, he suggested, could produce feature pictures directly for television at a cost TV can afford.

"We have already proved that features can be produced for less than a half-million dollars, features that the public wants to see," Mr. Sargent said. " 'Hamlet' chalked up an astounding \$3 million in two days. 'The T-A-M-I Show' grossed over \$2 million, and 'Harlow' is expected to do between \$2 million and \$3 million. These are films the public paid to see.

"Not only can features for TV be made, but if such a show as, for example, *Bonanza* were to use the Electronovision process, the current cost could be reduced by at least 20% with absolutely no loss of production values."

The Technique ■ Traditionally,

motion pictures have been photographed with a single camera, each scene being shot several times to get all the angles that might be needed. The film is then edited into a smooth continuous production, sound is added and, weeks or months later, the picture is ready for release. The Electronovision technique calls for multiple electronic cameras, much like TV cameras, which photograph a scene continuously, getting all angles simultaneously and in sequence. The special effects, so expensive and time-consuming in normal motion pictures, are achieved electronically

and instantaneously.

Director Alex Segal, whose TV credits include *Pulitzer Prize Playhouse*, *Theater Guild of The Air* and *U. S. Steel Hour*, used four cameras in making "Harlow." He would line them up for a scene, then head for the control room, where he'd scan the electronic board, select the shot he wanted and have it recorded directly on standard motion picture film.

Editing as he went along, Mr. Segal would wind up each day's shooting with about 20 minutes of completed film. The picture was made in eight days, at a cost estimated at somewhere between \$600,000 and \$750,000, about one-fifth of the sum which another picture of the same name, made by traditional movie methods, will reportedly cost its producer.

"By using the multiple-camera Electronovision system, not only costs but shooting time can be reduced," Mr. Sargent stated. "And, we are perfecting some new developments that will make it possible for Electronovision to shoot in color.

"Another important factor," he added, "is that at the moment it is impossible to play taped programs in many foreign countries because of the difference in standards. The technical requirements of film, however, are universal, and Electronovision records directly onto film. Tapes of such programs as *What's My Line*, *I've Got A Secret* and, in the immediate future *The Andy Williams Show* could be put on film via Electronovision. The result would be better quality than heretofore possible with present tape-to-film recording methods."



Four miles away from the lot, Mr. Sargent adjusts audio and visual controls in his office prior to monitoring the shooting of scenes.

son): KWSL Grand Junction, Colo., and WFGM Fitchburg, Mass.

Pepper Young's Family (Modern Drama Productions): WICY Malone, WCSS Amersterdam, and WIBX Utica, all New York; WCEM Cambridge, Md., and WBEC Pittsfield, Mass.

ABC News establishes new domestic unit

ABC News has placed into effect a series of moves and promotions of personnel designed to strengthen the organization's domestic operation, it was

announced last Thursday (June 3) by Elmer W. Lower, president of ABC News.

The changes include the establishment of a TV news operations unit with Robert M. Sammon as director and a special events unit with Sid Darion as director. The TV news operations unit is participating in the planning and execution of all news planning and is responsible for development of new tools and techniques for TV news presentations. The special events unit is responsible for ABC News' TV coverage of the nation's space effort and of other major news events.

Promotions at ABC News announced

by Mr. Lower include those of Jack O'Grady, assistant assignments manager, filling the vacancy created by the recent promotion of Nick Archer to director of basic news; Walter Porges, assistant to the director of radio news, to assistant assignments manager, and Nick George, a radio news editor, to assistant to the director of radio news.

Program notes . . .

Two new radio features ■ William E. Boice & Co., Los Angeles, has replaced two five-minute radio programs into syndication: *In My Opinion* with George Todt. Hearst columnist, and *FBI Coun-*

terspy with Karl Prussion, for 12 years an FBI agent within the Communist Party ranks. Boice is located at 1354 East Washington Boulevard, Los Angeles, 90021.

Ballet special ■ Seven Arts Associated Corp. announced last week it has acquired the TV rights to *Behind-the-Scenes with the Royal Ballet*, a half-hour special starring Rudolf Nureyev and Dame Margot Fonteyn. Seven Arts currently is negotiating with several networks, but if an agreement is not reached, the special will be released for syndication in the U.S. and abroad. The special was filmed at Covent Garden in London.

More space specials ■ Seven Arts Associated Corp. is producing five more one-hour specials in its *Man in Space* series, two to be ready this year and three in 1966. All productions are made in cooperation with the National Aeronautics and Space Administration and the U. S. Air Force.

Producers named ■ Jo Swerling Jr., producer, and Paul Freeman, associate producer, have been named to work under Roy Huggins, executive producer, for the one-hour color series *Run for Your Life*, starring Ben Gazzara to begin in the fall on NBC-TV.

Radio "success" ■ RKO General Broadcasting's special radio broadcast in May, *Radio: Then, Now and Later* has stirred up tape requests from 44 stations as of May 26, the company reported. The 45-minute documentary salute to National Radio Month was carried by the seven RKO stations.

ABC-TV O&O's plan pretest of programs

The ABC Owned Television Stations Division plans to pretest several of its local new programs this summer as a means of guiding its outlets in the scheduling of properties for the 1965-66 season.

The decision to implement the plan was made at a meeting of program directors of the ABC-owned TV stations in Chicago, which ended on May 28. Philip Mayer, director of program services for the group, said last week that pretesting of new network TV shows has been standard procedure for several years, but this technique has not been used for planned local shows.

Mr. Mayer reported that station program managers felt there was a need to evaluate the possibilities of new local projects before they are placed on the air. He said he could not divulge at this time the technique to be used or the programs to be pretested.

Program form back to Budget

FCC accepts some recommended changes, rejects others

The FCC's proposed program reporting form for AM-FM applicants and licensees was back on the shuttle last week, headed for the Budget Bureau and, the commission hopes, the approval needed to put the document into use.

The commission went through the same exercise with virtually the same form in December (BROADCASTING, Dec. 28). The referral last week was made necessary by the commission's refusal to accept all of the changes the bureau recommended.

The budget bureau, which must approve all such government forms before they are issued, made its recommendations after getting the view of a broadcast-industry advisory committee. The committee was sharply critical of the form, but FCC officials say the bureau's recommendations would not affect the form significantly, even if all were adopted.

The most significant budget recommendation the commission continues to balk at proposes the elimination, in the case of transfer and assignment applications, of questions concerning the seller's past programing record.

The commission has also declined to accept a suggestion that it reduce the number of program categories on which it proposes to ask applicants to report. The categories now are news, public affairs and "all other programs exclusive of entertainment and sports."

Signature ■ One change the commis-

sion has accepted involves the signature. The commission had proposed, in the case of a corporate applicant, to hold the chief executive officer personally responsible for knowing the contents of the form.

The signature requirement is now the same as in the present form. The commission agrees that the signature of an official responsible for signing the document would bind the corporation sufficiently.

Only Commissioners Rosel H. Hyde and Robert T. Bartley are said to oppose adoption of the form—actually part IV of the broadcast application form. Commissioner Hyde feels the document would impose a regulatory scheme on broadcasters. Commissioner Bartley reportedly feels more stress should be placed on inquiring into broadcasters' efforts to determine community needs.

The commission has been attempting to revise its reporting form since 1960, in an effort to bring it in line with the programing policy statement issued that year. As work progressed, the commission decided to issue separate forms for radio and television. The proposed TV form was issued for comments in December 1963 and was the subject of an oral proceeding last June. But it is still undergoing revision by the staff.

News, Public Affairs ■ The proposed AM-FM form stresses news and public affairs programing, as well as the commission's concern, as evidenced by the 1960 policy statement, regarding broadcasters' searching out community needs.


It would require applicants to survey community programing needs and to report on "typical" examples of broadcasts proposed to meet those needs. A broadcaster would be required to describe his method of determining community needs.

The form would also ask licensees to state the amount of time devoted in the composite week to news, public affairs and other programs, exclusive of entertainment and sports. It also asks the

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RCA, AT&T to lease Early Bird circuits

RCA Communications Inc. on June 3 asked the FCC for permission to lease and operate a total of 30 channels—voice grade A and TV—between the United States and Europe by way of Early Bird. Approval, RCA said, would permit the company to provide for the first time international TV and closed-circuit transmission programs between this continent and Europe.

Thompson H. Mitchell, president

of RCA Communications, said TV transmission by satellite was held by RCA as a "natural extension of the long-established voice-record services" the company has "traditionally provided."

Also filing for FCC authority to lease Early Bird circuits was AT&T which asked for permission to use 100 voice channels and a single TV channel.

minimum time to be devoted to those categories in the ensuing licensee period.

The licensee would also be asked details about news and public affairs programing—time, length, and frequency of such programs, the staff available for producing them, as well as the number of public service announcements carried in the composite week and proposed to be carried.

Another question inquires into the programing carried in the preceding year to inform listeners on local, national and international problems of

public importance.

The proposed form would also probe commercial practices more deeply than the present form, asking specifically about time devoted, and proposed to be devoted, to commercials, both in terms of hours and minutes and in percentages of total broadcast time.

New logging rules accompanying the form have reportedly been eased regarding the counting of commercial time. Licensees, who must now enter the beginning and ending time of a spot, would be required only to enter

either the beginning time and length of a spot or to log in advance the spots to be broadcast within a 15-minute time segment.

In additional departures from the present form, the proposed questionnaire asks licensees to describe the format of their stations—country & western, good music, etc.—and to relate how the station contributes to the diversity of programing in the area served.

It was understood, that the TV form is shaping up as a somewhat simpler document than the one on which comments were invited. The shorter of alternatively suggested questions involving a survey of programing needs is favored by the staff. And where the proposal now requires reports on programing in composite weeks for each of the three years in the licensee period, it appears that only one composite week, as at present, will be in the final form. There is also sentiment for eliminating many of the questions dealing with details of programing.

Fine of \$8,000 against Miami stations upheld

An \$8,000 fine against WMIE and WEDR(FM) Miami, was affirmed last week by the FCC after reviewing a request that the forfeiture be reduced to \$2,000.

WMIE and WEDR were notified two months ago that they had incurred the liability for failing to control foreign language programing, file time broker contracts, observe logging requirements and keep a record of broadcast time requests by candidates for public office.

At that same time the two stations were given short-term license renewals which run until Feb. 1, 1967 (BROADCASTING, March 22).

The commission's investigation originally began in February 1963 and stemmed from complaints that Spanish-language broadcasts by the station had tended to incite Cubans in the area to riot.

WMIE, on the air since 1947, operates on 1140 kc with 10 kw day and 5 kw night. WEDR(FM) programs separately on 99.1 mc with 18 kw. It went on the air in May 1963.

Pauley stresses communications' effects

The power to communicate ideas is the "greatest means to produce light or darkness, order or chaos, good or evil," Robert R. Pauley, ABC Radio

Harry Bannister recalls
50 years of radio & TV in
his just-published memoir

THE EDUCATION OF A BROADCASTER

It's the insider's lowdown by one of the industry's great pioneers — today Vice President at NBC. It begins in the days when radio was still flying by the seat of its pants (barbershop quartets, corny piano and 30 commercials in 45 minutes) and continues into the thick of TV today. Gossipy, funny, nostalgic and knowing. Must reading for the insider and the outsider who wants to be in.

\$5.95. Simon and Schuster



president, declared in a commencement address at Curry College in Milton, Mass., last week.

Mr. Pauley, who received an honorary doctor of science and orator degree from Curry College, told the assemblage that it was his conviction that broadcasting is the "most important component" of the power of people to communicate.

ACLU issues policy on political affiliations

The American Civil Liberties Union issued a policy statement last week opposing the firing of any TV-radio network or station employe because of his identification with a political or controversial issue.

At the same time, the ACLU declared it would not quarrel with a network or station decision to transfer one of its newsmen to a different position temporarily if he is identified with a specific political campaign or controversial issue.

John de J. Pemberton Jr., the union's executive director, released a letter sent to CBS, NBC and ABC outlining the

policy adopted by ACLU's board of directors.

The ACLU undertook a study last winter of the participation by TV and radio personnel in political activity or public controversy and of network and station policy on this question. It noted the study was part of a continuing review of the civil liberties aspects of broadcasting practices by the ACLU's Radio-Television Committee.

ACLU said the problem centers around two categories of personnel, entertainers and newsmen. Though entertainers must be circumspect in their involvement with political and other causes, ACLU stated, the consensus of network and station reaction seems to recognize that such personalities should be "allowed full freedom in their non-broadcasting activity." Newsmen, on the other hand, pose "the real problem" since there is "a fear" that participation in political movements or taking sides in public controversy might affect their objectivity.

The union acknowledged that this was "a racial concern," and said it would not consider it a violation of civil liberties if radio and television newscasters were placed temporarily on nonsensitive assignments.

Four Star, Corinthian join on color specials

Corinthian Broadcasting Corp. and Four Star Television are producing 10 one-hour musical specials in color for distribution to TV stations. Initial sale of the programs has been made to Corinthian for its five stations.

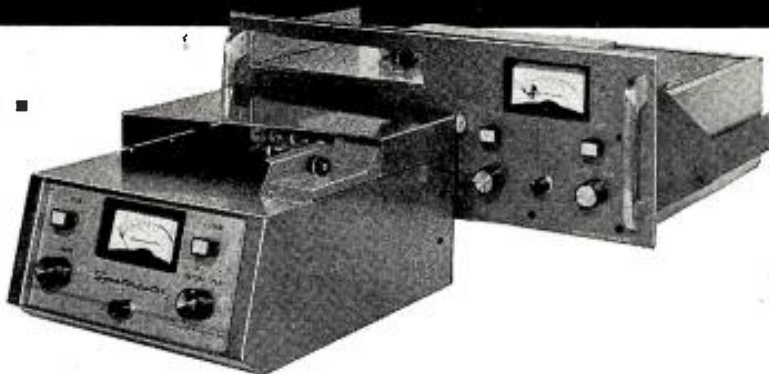
An announcement today (June 7) by Tom McDermott, president of Four Star, and C. Wrede Petersmeyer, president of Corinthian, describes the project as a joint venture of a major station group and a production firm to provide local stations with "a quality series of specials on a first-run basis."

The programs will be produced on color tape by Four Star in Hollywood. The first program will star Julie London and will be titled *Something Special—Julie*. The announcement said other stars of equal stature will appear in other specials.

The five Corinthian stations are KHOU-TV Houston; KOTV(TV) Tulsa; KXTV(TV) Sacramento, Calif.; WISW-TV Indianapolis and WANE-TV Fort Wayne, Ind. The programs will be syndicated to other stations by the Four Star Distribution Corp.

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8800 Brookville Rd., Silver Spring, Md. JU 8-4983 (301)



Positions harden on CATV

Though Oren Harris as much as offers mediation in dispute, the splits between antagonists give no signs of healing as rival views go on record

Broadcasters, community antenna interests and the FCC were urged last week to come to a compromise over federal regulation of CATV. But although the urging came from no less a source than Oren Harris, the influential chairman of the House Commerce Committee, the disputing factions seemed only to dig in deeper in positions that were as far apart as ever.

Mr. Harris's urging came during hearings that the Communications Subcommittee of his Commerce Committee held on a bill introduced by Mr. Harris to prescribe regulation of CATV. The bill was introduced after the FCC had asserted that it now has the authority to regulate CATV and had proposed stiff controls to prevent CATV from developing into a competitor of broadcasting.

Mr. Harris, who attended almost all of the subcommittee sessions last week although he is not an official member of the unit, found his bill supported by the organized CATV industry and opposed by organized broadcasters. Among broadcasters, however, are a number of leading operators who disagree with the positions taken by their trade associa-

tions and who are expected to file their dissenting views with the subcommittee.

CATV operators, led by Frederick W. Ford, president of the National Community Television Association, not only urged the committee to put a brake on the FCC's attempts to regulate CATV, but urged that the committee order the FCC to undertake a full-scale "in depth" investigation to determine whether cable companies really impair local television stations.

Defending the FCC and its actions last month (which impose limitations on CATV's fed by microwave relays and propose to enforce the same hobbles on all CATV's) were Vincent T. Wasilewski, president of the National Association of Broadcasters; Lester W. Lindow, executive director of the Association of Maximum Service Telecasters, and Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co. (WBT-AM-FM and WBTW[TV] Charlotte, N. C., and WBTW[TV] Florence, S. C.).

Both Messrs. Lindow and Crutchfield were scheduled to present their testi-

mony Friday morning. Messrs. Ford and Wasilewski presented their positions last Wednesday and Thursday respectively.

About a dozen more witnesses were scheduled to testify after the leaders of both industries had made their presentations. The hearing began May 28 with the FCC's appearance (BROADCASTING, May 31).

Harris Bill ■ Target of the testimony was Mr. Harris's bill which would confer on the FCC authority to regulate CATV systems, but which would limit its authority to a significant degree.

The Harris bill, submitted as an amendment to the Communications Act last month (BROADCASTING, May 3), proposes to give "to the people of the United States access to the greatest practicable diversity of local, network, educational and other television programs . . ."

In detail the bill proposes to give the FCC the power to regulate but not to license CATV systems. It would void all actions of the FCC taken in the CATV field up to now, and it would



Broadcasters were unanimous last week in telling Congress to let the FCC take care of the community antenna problem now. Otherwise, they said, any regulation which may be imposed later might be too late to stem the proliferation of CATV's and their impact on TV broadcasting. Spokesman for the broadcasters was Vincent T. Wasilewski, president of the National Association of Broadcasters (above). Also testifying (in picture at left) were Lester W. Lindow, executive director of the Association of Maximum Service Telecasters (l), and Charles H. Crutchfield, WBT-AM-FM and WBTW(TV) Charlotte, N. C., and WBTW(TV) Florence, S. C.

prevent any new FCC regulations from taking effect for 90 days, to give the Congress a chance to review them.

Mr. Harris introduced his bill a week after the FCC had adopted rules restricting operations of CATV's that use microwave relays, had proposed the same rules for all other CATV's, and had issued a notice of inquiry into still stiffer controls that might be imposed on all CATV systems.

In his extensive questioning of several witnesses last week, Mr. Harris did not quite make plain what kind of CATV regulation he might personally favor. At times he indicated a distaste for out-and-out protection of broadcasting against the threat of CATV competition, apparently on the theory that such a course might lead to tougher regulation of broadcasting itself. At other times he expressed grave concern about the future intentions of CATV operators.

Heralds Pay TV ■ "Origination of programs by CATV . . . isn't that pay TV?" Mr. Harris asked, after Mr. Ford completed his testimony last Wednesday. "I think we're kidding ourselves," he added sternly, "when we say pay TV is just dropping a coin in a box . . . a lot of people are going to wake up and find themselves with something they don't want. We're sitting around watching the development of a nationwide system of pay . . ."

"Pretty soon we'll see a very few stations controlling what people should see . . . 'skimming the cream of the program' that people want to see . . . whatever it is it's still pay TV [and] in my judgment it ought to be a public utility."

Expressing deep disappointment at the failure of the various groups to come to terms with each other, Mr. Harris exclaimed, "For heaven's sake, don't let's kill the goose that lays the golden eggs . . . let's maintain this fine, sound system of television. Broadcasting can't be half regulated, half free."

Mr. Harris again expressed dismay, as he has several times in the past, at the inability of rival groups to get together on CATV regulation. "I think that the CATV industry . . . and the FCC and the broadcasters would all come to some resolution of this problem," he said, "instead of seeing it just go by the way itself and keep on, and the longer they go the worse it gets."

Originally, Mr. Harris said, CATV was established to provide a service that TV stations couldn't. Now that concept has been changed and CATV wants to bring in more than local stations. "What's going to happen to the concept of allocation and assignment?" he asked. Perhaps, he added, the only way to have "complete television service in the United States is by air and wire."



Two former officials of the FCC appeared for the community antenna industry in a hearing by a House Commerce subcommittee looking into the CATV jurisdictional problem. Fred-

Mr. Harris's attitude toward CATV was perhaps best expressed later when he observed: "There's a place for CATV . . . as a supplementary service to TV . . . as long as you operate from off-air programs, you're nothing but a supplementary service."

Protection ■ The NAB position, as presented by Mr. Wasilewski, made these two points:

- The FCC now has the authority to regulate CATV and further legislation is unnecessary.

- Unless CATV is curbed, it will disrupt the TV allocations plan and upset the national policy for local TV facilities and expression.

CATV as conceived originally, Mr. Wasilewski said, provided an important auxiliary service to communities without adequate off-air service. The nature of the CATV systems which will evolve, he said, "will, without the exercise of immediate jurisdiction, be an entirely different form of CATV . . . Far from being small businesses, these CATV systems propose multi-channel entertainment in cities already receiving good coverage, including full service from all three networks."

CATV systems, he added, have the potential to disrupt and impair free broadcast service, which he added "are essential to the cultural, economic and political vitality of every community."

Raising the possibility of all TV programming emanating from a few cities, Mr. Wasilewski stated: "The unrestrained expansion of CATV could easily lead to the destruction of [free broadcasting]. At its ultimate the issue could well be whether service will be limited to programs originated in a handful of large cities and distributed by wire to those who can afford to pay the

erick W. Ford, president of the National Community Television Association (1) is a former FCC commissioner. Max D. Paglin, who assisted Mr. Ford, is a former general counsel of the FCC.

charges . . ."

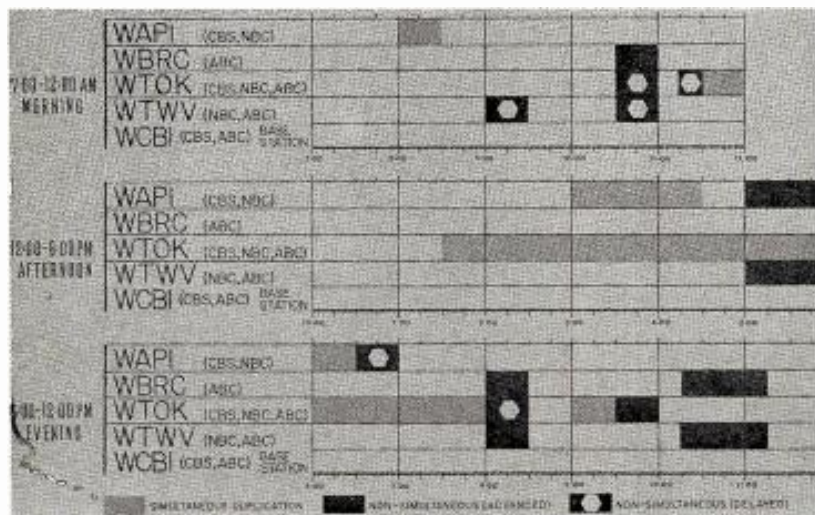
The major threat, Mr. Wasilewski stressed, is to rural viewers who may lose their TV service because of the CATV's impact on local TV stations. CATV's, he noted, do not serve rural viewers.

Although he advocated no legislation, Mr. Wasilewski stated that if Congress should take any action in the future it should "make it clear" that CATV is a supplementary mode of transmitting broadcast programs to the public and that it should limit CATV operations "to the receipt and simultaneous retransmission of off-the-air broadcast signals"; prohibit origination of program material



Representative Oren Harris (D-Ark.), who introduced the bill (HR-7715) which was the focus of last week's hearing, called on the FCC, broadcasters and CATV operators to compromise their differences or face an unsatisfactory future.

A CATV view of nonduplication



Here's how one CATV system graphically showed what would happen to its schedule if government rules against program duplication were imposed. The chart above was one of several submitted last week by the National Community Television Association to the House Communications Subcommittee.

The Columbus, Miss., CATV supplies its 1,400 subscribers with five signals: WCBT-TV in its home town; WAPI-TV and WBRC-TV Birmingham, Ala.; WTOK-TV Meridian, Miss., and WTWV(TV) Tupelo, Miss. The chart depicts the programs that were actually carried last April 4, a Sunday, but that the Columbus CATV would

have had to black out under varying prohibitions against duplication that have been proposed.

Programs in the periods marked with light shading are those that would have been lost under a prohibition against simultaneous duplication (the carriage from a distant station of the same program being picked up at the same time from a local station). Programs in periods marked with solid black would have been lost under protection against duplication 15 days in advance of the local station's broadcast. Those in black hexagon cutouts would have been lost under protection 15 days after local broadcast.

of any kind; encourage the ownership of CATV systems by broadcasters, and require CATV's to receive the consent of originating stations for the use of their signals.

Accompanying Mr. Wasilewski at the witness stand were Dwight Martin, WDSU-TV New Orleans, who is chairman of the NAB's Future of Television Committee, and Douglas A. Anello, NAB general counsel.

Threatens Policy ■ The rapidly spreading new trends in CATV pose a threat to the goals established by Congress for the structure of broadcasting in the United States, Mr. Lindow contended.

"The basic issue now presented," he said, "is whether the national objective should be changed. We believe the existing policy is wise and should be continued." The FCC, he added, "should be encouraged to proceed with prompt and effective action to provide for the orderly development of CATV to supplement but not to replace TV broadcast services."

The duplication of a local station's

programs by outside stations, Mr. Lindow maintained, reduces audience. "Unless regulated, CATV's impact will eliminate many local and area stations; severely impair others to provide quality programming, and erase the promise of hundreds of new UHF stations."

The FCC, therefore, Mr. Lindow said, has applied "long-standing national policy" to CATV. The rules are reasonable, he said. The 15-day protection against duplication "seems to us to be a very minimal and reasonable provision."

Although AMST doesn't feel legislation is needed to authorize the FCC to regulate CATV, should legislation be enacted it should, he said, (1) not limit existing FCC authority over CATV; (2) not suspend or defer FCC action already taken; (3) not alter basic policy being applied by the FCC to CATV.

Protect UHF ■ If CATV is permitted to grow "pell mell" and bring in distant TV stations, chances for the survival of UHF stations will be nil, Mr. Crutchfield said. Discussing the situation in Charlotte, he told of a new UHF

station going on the air in November (WCCB-TV) and the applications of two groups for CATV there. If CATV were approved, he contended, UHF service would have been extinguished. The Charlotte city government, he recalled, decided against the concept of CATV (BROADCASTING, May 3).

Answering charges that TV broadcasters are afraid of fair competition, Mr. Crutchfield noted that broadcasters spend "hundreds of thousands of dollars" for programs; CATV not only uses these programs without payment but even without the consent of the originating stations.

In discussing the proposed legislation, Messrs. Anello, Lindow and Crutchfield virtually found the same faults with it. It seems, they said, to give equal weight to CATV and TV stations; seems to treat CATV as a primary service rather than as a supplementary service; invalidates present action of the FCC; does not prohibit CATV from using programs of free TV to move into pay TV; equates all TV programs whatever the source.

The broadcasters' position was seconded by one nonbroadcaster last week. In a statement filed with the subcommittee, Walter L. Randolph, American Farm Bureau vice president, called for disapproval of the bill because it would have the effect of "narrowing rather than clarifying FCC authority to protect the interests of rural residents." Ranchers and other rural Americans are not and probably cannot be served by CATV systems, Mr. Randolph said.

And, in a letter to the committee ABC joined in the NAB presentation. Signed by Leonard H. Goldenson, president of the network's parent company, American Broadcasting-Paramount Theaters Inc., the letter said that ABC feels the FCC has jurisdiction. Mr. Goldenson said that ABC is investigating possible entry into the CATV business but that when and if it does it will follow the policies enunciated by the FCC.

Cable Service ■ The CATV position, presented principally by Mr. Ford and backed by almost a dozen CATV operators, was that Congress should issue some tentative guidelines to the FCC and, more importantly, order the commission to make a full-scale study of CATV and its impact on TV stations.

The commission might very well find, Mr. Ford observed, that no regulation of CATV is needed because, he stressed, no TV station ever was forced off the air because of CATV competition.

The success of CATV has been due to its answer to the public's desire for a choice of multiple TV services, Mr. Ford asserted. "The CATV industry is a technological advance in the art of delivering mass communications . . . to fulfill the urgent demands of the

public for service, which demands the commission's allocation plan had failed to satisfy and the existing broadcasting industry had neglected or ignored," he said.

The FCC's report on CATV and its proposed regulations are based on biased and incomplete information, Mr. Ford asserted.

The commission, he noted, has promulgated its CATV rules on the ground that TV stations need protection from CATV. But this isn't so; CATV actually can prove beneficial to TV stations, he added. In Salisbury, Md., Mr. Ford said, a UHF station (WBOC-TV) has increased its revenues by 48% since 1960 when a CATV system began operating in that community.

Between 1957 and 1963, he contended, total broadcast income rose from \$160 million to \$343.2 million, even though only 15 new TV stations began operating. During this same period, he asserted, CATV systems almost tripled in number.

"If an analysis of the financial reports of TV stations for the same period since 1957 are compared with the existence and growth of CATV systems within the service areas of the affected stations," Mr. Ford said, "the results will not sustain the commission's conclusions of adverse economic impact."

The commission's attitude, Mr. Ford said, could lead to blackmail. He cited the experience of the Roswell, N. M. CATV operator who applied to the FCC to bring in Albuquerque, N. M. stations. This application, Mr. Ford said, was protested by KSWs-TV Roswell, which agreed to drop its protest after its owner, John A. Barnett and two associates received a 20% interest in the cable company. Aside from a non-duplication agreement, Mr. Ford stated, the local station imposed a 29-day stay on programs it planned to carry, although this was later deleted and Mr. Barnett was given "sole and exclusive power" to select programs to be carried by the CATV system.

The CATV industry, Mr. Ford said, considers the 15-day before and after duplication ban a major threat. After describing the burdens it would impose on cable companies, he added that it may require CATV's to go into the origination business in order to fill dark channels and, he added, "probably to be paid for by selling advertising."

The former FCC commissioner, who became NCTA president Dec. 31, 1964, related the efforts made by an NCTA committee and its NAB counterpart to come to an agreement on what and how far the FCC might go in imposing regulation on cable systems. Only two major differences could not be resolved, he said. These were duplication (CATV'ers want only simultaneous

protection to local TV stations; NAB wanted 15-days before and after) and the importation of distant TV signals into a community.

Since the NAB board turned down these terms by one vote, Mr. Ford observed, perhaps after the election of new board members it may reverse its decision.

Suggesting amendments to Mr. Harris's bill, Mr. Ford listed these specifications:

- Give the FCC authority to require

proprietary interest toward broadcast television positions" because of its "long exposure to broadcast industry personnel and problems and their scant exposure to CATV . . ."

Rebutting implications that CATV and pay TV are similar, Mr. Merrill emphasized that CATV is not concerned with specific programs. CATV, he said, is founded on the concept of bringing its subscribers only TV programs broadcast to the public.

If pay TV is ever successfully

The questions the congressmen asked?

What sort of questions were asked of broadcaster and community antenna witnesses at the two-day hearing last week? What inferences can be drawn from them?

Some examples:

Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee which is conducting the hearing, questions the rationale of giving TV stations economic protection. He fears that such a move might lead to a ceiling on profits and public utility controls. He also questions the correctness of permitting the FCC to regulate reception. Why is the NAB in favor of giving the FCC power to regulate CATV, while it was opposed when the commission wanted to regulate the length and frequency of commercials?

Representative John E. Moss (D-Calif.) asked shouldn't the FCC have

licensing authority over CATV; how is it going to enforce its standards?

Representative J. Arthur Younger (R-Calif.) wanted to know should the FCC have authority to regulate networks?

Representative Lionel Van Deerlin (D-Calif.) asked how about FCC Commissioner Lee Loewinger's observation that unrestricted competition from CATV might impel a local TV station to improve its local programming in order to win an audience? This was answered by Dwight Martin, WDSU-TV New Orleans, and chairman of NAB's Future of TV committee, who said it was "logical but ignores realities."

Also present during virtually the full two days last week were Democrats Fred B. Rooney (Pa.) John M. Murphy (N. Y.) and Republicans James T. Broyhill (N. C.) and James Harvey (Mich.).

that signals of all TV stations whose Grade A coverage falls within the CATV system's area be carried on the cable system; and that CATV systems shall not carry a TV program from a distant station being carried simultaneously by the local TV station.

▪ Permit the FCC to decide on a case-by-case basis, and after a hearing, whether there is need for 15-day duplication protection or protection extended to the Grade B signals covering the CATV service community.

▪ Forbid the FCC from adopting any rules which would prevent reception of distant TV stations by CATV systems.

Mr. Ford also stated that the CATV industry opposes any ban on the cross ownership of CATV and broadcast stations.

Commission Partial ▪ Bruce Merrill, chairman of the NCTA and owner and operator of over a dozen CATV systems, several microwave relay companies and a CATV manufacturing company (Ameco), told the subcommittee that the CATV industry feels that the FCC and its staff "adopted a somewhat

launched, he observed, "it will not destroy free broadcasting and it is not the natural ally of CATV. Free TV is the natural ally of CATV."

Mr. Merrill also offered a survey made in Yuma, Ariz., where he operates a CATV system and where he also owns KIVA-TV which he bought in 1961, to show that most viewers retain their loyalty to the local TV station.

Upon interviewing 200 subscribers to his CATV system in Yuma, Mr. Merrill said, it was found that at first most of them tuned to outside signals (from Phoenix), but after the initial period, the local station holds 90% of the viewing audience during prime time (CLOSED CIRCUIT, May 17).

Milton J. Shapp, president of Jerrold Corp., major manufacturer of CATV equipment and owner of a score of CATV systems, called on the Congress and the FCC to treat CATV as an equal of broadcasting.

"CATV is not a second class, supplementary adjunct of broadcasting; it does not compete with broadcasting," Mr. Shapp stated. "If the CATV in-



Mr. Shapp



Mr. Merrill

dustry is to be regulated, it should have equal status with the broadcasting industry as part of a comprehensive program . . . to give people diversity of programing," he added.

Cable antenna systems are not parasites feeding off television, Mr. Shapp asserted. "It is true that CATV depends upon broadcasters to supply the

signals it receives and distributes to subscribers . . .," he commented. "The signals are in the atmosphere. CATV operators invest large sums to pick them up. Profit is made by rendering a service to subscribers who would not pay a plugged nickel for this service unless they felt it was of value to them."

The FCC proposals, he said, would make broadcasters "the lords and masters" to determine what programs people should see.

He derided the notion that CATV puts stations off the air. This has never happened, he said. Then he added:

"In the next 10 years perhaps 100 million new TV sets will come into operation. A large percentage will be portable . . . it is entirely likely that even if all the homes in American cities were to be wired by CATV, there would still be more TV sets receiving off-the-air pickup in 1975 than there are today."

KWTV-TV wants CATV applications dismissed

KWTV-TV Waco, Tex., which is partially owned by President Johnson's wife and two daughters, urged the FCC last week to dismiss, or at least designate for hearing, four microwave applications that propose to serve as many community antenna TV systems within the station's city-grade contour.

The KWTV-TV protest involves Telephone Utilities Service Corp. of Killeen, Tex., which has applications pending for microwave facilities to serve CATV systems in McGregor, Temple, Waco and Belton, all Texas (BROADCASTING, May 31).

A 29% interest in KWTV-TV is held by Texas Broadcasting Corp. of which the Johnson family is majority owner.

In a petition filed two months ago, prior to the FCC's adoption of its new rules protecting local TV stations from microwave-fed CATV's, KWTV-TV had asked the commission to defer action on TUSCO's applications pending the outcome of the rulemaking.

However, with the protection now assured local TV stations by the newly adopted rules, it was felt that the conflict between KWTV-TV and TUSCO might be resolved without the FCC having to intervene.

In its latest petition filed last week, however, KWTV-TV said that despite the protection now afforded the station by the rule, TUSCO's application must be either dismissed or set for hearing since the company has failed to show a need for the service.

KWTV-TV pointed out that TUSCO, in its applications, failed to show that the company has any commitments for the proposed service with any of the CATV's and therefore the commission cannot find that a grant would serve the public interest.

RKO gives up on Philadelphia

Dropping of court appeal paves way for swap back between Westinghouse, NBC

The end of the Philadelphia channel 3 fight appeared in sight last week, following RKO General Inc.'s decision to drop out of the contest.

RKO on Thursday (June 3) withdrew its court appeal from the FCC decision that, in effect, directed NBC to swap back its Philadelphia stations, WRCV-AM-TV, for Westinghouse Broadcasting Co.'s KYW-AM-FM-TV Cleveland (BROADCASTING, Aug. 3, 1964).

RKO had hoped to acquire the Philadelphia stations through a trade for its Boston properties, WNAE-AM-TV and WRKO-FM. NBC entered into an agreement with RKO in 1960 as a means of meeting the terms of a court-entered consent decree to dispose of the Philadelphia properties.

But the commission, in directing the NBC-WBC swap, declared the proposed Boston-Philadelphia exchange was "moot."

The RKO notice of withdrawal from the case, filed with the U. S. Court of Appeals, in Washington, gave no reason for the action. And company offi-

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cial could not be reached for comment.

However, persons in a position to know said that RKO was being partially reimbursed for losses and "expenses" incurred as a result of its four-year involvement in the proposed trade with NBC.

RKO, in seeking reconsideration of the commission's decision last year, said it would suffer a \$2-million loss it could not recoup if the decision were not overturned. RKO attributed most of the loss to termination of WNAC-TV's affiliation with CBS on Dec. 31, 1960.

CBS-TV Terminates - RKO said the affiliation had been cancelled because of the trade agreement it had reached with NBC earlier that year. WNAC-TV subsequently affiliated with ABC. But, RKO said, the lower rate of remuneration provided by that network, plus other losses resulting from the change in affiliations, led to damages "in excess of \$1,750,000."

The RKO withdrawal, coming four days before a scheduled court hearing on the appeal, cleared the way for consumation of the NBC-WBC swap.

The commission in February approved the assignment applications subject to the outcome of RKO's court appeal.

Conclusion of the trade will bring full circle to a series of events begun in 1956, when the commission approved the swap of the Cleveland stations, then owned by NBC, for the Philadelphia properties, then licensed to WBC.

The Justice Department subsequently alleged that NBC had used its network power to grant or withhold affiliations to coerce WBC into making the trade. The department used this argument in obtaining the consent decree.

NBC's efforts to abide by the decree by trading with RKO became entangled in a complicated proceeding which also involved NBC's applications for renewal of the Philadelphia stations and Philco Broadcasting Co.'s competing application for a new station on channel 3.

The commission, following the same line taken by the Justice Department, however, decided that the public interest would best be served by unscrambling the original NBC-WBC trade. In its appeal, RKO had argued that the commission had introduced a new issue not part of the hearing proceeding and had imposed a buyer on NBC in contravention of the Communications Act's prohibition against such action.

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Four stations sold for \$6.8 million

Only one TV in the group, FCC approves sales of New Orleans and Reno stations

Four broadcast properties were sold last week for an aggregate price of \$6.8 million and only one of the properties included a TV station. All the sales are subject to FCC approval.

Sold were WDOK-AM-FM Cleveland to Norman Wain, Robert Weiss and Joseph Zingale and others for \$2 million; WWSA-AM-FM-TV Harrisonburg, Va., to James Gilmore, for \$1.8 million; KTSB San Antonio, Tex., to Bernard Waterman, and WNAJ Yankton, S. D., to Red Owl Stores Inc., for \$1.5 million each.

In addition the FCC last week approved two major station transfers: WVUE-TV New Orleans to Screen Gems Inc. for \$7,950,000, and KENO Las Vegas to Lotus Theatre Corp. for \$330,000.

WDOK-AM-FM was sold by Northeastern Pennsylvania Broadcasting Co. to the owners of WFAS-AM-FM White Plains, N. Y. Besides Messrs. Wain, Weiss and Zingale, the buying group includes Mr. and Mrs. Harry Stone of Cleveland, Frank Celeste, former Lakewood, Ohio, mayor, and Nick Mileti, a Cleveland attorney. Mr. Stone is president of American Greetings Corp., Cleveland. No changes are planned in programing or personnel, it was announced.

Northeastern Pennsylvania is the company that was formed to hold the Cleveland stations after Transcontinent Television Corp. was dissolved following the sale of all its other broadcast properties last year.

Messrs. Wain, Weiss and Zingale at one time worked for WHK Cleveland and Mr. Wain at one time was program director of WDOK.

WDOK operates fulltime on 1260 kc with 5 kw; WDOK-FM is on 102.1 mc with 31 kw.

Overlap Problem - The WWSA stations were sold because the principal owner, the Washington (D. C.) *Evening Star*, which owns WMAL-AM-FM-TV Washington, plans to increase the height of WMAL-TV's tower. If it did so, it would involve itself in an overlap with the Harrisonburg stations which are about 100 miles west of Washington.

The WWSA stations are owned 63%

by the *Star* and 37% by Hamilton Shea. Mr. Shea, who is the chief executive of the stations, will remain, it was announced.

Mr. Gilmore owns KODE-AM-TV Joplin, Mo.; KGUN-TV Tucson, Ariz., and WEHT-TV Evansville, Ind.

WWSA operates fulltime on 550 kc with 5 kw day and 1 kw night; WWSA-FM is on 100.7 mc with 7.2 kw, and WWSA-TV, on channel 3, is affiliated with all three TV networks.

The WWSA stations were originally bought by Transcontinent Television Corp. and Mr. Shea jointly for \$560,000 in 1956; in 1959 the *Star* bought TTC's 50% and 1% from Mr. Shea for \$700,000. Subsequently the

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Mr. Waterman, who is buying KTSA from Gordon McLendon, owns WAAB-AM-FM Worcester, Mass. Mr. McLendon retains KLIF-AM-FM Dallas, KILT and KOST(FM) Houston, KABL Oakland-San Francisco, WYSL-AM-FM Buffalo, N. Y., and WNUS-AM-FM Chicago.

KTSA is fulltime on 550 kc with 5 kw.

Broker was Blackburn & Co.

Purchaser of WNAX is a food store chain in the upper Middle West, which already owns KRSI in St. Louis Park, Minn. (a suburb of Minneapolis) and is an applicant for 970 kc in Superior, Wis. WNAX was bought from Peoples Broadcasting Co., which owns WRFD-AM-FM Columbus and WGAR-AM-FM Cleveland, both Ohio as well as KVTV (TV) Sioux City, Iowa. Peoples Broadcasting bought WNAX and KVTV from Cowles Broadcasting in 1957 for \$3 million for both stations.

WNAX operates fulltime on 570 kc with 5 kw.

FCC Approvals ■ The commission last week approved the multimillion dollar purchase of WVUE(TV) by Screen Gems from Joseph A. Paretti and group which owned 60% and Rust Craft Broadcasting Corp., which owned 40%. Payment was \$4.8 million to Mr. Paretti's group, and \$3.15

million to Rust Craft, which is a group owner. Screen Gems is 89% owned by Columbia Pictures Inc., and is the owner of KCPX-AM-FM-TV Salt Lake City, WAPA-TV San Juan, P. R. (which owns one third of WOLE-TV Aguadilla, P. R.).

WVUE is on channel 12 and is affiliated with ABC-TV.

Also approved by the FCC was the transfer of KENO from VRA Enterprises Inc. to Lotus Theater Corp. (theater chain) which also is the licensee of KWKW Pasadena, Calif. KENO is fulltime on 1460 kc with 1 kw.

NBC Radio adds three new affiliates

Three stations—KTWO Casper, Wyo., WCBG Chambersburg, Pa., and WRKT Cocoa, Fla.—have become NBC Radio affiliates, according to the network.

KTWO, owned and operated by Hariscope Inc., is on 1470 kc; WCBG, licensed by Reese Broadcasting Corp., is on 1590 kc, and WRKT, owned and operated by C. Sweet Smith Jr., is on 1300 kc. Each station operates with 5 kw day and 1 kw night.

According to NBC Radio, KTWO is its first affiliate in Wyoming.

Cooke's purchase of microwaves approved

The FCC last week approved the transfer of nine microwave radio stations in the Business Radio Service to Jack Kent Cooke, head of American Cable Co., which owns 19 community antenna TV systems in 10 states (BROADCASTING, May 3).

Seven of the facilities were purchased from Wentronics Inc., one from Eastern Shore CATV Inc., and the other from Gallup Cable TV Co. No purchase price was disclosed.

The nine microwave stations will be used to serve Mr. Cooke's CATV systems in Casper, Wyo.; Gallup, N. M., and Berlin and Ocean City, both Maryland. The commission's approval of the transfers was made subject to its interim and adopted nonduplication conditions.

Noncommercial seek \$2.5 million

KCET(TV) Los Angeles, noncommercial station on channel 28, has started a campaign to raise \$2,560,000 from industry, individuals and the Los Angeles community in general. Dr. Lee DuBridge, board chairman, announced the campaign during a special broadcast on the educational station.

The sum is part of a budget of \$6 million which is needed to underwrite KCET's operation and equipment costs for a four-year period, starting with the beginning of regular programming last September. Already on hand is \$1.6 million, Dr. DuBridge said. This includes \$950,000 donated by commercial broadcasting interests: \$250,000 each from CBS, NBC and Metromedia; \$100,000 each from RKO General and KCOP-TV Los Angeles.

Another \$1,840,000 is anticipated from other sources, Dr. DuBridge said.

New TV stations

As of June 3 there were 112 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 63 were commercial UHF's, 7 were educational VHF's and 23 were educational UHF's.

MBA supports 5-year license

The Montana Broadcasters Association has announced its support of a bill that would extend broadcast licenses to five years. The bill (HR 7836), intro-

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duced by Representative James F. Batin (R-Mont.), would permit five-year licenses instead of the current three-year limit. William A. Merrick, KBMN Bozeman, president of the MBA called the bill "a very favorable piece of legislation."

ARB sets up two advisory panels

In a move to better acquaint the broadcasting industry with its product, and to better that product, the American Research Bureau has established a broadcasters' advisory panel and an advisory panel on methodology.

The first panel consists of broadcasters who meet with ARB and discuss its media diary ratings and ways in which the diary can be improved. The second panel includes three outstanding men in the fields of mathematical statistics and sampling and is to help ARB iron out problems, improve the diary and improve the sample so that a truer, more indicative picture is given.

The broadcasters' panel includes members from advertising agencies and station representatives. It was organized during the National Association of Broadcasters' convention in Washington, and met for its first all-day session April 27 in New York.

The methodology group is composed of Dr. Maurice Kendall, eminent in the fields of mathematical statistics, econometrics and operational research; Dr. Raymond Jessen, professor of business statistics at the University of California at Los Angeles and a consulting statistician for sampling techniques to a number of organizations, and Dr. Jack Moshman, statistician who has worked with the Atomic Energy Commission, Oak Ridge (Tenn.) National Laboratory, Bell Telephone Laboratories and C-E-I-R Inc., of which ARB is a subsidiary.

The broadcasters panel will be one of revolving membership and one that serves all markets.

Satellites, pay TV suggested aids to ETV

The use of satellites and/or subscription television to make educational television a healthy living entity was proposed last week by Richard D. Heffner, professor of communications and public policy at Rutgers University, New Brunswick, N. J., in a speech before the Institute for Education by Radio-Television at Ohio State University, Columbus. (see page 30).

Mr. Heffner, former vice president

and general manager of WNDT(TV) Newark, N. J.-New York, noncommercial station, said ETV is "the most promising, most exciting element on the current television scene . . . It could revolutionize American broadcasting and the whole field of communications—if it can prove itself solvent."

The solvency, he said, could come through contributions or subscriptions from a community or foundations, but "I no longer believe that what could be, necessarily, or even probably will be."

To help ETV meet "the massive financial challenges" it faces, he said, subscription television should not be quickly dismissed from a list of possible remedies. Subscription TV "will put its emphasis plainly and clearly upon viewer choice."

Another remedy for ETV's financial problems, he suggested, would be satellite-to-home communications, which would "enable National Educational Television to provide all Americans, simultaneously and without the expenditure of huge sums on wasteful, non-productive long lines, an alternative program system of high quality and quantity." However, he noted, such thinking "for the resolution of giant problems requires giant resources" and he urged that the "Ford Foundation

and others take up this incredible challenge and opportunity."

Mr. Heffner said ETV offers an alternative system of broadcasting "designed to meet the interests of concurrent, though much smaller, audiences" than the American audience. He said just as there are specialty magazines that serve "audiences not satisfied with what America's mass culture provides" television must fill the needs of its concurrent audience and ETV "could meet the challenge."

Novik wants Congress to investigate radio

Congress was called upon last week to look at the Communications Act, evaluate where radio is today and decide where it should go and how. The call came from Morris S. Novik, New York broadcast consultant in a speech to the 35th annual Institute for Education by Radio-Television at Ohio State University, Columbus (see page 30).

Mr. Novik charged radio "has given up its dynamic role . . . as a medium of information . . . and abdicated its leadership to television. It has become a symbol of intellectual silence." Radio's future can be bright, he said, but there

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Wadsworth tells FCBA he's still learning

The FCC's newest commissioner, James J. Wadsworth, revealed himself a man of wit and warmth last week, in his first public appearance as a member of the commission. But of wisdom concerning the agency and the industry it regulates, he told a luncheon meeting of the Federal Communications Bar Association, he has not yet acquired much.

The commissioner, who joined the agency May 5, spoke of the critical importance to world peace of "communication—without the s" and of the roles the commission and the

broadcasting industry have in that connection.

But he said his principal difficulty in his new job is learning the language—of "blanket areas" and "protected contours" and "taboos"—on which communication among commissioners and staff, and industry, depend. "Eventually I'm going to learn those terms and toss 'em off as though I've been using them all my life," he said.

The commissioner, who spent eight years at the United Nations under President Eisenhower, noted that the

language of diplomacy is as foreign to the uninitiated as the jargon of the communications industry. He related a conversation with his engineering assistant, Daniel Jacobson, in which he used the word "anodyne," which is frequently used in diplomatic circles to describe a paper or policy designed to soothe feelings, but not accomplish much else. "Is that," he said Mr. Jacobson replied, "anything like a heterodyne?", which pertains to the beats of two radio frequency signals.

The anecdote helped underscore one of the points of the commissioner's talk—that without understanding there is no real communication.

"What you people and our agency do," he told his audience, "is going to have a profound effect on the kind of world we have. . . . It's not enough to say what our policy ought to be. This is often garbled at the source and scrambled in transmission by those not our friends."

Consequently, he said, policy must be so carefully thought out and stated with such clarity that it cannot be misunderstood.

Commissioner Wadsworth has written books and articles on disarmament and international affairs, and has twice been cited for his efforts to foster world cooperation. Last week he said his concern is to do what he can "to see that peoples understand one another. When they do, there isn't going to be war."



FCC Chairman E. William Henry (l) and Commissioner Wadsworth

will be no move forward "without some new rules of the road, new charts for the airwaves."

An evaluation of "where we are now" is mandatory, he pointed out, adding that it cannot be a self-serving evaluation. He said the FCC had not done the job and now the task should be undertaken by Congress.

Mr. Novik said Congress should:

- Evaluate how radio is doing its job in terms of the Communications Act.

- Decide what legislation will meet new needs.

- Define public interest, convenience and necessity "to take into account the need for time on the air for responsible groups; the need for time on the air for political talk or discussion, free or paid—not just during elections, but at all times, leaving no doubt that every broadcaster must allocate equal and adequate time for political discussions,

free and paid, in national, state and local elections."

- Require all stations to offer programming to serve the needs, conveniences and interests of the entire public, not just a segment.

- Spell out the power of the FCC to enforce the "laws of the airwaves."

KMRE renewal hearing set

The license renewal application of KMRE Anderson, Calif., was set for hearing by the FCC last week because of several alleged rule violations. Among the issues included in the hearing order are unauthorized transfer of control; misrepresentations to the commission; failure to file reports; operating violations, including unauthorized silence, and lack of proper supervision and control. KMRE operates daytime only with 1 kw on 1580 kc.

Two CATV bills passed in Connecticut

Two bills underscoring community antenna television's classification as a public utility had been passed by the Connecticut General Assembly and were awaiting the governor's signature last week.

One defines CATV as a public service, like power, telephone and telegraph service. The other imposes a 6% gross earnings tax on CATV companies doing business in Connecticut, along with the telephone company that serves the state.

The governor has 15 days in which to sign or veto the measure. Observers did not expect him to use the veto, however. If he fails to sign they become law at the end of the 15-day period. The bills, already cleared by the House,

were passed by the Senate May 27-28.

Early in the legislative session observers had given the measures only a 50-50 chance of being passed, because a number of state legislators, other political figures and lobbyists are associated with some of the 22 current applicants for Connecticut CATV franchises. What were considered high rates of return on investment proposed by two of the CATV applicants were believed to have helped win bipartisan support for the bills.

The cross-examination phase of the CATV hearings, before the public utilities commission, resumes today (June 7) with representatives of New Haven TV Cable Co. on the stand. Only one of the 22 applicants, Waterbury Community Antenna Inc., has completed the cross-examination phase. At this rate the once-a-week hearings probably will not wind up until early 1966, and the PUC then is expected to take another six months to decide who will get the grants.

Media reports . . .

Survey on FM ■ The Santa Monica Bay Area, group of 14 western suburban communities of the Los Angeles metropolitan area, has an FM penetration of 62%, according to a telephone survey made by Facts Consolidated for KSRF-(FM) Santa Monica. Nine adjoining communities, KSRF's secondary area, have a 55.5% FM penetration, according to the report. Survey involved more than 2,000 completed telephone interviews. A question about auto radios, asked of nearly 900 respondents, revealed that 14% had FM sets in their cars, the figure rising to 18% for those with FM sets in their homes.

Moved ■ Final stages of the move of KGW-AM-TV Portland, Ore., to KGW Broadcast Center, were completed recently with the shift of television operations to the new building at 1501 S.W. Jefferson. KGW's radio broadcasts have been emanating from the Broadcast Center since April 19.

Scholarships ■ KABC-TV Los Angeles reported that 700 high school students attended its second annual Television Vocational Guidance Clinic. The clinic was co-sponsored by the Los Angeles city and county school systems. KABC-TV announced that it will award two scholarships of \$500 each to students interested in entering the television industry.

The Minow papers ■ The Original text of Newton Minow's "vast wasteland" speech, which rocked the TV broadcasting industry in 1961, was preserved for posterity last week when the former FCC chairman presented that document and other papers to the Mass Communications History Center of the State Historical Society of Wisconsin at Madison.

16 hats in ring for KWK

Soon to be silenced St. Louis station probably

will have interim operation during comparative hearing

Sixteen applicants responded last week to the FCC's April 5 invitation to apply for the soon-to-be-vacated frequency of kwk St. Louis. Kwk was told to leave the air on June 30 after the commission found the station had broadcast two fraudulent treasure hunt contests in 1960.

Those having interest in firms applying for the 1380 kc frequency include present owners of kwk, Arthur M. Wirtz and James E. Coston; former Representative Peter F. Mack Jr. (D-Ill.); Illinois Court of Claims Judge Alfred L. Pezman; Illinois State Senator John J. Johnson; Harry W. Chesley Jr., president and director and Harry K. Renfro, vice president, both of D'Arcy Advertising, St. Louis, and William C. O'Donnell, manager of CBS Spot Sales, St. Louis.

The commission set a filing deadline of May 31 for kwk, on 1380 kc, applicants in order to provide enough time to possibly pick an interim operator. The revocation order, issued May 27, 1963, was unsuccessfully appealed by the station's management all the way to the Supreme Court.

Thus, the situation resembles that involving KRLA Los Angeles, whose former owner, Donald R. Cooke, was denied a renewal of license in 1962 because the station was found to have broadcast fraudulent contests. The station's 1110 kc frequency has been operated by a nonprofit group on an interim basis since August, pending the outcome of a comparative hearing in which 15 applicants are seeking the frequency. Originally, 20 applications were filed with the commission.

A 17th application in the kwk proceeding was filed by Beloit, Broadcast-

ers Inc., owner of WBEL South Beloit, Ill. Beloit asked the FCC to reject nighttime portions of 1380 kc interim applications because of interference to WBEL, which operates on 1390 kc. As a possible alternative WBEL suggested that interim operations on kwk be limited to 500 w with a non-directional pattern. Beloit Broadcasters also asked the commission to modify WBEL's nighttime pattern and added that by deleting kwk the FCC has in effect rectified a poor allocation.

Pike-Mo Broadcasting Co., owned by Donald E. Condee and Judge Alfred L. Pezman, asked for a new station on 1390 kc with 500 w daytime in Louisiana, Mo., since adjacent channel 1380 kc will be vacated. Pike-Mo Broadcasting also requested interim authority.

Present kwk owners Arthur L. Wirtz and James E. Coston are seeking interim authority through Thirteen-Eighty Radio Corp. and a permanent grant through an application filed by kwk Broadcasting Corp. Mr. Wirtz had acquired his interest in the kwk parent corporation, Milwaukee Broadcasting Co., on April 30, 1963 after the events that led to revocation had occurred. Messrs. Wirtz and Coston, through Milwaukee Broadcasting, also own WEMP-AM-FM Milwaukee. Mr. Wirtz is also president of the Chicago Stadium Corp., Chicago Blackhawks hockey team and the St. Louis Stadium Corp., and through family owned Wirtz, Haynie and Ehrat Inc., has real estate and other business interests. Mr. Coston has theater interests.

Majority interest of kwk Broadcasting is held by Messrs. Wirtz, Coston and Emory D. Jones, vice president and director of kwk since May 23, 1963. Kwk Broadcasting has entered into an

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agreement with Missouri Engineering Corp., owner of the physical assets of KWK. The agreement states that KWK Broadcasting will purchase the assets for \$1 million and Mr. Wirtz's Consolidated Enterprises will provide the loan.

Clermont Broadcasting Co., owned 20% by Harry Eidelman and associates, has applied for both interim and permanent authority. Mr. Eidelman owns 52% of KCFM(FM) St. Louis, and proposes to use the KCFM antenna for the 1380 kc operation. Another stockholder in Clermont, Gordon B. Hayward, is a producer and announcer for KSD-AM-TV St. Louis.

Former Representative Mack has an interest in Archway Broadcasting Corp., which is seeking only permanent authority. Fellow stockholder, Alvin W. Pistorius has an interest in WTAX-AM-FM Springfield, Ill. Another owner in Archway, Theodore F. Wesikotten is producer and director at KTVI(TV) St. Louis using the name Ted Westcott.

State Senator John J. Johnson owns 10.6% of St. Louis Broadcasting Co., which is seeking only permanent authority. Stockholder Stella Chaney owns an advertising, public relations and publicity agency in Clayton, Mo. Charles E. Guggenheim owns 75% of a TV and radio production firm and was radio adviser for Adlai E. Stevenson in 1956 and later served former Arkansas Governor Sidney McMath.

Messrs. Chesley and Renfro are principals in Missouri Broadcasting Inc. as well as in Calcasieu Television Inc. and Calcasieu Radio Inc. which own KPLC-AM-TV Lake Charles, La. Missouri Broadcasting, which is also seeking permanent authority, stated that it would be willing to enter into joint operation for interim authority whereby profits would be donated to the St. Louis Television Commission, licensee of noncommercial KETC(TV) St. Louis. Other stockholders in Missouri Broadcasting have interests in the Calcasieu

TV and radio corporations.

Prudential Broadcasting Co. is seeking only permanent authority. David R. Calhoun, 9.4% owner, is director of Anheuser-Busch Brewing, St. Louis baseball Cardinals and investment and insurance firms. Mr. William O'Donnell, president and director, owns 15.6% of Prudential Broadcasting. James C. Laflin owns 9.4% of Prudential and is president of Thirteen Eighty Inc., applicant for interim operation which is comprised of Archway Broadcasting, Bi-States Radio Inc., Gateway Broadcasting Co., Home State Broadcasting, Prudential, St. Louis Broadcasting, Six-Eighty-Eight Broadcasting Co., each with equal interest.

Six-Eighty-Eight Broadcasting is owned by the St. Louis Warehouse and Distribution Local 688, stock of which is voted by Harold J. Gibbons. Mr. Gibbons is associated with several union organizations. Ralph Blumberg, owner of wbox Bogalusa, La., and

EQUIPMENT & ENGINEERING

No protection for UHF's?

Hearing examiner rules in favor on Kentucky VHF for expanded coverage

In a case containing policy-making implications, an FCC hearing examiner last week recommended rejection of a UHF station's request for protection from a VHF station proposing to expand its signal over the UHF's service area.

At issue is the petition of WHAS-TV (ch. 11) Louisville, Ky., to move its antenna and transmitter from downtown Louisville to a point about 3½ miles north, toward Lexington, about 70 miles distant.

WLEX-TV (ch. 18) Lexington had asked that the move not be granted without a condition that WHAS-TV, whose signal already overlaps part of the WLEX-TV service area, use a directional antenna to suppress its signal in the direction of Lexington.

WLEX-TV said if it didn't get the protection it sought it would lose revenues which in turn would prevent it from operating in the public interest. Examiner Donahue said, however, the record is void of any evidence indicating that WLEX-TV, a reportedly prosperous enterprise, would suffer from the move.

Engineering studies indicate that

under its proposal to operate nondirectionally, WHAS-TV's grade B contour would overlap the grade B contour of WLEX-TV in a 1,530-square-mile area, having a population of 83,492 (19% of the total in the UHF's grade B contour).

If WHAS-TV were to operate with a directional antenna, according to the studies, the overlap would cover 863 square miles with a population of 51,438 (12% of the population within WLEX-TV's grade B). The programs of WHAS-TV and five other stations already reach the areas served by WLEX-TV.

The commission approved the move, but applied the condition requiring a suppression of WHAS-TV's service area pending the outcome of a hearing on WLEX-TV's petition.

UHF's Preferred? • Examiner Donahue said the material supplied by WLEX-TV "is aimed at obtaining a declaration" that because UHF stations are inherently "infirm" and that, therefore, "their service areas must remain inviolate from service area incursions by VHF stations."

He said that the station is, in effect, seeking "a policy declaration." Such declarations he added, are outside the scope of hearing examiners. Policy could be set by the commission if it takes the case on appeal.

Examiner Donahue made his decision on the basis whether, in his view, the public interest would be harmed by a grant of the move without conditions. In that connection he noted that WLEX-TV, which suffered heavy reverses in its first five years of operation, beginning in 1956, is now a profitable enterprise, affiliated with both CBS and NBC.

He said that on a total investment of

\$1 million, it has earned net profits of over \$100,000 in each of its last three fiscal years and that the current book value of the station appears to be \$1.6 million.

The initial decision marks the latest development in a saga that WHAS-TV began 12 years ago, when it first began searching for a new transmitter site. Since then, the station has examined 40 sites and taken options on several of them. It has also been through one earlier FCC hearing and a number of proceedings before the Federal Aviation Agency.

Stations plan more programs in color

WMAL-TV Washington is investing approximately \$850,000 in equipment and studio conversion to begin broadcasting all of its local programming in color by Oct. 1. The equipment ordered consists of four Norelco Plumbicon color cameras; a General Electric 4-V color film chain; three color conversion kits for video tape machines; a Filmline FE 30 color film processor, and two Vectorscopes for color testing. Frederick S. Houwink, vice president and general manager of WMAL-TV, said there would be no premium for color advertising. The station plans to average four to five hours of local color programming daily.

Two other stations, WROC-TV Rochester, N. Y., and WKBN-TV Youngstown, Ohio, also reported a move toward locally originated color for the fall season. Jack N. Berkman, presi-

general manager of WABB Mobile is on the board of directors.

Home State Broadcasting Corp. is owned by Sidney Liebowitz, Alan Latman, Marvin S. and Lewis R. Cowan. They also own Broadcast Credit Corp., New York, a firm which engages in financing broadcasting entities. Owners also have an interest in WEET Richmond, Va.

Haley Bell, Robert Bass and Wendell Cox each have 18% interest in Victory Broadcasting Inc. which has applied for both interim and permanent grants. Victory said that it will agree to join others in an interim operation. Mr. Bell jointly with Mrs. Bell has a majority interest in WCHB Inkster, Mich., and WCHD(FM) Detroit. Dr. Cox has 33 1/3% interest in the stations.

Gilbert L. and Edward B. Newsome have a majority interest in Bi-States Radio which has applied for permanent authority. Messrs. Newsome are employed at KSD-TV St. Louis.

Gateway Broadcasting Co., also a newly formed company proposing essentially the same facilities as KWK presently employes, is headed by Chester Louis Thomas, president, and Edwin S. Baldwin, board chairman. Each owns 10% interest in Gateway which is comprised of 11 stockholders who are all directors.

Other officers and/or stockholders include Charles J. Cella, treasurer and largest single owner with 15% of the stock; Donald Danforth Jr., 10%, and others.

Mr. Thomas, former vice president and general manager of KXOK St. Louis, is vice president-secretary of Stolz Advertising, that city. He will be general manager of the company's proposed new station.

Mr. Stolz is president and 83.4% owner of the St. Louis advertising agency. Mr. Danforth is vice president of Ralston Purina Co., St. Louis. Mr. Baldwin is an attorney, and Mr. Cella

is sole owner of Middletown Realty & Theatrical Co., St. Louis shopping center.

Teresa M. Fischer, president of Great River Broadcasting Inc., is the largest single stockholder (20%) of the newly formed applicant for KWK's facilities. Her husband, Aaron, who is treasurer and controller, is the second largest holder with 13% interest.

Other officers and stockholders are W. MacLean Johnson, vice president, 10%; Donald Levitan, vice president, 4%; Paul B. Rava, secretary, 10%; Lemoine Skinner Jr., vice president, 1%; Gerald V. Williamson, vice president, 3%; Carl E. Lischer, 10%; Richard S. Gordon, 10%, and others.

Of Great River's 15 stockholders, Mr. Levitan is the only one with a broadcast background. From 1958 to 1963 he was station manager of KADY St. Charles, Mo. He is radio-TV director of Batz Hodgson Neuwoehner Advertising & Marketing Inc., St. Louis.

dent of Rust Craft Broadcasting, and Ervin F. Lyke, managing director of Rust Craft station WRCC-TV, announced that a new \$75,000 General Electric color film system had been ordered. WKBN-TV says that it is planning to carry some full-length motion pictures in color this fall.

NAB seeks more time for land mobile comments

The National Association of Broadcasters urged the FCC last week to extend to Sept. 7 the deadline for filing comments on the agency's inquiry into the feasibility of frequency sharing by television and the land mobile services.

The NAB's request for postponement was submitted last Thursday (June 3), the deadline for filing comments. In seeking the delay, the association noted that additional time was needed by its engineering advisory committee to study and prepare comments on the voluminous filings submitted earlier by the Electronic Industries Association and the Joint Technical Advisory Committee.

Commenting on the inquiry last week, however, was the Central Committee on Communications Facilities of the American Petroleum Institute.

It strongly urged the commission to adopt liberal guidelines for granting developmental licenses for the operation, under controlled conditions, of sufficient base, mobile and operational-fixed stations to determine the feasibility and practicability of inter-service sharing of the VHF television bands.

Sarnoff sees tolerance resulting from science

Brigadier General David Sarnoff, board chairman of RCA, predicted last week that by the year 2,000 a "golden age of tolerance" is conceivable, because of the closer relationship of men that will result from the contributions of science.

General Sarnoff made these remarks during the 34th annual commencement ceremony of Mundelein College in Chicago. General Sarnoff received an honorary doctor of science degree in recognition of his services as "one of the leading industrial statesmen of the times." His wife, Lizette H. Sarnoff, was given an honorary doctor of humane letters degree for her efforts "as a tireless leader in the field of welfare and educational causes."

Robert Sarnoff, chairman of the board and chief executive officer of NBC, also received an honorary doctoral degree, of public service, from Bethany (W. Va.) College at graduation exercises June 6.

IATSE-RKO sign pact

The International Alliance of Theatrical Stage Employes announced last Thursday (June 3) it has signed a new three-year contract with the broadcasting and sound studio divisions of RKO General Inc., calling for substantial wage increases and added fringe benefits.

The agreement, retroactive to March

15, affects more than 100 engineers and technicians employed at WOR-AM-TV New York and the company's sound recording unit in that city. Increases over the three years for experienced engineers will amount to more than \$15 a week, bringing their weekly salary at that time to \$225, IATSE said.

Cox seeks microwaves for 3 Ohio CATV's

The Cox Broadcasting Co. is seeking microwave facilities to relay the programs of WGN-TV Chicago to three community antenna television systems in Ohio. Cox owns 50% of two of the systems.

In applications on file with the FCC, Video Service Co., a Cox subsidiary, seeks eight construction permits to build microwave stations that would expand an Indiana microwave system Video acquired in February (BROADCASTING, Feb. 22).

The CATV's to be served are in Findlay, Bascom and Toledo. Cox owns 50% of the Findlay and Toledo systems.

NAB meet set for Purdue

A proposal of Purdue University, Lafayette, Ind., that it be the site for the Engineering-Management Seminar of the National Association of Broadcasters was accepted last week at a meeting of the NAB engineering advisory committee. Dates selected for the Purdue session are Nov. 29-Dec. 3.

Large promotion kit distributed by MCA

It's taking a strong mailman to deliver MCA-TV's new promotion "kit"—a 51-pound cardboard crate that contains three file boxes stuffed with promotion materials. The staggering display of material is meant to support stations in the promotion of MCA's package of 102 Universal features both to viewers and to advertisers.

MCA's kits, 250 were prepared and about 80 of them are being shipped now, were slated to be received last week by stations carrying the film package here and in Canada (as well as two in Australia). The estimated values placed on the 250 crates: \$127,500, computed



Mr. Saltman

on the basis of \$500 per promotion package. MCA-TV reported that the features are now in 65 markets in the U. S.

According to Sheldon Saltman, director of promotion, the kits are designed to help these stations in on-air promotion, and in attracting advertiser interest in sponsorship. Also emphasized is the color potential, about 60 of the motion pictures are in color. Among other materials sent were color slide transparencies, stills and a color film reel of 23 trailers.

Drumbeats . . .

Award winner ■ The Xerox Corp., Rochester, N. Y., has received the American Jewish Committee's Institute of Human Relations Mass Media award

for its presentation last year on ABC-TV of two 90-minute special programs dramatizing United Nations activities, *A Carol for Another Christmas* and *Who Has Seen the Wind*.

Money in the bank ■ Promotion that helps station clients while building station audiences has been introduced by WLIB New York in a "Win a Bank Account Contest." Write-in contest, with one winner chosen by lot each month, offers \$11.90 (corresponding to WLIB's dial position) each month for a full year—not in cash, but to be deposited at any bank advertising on WLIB. General Manager Harry Novik said other contests are being planned for similar promotion of new listener traffic with other major client categories.

Tax relief ■ WFAS-AM-FM White Plains, N. Y., morning personality Dan Valle made one of his listeners very happy when he announced the winner of a recent station promotion. The station had offered to pay the income tax of one person who sent a card to the station. Mr. Valle picked the card during a broadcast from a department store window.

Kansas City jazz ■ WDAF Kansas City, Mo., has entered the recording business with the release of a jazz album commemorating Kansas City Jazz Week 1965. The album, titled "WDAF Radio Presents Kansas City Jazz '65," was recorded at a jazz concert and features Count Basie. The station has established a jazz scholarship fund and proceeds from the album will be given to Kansas City Jazz Inc., which with WDAF, will administer the fund.

Birthday network ■ Nine radio stations, each celebrating its 35th anniversary, formed a network to help each other promote the anniversaries and National Radio Month. The stations taped salutes to each other for May 30 airing. The stations in the network are: WCSC Charleston and WIS Columbia, both South Carolina; WSJS Winston-Salem, N. C.; WRAK Williamsport, Pa.; WPAD Paducah, Ky.; KTWO Casper, Wyo.; KFPW Fort Smith and KBTM Jonesboro, both Arkansas, and CKPR Fort William, Ont.

Radio month salute ■ As part of its salute to National Radio Month, WKOW Madison, Wis., presented a seven-part series on the history of radio. The series, produced by Assistant Professor Lawrence W. Lichty of the University of Wisconsin, Madison, included many excerpts from early radio programs, a review of news presentations and sports highlights. The program was broadcast twice a day for a week.

Bargain day ■ "Sale 12.95—Regularly

Channel 13" is the headline of a full-page ad run in *The New York Times* by Macy's department store. The advertisement asks for contributions to support the noncommercial channel 13, WNDT(TV) Newark, N. J.-New York. It explains what programs the station would like to have and why a non-commercial station does not have the money to produce them. Then the ad asks for contributions of \$12.95.

New agency ■ The Missouri Division of Mid States Broadcasting Corp., St. Joseph, Mo., has appointed Bernstein-Rein Advertising Agency of Kansas City, Mo., as agent for trade publication advertising. The agency will handle advertising for KFEQ-AM-TV St. Joseph and KLIK Jefferson, both Missouri.

Feeling better now? ■ Bill Davey, advertising and sales promotion manager of KSTP-AM-TV Minneapolis-St. Paul, has



designed get-well cards which the station sends to clients, agency personnel and friends who are ill. Shown above are those for radio and television media people, on blue and red cards, respectively.

Glad to be heavy ■ More than 1,000 WCBS New York listeners and advertising agency personnel attended the finale of personality Jack Sterling's "Win Your Weight in Money" contest at the Americana hotel in New York. The grand prize winner was Jan Lensselink of Jackson Heights, N. Y., a 243-pounder, who received \$4,131. The contest attracted more than 400,000 entries.

More coffee? ■ In an attempt to settle a friendly argument between three of its disk jockeys, WLOK Memphis planned a marathon. Each of the men, Hal Atkins, Randy Warren and Dick Cole, were scheduled to broadcast continually for as long as they could on the fulltime station. WLOK was to give records to people who visited the mobile unit where the disk jockeys were located, and a sponsor donated prizes for the person who had the closest estimate on how long each man lasted.

Phoenix station pool for Gompers fund

Thirteen Phoenix radio stations united for a 24-hour radiothon to raise money for the Samuel Gompers Rehabilitation Center in Phoenix.

Each station donated an hour of time and an announcer for its segment. Telephone lines were hooked to the stations through the Mountain States Telephone Co. from the fund-raising headquarters, the Gompers center. Each station broadcast for a specific hour, and some carried other stations' broadcasts.

The radiothon, which raised a large portion of the \$10,000 collected during a month-long drive for the center, was coordinated by John Redfield, general manager of KIFN, and Jim Spero, station manager of KXIV.

Block party held in New York

WNBT(TV) Newark, N. J.-New York, noncommercial station, netted a \$2,500 profit from a block party held in the Riverdale area of the Bronx May 23 under the auspices of the Riverdale Volunteers Committee for Channel 13.

WNBT reported last week that at least 1500 adults and 500 teen-agers (children under 12 were admitted free) attended the party. Biggest hit of the event, which included an art sale, dancing, folk music and an antique fair, were the miniature horses, according to the station.

Teen-age tea ads planned

Radio stations with heavy teen-age followings will co-sponsor the Tea Council's "Teen 'n' Tea" promotion to be held in 17 Midwest and Eastern cities from July through mid-August. A caravan of teen-age entertainers and a "Teen Queen" will tour the cities, putting on shows with local disk jockeys.

The Tea Council of the U. S. A., New York, said last week it hopes to induce teen-agers to drink more tea by "identifying tea with the type entertainment, glamour and excitement they [teen-agers] appreciate."

KCRA celebrates

Month-long activities were held by KCRA Sacramento, Calif., as it celebrated its 20th year on the air. Forty-eight timebuyers visited the station and were given a boat ride to their home, San Francisco, as part of an effort to introduce them to the Sacramento market.

Other birthday activities included a gift of \$1,320 (the station's frequency

is 1320), to an Optimist Club chapter to further its work with handicapped Boy Scouts, a theater party for listeners and a salute to all individuals in the area celebrating their own 20th birthdays or anniversaries.

WDSU-TV sponsors benefit

More than 2,500 people attended a \$50-a-ticket benefit for the New Orleans Philharmonic Symphony Orchestra and Cultural Attractions fund sponsored by WDSU-TV New Orleans. The show, with WDSU-TV production staff staging the entire performance, was a public service show and was not broadcast. Among the performers who donated their services were *Bonanza's* Lorne Greene, Victor Borge, opera star Norman Triegle and comedienne Sue Carson.

Vote campaigners get awards

Seven broadcasting organizations have been honored by the American Heritage Foundation for their outstanding contributions to AHF's national nonpartisan "Register and Vote" campaign in 1964.

The winners receiving the foundation's Outstanding Leadership awards were WHN New York, WMCA New York, WFIL-TV Philadelphia, CBS, NBC, Westinghouse Broadcasting Co. and National Educational Television.

Network formed for shopping center ads

Broadcasters are looking now to shopping center parking lots as a method of promotion and merchandising, and interest in the idea is growing. The medium, Shopping Center Network, was established by 3M's subsidiary National Advertising Co., Bedford Park, Ill. It consists of four-by-five foot panels advertising the local station which are placed on eight or ten feet high parking lot light poles.

Interest in the network has been generated by Lee-Jeffreys Inc., New York, whose president, Lee Wolfman, states that this type of advertising creates a trade awareness for the TV and radio station as no other outdoor medium can. He adds that advertisers, brokers, distributors and salesman see the panels on their periodic trips to the stores as they check product movement. This, he asserts, creates a continual association between the station, advertiser, market place, product flow and community.

Stations currently using the network are KXTV(TV) Sacramento, Calif.; KPX(TV) San Francisco; WBZ-TV Boston; WBIR-TV Knoxville, Tenn.; KMBC-TV Kansas City, Mo.; WDSU-TV New Orleans; KDKA-AM-TV Pittsburgh, and KSL-TV Salt Lake City.



Humphrey presents Mayors' awards

Shown above are Vice President and Mrs. Hubert H. Humphrey and the winners of the second annual Mayors' awards for local community service programing by broadcasting stations announced last week in St. Louis (BROADCASTING, May 31). The Vice President addressed the mayors at a session of the U. S. Conference of Mayors. The awards are

sponsored by the Mayors' Conference and the Broadcast Pioneers. Shown are (l to r): Thomas C. McCray, vice president and general manager of KNBC(TV) Los Angeles; Robert Hyland, vice president and general manager of KMOX St. Louis; Mrs. Humphrey; Vice President Humphrey, and Paul B. Marion, vice president of WBT Charlotte, N. C.

British plan their own version of TVB

British commercial TV companies are setting up an organization patterned on the U. S. Television Bureau of Advertising. The organization, which will probably be called the British Bureau of Television Advertising, will be controlled by a board nominated by the TV companies and headed by a full-time executive.

Guy Paine, advertisement controller of Rediffusion Television, who will be on the board of the bureau, said it would not sell TV time, but promote the concept of TV as an advertising medium. It would be supported by all the TV companies but would be purely a promotional effort. It would not replace the companies' individual sales activities. The idea is to sell TV to people who do not use it.

Mr. Paine denied a recent statement by John Hughes, media director of Hobson Bates and Partners Ltd., London, that a bureau was being set up to help the TV companies get business to replace the \$16.8 million a year which will be lost because of the cigarette commercial ban. The decision, said Mr. Paine, was made before the ban was announced.

He also denied that there would be discussions with the U. S. TVB. But, he added, Norman Cash, TVB president, will be visiting Britain some time in June to see "out of town" members. Three British TV companies are members of TVB.

BBG seeks guidelines for open-line shows

Problems in connection with open-line listener-discussion radio programs will be discussed at the June 15 meeting of the Board of Broadcast Governors in Ottawa. The BBG, in announcing the hearing, noted that it "believes that the 'open-line' program, in which members of the public have an opportunity to participate, offers interesting and exciting possibilities." The BBG said it does not feel it would be in the public interest to hamper radio stations with regulations that would "limit the opportunities for experimentation . . . or to discourage the fullest possible development of the technique."

The BBG also stated that some 80 stations now use this type of program, and the number of complaints about the programs have been very few. However, it feels that there should be some

Emphasis on TV

Canada's top ten advertisers in 1964, according to Elliott Research Ltd., Toronto, Ont., all used a large percentage of television advertising. General Motors of Canada led the list with \$7,925,000 in total radio, television and print advertising, of which \$1,534,000 was in TV. The totals of the others, in order (TV in parentheses), were Canadian Breweries Ltd., Toronto, \$5,841,000 (\$2,130,000); General Foods Ltd., Toronto, \$5,037,000 (\$3,510,000); Procter & Gamble of Canada Ltd., Toronto, \$4,021,000 (\$3,882,000); Ford Motor Co. of Canada Ltd., Oakville, Ont., \$3,120,000 (\$804,000); Imperial Tobacco Sales Co. Ltd., Montreal, \$3,046,000 (\$574,000); Lever Bros. Ltd., Toronto, \$2,841,000 (\$2,416,000); Imperial Oil Ltd., Toronto, \$2,174,000 (\$756,000); Kellogg Co. of Canada Ltd., London, Ont., \$2,143,000 (\$1,343,000); and Colgate-Palmolive Ltd., Toronto, \$2,140,000 (\$1,719,000).

definition as to the responsibility of the licensee as to control of the program; that some steps should be taken to insure that the anonymity of the callers does not lead the station into publishing false information; that the privacy of people called should be protected until they realize they are on the air, and that stations should keep a record of the programs to protect aggrieved persons.

The June 15 hearing will also have before it a large number of applications for new AM and FM radio stations and TV repeater stations.

New Swaziland radio service set for August

The British African protectorate of Swaziland, which adjoins the Republic of South Africa, will get its own national radio service shortly. Radio Swaziland is scheduled to go on the air in August.

The new 10-kw station will cost about \$133,000 and will be financed by the British government through the Colonial Development and Welfare Fund. The initial costs will include running the station for the first two years.

Radio Swaziland's first objective will be to educate and enlighten the indig-

enous Swazi people, according to official announcement in Mbabane, the protectorate's capital. Station policy will be to concentrate on school broadcasts and information for farmers.

Radio Mbabane, Swaziland's only radio service at present operating, has a range of only 20 miles and has been in operation for about two years. The station is only on the air between 5:30 and 6:30 p.m., daily relaying the British Broadcasting Corp.'s newscast.

Official Films sets up office in London

Official Films, New York, has established European headquarters in London in association with Production Advisers Limited to develop TV program properties and distribute series throughout Europe, Howard B. Koerner, vice president-operations of Official, has announced.

Production Advisers Limited, with offices at 6A Maddox Street, London, is headed by Frederick Holdaway, Dina Lom and Alan Tucker. The new office will be responsible for negotiations for production and coproduction of TV series and motion pictures, and will serve as distributor of Official Films's current TV properties in Europe.

Abroad in brief . . .

New office ■ The William Morris Agency has opened a London office at Handel House, 25 Brook Street, which will operate as The William Morris Agency (U. K.) Ltd. John C. Mather, head of William Morris Agency operations in Europe since 1961, has been named managing director.

Another office ■ Ronalds-Reynolds & Co., Toronto and Montreal agency, has taken over the Vancouver office of Canadian Advertising Agency Ltd., and will operate it under its own name, with Kenneth L. Johnson of Canadian Advertising Agency as manager.

New agency ■ John M. Eastman, formerly vice-president and director of McConnell, Eastman & Co. Ltd., Toronto and London, Ont., has formed an agency under his own name. Office will be in the new Procter & Gamble Building, Yonge and St. Clair, Toronto.

Madrid agency ■ A large stock interest in Publicidad Jennings (España), S. A., of Madrid, has been purchased by Cuyler Stevens, who will join the advertising agency as vice president in Madrid. The company, whose headquarters are in Lima, Peru, opened its Madrid office last year.

FATES & FORTUNES

BROADCAST ADVERTISING

Norman A. Church, senior account manager at Hal Stebbins Inc., Los Angeles, named VP.

Ted J. Smith, with Wade Advertising, Chicago, and **Paul Noel Fauteck**, with KXKW Lafayette, La., named account executives at John I. Carr Associates Inc., Toledo, Ohio.

George F. Gage, assistant art director at Young & Rubicam, New York, named art director and TV production assistant at C. J. LaRoche & Co., that city.

Bob Lobdell, with Chicago office of Blair Radio, moves to New York; **Howard Stasen**, with Blair Radio in St. Louis, replaces Mr. Lobdell in Chicago, and **Lee Mehlig**, director of operations in New York, becomes account executive in that city.

George Sikorski, president of Super City Associates, market research firm in Philadelphia, named research director of marketing services department of J. M. Korn & Son, Philadelphia advertising agency.

Eric Johnson, with WATL-TV Atlanta, for seven years, named account executive at WSB-TV, that city.

Gloria DePalma, media director at Lee Ramsdell, Philadelphia agency, and **Judy West**, media-marketing consultant in New York, named media supervisors at Sudler & Hennessey, New York.

Harvey J. Comita, VP and account supervisor at Tatham-Laird, New York, named to similar post at Geyer, Morey, Ballard, that city.

Stewart Bronfeld, writer-producer in on-air unit of NBC's advertising department, named manager of production for on-air advertising, at NBC, both New York. **Edward Seigenfeld**, manager of advertising for NBC-West Coast, named manager of advertising services, New York, and **Dee Petina**, administrator of advertising department, replaces Mr. Seigenfeld, with offices in Hollywood.

Don Mohr, television account executive in program department of Young & Rubicam, New York, named television program supervisor for Benton & Bowles, Hollywood.

Richard P. Koons, advertising assistant for Timken Roller Bearing Co., Canton, Ohio, named advertising and sales promotion manager of B. F. Goodrich Industrial Products Co., New York.

Martin Callendar, with television station syndication sales in Chicago, named salesman for TV division of Edward Petry & Co., that city.

William Philip Smith, VP for com-

munications at Arnold Bakers Inc., Greenwich, Conn., named VP for advertising and public relations.

Helen Kennerly, assistant to director of women's service department of Grey Advertising Inc., New York, named fashion director, newly created position at Foote, Cone & Belding, that city, responsible for art, copy and TV production in styling both print ads and TV commercials, in addition to providing fashion information services for agency and its clients.

Jerry R. Newman, editor at Videotape Productions Inc., New York, named assistant supervisor of tape department at commercial-producing subsidiary of 3M Co.

Noel A. Becker, with Compton Advertising, New York, named media buyer at Kenyon & Eckhardt, that city.

Jerrold Siegal, head of own advertising agency in Chicago, named director of advertising for Filmack Studios, that city, producer of TV commercials and industrial films.

Al Racco, account executive at KFRC San Francisco, named to similar capacity at KGO, that city.

A. Dale Lutz, director of sales at WMNI Columbus, Ohio, named VP.

Jerry Marcus, local sales manager for KTLA(TV) Los Angeles, named to new position of eastern sales manager. He will be in New York.

Jack Daly joins Wade Advertising, Los Angeles, as account supervisor on Western Division of Servisoft Dealers account. He handled national Servisoft account at Clinton E. Frank, Los Angeles, which he left when Frank moved supervision of account to Chicago.

Stuart I. Mackie, account executive at WXYZ-TV Detroit, named account executive, ABC-TV Spot Sales, Chicago.

Mary Alice Crisafulli and **Paul R.**

Hansen promoted to media supervisors at Clinton E. Frank Inc., Chicago. **Robert R. Barcik**, for seven years with Young & Rubicam, joins Frank as media supervisor.

Peter Bradley, earlier with WAIT Chicago, joins sales staff of WCIU(TV), there.

R. Marchand Alphan, formerly account executive with McCann-Erickson, Chicago, joins Quaker Oats Co., there, as product merchandising supervisor in product management department.

Theodore D. O'Hearn, VP and account supervisor, McCann-Erickson, named to newly created position of VP and director of account services for agency's Detroit office.

Frank L. Chipperfield, with Gardner Advertising, St. Louis, named media director for Stemmler, Bartram, Fisher & Payne Inc., advertising and public relations firm in that city.

Victor L. Laytham, sales representative in Binghamton, N. Y., named account executive at WBJA-TV, that city.

Chris Harris, in private business in Dayton, Ohio, for past nine years, and before that professional basketball player with St. Louis Hawks, named to sales staff of WING Dayton.

Mary Kay Jansen, formerly broadcast producer at Arthur Meyerhoff Associates and John W. Shaw Advertising, Chicago, joins Post-Keyes-Gardner, there as radio-TV producer.

Paul Theriault, with department of media relations and planning at Young & Rubicam, New York, named account executive at WABC-FM, that city.

Rene J. Oulmann and **Bert Cadwell** join Filmex Inc., New York, as producers. Mr. Oulmann formerly headed Arco Film Productions, New York, and Mr. Cadwell had been TV producer for Cahill, Kacin & Heimann, New York.



Greg Michel, formerly farm editor at WMT Cedar Rapids, Iowa, joins Cooper, Strock & Scannell, Milwaukee, as copywriter.

Paul C. Curtis and **William F. Swink** promoted to assistant account executives at D. P. Brothier & Co., Detroit, assigned to Guardian Maintenance and Harrison Radiator accounts, respectively.

Lee Laufer, account executive for Hal Stebbins Inc., Los Angeles, joins Carl Falkenhainer Advertising, same city, as executive VP and becomes principal in agency. He will also be executive producer of expanded broadcast department.

David Soulen and **Donald M. Zucker**, account supervisors, elected VP's at Ted Bates, New York.

Jackie Jackson, assistant media buyer for Eisaman, Johns & Laws, Los Angeles, named media buyer for Anderson, Morgan, De Santis & Ball, same city.

William A. Chalmers, formerly senior VP in charge of western operations for West, Weir & Bartel, has opened own agency, The Chalmers Co., at 9033 Wilshire Boulevard, Beverly Hills, Calif. Telephone: 273-6780.

Stan Taylor, account supervisor at Klau-Van Pietersom-Dunlap, Los Angeles, promoted to VP and manager. **Jules N. Draznin**, public relations director of Unimart Stores, joins agency as public relations counsel.

Andrew K. Leach, account executive at WCBS-TV New York, named to Storer TV Sales, that city, as salesman.

Ursula Grunfeld, production manager of West, Weir & Bartel, Los Angeles, named to similar capacity at Carson/Roberts Inc., that city.

William Gudelman, sales service administrative assistant at KNX Los Angeles, named research and sales presentation assistant at station.

MEDIA

Ben Hoberman, VP of ABC Radio and general manager of KABC Los Angeles, named board chairman of Southern California Broadcasters Association. **Frederick D. Custer**, VP and station manager of KPOL Los Angeles, re-elected vice chairman. **John Barrett**, station manager of KRLA Los Angeles, elected secretary, and **Edwin J. Stevens**, VP and general manager of KFAC-AM-FM, that city, named treasurer. **Robert M. Light** is fulltime president of SCBA.

Albert Dwyer, assistant general at-



Mr. Hoberman

torney in charge of government and business practices in TV area, named assistant to general counsel of CBS law department. **Robert V. Evans**, assistant general attorney with CBS law department since 1961, named general attorney of newly created contracts and rights section of department.

Leon H. Lowenthal, manager of Taft Broadcasting Co.'s Cleveland sales office, named general manager of WGR-AM-FM Buffalo, N. Y.

Stephen C. French, VP and general manager of WNOE New Orleans, named general manager of KOIL Omaha, succeeding **A. E. Donegan**, who returns to Indianapolis.

Paul W. Freas, with Price Waterhouse & Co., named director of accounting for WMAL-AM-FM-TV Washington.

James H. Kell, with KSFA-TV Fort Smith, Ark., named station manager of KWHN, that city.

PROGRAMING

Richard T. Drury, with KOWH Omaha, as general manager, named production director of WHK-AM-FM Cleveland.

William Griffiths, president and general manager of WELM Elmira, N. Y., named play-by-play announcer for Syracuse University football network.

Paul Jay, announcer at KSTP Minneapolis-St. Paul, named program director.

Al Pruitt, staff announcer and producer at WPTF-AM-FM Raleigh, N. C., named program manager of WPTF-FM.

J. Nathan Tucker, program production manager of WGHP-TV High Point, N. C., named assistant program operations manager at WBT(TV) Charlotte, N. C.

William Kronick signed to produce and direct Wolper Productions' *Washington, U. S. A.*, special.

James Moos, with Norman, Craig & Kummel, New York, named advertising director of United Artists, that city.

Dick Lawrence, with WFLA Tampa, Fla., named program director at WPTR Albany, N. Y.

Blake Edwards, creator-writer-producer whose broadcast credits include *Peter Gunn* and *Mr. Lucky* on TV and *Richard Diamond* and *Johnny Dollar* on radio, signed by CBS-TV to prepare series for 1966-67 season. Mr. Edwards' motion picture credits include "The Pink Panther" and "Days of Wine and Roses."

Jimmie Dykes, in baseball since 1916 as player-manager joins WCAU Philadelphia, as baseball expert.

Bruce L. Still, program director at WGR Buffalo, N. Y., named to similar

post at wxyz Detroit.

John Miska, station manager of KNMT (TV) Walker, Minn., named farm director of KSTP Minneapolis-St. Paul.

Eddie Rissien, production executive for Bing Crosby Productions, promoted to VP in charge of programing and literary development. He was with ABC-TV before joining BCP.

Larry Heath signed as post-production supervisor of *My Mother the Car*, *O.K. Crackerby* and *The Patty Duke Show* by Cottage Industries, producer of three TV series. Mr. Heath was previously associate producer of *The Phil Silvers Show* and supervising film editor of *Dobie Gillis* and *Burns and Allen*.

Christopher Knopf elected president of Writers Guild of America, West, succeeding **Nate Monaster**. Other new WGAW officers: 1st VP and president of screen branch, **James Poe**; 2nd VP and president of TV-radio branch, **Barry Trivers**; secretary, **Arnold Belgard**, also VP of TV-radio branch; treasurer, **Ernest Lehman**, also VP of screen branch. **Herbert Baker** is secretary-treasurer, screen branch; **Oliver Crawford** is secretary-treasurer of TV-radio branch.

John Petrie, associate director at WTOL-TV Toledo, Ohio, named director, succeeding **David Eberhard**, who joined Crosley Corp. in Cincinnati. **Bob Krieghoff Jr.**, floor manager at WTOL-TV, succeeds Mr. Petrie as associate director.

Les Warner, in production department of *Voyage to the Bottom of the Sea*, named unit production coordinator of *Lost in Space*.

Stan Harris, director of *On Broadway Tonight* and *Garry Moore Show*, named director of CBS-TV's *The Al Hirt Show*, starting June 19.

Terry Sams, air personality at WJBF-TV Augusta, Ga., named program director.

Ken Tanner, sports director of WRVA Richmond, Va., named sports director and play-by-play announcer for WDMS Lynchburg, Va.

NEWS

Taylor Grant, newsman with WCAU Philadelphia, named news director at WJBF-TV, that city.

Bill Littauer, newscaster at WJZ-TV Baltimore, joins news staff of WRC-AM-FM-TV Washington.

Robert Harper, with news staff of WTVM(TV) Columbus, Ga., named news director of station, succeeding **Norman Bishop**, who joins staff of Representative **Howard (Bo) Callaway** (D-Ga.).

David Gilmore joins news staff of KEZY Anaheim, Calif.

Frank Soden, with WRNL Richmond,

elected president of Virginia Associated Press Broadcasters Association, succeeding **J. William Poole**, of **WFLS** Fredericksburg.

Madison Davis Jr., with **WABT** Tuskegee, elected president of Alabama Associated Press Broadcasters Association, succeeding **Carter Hardwick**, of **WSFA-TV** Montgomery.

Keith Cummings, at **KAYS** Hays, Kan., elected chairman of Kansas Associated Press Radio-TV Association, succeeding **Paul Threlfell** of **KAKE** Wichita.

Barney Miller, with **KNX** Los Angeles, elected chairman of California Associated Press Television-Radio Association, succeeding **Dean Borba**, with **KXTV** (TV) Sacramento.

Gerry Robbins, general manager of **KXGN-AM-TV** Glendive, elected president of Montana Associated Press Broadcasters Association.

Jerry Udwin, with **WIND** Chicago, elected president of Illinois Associated Press Broadcasters Association.

Steve Smith, newscaster for **WTRC-WJSV** (TV) Elkhart-South Bend, Ind., named news director. **Mike Eisgrau**, news writer at **WLS** and editor at **WGN**, both Chicago, named writer-reporter at **WTRC-WJSV**, and **Patrick McGrath**, reporter for *Milwaukee Sentinel*, joins stations as writer.

Bob Penrod, news editor at **WIBX** Utica, joins news staff of **WHAM** Rochester, both New York.

Eugene M. Burns, with **WFSR** Bath, N. Y., named director of news and public affairs at **WGVA** Geneva, N. Y.

Joseph Templeton, formerly with **WJZ-TV** Baltimore, joins on-air news staff at **WBKB** (TV) Chicago.

Harold Salzman, news director of

WLS Chicago, elected president of United Press International Broadcasters of Illinois.

Frank Reynolds, newscaster at **WBKB** (TV) Chicago, named **ABC News** Washington correspondent. He moves to his new post later this summer. **Piers Anderton**, reporter with **ABC News** in New York, named to newly created assignment with **ABC News** as TV correspondent for 13 western states.

Suzanne James, television and stage actress, named weather girl for **WNJU-TV** Linden-Newark, N. J.

Dr. Karl A. Bosworth, professor of political science at University of Connecticut, Storrs, joins **WTIC-AM-FM-TV** Hartford, Conn., as special constitutional convention correspondent for stations. Dr. Bosworth, specialist in field of state government, will present special radio-TV reports of each convention session from July 1 to Nov. 1. He will also report on Dec. 14 referendum, when state's voters will decide on changes in state constitution.

Morton H. Siegel, president and general manager of **WFMD** Frederick, Md., elected president of Chesapeake Associated Press Broadcasters Association. **Robert Robinson**, news director of **WWDC-AM-FM** Washington, and **Jack Little**, station manager and program director of **WASA-AM-FM** Havre de Grace, Md., elected VP's.

Lincoln Furber, field reporter for **WBBM-TV** Chicago, named correspondent at CBS-TV-owned stations' Washington news bureau.

Don Brice, news reporter at **KPIX** (TV) San Francisco, named news supervisor, succeeding **Deacon Anderson**, named managing director of news at **KING-AM-FM-TV** Seattle.

FANFARE

Michael Laurence, head of New York advertising-public relations firm bearing his name, and formerly in advertising and promotion at **Trans-Lux**, appointed director, promotion and client services, **NBC Radio**.

Don Davis, sales promotion manager of **Cudahy Packing Co.**, Omaha, named public service director and promotion manager at **KETV** (TV), that city.

Master Sergeant Paul Morrill (Ret.), U. S. Army radio-TV writer-producer, named public relations director of **NCO Association of the USA**.

Robert S. Windt, director of publicity for **Pepsi-Cola Co.**, New York, named account executive at **Grey Public Relations Inc.**, that city.

Constance Sorensen, most recently

with **Time Inc.**'s public relations staff in Chicago and earlier with radio-TV stations in Miami area, joins **WIND** Chicago, as publicist.

Carroll Ward, program director at **WJBF-TV** Augusta, Ga., named director of public relations.


Donald J. Mercer, director, station relations **NBC**, elected president, **New York** chapter, **Broadcast Pioneers**. Other officers elected by **New York Broadcast Pioneers** are **Ruth Jones**, **J. Walter Thompson**, as VP; **Carl Ward**, **CBS**, as VP; **Geraldine M. McKenna**, **Westinghouse Broadcasting Corp.**, as secretary, and **Bob Higgins**, **Broadcast Music Inc.**, as treasurer.

Art Gilmore, former president of Los Angeles local of **American Federation of Television & Radio Artists** and currently on organization's board, elected president of **Southern California** chapter of **Broadcast Pioneers** for 1965-66. He succeeds **Thomas C. McCray**, VP and general manager, **KNBC** (TV) Los Angeles. Other new officers are: 1st VP, **William J. Beaton**, **KIEV** Glendale; 2nd VP, **George Allen**, **Guild, Bascom & Bonfigli**; secretary, **Lisle Sheldon**, **Lisle Sheldon Advertising Agency**, and treasurer, **Evelyn Bigsby**.

Dean LeGras, administrative assistant to sales manager of **McCormick & Co.**,

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A complete tower erection service that has these special advantages:

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Los Angeles, named assistant director of information services at KNX Los Angeles.

Charles Walsh Jr., in TV production with Screen Gems and TV advertising manager for Pierre Salinger's Senate campaign in California last year, has formed Christy Walsh Executive Public Relations, 2818 Hollywood Drive, Hollywood 28.

Martha Burg Ashby, with wsjs-TV Winston-Salem, N. C., named promotion copywriter at WBT-AM-FM Charlotte, N. C.

Louis E. Brown, formerly account executive with WCHB Inkster, Mich., and WJLB Detroit, appointed manager of public relations services for Pepsi-Cola Bottling Co. of Michigan.

Patricia Stanley, account executive with public relations department of J. Walter Thompson Co., San Francisco and New York, named account executive for Mann Scharf & Co., public relations firm in Los Angeles.

Herb Moskowitz, promotion manager, WPX(TV) New York, named promotion manager, WNB-FM-TV Binghampton, N. Y.

EQUIPMENT & ENGINEERING



Mr. Kring



Mr. Peterson

Curtis I. Kring and **R. Donald Peterson**, both district engineers for General Electric Co. visual communications products, named district sales managers. Mr. Kring will have offices in Leewood, Kan., and Mr. Peterson will operate from Pasadena, Calif.

Joseph H. Kerner, president of Kerner Associates, advertising and marketing agency in Parsippany, N. J., named executive director of AEM (Association of Electronics Manufacturers)-Eastern, New York.

INTERNATIONAL

Ray Junkin, VP and general manager of Screen Gems Ltd., of Canada, elected to board of directors of Canadian subsidiary of Screen Gems Inc.

Drew Crossan, Canadian Broadcasting Corp., Toronto, producer, loaned for 18 months to government of Ghana to help set up television station. He will be accompanied by three technicians, **David Lidell**, CBUT(TV) Vancouver, B.C.; **Walter Wicks**, CHBT (TV) Halifax, N.S., and **George Jackson**, CBLT(TV) Toronto.

Stan McKelvie, formerly national advertising manager of *Vancouver (B. C.) Times*, named eastern sales manager of KVOS-TV Ltd., Vancouver, at Toronto.

Francois Rachet, account supervisor and member of committee in charge of new business presentations at Havas Consiel, Paris advertising agency, named deputy manager of Paris office of BBDO.

ALLIED FIELDS

Arthur S. Bruckman joins Los Angeles staff of Teleprint Inc., post production film service firm.

Barbara Dana, with copy job placement department of Jerry Fields Associates, advertising personnel agency in New York, named VP and manager of copy research and selection division.

Jay Schiller, assistant director of research at Home Testing Institute, Manhasset, N. Y., named business manager of HTI. **Helen Slavin** and **Audrey Cody**, senior project directors for HTI, named assistant directors of research.

DEATHS

Edward A. Gumpert, 44, senior VP of Geyer, Morey, Ballard Inc., New York, died May 29 of hepatitis in Short Hills, N. J. He joined agency in 1959 after serving as advertising manager of Carnation Co. and National Biscuit Co., and as marketing manager of Colgate-Palmolive Co., all New York. He is survived by his wife, Elizabeth, three sons, his father and one sister.

Dr. Roscoe R. Miller, president of Sunshine Broadcasting Co. (WDBF Delray Beach, Fla.), died following heart attack in Fort Lauderdale, Fla., where he resided, May 30.

K. V. Grinius, 65, program editor of Russian branch of Voice of America, died May 29, at Washington Hospital Center. Mr. Grinius joined United States Information Agency in 1950 as radio information specialist. He is survived by his wife, Grazina, and son.

Frederick A. Long, 61, with United States Information Agency for 10 years and currently on loan to Agency for International Development as head of radio-TV and films, died May 25 following heart attack. Mr. Long began his career as announcer at WLOE Chelsea, Mass., and later managed WEAN Providence, R. I. From 1936-39 he was producer, director and Washington program manager for CBS. From 1953-55 he served as VP and general manager of Allied Artists TV and Continental Pictures Inc. He is survived by his wife, Evelyn, and one daughter.

Carl Williams, 63, retired VP of BBDO who was account executive for Westclox and Hamilton Watch Co., died May 28, following heart attack. He began in agency field in 1923 with Lord & Thomas. In 1927 he joined George Batten Co., Chicago, which later merged with Barton, Durstine & Osborn. Mr. Williams moved to New York for BBDO in 1929. He is survived by his wife, Constance.

Governor S. Gordon Persons, 63, one time part owner of wsfa Montgomery, Ala., and governor of Alabama, died May 29 following stroke May 17. Mr. Persons had been governor in 1951-55 until ill health kept him from running for re-election.

Chief Warrant Officer Myron H. (Sandy) Fouts, 33, former newscaster at WHP-AM-TV Harrisburg, Pa., was one of ten Army men killed May 28 in collision of two helicopters at Saigon, Vietnam. Mr. Fouts had served with Armed Forces Radio Service during Korean conflict and had worked in broadcasting in North Carolina and Pennsylvania before joining WHP in 1959. He joined Army's helicopter service in May, 1964. He is survived by his wife, Patricia, and his mother.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 27 through June 2 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—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. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTION BY FCC

Last week BROADCASTING erroneously reported FCC granted CP on channel 7 Bangor, Me., to Dirigo Broadcasting Inc. In fact grant was to Downeast Television Inc.

Bangor, Me.—Downeast Television Inc. Granted CP for new TV on VHF channel 7 (174-180 mc); ERP 63.1 kw vis., 31.55 kw aur. Ant. height above average terrain 818 feet, above ground 182 feet. P.O. address 145 Lisbon Street, Bangor. Estimated construction cost \$319,729; first year operating cost \$267,000; revenue \$361,000. Studio location Hampden, trans. location Eddington, both Maine. Geographic coordinates 44° 45' 30" north latitude, 68° 33' 57" west longitude. Type trans. RCA TT-5BH, type ant. Alford 1046-F. Legal counsel Dempsey and Kopolovitz, Washington; consulting engineer Barkley & Dexter Laboratories Inc., Fitchburg, Mass. Principals: Herbert S. Hoffman (50%), Louis J. Borgatti (25%), Melvin L. Stone (20%), David L. Royte (5%). Mr. Stone has 76.72% interest in WRUM Rumbold, Me.; 55.49% interest in WGHM Skowhegan, Me.; 25% interest in WLOB-AM-FM Portland, Me.; 33 1/3% interest in WSME Sanford, Me., and 25% interest in WGUY Bangor. Mr. Royte has 25% interest in WGUY and is sales manager of WLOB-AM-FM. Mr. Hoffman owns WBOS-AM-FM Boston, and has 33 1/3% interest in WSME. Action May 25.

APPLICATION

Fort Pierce, Fla.—Indian River Television Inc. UHF channel 19 (500-506 mc); ERP 24.05 kw vis., 12.9 kw aur. Ant. height above average terrain 487 feet, 475.5 feet above ground. P.O. address 125 South Second Street, Fort Pierce. Estimated construction cost \$106,400; first year operating cost \$132,000; revenue \$135,000. Geographic coordinates 27° 32' 46" north latitude, 80° 22' 08" west longitude. Studio and trans. locations both Fort Pierce. Type trans. RCA TTTU-1B, type ant. CO-EL CO-18UD. Legal counsel David McCain, Fort Pierce; consulting engineer R. M. Chamberlin, Vero Beach, Fla. Principals: John P. Beacom (45%), William E. Minshall (30%), Ruhl W. Koblegard and Rupert N. Koblegard Jr. (each 12.5%). Mr. Beacom has 50% interest in WDTV(TV) Weston, W. Va.; 40% interest in WVWV Grafton, W. Va., and 50% interest in WBUT-AM-FM Butler, Pa. Mr. Minshall has 25% interest in KREK Sapulpa, Okla. Ann. May 21.

New AM stations

ACTION BY FCC

Irondale, Ala.—Birmingham Broadcasting Co. Granted CP for new AM on 1480 kc, 5 kw-D; requests facilities of WIXI Irondale. P. O. address c/o Ellis J. Parker III, 1511 29th Street, N. W., Washington. Estimated construction cost \$20,120; first year operating cost \$50,000; revenue \$50,000. Principals: Oscar Hyde (34%), James G. Lang and Ellis J. Parker III (each 33%). Mr. Lang is majority owner of WNOP Newport, Ky.; Mr. Hyde is part owner of finance firms; Mr. Parker is attorney. Action June 1.

APPLICATION

Lochat, Tex.—Heath-Reasoner Broadcasters. 1080 kc, 250 w, D. P. O. address 124 Hankins Drive, Azle, Tex. Estimated construction cost \$22,604; first year operating cost \$21,600; revenue \$27,600. Principals: Marion Reasoner and Dan Heath (each 50%). Mr. Reasoner owns electronic service firm in Azle. Mr. Heath was engineer for KVLB Cleveland, Tex. Ann. May 18.

Existing AM stations

ACTIONS BY FCC

■ By memorandum opinion and order, commission denied petition by Voice of Dixie Inc. for waiver of sect. 73.35(a) of multiple ownership overlap rules and dismissed application to change operation of WVOK Birmingham, Ala., on 690 kc, 50 kw, D, from directional to nondirectional. Action June 2.

■ By memorandum opinion and order, commission denied petition by Grenada Broadcasting Inc. insofar as it requests that application to increase power of WNAG Grenada, Miss., be consolidated for hearing with that of Booneville Broadcasting Co. to change operation of WBIP Booneville, on 1400 kc from 250 w, S. H., to 250 w-N, 1 kw-LS, S. H., and held without further action WBIP's application pending final decision in Doc. 15885. Action June 2.

New FM stations

ACTIONS BY FCC

Fairhope, Ala.—Eastern Shore Broadcasters Inc.—Granted CP for new FM on 92.1 mc, channel 221A, 3 kw. Ant. height above average terrain 219.8 feet. P. O. address Box AS, Fairhope. Estimated construction cost \$12,645; first year operating cost \$9,600; revenue \$10,000. Principals: J. Dige Bishop (98.2%) and Julia H. Bishop (1.8%). Mr. Bishop has 89% interest in WJDB Thomasville; 70% in WJAM Marion; 20% in WCTA-AM-FM Andalusia, all Alabama; 44% in WBMK West Point, Ga., and 10% in WTOT Marianna, Fla. Action May 26.

Gainesville, Ga.—Hall County Broadcasting Co. Granted CP for new FM on 97.1 mc, channel 246, 100 kw. Ant. height above average terrain 376 feet. P.O. address c/o Ernest H. Reynolds Jr., Station WLBA, Gainesville. Estimated construction cost \$36,202; first year operating cost \$15,000; revenue \$15,000. Principal: Ernest H. Reynolds Jr. Mr. Reynolds is licensee of WLBA. Action May 27.

*Ypsilanti, Mich.—Eastern Michigan University. Granted CP for new FM on 88.1 mc, channel 201, 10 w. Ant. height above average terrain 119 feet. P.O. address c/o Verne W. Weber, University Instructional Broadcasting, Eastern Michigan University, Ypsilanti. Estimated construction cost \$2,932; first year operating cost \$3,200. Principal: board of regents. Action May 28.

Beaumont, Tex.—Radio Beaumont Inc. Granted CP for new FM on 94.1 mc, channel 231, 40 kw. Ant. height above average terrain 281 feet. P.O. address 27 North 11th Street, Beaumont. Estimated construction cost \$24,636; first year operating cost \$15,000; revenue \$30,000. Principals: Madelyn O. and John H. Hicks Jr. (each 50%). Radio Beaumont is licensee of KLV1 Beaumont. Action June 2.

Norfolk, Va.—Flanagan Dorsey Broadcasting Enterprises Inc. Granted CP for new FM on 104.5 mc, channel 283, 11,556 kw. Ant. height above average terrain 70.2 feet. P.O. address c/o WSMD, Box 401, Waldorf, Md. Estimated construction cost \$18,081; first year operating cost \$24,000; revenue \$60,000. Principals: John R. Dorsey Jr. (26%), Edward H. Lenaway (26%) and Sherman E. Flanagan Sr. (48%). Mr. Dorsey has 50% interest and is vice president-general manager of WSMD (FM) Waldorf, Md. Mr. Lenaway has 50% interest in WSMD. Action June 2.

APPLICATIONS

Hialeah, Fla.—Flamingo Broadcasting Co. 92.1 mc, channel 221A, 3 kw. Ant. height above average terrain 93 feet. P.O. address 201 East Second Street, Hialeah. Estimated construction cost \$27,000; first year operating cost \$50,000; revenue \$60,000. Principals: Fred E. Exum Jr. and Ralph F. Miles (each 50%). Mr. Exum is on North Miami police force and owns local trucking firm. Mr. Miles is attorney. Ann. May 25.

Moorhead, Minn.—Central Minnesota Television Co. 98.7 mc, channel 254, 26.3 kw. Ant. height above average terrain 171.4 feet. P.O. address 720 Hawthorne, Alexandria, Minn. Estimated construction cost \$32,534; first year operating cost \$12,000; revenue \$12,000. Principals: Thomas Barnstuble and others. Central Minnesota owns KVOX Moorhead. Ann. May 25.

Bethany, Okla.—Nall Broadcasting Co. 104.9 mc, channel 285A, 3 kw. Ant. height above average terrain 191 feet. P.O. address 4032 Coronado Place, Oklahoma City. Estimated construction cost \$13,500; first year operating cost \$12,000; revenue \$24,000. Principal: Edwin Powell Nall. Mr. Nall is business manager of athletics and sports information director of Oklahoma City University. Ann. May 21.

Existing FM stations

ACTION BY FCC

WRLM(FM) North Attleboro, Mass.—Granted CP to change trans. site, ant. system, trans. and location to Taunton; conditions. Commissioner Cox abstained from voting. Action June 2.


Ownership changes

ACTIONS BY FCC

KTHO Tahoe Valley, Calif.—Granted

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 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

transfer of control of licensee corporation, Emerald Broadcasting Co., from Kenneth E. Gallagher (16.4%) to Donald C. McBain (41.82% after transfer, 39.6% before), Albert W. Nelson (31.64% after, 30.25% before), Robert W. Pendergrass (15% after, 11% before) and Edward S. Adams (11.54% after, 2.75% before). Consideration \$53,068. Action May 28.

WINF Manchester, Conn.—Granted assignment of license from Information Radio of Connecticut Inc., owned by Profit Research Inc. which is owned by Sidney Walton (48.9%), Mrs. Sidney Walton (48.5%) and others, to Profit Research Inc. No financial consideration, transaction of asset transfer. Action May 28.

KCKN-AM-FM Kansas City, Kan.—Granted assignment of license from Cy Blumenthal to Seattle, Portland & Spokane Radio which is owned by Dena Pictures Inc. (80%), owned by Danny Kaye, and Alexander Broadcasting Co. (20%), owned by Lester M. Smith. Consideration \$550,000. Messrs. Smith and Kaye own KJR Seattle; KXL Portland, Ore., and KNEW Spokane, Wash. Action May 27.

WPHN Liberty, Ky.—Granted assignment of CP from J. T. Whitlock (52%), W. B. Kelly and J. B. Crawley (each 24%), d/b as Patrick Henry Broadcasting Co., to Messrs. Whitlock, Kelly and Crawley (each 33½%), tr/as company of same name. Consideration: partners will assume equal share of expenses. Action May 28.

KENO Las Vegas—Granted assignment of license from VRA Enterprises Inc., owned by M. D. Buchen (30%), Gerald F. Hicks (26%), Lee Hutchinson (12%), Joyce Evans (6%) and others, to Lotus Broadcasting Corp., owned by Howard A. Kalmenson and others. Consideration \$330,000 including \$185,000 assumption of liabilities and \$40,000 covenant not to compete. Lotus Broadcasting owns KWKW Pasadena, Calif. Action May 28.

WSHE Raeford, N. C.—Granted assignment of license from Al G. Stanley tr/as Stanmar Broadcasting Co., to Hoke Broadcasting Corp., owned by Al G. Stanley (97.69%), Miralyn J. Stanley, Harold L. Gillis and Peggy M. Gillis (each 0.77%). No financial consideration. Action May 28.

WAEF-FM Cincinnati—Granted transfer

of control of licensee corporation, North Cincinnati Broadcasting Co., from Big Value Stamp Co., owned by Charles F. Hartsock (40%), Charles J. Arrighi (30%) and Foster Paulis (30%) to Parkview Markets Inc. which is owned by Charles Reuter (0.96%) and others. Alvin and Edward Fishman retain 50% interest in WAEF. Mr. Arrighi is general manager of Parkview while Mr. Hartsock is attorney for firm. Consideration \$1,000. Action May 27.

WPFM(FM) Providence, R. I.—Granted assignment of license from Golden Gate Corp., owned by Harold C. Arcaro (68%) and others, to Brown Broadcasting Service Inc., William A. Surprenant, president. WPFM will be used to make available resources of Brown University by radio for information and education of public and as facility for continuing educational workshop for students of Brown. Consideration \$30,000. Action May 27.

WAPO Chattanooga—Granted assignment of license from WAPO Broadcasting Service Inc., owned by Gordon W. Gambill, Ramon G. Patterson, Humphrey B. Heywood, R. T. Russell (each 20%), Hubert M. Martin and Mrs. J. C. Thompson (each 10%), to Martin Theaters of Georgia Inc., owned by R. R. Owen, E. D. Martin and others. Consideration \$225,000. Martin Theaters owns WTVC-TV Chattanooga, and WTVM-TV Columbus, Ga. Action May 27.

APPLICATIONS

KSRF(FM) Santa Monica, Calif.—Seeks assignment of license from Pacific Ocean Broadcasting Inc., owned by Pacific Seaboard Land Co. (80%) and Santa Monica Broadcasting Inc. (20%), to Santa Monica Broadcasting Inc. (100%) after. Santa Monica Broadcasting is owned by George A. Baron (90%) and C. D. Funk (10%). Consideration \$135,000. Mr. Baron had 20% interest in Pacific Ocean Broadcasting. Ann. May 24.

WLOD Pompano Beach, Fla.—Seeks assignment of license from WLOD Inc., owned by William F. Johns, Alvin J. Koenig and others, to Sunrise Broadcasting Corp., owned by George T. Shupert, Bernard Goodwin and Helene J. Schmidt (each 33½%). Consideration \$450,000. Mr. Shupert is past vice president in charge of sales for 20th Century-Fox Television. Mr. Goodwin is past

director of Reeves Broadcasting Corp. and John Sutherland Productions Inc. Mr. Schmidt owns Regens Lighter Corp. Ann. May 24.

WZUM Carnegie, Pa.—Seeks assignment of license from Hoyt C. Murphy (66½%) and G. Russell Chambers (33½%) d/b as Carnegie Broadcasting Co. to Messrs. Murphy (61½% after), Chambers and James D. Psihoullis (each 5% after) d/b as Carnegie Broadcasting Co. Consideration \$5,000 for 5% interest. Mr. Psihoullis is general manager of WZUM. Ann. May 26.

WISA-AM-FM Isabela, P. R.—Seeks assignment of license from Sergio Martinez (89.94%), Gualberto Martinez and Gloria Maria Machado (each 0.03%), to Luis Alan Mejia (100%). Consideration \$188,257. Mr. Mejia had minority interest in WIAC-AM-FM San Juan, P. R. Ann. May 21.

WMSR AM-FM Manchester, Tenn.—Seeks assignment of license from Murray Chumley tr/as Manchester Broadcasting Co., to Joseph M. Carter, trustee in bankruptcy. No financial consideration. Ann. May 24.

WCFV Clifton Forge, Va.—Seeks assignment of license from James R. Reese Jr., tr/as Radio Station WCFV, to Image Radio Inc., owned by Buford Epperson, Charles Barry Jr. (each 26%), T. Marshall Thompson (24%), Reuel R. Winkelmann and William A. Creech (each 12%). Consideration \$73,000. Messrs. Barry, Epperson, Thompson and Creech own WZBZ Selma, N. C. Ann. May 21.

KFDR Grand Coulee, Wash.—Seeks assignment of license from Eugene Pournelle to Mrs. Ruth L. Pournelle, administratrix of estate of Eugene Pournelle, deceased. No financial consideration. Ann. May 21.

KHOK-AM-FM Hoquiam, Wash.—Seeks assignment of license from Irving V. and Eleanor M. Schmidtke d/b as Twin Cities Broadcasting Co., to Grays Broadcasting Co., owned by Ernest E. Anderson, Ralph Graham, Ernest Linnenkohl and Bruce Vanderhoof (each 25%). Consideration \$93,000. Messrs. Linnenkohl and Anderson are accountants. Mr. Graham is manager of shake mill. Mr. Vanderhoof is employed at KHOK. Ann. May 24.

WEKZ-AM-FM Monroe, Wis.—Seeks assignment of license from Kenneth W. Stuart, Willard R. Schuetz, Doran R. Zwargart and Edwin W. Schuetz (each 25%) d/b as Green County Broadcasting Co., to Green County Broadcasting Co., (a corporation) owned by same individuals at same interest. No financial consideration. Ann. May 26.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward imposing no limitation upon pending CP of WHAS Inc., to require it to reduce ERP of WHAS-TV (ch. 11) Louisville, Ky., in direction of Lexington. Action June 2.

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Community Radio of Saratoga Springs New York Inc. for new daytime AM on 900 kc, 250 w, in Saratoga Springs, N. Y., and denying application of A. M. Broadcasters of Saratoga Springs Inc. for same facilities in Saratoga Springs. Action June 1.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Radio Station KVOL Inc. to increase daytime power of KVOL Lafayette, La., from 1 kw to 5 kw, continued operation on 1330 kc, 1 kw-N, DA-N; conditions include no presunrise operation with daytime facilities pending decision in Doc. 14419. Action May 27.

DESIGNATED FOR HEARING

Fine Music Broadcasts Inc., Jacksonville, Fla.—Designated for consolidated hearing applications for new FM on channel 245 (96.9 mc)—Fine Music with ERP 26 kw, ant. height 206 feet, and Belk Broadcasting with ERP 30 kw, ant. height 286 feet. Action June 2.

WTIX New Orleans—Designated for hearing application to increase daytime power on 690 kc, DA-2, from 5 kw to 10 kw, continued nighttime operation with 5 kw; made WVOK Birmingham, Ala., party to proceeding. Action June 2.

KSHE, Century Broadcasting Corp., Crestwood, Mo., and Apollo Radio Corp., St. Louis—Designated for consolidated hearing FM application of Century to change facilities of KSHE from channel 234 (94.7 mc), ERP 25.5 kw, ant. height 240 feet, to channel 299 (107.7 mc), ERP 100 kw, ant. height 501 feet, and designation of location to St. Louis, and Apollo for new FM on channel 299 (107.7 mc) ERP 81.6 kw, ant. height

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 2

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	4,036		32	75	437
FM	1,309		28	231	293
TV	551 ¹		42	105	207

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 2

	VHF	UHF	TV
Commercial	509 ²	165	674
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31, 1965

	AM	FM	TV
Licensed (all on air)	3,984	1,251	558
CP's on air (new stations)	34	57	28
CP's not on air (new stations)	70	208	84
Total authorized stations	4,088	1,516	670
Applications for new stations (not in hearing)	192	187	73
Applications for new stations (in hearing)	78	47	59
Total applications for new stations	270	234	132
Applications for major changes (not in hearing)	208	46	24
Applications for major changes (in hearing)	31	3	10
Total applications for major changes	239	49	34
Licenses deleted	0	0	0
CP's deleted	0	0	3

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

ments to substitute channel 232A for 237A at Corinth, Miss., effective July 6. Action May 26.

■ By memorandum opinion and order, commission (1) granted application of KIRO Inc. for new UHF-TV translator on channel 78 to serve Anacortes, Wash., by rebroadcasting programs of KIRO-TV (ch. 7) Seattle, conditioned to program nonduplication condition and, further, to outcome of proceeding in Doc. 15971; and (2) dismissed petition by KVOS-TV (ch. 12) Bellingham, as untimely filed. Commissioner Bartley dissented to Doc. 15971 condition; Commissioner Loevinger dissented to non-duplication condition. Action May 26.

KIRO Inc., Centralia and Chehalis, both Washington—Granted CP for new UHF-TV translator on channel 78 to rebroadcast programs of KIRO-TV (ch. 7) Seattle; subject to outcome of proceeding in Doc. 15971. Commissioner Bartley dissented to condition. Action May 26.

Southern Minnesota Broadcasting Co., La-Crosse, Wis.—Granted CP for new UHF-TV translator on channel 83 to serve LaCrosse by rebroadcasting programs KROC-TV (ch. 10) Rochester, Minn.; conditioned to program non-duplication requirement and, further, to outcome of proceeding in Doc. 15971. Commissioner Bartley dissented to latter condition. Action May 26.

Grand Mesa Television Co., Montrose, Colo.—Granted CP for new VHF-TV translator on channel 13 to rebroadcast programs of KOAA-TV (ch. 5) Pueblo; conditioned to program non-duplication requirement and, further, to outcome of proceeding in Doc. 15971. Commissioner Bartley dissented to latter condition. Action May 26.

Central Plains Enterprises Inc., Independence, Kan.—Granted CP for new VHF-TV translator on channel 4 to rebroadcast programs of KVOO-TV (ch. 2) Tulsa, Okla.; conditioned to outcome of proceeding in Doc. 15971. Commissioner Bartley dissented to condition. Action May 26.

Routine roundup

ACTIONS BY REVIEW BOARD

■ In proceeding on applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WBXM Broadcasting Inc., Springfield, both Virginia, in Doc. 15861-2, denied latter's motion to strike Broadcast Bureau's partial opposition to petition to enlarge issues and reply to that pleading by O. K. Broadcasting Corp. (WEEL), Fairfax, Va. Member Nelson not participating. Action June 2.

■ By memorandum opinion and order in Lebanon, Pa.—Catonsville, Md., AM consolidated proceeding in Doc. 15835 et al. denied petitions by Cedar Broadcasters, Lebanon, to enlarge issues as to technical and financial qualifications of Lebanon Valley Radio, Lebanon, and dismissed as moot request for financial issue as to Lebanon Valley Broadcasting Co., which application has been dismissed. Member Berkemeyer abstained from voting; Member Nelson not participating. Action June 2.

■ By memorandum opinion and order in proceeding on applications of Abacoa Radio Corp. to change operation of WRAI Rio Piedras (San Juan), P. R., from 1520 kc, 250 w, non-directional, unli., to 1190 kc, 500 w, unli., with different directional ant. for day and night, and Mid-Ocean Broadcasting Corp. for new AM in San Juan to operate on 1190 kc, 10 kw, unli., with different directional ant. arrays for day and night, remanded proceeding to examiner for further hearing on Abacoa's request for waiver of coverage requirements of sec. 73.188 of rules; standard comparative issue; and preparation of supplemental initial decision. Member Pincock dissented and issued statement. Action June 1.

■ By memorandum opinion and order denied petition by Symphony Network Association Inc. to enlarge issues as to Chapman Radio and Television Co. in proceeding on applications for new TV's on channel 54 in Fairfield and Homewood, Ala., respectively. Action June 1.

■ By memorandum opinion and order granted joint petition by Dorsey Eugene Newman and Birmingham Broadcasting Co. for approval of agreement whereby latter would reimburse Newman for out-of-pocket expenses in return for its withdrawal; dismissed Newman's application for new AM station in Irondale, Ala.; granted Birmingham's application for new AM on 1480 kc, 5 kw, D, in Irondale; conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419; and terminated proceeding. Action June 1.

■ In proceeding on applications of Ocean

382 feet. Action May 26.

OTHER ACTIONS

■ Commission denied requests by Progress Valley Broadcasters Inc. to accept as of Jan. 21 and process out-of-turn second tendered application to change operation of KSMM Shakopee, Minn., from 1530 kc, 500 w, D, to 1170 kc, 1 kw, D; also denied request for reconsideration of \$50 filing fee. Action June 2.

■ By memorandum opinion and order, commission, on own motion, waived sec. 1.580 public notice requirement and designated for consolidated hearing applications of Campbell and Sheftall and Fort Campbell Broadcasting Co. for new FM's on channel 300 (107.9 mc), in Clarksville, Tenn., and Fort Campbell, Ky., respectively—Campbell and Sheftall with ERP 28.5 kw, ant. height 159 feet, and Fort Campbell with ERP 38.9 kw, ant. height 156 feet; granted Campbell and Sheftall petition and waived minimum spacing provisions of sec. 73.207. Action June 2.

■ By memorandum opinion and order, commission denied petitions by American Telephone and Telegraph Co. and the United States Independent Telephone Association for stay of June 1 effective date of first report and order in CATV proceeding (Doc. 14895 and 15233) insofar as it applies to common carrier applications for new or changed facilities in domestic public point-to-point microwave radio services to relay signals to CATV systems. In so doing, commission stated: While any burden to carrier applicants under new rules appears less onerous than under interim conditions, it is in any event outweighed, we believe, by public benefit in having rules effective as to new or augmented service to CATV systems while we are considering petitioners' requests that alleged burden should be further alleviated. We will, however, expedite our consideration of petitions for reconsideration and reach decision at earliest practicable date. Action May 28.

■ By order, commission added following condition to May 19 grant of application of Trans-Tel Corp. for new TV on channel 41 in Paterson, N. J., which through inadvertence was not imposed at time of grant: Permittee shall submit to commission by July 1 all necessary information for preparation of instrument of authorization to construct on channel 41 with transmitting facilities meeting all requirements of commission's rules and regulations for operation on that channel. Action May 28.

■ By memorandum opinion and order, commission denied petition by Community Broadcasters Association Inc. for rulemaking to consider raising nighttime power ceiling for class IV AM's on local channels from present 250 w maximum to 1 kw and to permit such AM's operating with daytime power of 500 w or 1 kw to use same power at night. Commission pointed out that petitioner presents no new considerations which would warrant change of Jan. 9, 1964 action which denied similar petition. In so doing, it does not close door to possibility of such future rulemaking, but remains of view that it would serve no useful purpose to do so until it has a reasonable basis for concluding that proposal would not be incompatible with international commitments and could be accomplished without injury to existing local nighttime service. Action May 26.

■ By memorandum opinion and order, commission granted application of Capitol Broadcasting Inc. for new VHF-TV translator on channel 2 to serve Roanoke Rapids, N. C., by rebroadcasting programs of WRAL-TV (ch. 5) Raleigh and denied objection by WTAR-TV (ch. 3) Norfolk, Va. This was done on reconsideration of Sept. 23, 1964 action which dismissed the application. Authorization, which is to improve TV service in Roanoke Rapids, is subject to applicant's compliance with non-interference provisions of rules and so protect WTAR-TV and, further, to outcome of proceeding in Doc. 15971. Commissioner Bartley dissented to latter condition. Action May 26.

■ Commission denied request by Clearwater Broadcasting Co. for waiver of sec. 1.571(e) of rules to permit preliminary examination and out-of-turn processing of application for new daytime AM on 1600 kc, 1 kw, in St. Maries, Idaho. Action May 26.

■ Commission denied request for waivers of sec. 1.573 of rules and returned related applications by University of Illinois for new noncommercial educational FM on channel 207 (89.3 mc) at Chicago, and Northwestern University to change operation of latter's WNUR Evanston, Ill., from channel 207 to channel 204 (88.7 mc). Commission action was based on consideration of interference, number of services already available in area and lack of showing that proposals would better present situation. Action May 26.

■ By report and order in Doc. 15938, commission amended FM table of assign-

County Radio Broadcasting Co., Seashore Broadcasting Corp. and Beach Broadcasting Corp. for new FM in Toms River, N. J., in Doc. 15944-6, granted petition by Ocean County to extend time to June 8 to file oppositions to Seashore's motion to enlarge issues and to June 15 for replies. Action June 1.

■ By memorandum opinion and order in 1110 kc, Pasadena, Calif., area proceeding in Doc. 15752 et al., (1) denied motion by Crown City Broadcasting Co. to enlarge, change and delete issues; (2) on own motion, enlarged issues to determine whether proposed operation of Pasadena Broadcasting Co. would adversely affect operations conducted at El Monte, Calif., plant of Space General division of Aerojet-General Corp.; (3) struck those portions of Crown City's reply to opposition of Pasadena which constitute new matter; and (4) dismissed as moot related pleadings. Member Nelson absent. Action May 28.

■ By memorandum opinion and order in the Lebanon, Pa.-Catonsville, Md., AM proceeding in Doc. 15835 et al., denied petition by Cedar Broadcasters, Lebanon, to enlarge issues as to Lebanon Valley Radio, Lebanon. Member Nelson absent. Action May 28.

■ Granted petition by Broadcast Bureau to extend time to June 7 to file responsive pleadings to motion by Midwest Television Inc. to modify issue in proceeding on application for new TV on channel 26 in Springfield, Ill. Action May 28.

■ Granted petition by Lampasas Broadcasting Corp. to extend time to June 17 to file responsive pleadings to petition by WACO Broadcasting Corp. to enlarge issues in proceeding on Lampasas application for new AM in Lampasas, Tex. Action May 28.

■ In proceeding on applications of Central Broadcasting Corp. and WCRE Inc., for new FM's in Ware and Springfield, Mass., respectively, in Doc. 15419-20, granted motion to extend time to June 1 to file response and petition for reconsideration of review board's action of May 18. Action May 28.

■ In proceeding on applications of Integrated Communication Systems Inc. of Massachusetts and United Artists Broadcasting Inc. for new TV to operate on channel 25 in Boston, pursuant to May 17 action by board, granted United's petition and dismissed application. Action May 28.

■ By memorandum opinion and order granted joint petition by Southern Broadcasting Co. and Hall County Broadcasting Co. for approval of agreement whereby latter would reimburse Southern \$2,500 for out-of-pocket expenses in return for withdrawal; dismissed Southern's application for new FM in Gainesville, Ga.; and granted Hall's application for new FM on channel 248 (97.1 mc) in Gainesville. Action May 27.

■ Granted petition by Music Productions Inc. to extend time to June 14 to file oppositions to petition by Waynesboro Broadcasting Corp. to enlarge and otherwise modify hearing issues in proceeding on applications for new FM in Waynesboro, Va. Action May 27.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Because of illness of presiding hearing examiner, continued June 3 prehearing conference to June 11 in proceeding on application of Kent-Sussex Broadcasting Co. for renewal of license of WKSB Milford, Del. Action June 1.

■ Because of illness of presiding hearing examiner, continued June 4 prehearing conference to June 11 in proceeding on applications of Regional Broadcasting Corp. and Evergreen Enterprises Inc. for new FM in Loveland, Colo. Action June 1.

■ Designated Examiner David I. Kraushaar to preside at hearings in proceeding on FM applications of Century Broadcasting Corp. (KSHE) and Apollo Radio Corp., St. Louis; scheduled prehearing conference for June 28 and hearing for July 27. Action May 28.

■ In proceeding on TV applications of Television Broadcasters Inc. (KBMT) Beaumont, and Texas Goldcoast Television Inc. (KPAC-TV), Port Arthur, both Texas, dismissed petition by KBMT for reconsideration of May 11 order which designated July 20 as date for commencement of hearing. Chief hearing examiner stated that "order in question is 'interlocutory,' within meaning of sec. 1.106(a) of commission's rules of practice and procedure, and, therefore, petitions for reconsideration thereof may not be entertained." Action May 26.

By Hearing Examiner Basil P. Cooper

■ In proceeding on AM applications of Nebraska Rural Radio Association (KRVN), Lexington, and Town & Farm Inc. (KMMJ), Grand Island, Neb., in Doc. 15812-3, granted

request by Broadcast Bureau to extend to June 25 time to reply to petition to amend. Action May 28.

By Hearing Examiner Charles J. Frederick

■ In proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM in Lubbock, Tex., upon request by La Fiesta and with concurrence of other parties, reopened record and scheduled further hearing for June 2. Action June 1.

■ Vacated oral order made at May 28 prehearing conference that certain memoranda of law should be filed by all counsel in proceeding on AM application of Triple C Broadcasting Corp. (WLOR), Thomasville, Ga. Action June 1.

■ On own motion, rescheduled June 15 hearing for June 30 in Houston, Boston, and Lorain, Ohio, TV proceeding in Doc. 15213 et al. Action May 28.

■ In proceeding on applications of Morgan Broadcasting Co. and Dick Broadcasting Inc. of Tennessee for new FM in Knoxville, Tenn., in Doc. 15977-8, granted latter's petition for leave to amend application to show present financial situation. Action May 27.

By Hearing Examiner David I. Kraushaar

■ In proceeding on applications of Northland Television Corp., Central Minnesota Television Co. and Channel 10 Inc., for new TV on channel 10 in Duluth, Minn., granted joint request to extent of (1) directing them to submit by July 16 proposed agreement, accompanied by appropriate petition, (2) continuing hearing to July 26, and exhibits to be exchanged no later than July 9 and notification of names of witnesses to be given by July 20. Action June 1.

By Hearing Examiner Jay A. Kyle

■ Granted motion by Effingham Broadcasting Co. to extend May 28 date for exchange of hearing testimony to June 7 in proceeding on application for license to cover CP for power increase for WCRA Effingham, Ill. Action June 1.

By Hearing Examiner Forest L. McClennen

■ Granted motions by WCOV Inc. and Birmingham Television Corp. for continuance of procedural dates in proceeding on application of Selma Television Inc. (WSLA-TV), Selma, Ala., and continued to dates to be subsequently specified date for exchange of preliminary drafts of engineering exhibits, for final exchange of all exhibits, and for commencement of hearing. Action May 27.

■ By memorandum opinion and order in proceeding on application of Selma Television Inc. (WSLA-TV), Selma, Ala., granted petition by WCOV Inc. to enlarge issues to determine whether funds available to applicant will give reasonable assurance that proposals set forth in application will be effectuated. Action May 26.

■ Granted request by Radio Station WKEU and continued without date procedural dates and hearing scheduled in proceeding on application and that of Telerad Inc. for new FM in Griffin, Ga. Action May 26.

■ Formalized by order certain agreements reached at May 25 prehearing conference in proceeding on applications of Ocean County Radio Broadcasting Co., Seashore Broadcasting Corp. and Beach Broadcasting Corp. for new FM in Toms River, N. J., in Doc. 15944-6, and, among other things, continued June 28 hearing to Sept. 13. Action May 26.

By Hearing Examiner Chester F. Naumowicz Jr.

■ In proceeding on applications of Chi-

cagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV on channel 38 in Chicago, in Doc. 15668, 15708, granted applicants' joint petition to continue June 2 further hearing to Sept. 8. Action June 1.

■ In proceeding on applications of Chapman Radio & Television Co. and Symphony Network Association Inc. for new TV's on channel 54 in Homewood and Fairfield, Ala., respectively, in Doc. 15460-1, granted latter's petition to extend time from June 2 to June 18 to file proposed findings. Action May 28.

■ Granted request of Trinity Broadcasting Co. to continue June 1 hearing to June 15 in proceeding on application for new TV on channel 20 in Fort Worth, Tex. Action May 28.

■ Scheduled further prehearing conference for May 28 in Chicago, TV channel 38 proceeding. Action May 26.

■ Pursuant to agreements reached at May 26 hearing in Houston, TV channel 29 proceeding, scheduled certain procedural dates and resumption of hearing for June 28. Action May 26.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on FM applications of American Homes Stations Inc. and Orlando Radio & Television Broadcasting Corp., Orlando, Fla., granted request by Orlando Radio to reschedule May 26 hearing for May 27. Action May 25.

By office of opinions and review

■ Granted motion by S. H. Patterson (KSAN-TV), San Francisco, to extend time to June 18 to file reply to opposition to petition for leave to amend application. Action June 1.

■ Granted petition by Broadcast Bureau to extend time to June 4 to file exceptions in proceeding on AM applications of Tidewater Broadcasting Inc., Smithfield, Va., and Edwin R. Fischer, Newport News, Va. Action May 27.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of May 28

KCCB Corning, Ark.—Granted increased power on 1260 kc, D, from 500 w to 1 kw, and install new trans.; conditions.

KBEW Blue Earth, Minn.—Granted increased power on 1560 kc, D, from 250 w to 1 kw, and install new trans.; conditions.

*WGLS-FM Glassboro, N. J.—Granted CP to install new trans.; ERP 190 w; ant. height 87 feet.

WRAY-FM Princeton, Ind.—Granted CP to increase ERP to 50 kw, and install new trans.

WWJC-FM Superior, Wis.—Granted SCA on sub-carrier frequency of 67 kc.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KOGA Ogallala, Neb.; KWNS Pratt, Kan.; KOCW (FM) and SCA Tulsa, Okla.; KSTF (TV) Scottsbluff, Neb.; KBTR Denver; KBTB (TV) Denver; KWAT Watertown, S. D.; WMNT Manati, P. R.

WEEL Fairfax, Va.—Granted licenses covering increase in daytime power and installation of new daytime trans.; change to DA-2 and specify trans. for daytime use; condition; and installation of main nighttime trans. as auxiliary daytime trans.

KTEN (TV) Ada, Okla.—Granted CP to change ERP to 316 kw vis., and 47.9 kw aurt.; and change type trans.

KSJO-FM San Jose, Calif.—Granted CP to

Continued on page 103

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RADIO

Help Wanted—Management

Radio Station Manager in a market just under 200,000 in the deep south. Prefer a man with small market experience who has proven sales background, is promotion minded and is good with collections and has aptitude for details. You will be part of a group operation. Starting salary \$10,000 plus expense account and percentage override on sales. Write giving complete details, on management and sales experience. Box F-81, BROADCASTING.

Wanted: Commercial Manager, announcing helpful but not necessary. If you love to sell, I'll give you a five day week schedule, good accounts and a good guaranteed salary. KBTC AM & FM, Houston, Missouri. Contact Pinkney Cole, Mgr.

North Dakota radio manager. Population 2,000. Excellent area over dozen good towns. Progressive community, new equipment. Sales experience necessary. Absentee owned. Apply Q. P. Coleman, with reference to KOLY, Mobridge, S. D.

Need aggressive experienced general manager—sales manager growing Oregon coast station. Are you equal to challenge? State salary. Reply KRAF, Reedsport, Oregon.

Sales

Expanding major market chain. Seeking aggressive sales manager and two salesmen with management ability. Excellent earnings. Send complete resume. Confidential. Box C-390, BROADCASTING.

Salesman-announcer . . . Oklahoma station . . . \$300 base plus 15% commission. Limited air work. Good future. Box E-360, BROADCASTING.

Needed immediately aggressive salesman top rated station in 25,000 community excellent earnings: Contact Jim Lambros, KICS AM-FM, Hastings, Nebraska. 3-1314.

Want to make more money? Are you ready to take over a host of good radio accounts, get into America's fastest growing market with a successful operation? We need you now. Top earnings. Call or write Gene Conard, WABR, 222 Hazzard St., Orlando or call 425-6631.

Seven station group in Wisconsin-Michigan needs a young, aggressive and creative salesman who likes to sell ideas. Guaranteed income and commissions. Send resume and photo to Bill Pacelli, WITL, Lansing, Michigan. Wonderful advancement opportunities.

Fast unprecedented growth necessitates expanding sales personnel. Outstanding opportunity for two experienced salesmen at Class A metropolitan daytimer. Two wide open sales markets, both capable of delivering \$200,000 minimum. For interview phone WKER, 212-839-2400.

Chattanooga . . . person who likes to sell who has ability to assume responsibility in time of sales manager and assistant station manager. Profit sharing and ownership available to right man. Contact: Al Dick, WMOC Radio, P.O. Box 886, Chattanooga.

Radio-television sales campaign organization with A-1 references. In business 26 years, needs two good salesmen to work sales campaigns for radio and TV stations throughout U.S.A. Liberal commission, fast promotion to right parties. Single man or man and wife. Must have car and be free to travel. Now covering North and South Carolina Atlantic seaboard summer vacation area. Give qualifications, age, telephone number and address. . . . P.O. Box 9547, Treasure Island, Fla.

Announcers

Excellent opportunity for young announcers with first phone. Western Kentucky top 40. Send tape, resume, photo. Box E-104, BROADCASTING.

Quality Oklahoma station needs announcer with first ticket. \$100 per week . . . small market living nets good return. Send tape and references. Box E-361, BROADCASTING.

East central fulltimer needs combo man with first class ticket for morning-afternoon split shift. 33 hour a week on the air, for this national-reputation small station, in a town equidistant from two major cities. All equipment recently new, fulltime chief handles maintenance. \$150 per week to start, with paid insurance, vacations, etc. Sell if you want, for 15% commission. Some talent extra too. Middle-of-road format for personality, pop emphasis afternoons. Right man will get pd job. Full resume, tape, to Box E-396, BROADCASTING. Tapes will be returned.

Morning man—bright, fast paced for tight middle of road format. Medium market with nations leading broadcast chain. Must have at least two years college, be willing to work hard and take directions well. Excellent advancement opportunity. Send complete resume, references, photo, tape. salary requirements. Box F-7, BROADCASTING.

Morning man—newscaster—15 years—good appearance. Reliable. Tape and details on request. Box F-11, BROADCASTING.

Florida East coast, adult programed station needs immediately, mature, dependable, morning man. Experience necessary. Good working conditions, and benefits. Send tape, resume, and references to Box F-27, BROADCASTING.

Experienced DJ Newscaster bright sound, family man, willing to travel. Box F-32, BROADCASTING.

New Jersey—Experienced announcer—newsman for adult music station. Interview required. Salary commensurate with ability. Send tape & resume. Box F-36, BROADCASTING.

Wanted: An announcer or a combo announcer, engineer with 1st ticket for a small town operation. Small staff but congenial and cooperative. No hot shots that think they are better than the best, but just haven't gotten the breaks. I need a good dependable announcer who is willing to do as he is instructed for good salary. Must have at least a fairly good voice and enough experience to do a good commercial. Send tape and resume and salary requirements first reply. Box F-41, BROADCASTING.

Announcer-salesman wanted for well established medium market eastern station. Experience is a must. You will work a board shift and sell. \$125.00 per week. This is a permanent position for a mature individual, definitely not for floaters. Box F-65, BROADCASTING.

Country deejay . . . young, sharp man needed! Will consider someone presently in Top 40 who likes country music. Prefer fairly deep voice, clowning ability. Require tight board. Send tape, resume, picture, and salary requirement. Good pay for good man. "Sky" Corbin, KLLL, Lubbock, Texas 79401.

Northern Arizona AM and FM station needs announcer with good news delivery and third class license. Good straight radio. No "personalities." KVVM, Show Low, Arizona.

Five thousand watt fulltimer needs experienced announcer. Send tapes and resume to KWEW, Hobbs, New Mexico.

Announcers—(Cont'd)

If you have a pleasant voice, know how to sell on the air, do a decent job of reading news and like the "standards" in music, we have a place for you. Send tape, background and salary expected to C. E. Williams, KWNO, Winona, Minnesota. No phone calls please.

Announcer sportscaster, opening available immediately. Experienced multiple station operation, many fringe benefits send tape audition or call Program Director, WALM Albion, Michigan.

Announcer who is versatile for well established station in city of 14,000. Send photo, tape, references and complete information. WBYS Radio, Canton, Illinois.

Two men needed by end of August. One newsmen; one announcer, preferably with ticket. Talented beginners OK. Pleasant working conditions. Long hours. Call Manager, WCWC-AM-FM, Ripon, Wisconsin. 414-748-5111.

DJ-announcer, must be a man of integrity, willing to work. Contact Rick Rawlins, WFIN, Findlay, Ohio.

New Jersey—Immediate opening for experienced announcer-newsman. WHTG—Eaton-town, New Jersey.

Reliable morning man, middle of road format, salary comparable with AMs in market. Send tape, resume and photo (will return). WKFM, 188 West Randolph. Chicago 1, Ill.

WKIS-Orlando, Florida, 5000 watts, middle-of-the-road, NBC station is looking for a modern sounding personality with good voice and type production for important time slot. Rush tape and resume to Jim Long, WKIS, Box 1353, Orlando, Florida.

Immediate opening for first phone announcer at leading central New York operation. Prefer recent college or broadcasting school graduate. Rush tape and resume to Program Director, WTLB, Utica, N. Y.

Indiana daytimer and FM needs first phone for some AM and night FM announcing, no maintenance. Phone 317-664-7396.

Wanted: Radio salesman and announcer. Resort area. One station market. Northern Wisconsin. Experience necessary. Write Box 352, Rice Lake, Wisconsin.

Wanted: announcer for variety pre-programed station. Experience helpful but voice quality more essential. P.O. Box 606, Clearwater, Fla.

Technical

Ohio AM-FM in major market offers excellent opportunity for experienced engineer with ability and initiative. Minimum \$750.00 plus company vehicle. Send complete resume in confidence Box E-20, BROADCASTING.

5000 watt, KLMR radio and related microwave cable Co., needs a top engineer ready to take over the chief position immediately. I'm leaving after 3½ years to manage another radio station. A good engineer will be paid well and be responsible for maintaining good radio and CATV equipment. My experience proves this is an alert alive organization. I recommend it. If you have technical ability and can manage your own time well. Box F-71, BROADCASTING.

Technical—(Cont'd)

First Class License. Strong on maintenance some announcing must be experienced, opportunity with expanding station. Contact Jim Lambros, KICS AM-FM Hastings, Nebraska. 3-1314.

Progressive, expanding AM-FM operation is seeking and experienced broadcast engineer. If interested in position with future, this is your opportunity. New equipment. Also associated with CATV and microwave properties. Call or write Pat Powers Cedar 8-3165 . . . KJCK AM-FM, Junction City, Kansas.

Engineer able to keep 250 watt daytimer on air and handle maintenance. Some board work required. Car needed. Send resume and requirements to Manager, WMBT radio, Shenandoah, Penna.

Chief engineer going on vacation, 250 watt station, weeks July 11 and July 18. Need first phone on hand to meet FCC requirements. Eastern Virginia. Very little work. Call Dean Loudy, WNNI, Warsaw, Virginia 10 A.M. to 12 noon weekdays 703-333-6900.

WORX, Madison, Indiana, has opening for transmitter engineer. Write full particulars to General Manager.

WWIZ Lorain, Ohio—Engineer, full or part time, announcing not required.

NEWS

Indiana AM-FM needs experienced newsman . . . strong local-area coverage. Box E-364, BROADCASTING.

If you have a nose for local news verified ticket can edit and announce all news plus doing regular announcing shift then please send resume, references and photo to Box F-47, BROADCASTING.

Wanted: Professional news man with experience in local news gathering, to join four man news department. Dale Low, KWIX, Moberly, Missouri.

Somewhere a good newsman is ready to move up to news director of good fully equipped station. Must be capable of taking charge and building a top flight news department. All equipment needed already here—Mobil units—beepers—tape recorders. Send complete resume including tape and picture in 1st letter. Harry Dougherty, KXEO, Mexico, Missouri.

Need at once—newsman: Gather—write—air—local & area news. Contact Charles Riley, WBRN, Big Rapids, Michigan.

Immediate opening for news director. Contact manager WDLG, Port Jervis, New York.

Production—Programing, Others

Staff production positions (not assistantships) in radio-TV for qualified students working on MA degree. BA and academic acceptance to graduate school necessary. 10-month contract for half-time position \$3,600; possibility of quarter-time position. University in northwest area. Box E-368, BROADCASTING.

Immediate opening for program director. "Middle of the road" format. Pennsylvania. Box E-376, BROADCASTING.

Wanted: Creative copywriter who can handle board shift. Third class verified ticket. Send complete resume including references, audition & recent photo to Box F-46, BROADCASTING.

Opportunity in one of midwests' fastest growing markets for imaginative, creative production & continuity man with strong voice—no air shift. Write WAAM radio, P. O. Box 808, Ann Arbor, Michigan, re availability, experience and salary.

Immediate opening for continuity director at WTRY, Troy, N. Y.

Production—Programing, Others

Continued

Production—Wanna swing with Virginia's leading top 40 operation entering it's eighth year as the number one station in this major East coast market? Ya' gotta be an excellent production man to earn an above average salary with us. Don't telephone . . . send non-returnable tape, resume and picture to Roger Clark, Program director, WGH, Norfolk, Virginia.

Situations Wanted—Management

General manager. Station just sold. Available now or later. Highly experienced. Good references. Family man. Excellent administrator. Well versed in programing and promotion. RAB type sales, sales promotion, and presentations. Civic minded. Can operate successfully in any size market. Radio or TV. Box F-17, BROADCASTING.

Successful manager for small or medium market. High personal sales. Box F-24, BROADCASTING.

Experienced manager available. Up from the ranks of announcer, copy, traffic, newscaster sports, play by play, sport and news director; Program director. Sales and General manager. Mature, dependable family man with civic responsibility. Prefer mid-west. Box F-28, BROADCASTING.

Experienced, reliable, married, hard-worker. Over 15 years experience in radio, including managership 5 years. Interested in adult programed station in medium or large market. Box F-37, BROADCASTING.

Present Mid-Atlantic general man commercial manager, college graduate, radio-TV major, seeks managerial position, family. Box F-53, BROADCASTING.

15-year experience radio and sales management ready to make you money. Married, forty, first-phone, able and eager. Resume on request. Write Box F-58, BROADCASTING.

15 years management-sales management experience, including tightfisted administration; aggressive sales, sales training; creative promotion, programing. Looking for solid, permanent opportunity. Top business, character references. Box F-68, BROADCASTING.

Florida major markets—General manager available now for personal interview. Over 20 years experience in all phases. Five figure minimum. Box F-70, BROADCASTING.

Sales

Veteran salesman, salesmanager with highly successful background. Prefer medium size market . . . West. Box F-23, BROADCASTING.

Situations Wanted

Announcers

Ten years in radio announcing. Experienced disc-jockey, smooth commercial delivery; good news. New Jersey, New England need apply. Box E-402, BROADCASTING.

Announcer, authoritative newscaster, all phases of broadcasting. Married, mature, money no object, experience, future is. 100 miles New York, First phone. Box E-408, BROADCASTING.

Newsman-announcer, also desires to learn sales. Married. Pennsylvania preferred. Box E-411, BROADCASTING.

Available immediately. First license experienced announcer. No maintenance. Prefer East coast near Washington. Box F-9, BROADCASTING.

Bright sound—bright looks—seeking brighter future. College grad., married, 27, creative radio and TV personality. Authoritative news, 3rd ticket. Box F-10, BROADCASTING.

Radio school graduate, mature—good voice, 2 years experience, mobile transmitter—3rd class license. Prefer South-California. Summer replacement etc.. Tape, resume, Box F-12, BROADCASTING.

Announcers—(Cont'd)

Disc jockey/newsman: Selling personality, articulate. Five year metropolitan newspaper reporter. Public relations—copywriting background. Some radio experience. Third phone endorsed. Top secret Government clearance. Box F-15, BROADCASTING.

Experienced, female newscaster, announcer, dj, seeks position on radio station within New York, New Jersey, Connecticut area. Tight board, Newspaper background. Box F-16, BROADCASTING.

Attention California! Sports director of top mid-west medium market radio-TV wishing to relocate. Eight years' play-by-play experience, high school and college. Box F-20, BROADCASTING.

Top notch morning man! Complete with "Cast of Characters" routines, strong, believable commercial delivery. Excellent production. Seeking permanent position. Air check and resume available. Box F-22, BROADCASTING.

I want to work for you if you need a professional, lively good music announcer with ten years experience in broadcasting. Write Box F-25, BROADCASTING.

Professional top references 16 years radio & TV 1st phone. Announcer pd manage. Looking for solid operation in California, Arizona, Nevada. Box F-30, BROADCASTING.

Deejay seeking position with chance for advancement. Box F-39, BROADCASTING.

Dependable, newscaster, commercials, timing, tight production, 3rd class, resume and tape; New York area. Box F-44, BROADCASTING.

Young Big Ten athlete graduate interested news and sports. Excellent, experienced play-by-play-basketball, football, baseball. Phone 312-ON 2-2489 or write Box F-50, BROADCASTING.

8 years experienced first phone. Medium-large market preferred. No rock. Box F-52, BROADCASTING.

Light experience, endorsement, some college speech background. Ambitious, hard worker. Box F-54, BROADCASTING.

Good announcer! First phone, experienced and capable. Will consider news job. Box F-56, BROADCASTING.

Young announcer 7 yr. in business capable of handling all markets. Strong on news willing to relocate. Box F-59, BROADCASTING.

Professional eleven years. References, good background. Know formula and standard. College veteran. Third ticket. \$110 weekly minimum. Box F-60, BROADCASTING.

Looking for new talent? Top-notch weather-caster and commercial personality. 5 years experience. Age 30. On the air newscaster. Knowledge of current affairs. Good interviewer. Radio-middle-of-road, but bright sounding. Box F-64, BROADCASTING.

DJ announcer experienced tight board family man willing to relocate. Not a prima donna or floater. Box F-72, BROADCASTING.

First phone, three years experience. Available immediately. Bill Melton, 2 South Clinton, Trenton, New Jersey. 392-5168.

Boston area—Mature announcer, person-to-person delivery, good utility man with flair for good institutional and tongue-in-cheek copywriting. In the business since beer came back. No resume, no tape, no picture but as near as your telephone for immediate contact. Phone OL 9-7018 or write P. O. Box 73, Accord, Mass.

Ready to step up after eight years. Smooth disc jockey and phone talk moderator. Capable in all phases. Wil Huett, 1202 Ave. A, Ft. Madison, Iowa. 319-372-7967.

Pennsylvania announcer, 25 with third phone seeks permanent position. Attend broadcasting school. Radio or television, no station too small. Single, willing to relocate. Military completed. Half year experience fill in newscaster. Elmer Swartz, Bernville, Pennsylvania.

Announcers—(Cont'd)

Loyola University arts student desires to re-enter radio full time. Year's experience at 5000 watt network affiliate in medium market. Prefer Midwest, others considered. Also interested in summer replacement work. Would like chance at top 40 or jazz format. Eddie DeWitt, 8433 W. 95th, Hickory Hills, Ill. 60457.

First class voice, first class references and experience available yesterday phone L. Greene or Janis collect, Arizona Code 602 458-4329.

Announcer—1st phone—1½ yrs. experience—prefers Southeast, Florida. Pines. 904 N. Washington, Albany, Ga. 912-435-9688.

First class FCC license, good voice with military complete, wants to be heard. Grover Todd, 306 North McNeese, Whittier, California. OX 9-0095 area code 213.

Female dj/announcer available . . . news-gathering . . . woman's program . . . traffic . . . sales . . . dependents . . . Please telephone, 513-547-1110 . . . Write, 1388 Dayton Rd., Greenville, Ohio.

Former Colorado resident wants to return as announcer/dj. Two years in radio—one as PD/announcer. Married, 3rd ticket, endorsed. Military completed. Available for interview. Jan Parcell, 503 W. Washington, Rensselaer, Indiana, 219-866-7038.

DJ-announcer/3rd ticket — wants middle road or top 40 position with progressive station—western U. S.—Good personality—professional 7 years experience. Top rated DJ and PD in world famous resort town in S. Calif. 3 years. Tape-resume available. Al Simpson, 12207 Rochester Ave., L. A. 25, Calif. 213-479-6857.

Informative host for adult music: (Not opera) Radio 18. All phases. Married. Audiene builder. All Markets. \$125.00 minimum. Raymond Damgen 236 Rutgers Lane, Parsippany, N. J. 201-226-5503.

Situations Wanted—Technical

Chief Engineer AM-FM, construction-proofs, seeking permanent position in Western U.S., some announcing if desired. Box E-372, BROADCASTING.

Experienced first phone operator available soon. Southeastern states. Box E-420, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box F-35, BROADCASTING.

Experienced maintenance engineer middle aged, first phone, permanent position references. Box F-38, BROADCASTING.

News

Stable family man available mid-July for radio news position. 3 years radio, 3 years TV. Finest references. Box E-367, BROADCASTING.

Newsman: Excellent reporter-writer. Gather—deliver articulate newscasts. Five year metropolitan newspaper reporter. Some radio experience. Third phone endorsed. Top secret government clearance. Box F-14, BROADCASTING.

Experienced newsman, good music, country dj. Contact present employer. Endorsed restricted ticket. Box F-21, BROADCASTING.

G W A newsman (gather, write, air). Ten years experience in radio news since leaving staff announcing. Want to relocate in radio or T.V., have no TV experience. Box F-62, BROADCASTING.

Production—Programming, Others

A quality broadcaster deserves a quality program executive. As music director of NY's finest award winning FMer, my record is enviable. I'm expanding to general programming, bringing with me skill, industry and imagination. AM-FM separation problems? Opportunity knocks! Box E-398, BROADCASTING.

Florida! Top continuity man. Traffic knowledge. Nice voice. Prefer adult station. Currently employed in Florida. Box F-3, BROADCASTING.

Production—Programming, Continued

Writer-researcher—Radio-TV news and public affairs writer now with network. Excellent documentary work. Fine reporter. Best references. Available after mid June. State offer. Box F-8, BROADCASTING.

Assistant promotion manager at number-one station in large midwest market ready to assume responsibility as promotion manager, or assistant in larger market. Age 30. Degree. Box F-34, BROADCASTING.

Mature, young, and well known drive-time personality desires move into programming. Five years major market experience. Currently employed in five figures. Best references. Never dismissed. High moral character. Box F-55, BROADCASTING.

You have the time? Jazz show is yours—at no charge—for the return of tapes after programming. J.E.D., 103 Middle Road, Muscatine, Iowa.

TELEVISION

Help Wanted—Sales

Wanted: an individual to sell television to both large agency and small retailer. Top-market. Top dollar potential. Youth helpful. Three years radio or TV experience preferred. Be hungry but not starving. Sociable but sober. Aggressive but not hasty. Reply to Box D-294, BROADCASTING.

Aggressive, experienced sales manager for exceptionally well equipped, aggressive small market station in the Mountain West, (Color film, studio and remote video tape units, color tape in 1966). \$10,000.00 plus over ride. Close to excellent hunting, fishing, skiing, water skiing, and etc. Here is a town you can raise your family in without the worry of juvenile delinquency, and etc. The man we want must stand a rigid investigation. Send a complete resume, picture, and etc., to Mr. Gordon O. Glasmann, P. O. Box 547, Twin Falls, Idaho.

Technical

Chief engineer for Eastern VHF with multiple station ownership has immediate opening. Should have knowledge of all phases of technical operation. Excellent opportunity for future. Send details including experience and background. Box D-313, BROADCASTING.

Television broadcast maintenance engineer for New York based mobile unit. Heavy RCA camera and Video Tape recorder experience desired. Good salary and overtime. Willing to do some traveling. All replies confidential. Box E-379, BROADCASTING.

Expanding operations. Openings for several experienced studio, recording and/or maintenance broadcast television technicians with 1st phone. Major midwestern university ETV complex with flagship ETV station, developing statewide network, rapidly expanding closed circuit system, major recording and duplicating facility with 6 video recorders. Opportunity to develop professionally in various aspects of television engineering, to work with fully-equipped facility in challenging atmosphere with creative young professionals. Responsible positions with substantial potential for growth. Competitive wages; university benefits. Send resume and picture with application to Box E-394, BROADCASTING.

Florida ETV station, due to expansion, will soon have three openings: studio, transmitter and maintenance. First class license required and TV experience desired. Good salary and working conditions. Box F-2, BROADCASTING.

Activating ETV-UHF station in N. Y. state. Studio, transmitter, VTR engineers needed immediately. Installation, operations, maintenance experience, 1st class license desirable. State full details, references, and salary requirements. Box F-19, BROADCASTING.

“Transmitter operator, RCA TT 50 AH; modern, well equipped maximum power VHF educational operated by university, increasing staff, located in lake resort area. Reply by letter to Bob L. Roy, KLRN-TV, Star Route #2, New Braunfels, Texas 787130.”

Technical—(Cont'd)

Transmitter operating technician AM, FM, TV. No announcing. Salary based on background and experience. Send resume to Chief Engineer, WAIM, Anderson, South Carolina.

We are increasing our engineering staff. Openings available for both studio and transmitter maintenance men. This is an excellent opportunity, work and advance in accordance with your ability. Send complete resume, salary requirements and recent photograph to Charlie Parrott, Chief Engineer, WTVM-TV, Columbus, Ga.

News

Creative TV news combo man, writer, reporter, photographer for news broadcast and documentaries. Some air work. Leading New York state market. Box E-401, BROADCASTING.

Major midwestern television station has opening for aggressive news man experienced at gathering, writing, and reporting news on television and radio. Position demands maturity and experience. Excellent opportunity. Send video and/or audio tape with resume. Box E-409, BROADCASTING.

Reporter-photographer for national award-winning news department of Great Lakes area group-owned station. Will train you in photography if necessary. On-air ability not essential. Send qualifications, photo, audio tape (if applicable) to Box F-43, BROADCASTING.

Production—Programming, Others

Program Director: For Southwest area station. Three VHF market. Must be experienced P.D. capable of assuming programming and supervisory responsibilities. All replies confidential and qualified applicants will be acknowledged. Box E-385, BROADCASTING.

Continuity director. We are seeking a well-experienced, creative person who has an understanding of production and can turn out commercials that sell clients as well as products. Opportunity to do speculative commercials to increase sales. Must be able to reorganize the department and operate efficiently. Send full details in resume, with photo and salary requirements to Box F-13, BROADCASTING.

Midcentral Television station seeking top program and production executive to direct operation. Station plans for full color facilities. Box F-29, BROADCASTING.

August 1 opening for operations manager and experienced on-camera news talent for new Midwestern television station. Send all pertinent information to Box F-42, BROADCASTING.

Floor men—cameramen for Midwestern VHF. Experience necessary. Union station. Salary to \$120 per week. Send details & resume to Box F-69, BROADCASTING.

TELEVISION—Situations Wanted

Announcers

Announcer-Newsman, 9 years experience—first phone—references—family—VTR—207—775-3219 or Box E-268, BROADCASTING.

Announcer, 8 years radio! Hardworking, dependable, good voice; seeks TV opening. Box F-57, BROADCASTING.

Woman TV Announcer—News, interviews, commercials. Experienced, professional, degree. Call 219-427-9324.

Technical

First class engineer presently employed at television station desires to relocate in Northeast area. Box F-4, BROADCASTING.

Supervisor or chief. Nine years in TV, all phases. Specialized in transmitter and microwave, latest RCA gear. Married, age 33. Family man looking for security. Sober, active ham. Presently employed as transmitter supervisor. Box F-26, BROADCASTING.

Engineering director/chief management oriented: Experienced all levels: Planning, construction, maintenance, operations. Comprehensive TV, FM stereo, super power AM. Resume Box F-49, BROADCASTING.

NEWS

Broadcast Journalist desires news management position. Assembling, gather, write. Six years present employer. Responsible, family. \$9,000. Box F-45, BROADCASTING.

Production—Programming, Others

Available immediately, for your continuity or promotion department. 10 years in Radio & TV. Resume and sample material on request. Box E-356, BROADCASTING.

Director-experienced commercial and ETV . . . public service programming. Box F-1, BROADCASTING.

College graduate desires job in TV production-direction. Broadcasting degree, Thomas Hogan, 1011 SO. 17th St., La Crosse, Wisconsin 54601.

Qualified Chief Photographer. Television, newspaper, commercial, illustrative, portrait, public relations, experienced. All still cameras and 16 mm. Studio cameraman, director, producer, lighting, announcing, children's show talent, B.A. Fine Arts background. P.O.B. 94, Hazel Crest, Illinois.

WANTED TO BUY—Equipment

1-one kw transmitter, frequency monitor, modulation monitor remote control equipment consolettes, turntables, tape recorders, tape cartridge record and playback units, tower two hundred feet with all lightning equipment. Norman Thomas, P. O. Box 428, Chattanooga, Tenn.

Want RCA TK-41 color camera, advise condition & price. Box F-31, BROADCASTING.

Wanted to buy—20V-3 Collins transmitter or 250-GY Gates transmitter or BPA-IRI RCA transmitter. Chester J. Davis, 374-2422, Hartsville, Tennessee.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio, Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable, Heliac, Styroflex, Spirolite, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list. S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-832-3527.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-594-5172.

Towers—Four 225' SS, Blaw Knox, base insulated. Complete with lighting. Steel galvanized. Tower Service, Inc., N76W13911 Lomas Lane, Menomonee Falls, Wis. FL 3-9300.

Used equipment for sale: Gates MBC-20 multiplex exciter and SCA generator \$495. Two Ampex 450 tape playback machines, automatic reversal \$425 each or \$795 for two. W.E. 1126-c limiting amplifier \$195. W.E. 110A limiting amplifier \$110. Gates M-4809 remote control equipment \$475. WRFM, 41-30 58th St., N. Y., N. Y. 11377. Phone DEfender 5-1051 code (212).

Station increasing power. Have replaced transmitter with new RCA-20 . . . available in 60 days—one RCA BTF10C—10,000 watt FM transmitter . . . in excellent condition completely rebuilt six months ago. Many extras including stereo generator, custom built micro match, etc. . . . Also available, 300 feet 3/8 inch rigid coaxial cable, with assortment of elbows, 6 bay antenna—100.7 megacycles, Hewlett Packard frequency and modulation monitor, automatic power out put control (never used) 2 BA 33RCA program plug in amplifiers with shelf, 1 RCA 11 position remote control system, 1 Moseley tone remote control system. All equipment presently on the air . . . Inspection invited. Box E-272, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

For Sale: Schafer model 1200 automation. Includes 2 Schafer model LU-3 Seeburg units and 3 racks. Rack A includes 3 tape playback units (Ampex) including all electronics. Rack B includes all automation electronics and controls. Rack C includes program preparation for unit. It can also be used as playback unit. All plug-in cables are furnished. Bought originally for night operation. Due to change in station programming no need for it now. The unit has been used less than 25 hours. In perfect condition. Contact Radio WSM, Nashville, Tennessee.

250 Watt Gates FM-250B Transmitter tuned to 97.7 mc. Excellent condition. \$1200 F.O.B., KCVR, Lodi, California.

Transmitter, ITA FM1000A 1 kw 94.7 mc crystal Hewlett Packard 335 B Freq Monitor. Andrews 4 bay ant., Heliac, 208 ft. 1-5/8" OD. All papers, books. All or part. Williams TV, 100 Classen 405-CE 54567 Oklahoma City.

Used Truscon 190 foot heavy duty self supporter. Top has 55 foot pole with A-2 lighting, dismantled ready for shipment. Price is \$5,000.00. New England Tower Construction Co., Brandon, Vermont. Telephone 247-5725 area code 802.

FM transmitter—250 ITA excellent working conditions. Complete with spare tubes. Box F-6, BROADCASTING.

Audio equipment—Ampex, Altec, Fairchild, Langevin, Newmann, etc. Trades. New and used. Get our list. Audio Distributors, Inc., 2342 S. Division, Grand Rapids, Michigan.

The complete source of used broadcast equipment . . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Measurements' model 58 noise & field strength meter including loops, case—hardly used \$500; EA model AW O-1 ma recorder \$175. Box F-18, BROADCASTING.

2 Collins record-playback units plus 1 record amplifier. Package \$800.00. Telephone area code 704-328-1338.

1 Western Electric dual channel console, has been converted with latest model tubes . . . for production or broadcast . . . in use at present time, going stereo . . . \$400.00. Box F-40, BROADCASTING.

For sale: 10 kw-FM G. E. Transmitter, model 4BT181 available immediately. First \$4,500.00 takes it. Phone 712-252-4621.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 3,000 Super dooper, Hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week, Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . . \$5.00. Write for free "Broadcast Comedy" Catalog, Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N.Y. 11229

Gags galore for deejays! Catalogue free. Ed Orrin, 8034 Gentry, N. Hollywood, Calif.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

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.

Announcing programming, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 16, August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks—guaranteed—complete tuition \$295.00—Rooms \$10.00 per week—Classes begin June 29, Aug. 3, Sept. 7 & Oct. 12. Call or write Radio Engineering Institute, 1338 Main Street in beautiful warm Sarasota, Florida.

Announcing, programming, 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.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Seven famous broadcasters teach you the secrets of their success! John Cameron Swazey, Fran Allison, Earl Gillespie, Westbrook Van Voorhis, Ulmer Turner, Howard Miller & Robert St. John have combined to teach you—in-depth—the techniques that led to their success. Free full color 32-page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write for your copy today! Career Academy, School of Famous Broadcasters, 825 North Jefferson Street, Milwaukee, Wisconsin 53202.

First phone through tape recorded instruction or in six week resident class starting July 7. Bob Johnson Audio-Visual License Training, 1201 Ninth, Manhattan Beach, Calif.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 8071, New Orleans.

Become a deejay! Learn techniques amazingly fast at home, economically, by tape recordings! Fisher, 678 Medford Avenue, Patchogue, New York, 11772.

RADIO

Help Wanted

Management

CATV-MANAGER

Excellent opportunity to grow with young high-potential operation in St. Thomas, Virgin Isles. Must have sales ability, basic understanding of engineering, and desire autonomy to manage all phases. To operate existing system, requires shirt-sleeve attitude, efforts would result in direct income benefits. Send resume, references, availability date and salary requirements to Virgin Isles, TV Inc. c/o Knight Management Corp., Room 271, 490 Commonwealth Avenue, Boston, Massachusetts 02215.

Sales

BROADCAST SALES SPECIALIST

Opportunity of a lifetime to join the sales force of a major broadcast equipment manufacturer. Immediate opening for Broadcast Sales Engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Must be sales minded self-starter and have a good knowledge of broadcast equipment. BSEE or equivalent and minimum of three years in field or radio broadcasting required. Excellent salary plus commission. Company paid benefits. An equal opportunity employer which is a profitable growth minded company and a leader in the broadcast equipment field. Send resume to:

Box E-370, BROADCASTING

Announcers

ENLARGING STAFF

Need mature morning or afternoon traffic man for middle-road 50 kw in Midwest Major market. Send Air Check, Resume, References, and Salary Requirement first letter.

Box F-63, BROADCASTING

News

WE ARE FUSSY. WE CAN AFFORD TO BE.

Finest radio news staff in mid-west major market needs two mature career newsmen. Requirements: Nose for News, writing ability and quality air work. If you can out it with an award-winning news staff, rush tape and resume to:

Box E-362, BROADCASTING

NEWSMAN

Major market top rated 50 kw giant needs modern, hard-driving newsmen for eventual news director-ship. Rush, tape, resume, salary requirements.

Box E-422, BROADCASTING

Situations Wanted—Announcers

ATTENTION STATION MANAGERS . . .

Available immediately: DJs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio
3911 Pacific Highway
San Diego 10, Calif.

Major Market

PHONE-SHOW HOST

Will turn your stations
night-time into \$\$\$ TIME.
Box F-51, BROADCASTING

Promotion

ADVERTISING/SALES PROMOTION MANAGER OR EXECUTIVE ADMINISTRATIVE ASSISTANT

Extensive background in broadcast and publishing fields. Experience includes direct mail promotion; advertising copy and schedules; merchandising; monthly market and newsletter; sales presentations; trade shows, receptions and sales meetings; market and media information; broadcast rating analyses; publicity and press relations; budget recommendations and control; supervision. Top worker and organizer. Write:

Box F-33, BROADCASTING

TELEVISION—Help Wanted

Management

CATV-MANAGER

Excellent opportunity to grow with young high-potential operation in St. Thomas, Virgin Isles. Must have sales ability, basic understanding of engineering, and desire autonomy to manage all phases. To operate existing system, requires shirt-sleeve attitude, efforts would result in direct income benefits. Send resume, references, availability date and salary requirements to Virgin Isles, TV, Inc., c/o Knight Management Corp., Room 271, 490 Commonwealth Avenue, Boston, Massachusetts 02215.

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Sales

WANTED

SYNDICATED FILM SALESMEN TO SELL LOCAL MARKETS

Seven men needed to sell (lease) syndicated advertising packages now (entertainment later) to retailers and stations in local markets.

Applicants should have background in film, film syndication, television time sales or advertising agency work; be free to travel extensively and have a late model car. We desire self-starters with management ability. Territories open: Chicago (5 states), Detroit (4 states), Boston (9 states), Atlanta (6 states), Kansas City (6 states), Dallas (5 states), San Francisco (11 states).

We pay straight commission with possible earnings in excess of \$25,000 per year with immediate income. Company paid health and accident insurance.

Send resume, picture, and indicate territory of interest. Successful applicants will take written test, be personally interviewed and trained in the field.

Reply to:

TELEVISION FILMS, INC.

6335 Homewood Avenue
Hollywood 28, California

News

WANTED

Experienced newsmen for combined radio-TV operation. Must be able to read, write, report and have experience with radio & TV tools of the trade. Send resume. J. F. Murphy, KOOL News, 511 West Adams St., Phoenix, Arizona 85003.

Production—Programing, Others

NEED TOP NEWS DIRECTOR

Corporate News Director wanted for holding company with radio and three television stations in the west. Will have creative and administrative supervision over the Radio and Television News Departments. Will directly supervise the production of all News, Special Events, and Public Affairs Programs. On-air personality with newspaper background preferred but not necessary. Salary open. Send complete resume with references and picture to:

Box E-363, BROADCASTING

PHOTOGRAPHER

Experienced motion picture and still photographer for progressive TV station in the Northeast. Qualifications must include using AURICON sound cameras, editing films and reversal film processing. Immediate opening. Send resume to:

Box E-386, BROADCASTING

Situations Wanted

News

TELEVISION NEWSCASTER

Available August-September. Write-report your state-regional news. 11 years broadcast experience, 5 years on daily newscast in present market. Wide background in news. At 32, this dedicated newsmen seeks new challenge in major market. Resume-kinoscope.

Box F-66, BROADCASTING

MISCELLANEOUS

**station brochures
coverage maps**

... and other sales aids for
broadcasters conscious enough of
station image to want top-quality
custom sales materials. Agency-
prepared, economically priced.

STAN NOYES/SALESAIDS
416 Spruce Drive • Naperville, Illinois

PILOTS WANTED

New UHF Station in Major Market needs
low budget programming.
Have a Pilot you'd like to televise?
Send details—

Box F-67, BROADCASTING

EMPLOYMENT SERVICE

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Continued from page 97

increase ERP to 20 kw; change type trans.
and type ant.; ant. height minus 185 feet.

WMRI-FM Marion, Ind.—Granted CP to
replace expired permit to install new
exciter unit.

WJKS-TV Jacksonville, Fla. — Granted
mod. of CP to change ERP to 646 kw vis..
and 129 kw aur.; change trans. and studio
locations; type trans. and type ant.; ant.
height to 500 feet, and make change in ant.
structure.

*WCLP-TV Chatsworth, Ga. — Granted
mod. of CP to change ERP to 447 kw vis..
and 44.7 kw aur.; and change type trans.

KZIX-FM Fort Collins, Colo.—Granted
mod. of CP to change type ant.

WDRN(FM) Norwalk, Conn. — Granted
mod. of CP to increase ERP to 3 kw, and
ant. height 130 feet; change type trans. and
type ant.; remote control permitted; condi-
tions.

■ Following were granted extensions of
completion dates as shown: WJKS-TV Jack-
sonville, Fla., to Nov. 28; WNOP-TV New-
port, Ky., to Nov. 28, and change name to
D. H. Overmyer Broadcasting Co.; KNOE-
TV Monroe, La., to Dec. 2; KOXR Oxnard,
Calif., to Nov. 1; WINK Fort Myers, Fla., to
July 15; WTEL Philadelphia, to Dec. 14;
WCLU Covington, Ky., to Dec. 15; KAVE
Carlsbad, N. M., to Sept. 11; KBIA Burling-
ton, Iowa, to Aug. 28; WJBK Detroit, to
Dec. 31; KPET-FM Lamesa, Tex., to Dec. 1;
KEFM(FM) Santa Rosa, Calif., to Oct. 1;
WMAG-FM Forest, Miss., to July 16; KCIL-
FM Houma, La., to Dec. 14; WHTG-FM
Eatontown, N. J., to Oct. 29.

Actions of May 27

WPFB-FM Middletown, Ohio — Granted
CP to increase ERP to 57 kw (trans.)

KCMO-FM Kansas City, Mo.—Granted CP
to increase ERP to 100 kw, and install new
trans.

WROK-FM Rockford, Ill.—Granted CP to
increase ERP to 50 kw, and change type
trans.

WCOW-FM Sparta, Wis.—Granted CP to
increase ERP to 50 kw, decrease ant. height
to 360 feet, install new trans. and new ant.,
and make engineering changes; conditions.

WOWO Fort Wayne, Ind.—Granted license
covering installation of auxiliary trans. at
main trans. site, with DA-N.

WGWR Asheboro, N. C.—Granted licenses
covering change in hours of operation, in-
stallation of DA-2 and new daytime trans.;
specify type trans.; use of main daytime
trans. as alternate main nighttime trans. as
auxiliary daytime trans.

WPBC Richfield, Minn.—Granted license
covering change in hours of operation to
unl.; installation of new trans. and DA-1;
change in ant.-trans., studio and location,
and changes in DA pattern; specify main
studio location same as trans.

WCHB Inkster, Mich.—Granted license
covering change in hours of operation to
unl.; change in site, DA system, change to
DA-2 and changes in ground system.

WAVI Dayton, Ohio—Granted license cov-
ering installation of new auxiliary trans.
(WDAO[FM], Dayton, trans. site), with re-
mote control operation.

WLDM(FM) Detroit—Granted license cov-
ering use of old auxiliary trans. as alternate
main trans.

FOR SALE—Stations—(Cont'd)

Me.	single	fulltime	\$100M	terms
Gulf	medium	power	125M	29%
S.E.	metro	AM & FM	225M	terms
N.Y.	major	daytime	310M	SOLD
S.E.	TOP 50	FM	60M	29%

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STATIONS FOR SALE

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2. CALIFORNIA. Profitable fulltime. \$300,000. Terms.

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6381 Hollywood Blvd.
Los Angeles 28, California

KAAR(TV) San Diego—Granted mod. of CP to change ERP to 11.7 kw vis., and 2.34 kw aurr.; type trans. and type ant.; ant. height to 1900 feet; make slight change in geographical coordinates and other equipment changes.

KNOC-FM Natchitoches, La. — Granted mod. of CP to change type trans. and type ant.

WCAS(FM) Knoxville, Tenn. — Granted mod. of CP to change ant.-trans. and studio location; increase ERP to 100 kw; change type trans. and type ant., and install new ant., and make engineering changes; delete remote control operation.

KENE Houston — Granted extension of completion date to Nov. 2.

■ Granted licenses for following AM's and specify type trans.: **WWDR Murfreesboro, N. C.**; **WANY Waynesboro, Va.**; condition; **WKER Pompton Lakes, N. J.**; condition.

■ Granted licenses for following FM's **WJNC-FM Jacksonville, N. C.**; **WLJC Beatyville, Ky.**

KWAM Memphis—Granted license covering increase in power, installation of DA-D, and new trans.; specify type trans., and delete remote control operation.

KGVL Greenville, Tex.—Granted license covering increase in daytime power and installation of new trans.

■ Granted renewal of licenses for following TV translators: **W81AA, Springfield Television Broadcasting Corp., Lebanon and Hanover, N. H.**, and **White River Junction, Vt.**; **K03BC, K06CC, K09BO, K11BW, K13BX, Antimony Town Inc., Antimony, Utah**; **K70CJ, K74BI, K77BD, K80BB, R. F. Edouart, Trancas, Calif.**; **K71BB, K73AV, Elephant Mountain TV Club Inc., Daggett, Calif.**; **K06CJ, K09EB, K11EH, K13DX, Juab County, Eureka and Mammoth, Utah**; **K04CM, K09DK, Nor-Sis TV Corp., Weed, Calif.**; **K74AX, K78AN, Nor-Sis TV Corp., Yreka and Weed, Calif.**

Actions of May 26

WTGR Myrtle Beach, S. C.—Granted license for AM; specify type trans.

WMRC Milford, Mass.—Granted license covering increase in daytime power and installation of new trans.; specify type trans.

KLME Lamar, Colo. — Granted license covering use of main nighttime trans. as auxiliary daytime trans.

WRHC Jacksonville, Fla.—Granted license covering change in ant.-trans. and studio location, and changes in ground system; specify type trans., ant. height, and trans. and studio location.

KTYM Inglewood, Calif.—Granted license covering change in operation of auxiliary trans. from directional to non-directional.

KEYZ Williston, N. D.—Granted license covering installation of auxiliary trans. at main trans. site; remote control permitted.

WSPA-FM Spartanburg, S. C.—Granted license covering use of old main trans. as auxiliary trans. at main ant.-trans. site.

WSIX-FM Nashville, Tenn.—Granted license covering installation of new trans. and ant., changes in ERP and ant. height, and engineering changes.

WOMC(FM) Detroit—Granted license covering installation of auxiliary trans.

KFOG(FM) San Francisco—Granted license covering installation of new trans. and ant., change in ERP and ant. height, and engineering changes.

K10EX Goldfield, Nev.—Granted license for VHF-TV translator.

KHFI-FM Austin, Tex.—Granted license covering installation of new ant. and trans., change ant.-trans. and studio location, increase in ERP and ant. height, and remote control operation.

Community Television Project, Globe and Miami, Ariz.—Granted CP for new UHF-TV translator, on channel 72, to rebroadcast programs of **KAET-TV (ch. 8) Tempe, Ariz.**

Actions of May 25

K05CO Smokey Valley, Nev. — Granted mod. of CP to make changes in ant. system for VHF-TV translator.

KTVB Inc., Council, Idaho—Granted CP for new VHF-TV translator, on channel 13, to rebroadcast programs of **KTVB-TV (ch. 7) Boise, Idaho.**

KRAE Cheyenne, Wyo.—Granted change in remote control authority.

Actions of May 24

■ Granted change in remote control authority for following: **WGLC Mendota, Ill.**; **KFMU(FM) Los Angeles, Calif.**

■ Remote control permitted for following: **WEBO Owego, N. Y.**; **WBCB Levittown-Fairless Hill, Pa.**

Fines

■ Commission notified Regional Broadcasting Corp. that it has incurred apparent liability of \$1,000 for willful and repeated violation of sec. 73.93 of rules by not having properly licensed operator on duty at trans. of **KLIX Twin Falls, Idaho**. Licensee has 30 days to contest or pay forfeiture. Action May 26.

■ Commission notified Wichita Great Empire Broadcasting Inc., that it has incurred apparent liability of \$1,000 for willful and repeated violation of sec. 73.93 of rules by not having properly licensed operator on duty at trans. **KFDI Wichita, Kan.** Licensee has 30 days to contest or pay forfeiture. Action May 28.

New call letters requested

■ **WRAL Raleigh, N. C.**—Raleigh Radio Co. Requests **WRNC**.

■ **KASK-FM Ontario, Calif.**—**WCBC-TV Inc.** Requests **KOYA-FM**.

■ **Topeka, Kan.**—**Washburn University of Topeka.** Requests **KTWU**.

■ **KALA(TV) Maui, Hawaii**—**Radio Honolulu Ltd.** Requests **KMAI-TV**.

■ **KALU(TV) Hilo, Hawaii**—**Radio Honolulu Ltd.** Requests **KHAW-TV**.

■ **KONA(TV) Honolulu**—**Radio Honolulu Ltd.** Requests **KHON-TV**.

■ **Corinth, Miss.**—**Progressive Broadcasting Co.** Requests **WKCU**.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ **WGNS Murfreesboro, Tenn.**; **KWRV McCook, Neb.**, and **KLIX Twin Falls, Idaho**—**Regional Television Corp.** Requests amendment of rules to reaffirm allocation of channels 62 and 56 to Owensboro, Ky., and delete channel 56 from Shelbyville, Tenn. Received Oct. 5, 1964.

■ **WETA-TV Washington**—**Greater Washington Educational Television Association Inc.** Requests commission make final proposal to reserve channel 50 in Washington for educational use. Received Dec. 14, 1964.

■ **Atlanta**—**Stone Mountain Television Corp.** Requests finalization of assignment of channel 69 to Atlanta. Received Dec. 23, 1964.

■ **KIWA Sheldon, Iowa**—**Sheldon Broadcasting Co.** Requests amendment of FM table of assignments to add channel 288A to Sheldon. Received May 20.

■ **Winchester, Ind.**—**Edward W. Roehling.** Requests amendment of FM table of assignments to assign channel 252A to Winchester. Received May 24.

■ **KJET Beaumont, Tex.**—**KJET Inc.** Requests channel 299 be deleted from Port Arthur, Tex., and assigned to Beaumont. Received May 24.

■ **Colby, Kan.**—**Colby Development Inc.** Requests amendment of rules to assign channel 4 to Colby with already present channel 22. Received May 25.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through June 2. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchises and sales of existing installations. Reports appear in alphabetical order by states. ■ Indicates a franchise has been granted.

■ **Homewood, Ala.**—An ordinance granting a franchise to **Jefferson Cablevision Corp.** (**Ben McKinnon**, general manager, **WGSN Birmingham, Ala.**, president) has been passed again after having been vetoed by Mayor **E. G. Walker**. The mayor had vetoed it to allow more time for study.

■ **Hueytown, Ala.**—**Hueytown and Midfield**, both Alabama, have granted franchises to **Alabama TV Cable Inc.** (headed by **S. P. McDonald, Roanoke, Ala.**)

■ **Midfield, Ala.**—See **Hueytown, Ala.**

■ **Plant City, Fla.**—**Universal Cablevision Inc.** (**Harry Bennett**, president), **Cocoa Beach, Fla.**, has applied for a 10-year franchise. Under the proposal one channel would be available to the city commission for police protection, fire protection, civil defense and other projects. The city would receive 3% of the annual gross receipts for the first five years and 4% thereafter.

■ **Sandpoint, Idaho**—**John Scott, Priest River, Idaho**, has applied for a non-exclusive franchise.

■ **Coldwater, Mich.**—**Coldwater Cablevision Inc.** (**E. Harold Munn Jr.**, president) has applied for a franchise. The monthly charge to subscribers would be \$4-6. Service would be available within one year.

■ **Blue Earth, Minn.**—A franchise has been granted to **Eldon Eckles** of the **Blue Earth Valley Telephone Co.** and **Paul Hedberg**, general manager, **KBEW Blue Earth**. Subscriber costs will be \$10 for installation and \$5 monthly. The **KBEW** radio tower will be used to receive the TV signals. Another applicant was **Clearview TV Inc., Fairview, Minn.**

■ **St. Joseph, Mo.**—**St. Joseph Cablevision** (a joint venture of **Alliance Amusement Co., Chicago** and **Jerrold Electronics Corp., Philadelphia**) has applied for a franchise. **Xenophon W. Mitchell** is manager of the joint enterprise. The system would cost an estimated \$1 million. The following TV stations would be carried: **KFEQ-TV St. Joseph**; **WIBW-TV Topeka, Kan.**; **KCMO-TV, WDAF-TV, KMBC-TV and KCSD-TV**

noncommercial, all **Kansas City, Mo.**, and a time-weather service. The system would also carry up to 20 FM stations, local educational telecasts and local public service telecasts. Subscriber costs would be a maximum of \$18.50 for installation and \$4.90 monthly.

■ **Andover, N. J.**—**Garden State CATV Inc.** (**Joseph Gans**, president) has been granted a five-year franchise. The company will provide free service to all public and other non-profit schools.

■ **Egg Harbor City, N. J.**—City council has tabled the request of **Ruhlman's TV (Herbert Ruhlman)**, a TV service firm, for a 15-year franchise. Free service would be provided to all city schools.

■ **Allegany, N. Y.**—**Olean TV Cable Co.** (**Gordon Fuguh**, president) has requested a 10-year franchise. The firm has been operating without a formal agreement in the city and with no annual remittance apart from real property tax. The proposed ordinance establishes a minimum \$250 annual payment or 1% of annual gross revenue. **Olean TV** has 185 subscribers to its five channel system; the monthly rate is \$5.50.

■ **Troy, N. Y.**—City council has defeated an ordinance permitting **Northeastern Telecable Inc.** to operate a system. **Northeastern (Lee Ehrlich, president)** has stated intention to construct a system through a lease-back agreement with **New York Telephone Co.** without a separate franchise from the city. Other applicants for the franchise are **Cable TV of Troy Inc.**; **Capital District Better TV Inc.**; **General Electric Cablevision Corp.**; **Hudson Valley Antenna Service Inc.**, and **WTRY Broadcasting Corp.**

■ **Saratoga Springs, N. Y.**—**Saratoga Cable TV Inc.** has been awarded a non-exclusive franchise. The firm will remit to the city \$2500 plus 3% of annual gross revenue. Other applicants still under consideration are **Unicable TV Inc., Utica, N. Y.**; **Better TV Inc., Bennington, Vt.**; **Lancaster Development Corp., Lancaster, N. Y.**, and **George Smaldone, a Saratoga Springs businessman (BROADCASTING, April 5).**

■ **Langhorne Manor, Pa.**—A proposed service by **Bucks County Cable TV Co.** has been rejected. Borough council agreed that the locale was not a fringe area and judged the system unnecessary and unsightly.

■ **Nederland, Tex.**—**King Community TV Co., Houston (R. V. King, president)**, has been awarded a franchise. Maximum monthly charges will be \$5.90. The city will receive 4% of the annual gross receipts.

■ **San Benito, Tex.**—**Valley Microwave Transmission Co.** (principal stockholders are owners of **KGTT-TV Brownsville-Weslaco-Harlingen, all Tex.**) has been granted a franchise.

■ **Janesville, Wis.**—**James Leute, Robert Parker** and **James Fitzgerald** have applied jointly for a franchise.

IF 17 years of television and radio timebuying—investing well over \$50 millions of sponsor billings—makes one a professor in advertising's hard school of experience, Phil Archer, vice president and media director of Knox Reeves Advertising, Minneapolis, feels he well qualifies.

At least he never tires of lecturing new students of the profession in the opportunities and responsibilities of the timebuying art. To those viewing the timebuyer as not much more than a clerk who routinely matches a pre-set mathematical formula to the shifting patterns of availabilities, Mr. Archer explains that the job today can be as exciting and stimulating as the creative capacity of the individual.

"The agency timebuyer of 1965 holds a position of respect and authority," Mr. Archer says, and with the growing importance and complexity of the broadcast media there are plenty of opportunities for development. To those who consider the job only as a stepping stone "to be an account executive," Mr. Archer draws from his own yearbook to show how interesting and rewarding timebuying can be as a career.

TV Pioneer ■ When he first joined Knox Reeves in the late 1940's, Mr. Archer was involved in radio buying for General Mills and other clients just at the time when he could observe the impact of television. His work included such experimental ventures as the sponsorship of the Chicago Blackhawks, professional hockey team, on WBKB (TV) Chicago for Wheaties, as well as subsequent early daytime game and children shows on the budding TV networks.

He will admit today that perhaps some of the old radio successes like *Jack Armstrong* may have been killed off sooner than was necessary but he points out that television, also in retrospect, grew much faster than even the best of predictions had forecast. Actually, he recalls, many big advertisers were just caught up in a stampede to establish their franchises in TV and they used their radio dollars to do it.

During a good part of the 1950's Mr. Archer's broadcast buying ranged from accounts like Grove Laboratories at Gardner Advertising in St. Louis to Procter & Gamble, Campbell soups and Pure Oil at Leo Burnett Co., Chicago, and Hamm's beer at Campbell-Mithun, Minneapolis. Returning to Knox Reeves in 1958, Mr. Archer once again has been active in media purchases for General Mills and other accounts.

Hometown's Touch ■ His agency affiliation cycle has witnessed not only radio's recovery from the advent of TV but also the incorporation into network practices of many of the flexibility features of spot. The agency and advertiser must keep flexible too, Mr.

Timebuying is more than mathematics

Archer notes, and as the networks have been outbidding one another higher and higher into the cost stratosphere over rights in sports programs, his staff has been getting deeper and deeper into local sports program purchases for accounts such as Wheaties.

Local program buys like these are admittedly more time consuming and more detailed than the single purchase of a network participation package or a spot buy for a flight of minutes, Mr. Archer will quickly agree. But this is the most interesting and exciting challenge for the buyer's skills and experience, he indicates.

WEEK'S PROFILE



Philip Dean Archer—VP and media director, Knox Reeves Advertising, Minneapolis; b. Oct. 27, 1921, Cedar Falls, Iowa; University of Minnesota, 1939-42; U. S. Marine Corps, 1942-45; BBA, University of Minnesota, 1948; media department, Knox Reeves, 1948-52; timebuyer, Gardner Advertising, St. Louis, 1952-53, and media supervisor there, 1953-54; assistant media supervisor, Leo Burnett Co., Chicago, 1954-55; broadcast media supervisor, Campbell-Mithun, Minneapolis, 1956-58; rejoined Knox Reeves in April 1958 as timebuyer-spacebuyer with promotion to media supervisor in 1959, media manager July 1964 and VP-media director March 1965; m. Kathleen Kermott of Minneapolis Aug. 25, 1948; children—Mark 12, Maureen 10, Matthew 8 and Michael 6; member of Minneapolis Advertising Club; hobbies—stamp and coin collecting, gardening, occasional golf and "lots of fishing with the family."

Here is where the buyer's intimate knowledge of the local markets and of individual stations and their personalities and management may prove to be just as vital as the cold statistics of ratings and cost efficiency, Mr. Archer explains. A local buy often can give the advertiser considerable extra promotional mileage through personal endorsements, merchandising and special events, he notes.

A traveling timebuyer ever since the days he spent on the road making buys for Grove Laboratories ("You always tried to lock up a good schedule before the Vicks man got to town"), Mr. Archer still makes regular visits to the major markets as well as those on his critical list. He strongly supports every agency inclination to send its timebuyers out into the field too, citing the value of knowing station people better.

'Listen and Learn' ■ By and large Mr. Archer considers broadcasters to be more alert and more creative than their counterparts in the more tradition-bound media like newspapers. A new idea for print too often meets an inflexible "no," he observes, whereas broadcasters "listen to our problems and try to be more understanding." Often, he notes, they will come up with a whole new program vehicle to meet the particular need.

His faith was tested last fall, though, during the battle over the "piggyback" issue (he prefers to call them "30-30 spots" or "shared corporate minutes"). But the ultimate compromise saved a lot of business from switching to print, he recalls, because of the dollar squeeze besetting the multiple-product manufacturer.

Here the broadcaster could better see why the sponsor has a budget bind, he feels. Even though big in total billings such a sponsor still must meet the rising competition of the marketplace with more and more fragmented or specialized product variations, each requiring individual promotion, Mr. Archer says.

Mr. Archer has always been just as glad to see station representatives as they have him, but because of the sheer traffic and detail problems he expects them to be punctual and to the point. "They are on our team," he says, "because we too are just as concerned about lost opportunities. When an air date comes you've got to get on."

Although coming from a family of teachers, Mr. Archer says college proved a challenge to him. It did, that is, until he was caught up in an exciting post-war course at the University of Minnesota.

But even that was the hand of fate. With his future wife awaiting him for a date, Mr. Archer raced through registration by a simple technique: "I simply picked the shortest line; it was for 'school of business—advertising'."

The empty rooting section

THE absence of any broad base of support for the FCC's network program control proposals is becoming unmistakably apparent. Even the commission must notice it, for in the past two weeks Chairman E. William Henry has gone forth to do missionary work. When Mr. Henry considers it desirable to go, as he did, to explain the plan to members of the Association of National Advertisers and the American Association of Advertising Agencies—which unquestionably have a better grasp of its implications than the FCC has—its prospects must look very shaky indeed.

In effect, the plan would make advertisers the equals of networks as suppliers of nighttime network nonnews programming. Aside from the networks, three groups would be directly involved: advertisers, advertising agencies and independent program producers. But it is now more than two months since the plan was announced and more than four since its details became public, and where is its backing?

There is no doubt that many advertisers and agencies have felt themselves offended in their dealings with the networks over the last several years. Many have complained privately, and some not so privately, of network "high-handedness." We should be surprised if they aren't now finding some pleasure in seeing the networks sweat.

They have not, however, endorsed the commission's proposal, and to the extent that they have gone on record they have been almost unanimously against it. Neither the ANA nor the AAAA has taken an official position, but some of the most influential members of both organizations have said publicly that they consider it undesirable at best.

Independent producers seemingly stand to gain most from the plan, but they have privately expressed varying attitudes and have publicly taken no position at all.

Even the print media, which usually rush up with buckets of gasoline when television is under fire, are against this proposal. As reported in these pages two weeks ago, a sampling of editorial opinion found four nays for every yea.

We do not say the plan is wrong because it lacks support. It is wrong because it would almost inevitably lower the quality and probably the quantity of television programming and, at the same time, no less certainly limit smaller advertisers' access to television.

If the absence of support does not in itself make the plan wrong, however, it does make it unworkable. If advertisers will not endorse even the theory, how far can they be expected to go in investing the millions necessary to make it work? Having deferred further action on the plan until October, the commission should devote the next five months to forgetting it altogether.

Birds in whose hands?

WITHIN the past month it has become evident that the space age is producing technological developments that could profoundly change our television system.

Leonard Goldenson, president of ABC, has proposed the launching of a special satellite to replace AT&T circuits for the distribution of ABC-TV network programs to affiliated stations. David Sarnoff, chairman of RCA, has said that within 10 years it will be possible to create systems of direct satellite-to-home delivery of TV.

These projections and others like them are prompted, of course, by the physical success of Early Bird, the communications satellite that has proved the practicality of television relay stations in space. From the television industry's point of view, Early Bird is beginning to turn up a lot of worms.

Social, political and economic implications of enormous

consequence are inherent in any use of satellites for domestic distribution of television programming.

Mr. Goldenson's proposal, which is far more modest than General Sarnoff's prediction, is radical enough to precipitate controversy all by itself. If Mr. Goldenson's estimates are correct, ABC-TV or either of the other television networks could put up and operate its own national interconnections among affiliates at considerably less expense than that of leasing AT&T circuits. At the very least the Goldenson proposal raises a question about AT&T rates, which have not been seriously challenged since the early days of television networking.

It is, however, in the potential creation of direct satellite-to-home transmissions—which Mr. Goldenson has explicitly excluded from his plans—that most far-reaching implications can be sensed. With such technology in being, "networks" would no longer be a meaningful term. The whole nation could be reached by the signal of a single station in the sky.

What is to be the national policy on satellite-to-home transmission? Will the government forbid it in the interest of preserving the local flavor of existing stations that would surely be hurt or killed by a proliferation of stations in the sky? Will the government permit some national stations to be launched, and if so, how will it choose the owners? Is there a way to achieve an efficient mixture of satellite and ground-based television stations that will cumulatively provide more choices of television service to more people in all parts of the country than the present system provides?

These questions must be answered before the hardware for satellite-to-home TV comes out of the laboratories.

Long shot

ONE of the programming staples that advocates of pay TV have counted on to attract paying customers is sports. It is beginning to look as though the pay-TV promoters may have to change their plans.

By the time pay TV gets into meaningful business, if it ever does, it will be hard put to find sports events that aren't already on free broadcasting. The profusion of sports events now presented by free television is described in a special report elsewhere in these pages. If pay TV outbids free TV in the hope of getting customers to pay admission to events they are accustomed to see at no charge, it could stir up public antagonism beyond its wildest nightmares.



Drawn for BROADCASTING by Sid Hix
"It's OK, Al, I'm just doing a Timex commercial!"

**Pâté costs more than liverwurst.
Bisque costs more than soup.
Stroganoff costs more than stew.
KPRC costs more than other Houston TV.
Life is short.**



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we're
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