



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

The big boom in TV is in the daytime. p33
Radio's audience: Its cumes get big-league numbers. p40
1965 was another \$1 billion year for spot TV. p44
Network radio gets \$17.6 million in '65's 3d quarter. p45

COMPLETE INDEX PAGE 7

SERIAL ACG SEC
AIR UNIV LIB
BLDG 1405
MAXWELL AFB AL
BC EXP 1/67
36112

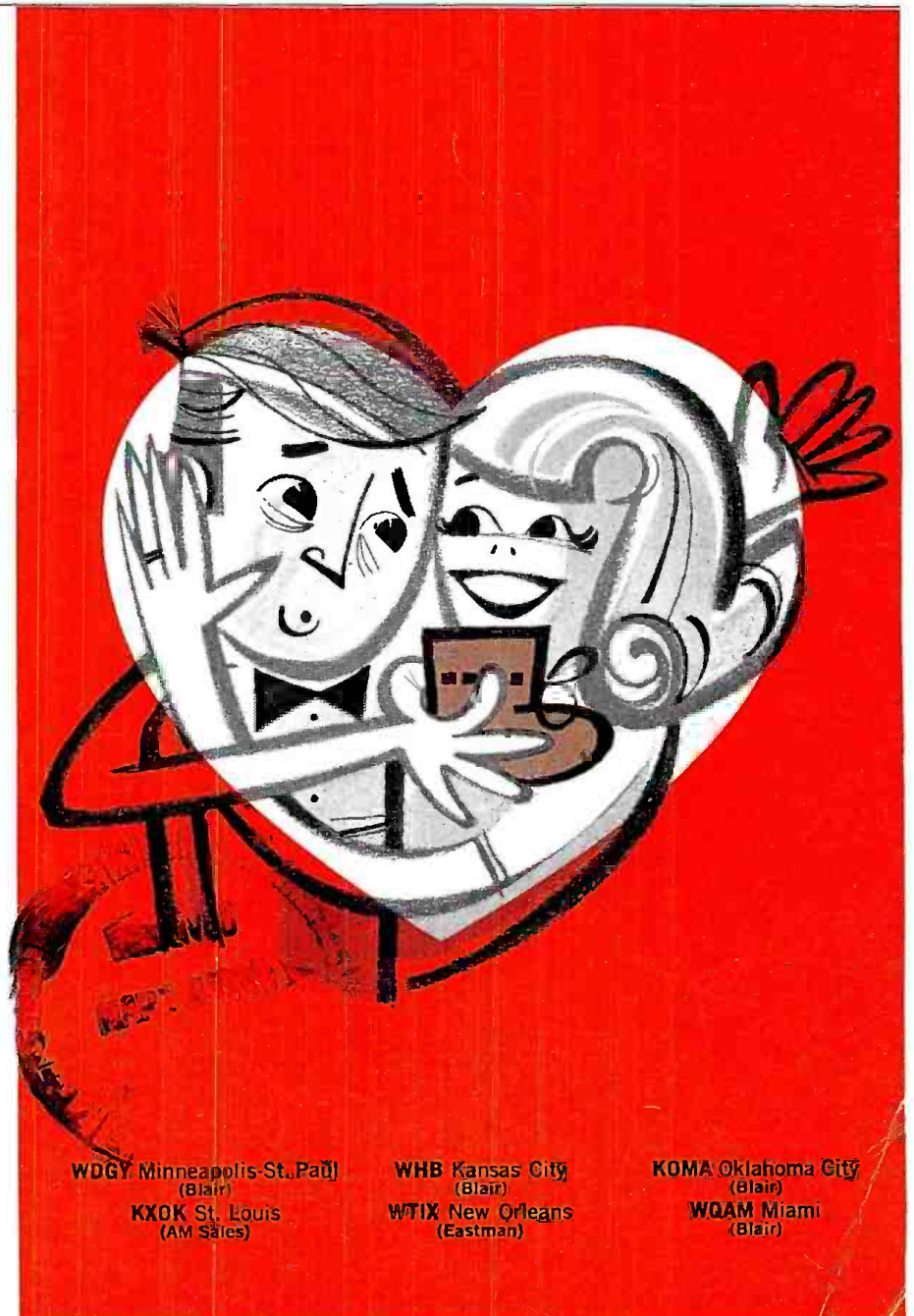
What is an influencible?

A radio lover. An influencible loves all kinds of radios. Car radios. Home radios. Away-from-home transistor radios. Most of all an influencible loves Storz radio. This young adult audience, many of them young marrieds with children, is influenced by your message on Storz radio.

Figure it out yourself. When you've got the buying audience, you've got the sale. *Influence the influencibles.*®

© 1965 Storz Broadcasting Co., Inc.

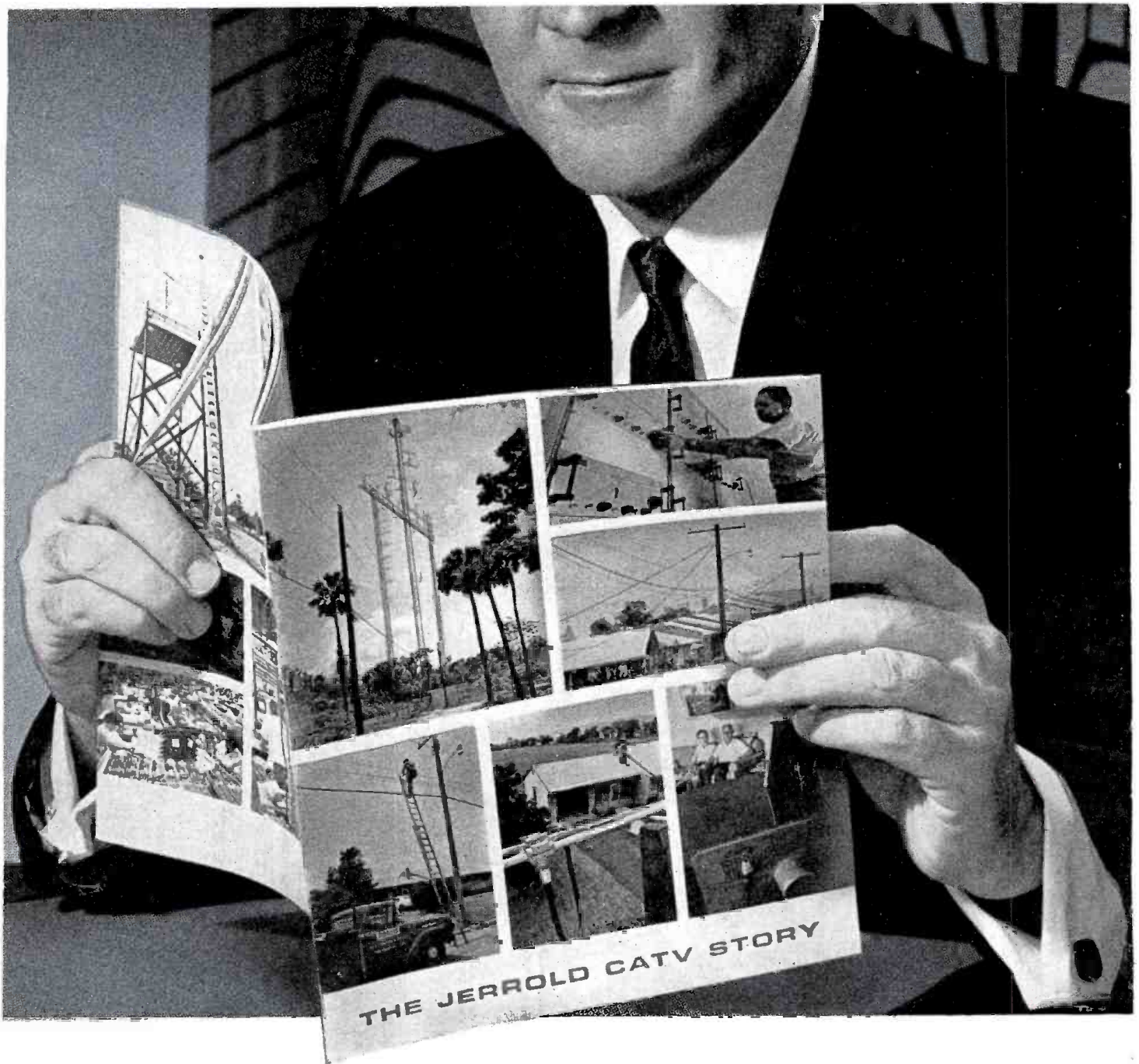
STORZ



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)



YOUR FIRST STEP into the profitable world of CATV

This fact-filled document tells you what CATV is all about, how it works, and why we can help you. Send for "The Jerrold CATV Story". There's no obligation of any kind.

Start on the profitable road by learning the ABC's of CATV with the facts straight from the leader—Jerrold. Join the ranks of prudent businessmen who utilize our know-how to build and operate more CATV systems than any other group in the industry.

When you're ready, we'll be pleased to show you where CATV is headed—and help you get there. Jerrold offers

market selection studies, engineering advice, management guidance, system construction, financing and merchandising. Let Jerrold, the industry's *most complete* source, serve you with the facts, today. Send for "The Jerrold CATV Story". Phone 215-226-3456, or mail coupon.

JERROLD

FIRST IN CATV

The nation's largest, most experienced manufacturer /
supplier of CATV equipment and services.

CATV Systems Division • JERROLD ELECTRONICS CORPORATION
401 Walnut St., Philadelphia, Pa. 19106 Dept. B-3

Gentlemen:

Please send me a copy of "The Jerrold CATV Story". I understand that there will be no obligation of any kind on my part.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____ ZIP No. _____



What were a couple of midwest television reporters doing with 2 U.S. Senators on a mission to the heart of the Amazon Jungle?

Reporting on a fact-finding mission by Senators Birch Bayh of Indiana and Fred Harris of Oklahoma.

The Senators and their wives went to South America at their own expense to find out how the Alliance for Progress and other U.S. aid programs are working.

Accompanying them were Lee Giles, a reporter for Corinthian's WISH-TV, Indianapolis and Ron Hagler, Chief Photographer for Corinthian's KOTV, Tulsa.

(It was Hagler who took this picture of their flying boat after it became mired in the Amazon mud.)

The two newsmen got their story. And so did approximately 225,000 viewers in Indiana and Oklahoma who watched Corinthian's special: *Passport to the Future*.

It's this kind of unusual, ambitious local programming that distinguishes stations belonging to the Corinthian Group.



Responsibility in Broadcasting.

©
KOTV, Tulsa
KHOU-TV, Houston

KXTV, Sacramento
WISH-TV, Indianapolis
WANE-TV, Fort Wayne

You can see it's Corinthian.

in Dallas-Ft. Worth,
KRLD-TV is preferred by

*"the Lady of the House"**

To sell products of primary appeal to the housewife, your first choice in placing a television schedule is the station that pinpoints the "Lady of the House" audience. KRLD-TV delivers more viewers in this category, 9:00 AM - 5:30 PM, Monday through Friday, than any other station in the nation's 12th ranked Television Market — leading the 2nd station by 136% per average quarter hour.

Contact your ATS representative for a most efficient schedule on KRLD-TV, the station preferred by "The Lady of the House."

* Nov. '65 Nielsen Station Index Average Weekly TV Audience Estimates 9:00 AM - 5:30 PM Monday through Friday Average Quarter-hour Audiences Subject to qualifications described in said report.



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

Effects of Vietnam

Broadcast equipment manufacturers, particularly those located in San Francisco Bay area, are beginning to feel pinch of war shortages. Vietnam conflict is reflected in rising costs, scarcity of labor and equipment and delays in getting material that is available. One bay area equipment maker reports that lead time for getting parts and doing job done formerly in 45 days requires 125 days. Companies manufacturing meters and transformers for stations hiked prices 10% in January because costs have gone up so rapidly. Some manufacturers in bay area are so desperate for labor they've taken to advertising via spot radio.

Digging in

Several community antenna television operators, bitter at assertion of jurisdiction by FCC over all CATV, claim they're going to sit back and let FCC take them to court to require compliance. FCC provision attracting strongest objection is that requiring that CATV systems divulge ownership. "Let them send the U. S. Cavalry; I'm not going to cooperate in that . . . interference in my private affairs" is how one CATV operator expressed himself last week.

Family matter

Broadcast Rating Council reportedly has decided to have talk with officials of Metromedia, O. E. McIntyre Inc., A. C. Nielsen Co. and American Research Bureau. Subject: Metromedia's \$7-million acquisition of McIntyre mail marketing firm (BROADCASTING, Feb. 21). Reason: McIntyre's lists are used in drawing audience-survey samples used by Nielsen and ARB. Problem: none, as far as is known.

But rating council apparently feels that potential for trouble is built into such relationships. Identity of sample members must be kept secret. Council, although confident there'll be no improprieties in this case, wants to be reassured that station-owner Metromedia won't have access to sample data.

Party line

FCC staff proposal that commission require stations to exercise more care in handling telephone talk shows was shelved last week, at least temporarily.

CLOSED CIRCUIT®

Staff proposed rulemaking to require stations to keep tapes of open-mike shows, along with names and addresses of individuals calling in for three months. Purpose would be to protect right of reply of those attacked by persons calling; objects of attacks would be able to learn precisely what was said.

Proposal, result of growing number of complaints about open-mike shows, was killed on tie vote. Commissioners Loevinger, Hyde and Wadsworth voted against it largely on ground it would tend to discourage stations from providing forum for grass-roots comment. Chairman Henry and Commissioners Cox and Lee voted to issue rulemaking.

Dissenters

Cox Broadcasting Corp. is pulling its five VHF stations out of Association of Maximum Service Telecasters. Reason, Cox officials say, is disagreement with AMST's hard-line stand on regulation of community antenna television. Cox is heavily involved in CATV, owning number of systems, microwave relays and half interest in Kaiser-Cox equipment-manufacturing concern. Three Cox stations—KTUU-TV Oakland-San Francisco, WHIO-TV Dayton, Ohio, and WHC-TV Pittsburgh — have already notified AMST of their plans to resign, effective June 30. Managers of other Cox stations, WSB-TV Atlanta and WSOC-TV Charlotte, N. C., will submit resignations when next quarterly payments come due.

Just missed

Sale of KPOL-AM-FM Los Angeles to Capital Cities Broadcasting for \$7.8 million (BROADCASTING, March 7) nearly had a different outcome. Until the end Hugh R. Murchison, who owns more than 50% of stock, was negotiating with Ward Quaal, president of WGN Continental Broadcasting Co. WGN reportedly made firm offer of \$7.1 million but was outbid by Capital Cities.

In final deal Mr. Murchison is bowing out of broadcasting. Coast Radio Casting Corp., his company, owns KPOL-TV, UHF station in Los Angeles. Minority stockholders, led by his son-in-law, Frederick D. Custer, general

manager, will buy Mr. Murchison's interest in station. Radio properties have been strike-bound for nearly a year by American Federation of TV and Radio Artists and International Brotherhood of Electrical Engineers. Sale is not expected to affect this situation.

Brake off?

With FCC's most outspoken member—Lee Loevinger—in Geneva for next two months as delegate to International Telecommunications Union's Aeronautical Extraordinary Administrative Radio Conference, concern is being evinced by both insiders and licensees on commission actions. It isn't normal agenda that worries them but extreme proposals that might be brought in by staff with prospect it could muster majority—without Loevinger.

Quiet please

Committee is reported being formed, at instigation of American Association of Advertising Agencies, to come up with recommendations on problem of loudness in commercials. Group is to be drawn from advertising agency and recording industry producers among others, and findings will be submitted to National Association of Broadcasters. Representatives of NAB, agency and producer groups plus networks held quiet meeting on subject of loudness earlier this month at 4-A's New York offices. One participant said there was strong feeling among agency and producer representatives that loudness is problem that broadcaster should handle — at control panel.

Not his baby

Senator John O. Pastore (D-R.I.), chairman of Communications Subcommittee, reportedly won't hold hearing on FCC's legislative proposal to regulate community antenna television unless House acts first to get out CATV bill. House Commerce Committee begins hearing March 22. It's understood senator doesn't want CATV to distract from his proposed hearing on fairness doctrine which probably will start in June.

"FAITH TO FAITH"

WMAR-TV's award-winning Catholic-Protestant ecumenical Conversations now in their 4th prime-time season, and provided for viewing in ten cities of the U.S.A.



SUCCESS STORY —Baltimore Style!

■ Training of Maryland's handicapped . . . current health problems . . . Medicare . . . Dialogues for Brotherhood—all scheduled recently on Channel 2—are just a few of the infinite variety of subjects successfully presented during the past 18 years by WMAR-TV in the public's interest. ■ Programs are filmed, videotaped or "live." There are discussion panels, forums, interviews, documentaries. All are produced by a special WMAR-TV creative team of writers, photographers and producers. ■ Viewers are thoroughly informed on the various problems which effect them, their city, their state. No wonder Baltimoreans—and Marylanders—look to Channel 2 for the most interesting, informative programs presented in the public interest!



A wide range of medically-oriented subjects will be covered in this, its 14th year.



Thoroughly documents Maryland's need for a "Comprehensive Vocational Rehabilitation Center."



Questions on Medicare and how it will work are answered on this audience participation program.

In Maryland
Most People Watch **COLOR-FULL**
WMAR-TV

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



WEEK IN BRIEF

Network daytime billing took leap forward by 21.2% in 1965 to record \$398.9 million; now makes up 31.6% of revenue dollar for networks, up 3.6% over 1964. Profits reported high when the sun shines. See . . .

BOOM IS IN DAYTIME . . . 33

NBC's radio audience study says 111 million different adults listen to radio each week, 90.5% of all Americans 18 years and older. For single day, report says 92.1 million tune in. Both figures top TV. See . . .

BIG-LEAGUE AUDIENCE . . . 40

Dress rehearsal for House showdown on CATV run in Small Business subcommittee hearing. AMST and NCTA relate their views with Commerce Committee shootout still one week away. See . . .

BATTLE LINES DRAWN . . . 66

CBS Inc. tells stockholders that it is 'world's biggest ad medium,' that its audience is largest for 12th consecutive year, and that company has completed second best year in history—topped only by 1964. See . . .

TOP AD MEDIUM . . . 77

Radio-TV get windfall in advertising as Boston newspaper strike continues. With ads, though, comes need for increased news, announcements and special events. Some stations hire newspapermen for news duties. See . . .

RADIO-TV TO RESCUE . . . 36

TVB reports spot up 6% in second billion-dollar year. Top 100 in fourth quarter topped by P&G, Lever, but household appliances show biggest percentage increase—whopping 121%, second category is dental products. See . . .

\$1 BILLION FOR SPOT TV . . . 44

General Motors, Schick lead third quarter network radio although medium dropped overall by 3%. RAB had predicted 15% gain. GM poured \$1.9 million into medium with top 100 spending \$17.6 million. See . . .

NETWORK RADIO DOWN . . . 45

FCC issues order on CATV; will control 1,200 nonmicro-wave fed CATV's as well as 400 already regulated. In all, reported 6.6 million viewers are affected. Order has no surprises following Feb. 15 notice. See . . .

CLOSES FIST ON CATV . . . 48

ABC-TV, pleased with fourth spot on 'Batman,' is thinking of instituting additional spot in one-half-hour nightly. Fourth spot would be placed in 7:30-8:00 p.m. programs if policy is adopted. See . . .

LIKES FOURTH AD . . . 37

Barry-Enright get renewal of WGMA on condition that they sell property within 60 days. FCC had originally refused to renew station on ground that principals owned programs involved in quiz show scandals. See . . .

CAN BE RETURNED . . . 56

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**“Views expressed
on this program
are those of this station.”
Taking an editorial stand is
one of the Storer Standards.**



A permanent three-man board in every Storer station develops viewpoints, prepares editorial messages, gets them on the air. Emphasis on station editorials is one of the standards adhered to by the Storer stations that mean more worthwhile listening for the public and more successful selling for advertisers.

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WIBK
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WIBK-TV

Storer Standards make every Storer station a great salesman.

Pay TV rulemaking due out this week

FCC decision to issue rulemaking aimed at establishing nationwide system of off-air pay television appeared likely following special commission meeting Friday (March 11) on subject (see page 60).

Commission, working on draft of proposed rulemaking presented by special committee of commissioners, suggested number of changes in language and emphasis and asked staff to submit documents next Wednesday (March 23).

But sources said there appeared to be no opposition to inviting industry comments on proposal. Rulemaking was requested by Zenith Radio Corp. and Teco Inc., in petition based on their pay-TV test in Hartford, Conn.

Rules proposed in rulemaking one said follow lines of those suggested in Zenith and Teco petition. These provide for case-by-case determination as to which applications for pay-TV operations commission should permit.

They are also designed to assure that pay-TV stations maintain control over their operations and to prevent monopolistic growth of pay television in station operation and program distribution.

Committee suggested limiting pay-TV time to 15% of station's broadcast day if outlet is only one in market. Percentage would increase to 50% in case of four-station market. Commissioners were in disagreement on way to handle.

There was disagreement also on whether commission should propose that rules provide for only one technical pay-television system, as was suggested.

Commission has yet to resolve question of whether to propose limiting type of programing permissible on pay-TV system to "box office" products. If so, question of defining box office arises.

Other problems involve language in notice, particularly those sections expressing view that pay television would not have adverse impact on regular broadcast television. Commissioner Rosel H. Hyde would prefer to have commission stress affirmative view that pay-TV would bring new service to public.

Pipeline goes to consumer

Transcontinental Gas Pipe Line Co., Houston, announced today (March 14) first TV consumer campaign on behalf of residential use of gas for cooking,

heating and appliances.

Firm reportedly is backing campaign—spot TV on 22 stations in 12 cities, including New York, Philadelphia and Atlanta—with \$300,000 budget. Campaign will use four, 20-second color commercials with concentration in spring and fall of this year.

Pipeline company, which has no direct dealing with public, distributes gas in area extending from Montgomery, Ala., to New York. Doremus & Co., New York, is agency.

RCA sees color sales reaching 5.5 million

Current color boom brought prediction today (March 14) from RCA, major color receiver manufacturer, that sales of sets this year will go up another 1 million, or 22% above RCA's original estimate for 1966.

Total sales should reach 5.5 million sets based on present indicators, according to RCA. Retail value of total sets would come to some \$3 billion, company said. At same time, firm predicted that entire consumer electronics industry, should hit close to \$6 billion in volume this year.

RCA also announced development of 22-inch, 90-degree rectangular color tube that will be sold later this year. Sample tubes will be priced at about \$150 in June, followed by introductory \$118 for laminated-etched, and \$110.50 for non-laminated versions.

This is news coverage?

All was peaceful at wedding of Dutch Princess Beatrix and West German (and former Nazi) Claus von Amsberg—at least that was way European television viewers saw it.

Scufflings between demonstrators and police during five-hour wedding last Thursday were recorded by Dutch television crews, but were omitted from broadcast by decision of producer.

Producer Kees van Langeraad saw first shots of trouble on monitors but thought it was not "right to break into this [wedding] to show unruly scenes."

Mr. van Langeraad said Friday (March 11) he was not under orders to ignore disturbances.

Around cracker barrel with Buffalo's WYSL-FM

New twist to growing telephone-microphone talk format on radio stations to make it more like old time cracker barrel was scheduled to begin Saturday (March 12) in Buffalo, N. Y.

McLendon station's WYSL-FM, which like so many FM stations, has been duplicating its sister AM station, finally settled on format after week of experimentation. New format provides that advocate of point of view or authority on single subject will take over in studio and field all telephone calls coming into station on their particular subject or viewpoint.

First WYSL-FM "moderator" will be young mother who, in commenting on subject of sex education earlier last week, declared she intended to instruct her daughter in contraception beginning at age 11.

New "hot line" program will run from 10 a.m. to 2 p.m. at beginning, but will be lengthened until it covers at least 51% of station's program time—thus complying with FCC's nonduplication rule.

Probable extension of this format, according to Jack Danahy, station manager, is to link two callers together in conference call and broadcast them talking to each other.

As is customary, station will institute seven-second delay in broadcasting these conversations to eliminate any obscenities or swear words.

"Beauty of this format," Mr. Danahy said, "is that it makes the station completely responsive to the citizens of the community."

Derogation, public service clarified by TV Code Broad

Additions to National Association of Broadcasters TV Code dealing with derogatory advertising and public service material in non-prime time were passed by code board in New Orleans Friday (March 11).

Derogation amendment prohibits "ridiculing competitors or any form of contemptuous reference" toward other products, institutions or professions "regardless of identifiability."

Clause dealing with non-prime time commercials specifically excludes public service announcements from definition of commercial copy. Included in definition were normal spots, billboards, pro-

WEEK'S HEADLINERS

Edmund C. Bunker, formerly VP and national director of broadcast at Foote, Cone & Belding, New York, appointed



Mr. Bunker

ington.

Richard L. Beesemyer, recently appointed general manager of WABC-TV New York (BROADCASTING, March 7), elected VP of ABC. Mr. Beesemyer joined WABC-TV in March 1963 as general sales manager.

Edwin W. Ebel, VP, advertising services, General Foods Corp., White Plains, N. Y., has announced his retirement in late September (see page 47). He has been associated with General Foods since 1948 in posts including director of sales and advertising for Post division and director of ad-

vertising for corporation. He was elected VP, advertising services, in 1955. Earlier he had served in executive capacities with several advertising agencies. Mr. Ebel is currently chairman of board of directors of Advertising Council.

Sherwood Dodge, marketing-research specialist, elected president of the Advertising Research Foundation, New York. He succeeds **Alcuin W. Lehman**, who retires after 25 years, past five as ARF president. Mr. Lehman continues as advisor during the changeover. Mr. Dodge's career extends from copywriter-researcher at former Lord & Thomas Agency to marketing VP of Foote, Cone & Belding, L&T's successor agency. In 1957, he was elected VP of Fletcher D. Richards Inc. and subsequently served three years as marketing VP of Colgate's toilet articles division.

John Burke, Chicago radio executive, named director of sales for Radio Advertising Bureau's new Midwest division. He's been VP and general manager of WNUS Chicago, sales manager of WBBM Chicago and with CBS Radio Spot Sales. RAB is seeking Chicago quarters for its midwest division, which is expected to open about April 1. Mr. Burke will join RAB headquarters in New York March 21.

A. Baker to Wagenwest, Inc. for \$200,000. Wagenwest Inc. is owned by David W. Wagenvoord and Myrtle and Fred Westenberger, who also own WWOM-AM-FM New Orleans, KOMA Tulsa, Okla., and recently sold KVIM New Iberia, La. KRBE(FM) operates on 104.1 mc with 79 kw.

Kwyz Everett, Wash.: 63% interest sold by Mae Hecht, S. P. Putnam, Ronald M. Richer, George B. Aller, Monte L. Richards and Ralph A. Larson to Clifford H. Hansen for \$130,428. Mr. Hansen is presently 22% owner of KWYZ and is station manager of KTOB Petaluma, Calif. Commission action included license renewal. Kwyz operates fulltime on 1230 kc with 1 kw daytime and 250 w nighttime.

Storer, Rust Craft move ahead in CATV

Group broadcasters have moved more heavily into community antenna television as announcements were made Friday (March 11) that:

■ Storer Broadcasting Co. acquired its ninth CATV system when it purchased 3,200-customer cable system in Carlsbad, N. M. Price was not disclosed.

System, which is four years old, has potential of 8,000 subscribers and carries local TV station and those from Albuquerque and Roswell. Storer said it intends to add Spanish-language TV station from Jurarez, Mexico, as well as weather channel.

Principal sellers were Darrell Swayze, owner of KPBM Carlsbad, and Entron Inc., Silver Spring, Md., CATV equipment manufacturer and cable operator.

Other Storer systems are at Thousand Oaks, Ojai, Santa Paula, Fillmore, Victorville, Wrightwood, Manhattan Beach, all in California. Storer also holds franchise CATV for Hermosa Beach, Calif.

■ Rust Craft Broadcasting Co. acquired group CATV owner Neptune Broadcasting Corp. in exchange of stock.

Neptune, which operates CATV systems in Steubenville and Martins Ferry, both Ohio, and holds interests in franchises in Marion, Lima, Lisbon, East Liverpool and Wellsville, all Ohio, and New Castle, Pa., was owned by Jack, Louis and Allen Berkman, principal owners of Rust Craft Broadcasting and parent, Rust Craft Greeting Cards.

Transfer of Neptune ownership was for 20,000 shares of Rust Craft stock, considered to be over \$500,000 transaction.

Also last Friday, Vermont senate killed bill that would have placed CATV under state public service board as a utility.

For other personnel changes of the week see FATES & FORTUNES

motional announcements and below-line credits.

Redrawn clauses go to full television board for approval in June.

20th Century gross, net up

Largest gross income since 1951 and net income since 1949 is disclosed by 20th Century-Fox annual report released Friday (March 11).

Gross jumped 41% over previous year and net is up 2%. Increased taxes was said to account for wide disparity in gross-net relationship.

Income from film series produced for TV shot up to total \$33.5 million, increase of more than 150%. This was offset somewhat by 24% decrease in feature film sales to TV, dropping to \$18.4 million from \$24.2 million.

Year ended Dec. 25, 1965:

Earned per share	1965	1964
	\$4.10	\$3.69
	(excluding 32 cents per share from sale of foreign property)	
Gross revenues	\$162,626,000	\$114,954,000
Net earnings	\$ 11,762,000	\$ 10,565,000

TV cameraman is fined for filming in court

Contempt of court fine for photographing principals in kidnapping case was levied on KTVT(TV) Fort Worth-Dallas cameraman Friday (March 11).

Although warned he would be fined if he tried to take pictures of accused kidnapper, cameraman, William O. Seymour, took some in corridor outside courtroom.

Mr. Seymour defied judge's ban, he said, because he felt ruling "was invalid and violated our rights under the First Amendment . . . [and] . . . we had to test the ruling some way."

He is member of Texas Freedom of Information Committee of Sigma Delta Chi, national journalism society.

Station sale approvals

Broadcast bureau of FCC announced approval of two station sales Friday (March 11). Stations sold:

KRBE(FM) Houston: Sold by Roland

Warner Bros. Television Audience Magnets...



SUGARFOOT



HAWAIIAN EYE



THE GALLANT MEN



SURFSIDE 6



77 SUNSET STRIP



COLT .45



MAVERICK



CHEYENNE



BRONCO



THE ROARING 20'S



BOURBON STREET BEAT



THE DAKOTAS



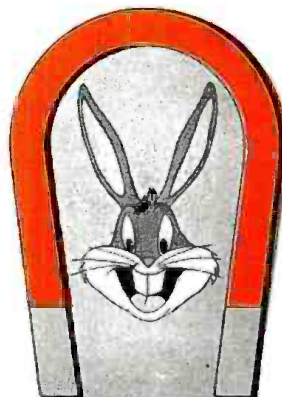
ROOM FOR ONE MORE



LAWMAN



WARNER BROS. ONE-FEATURES

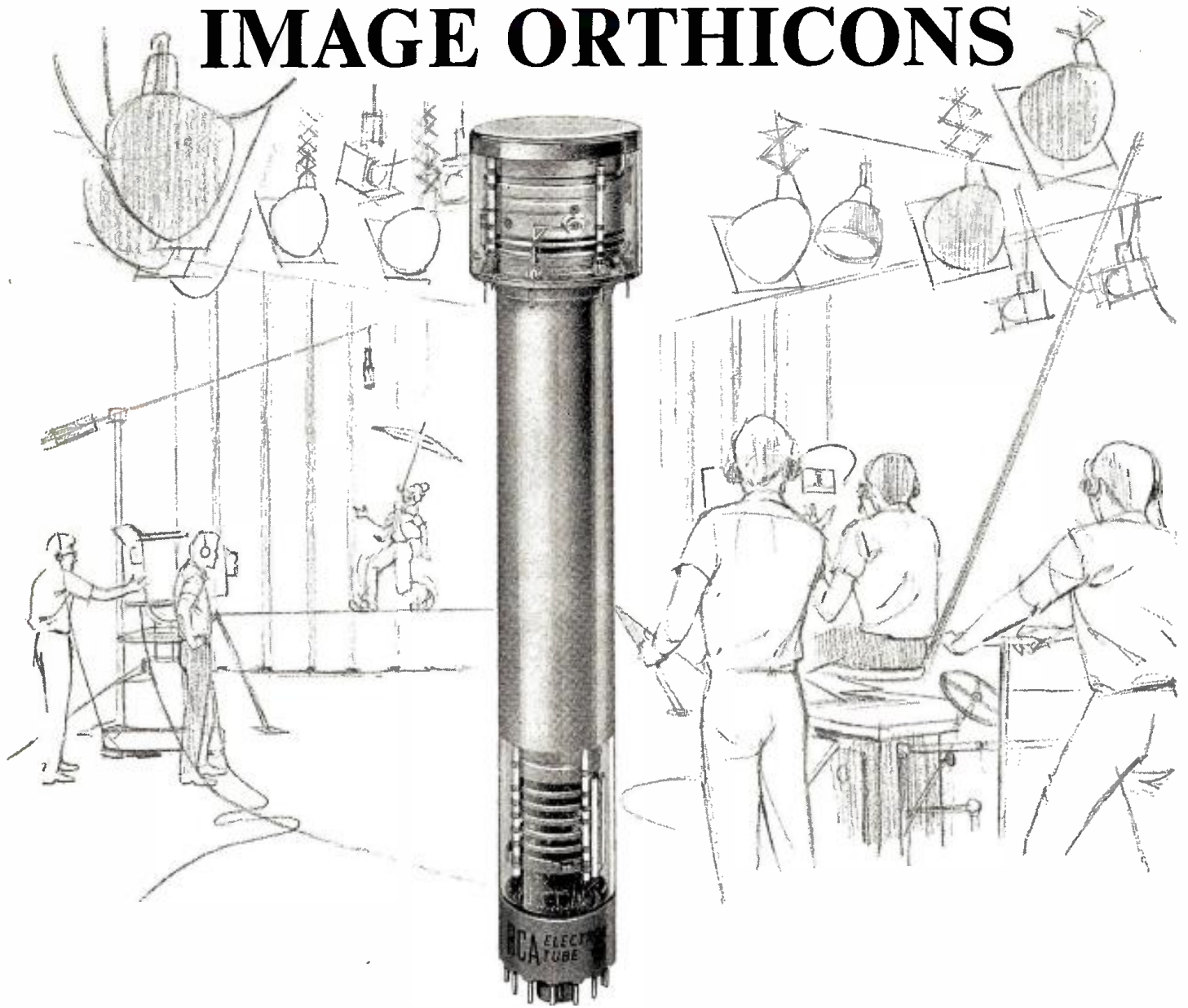


WB CARTOONS-SERIES '64



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

RCA **color** capability
IMAGE ORTHICONS



7513/S-4513/S For Superior Quality Studio Color

**4415/S-4416/S For Uniform Color
at Black-and-White Lighting Levels**

8092A/S For Unequaled Remote Color Pickup

AVAILABLE FROM YOUR RCA BROADCAST TUBE DISTRIBUTOR

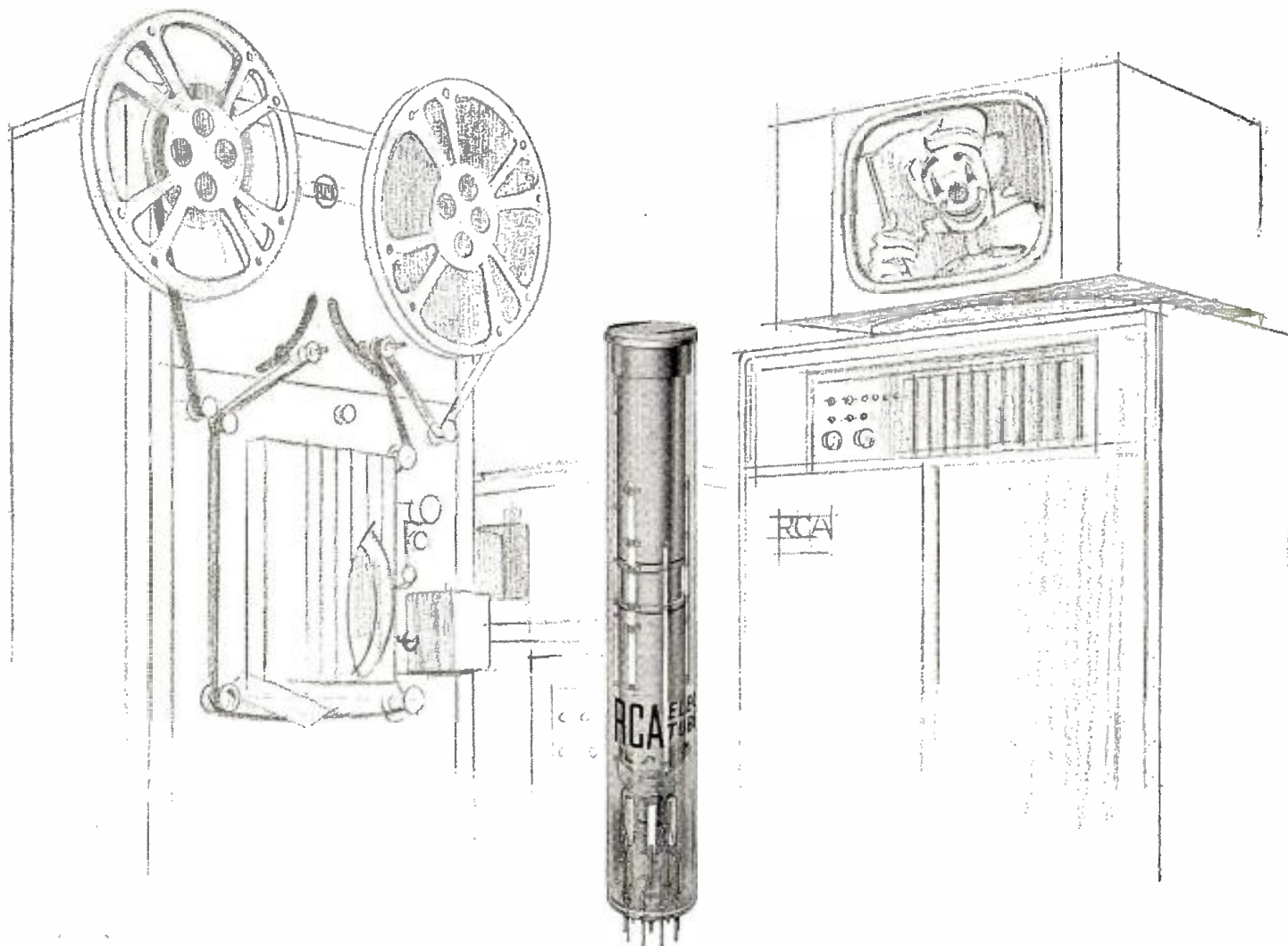
For complete technical information, ask for RCA's new Camera Tube catalog, CAM-600B. RCA Electronic Components and Devices, Harrison, N.J.

VISIT OUR BOOTH AT
THE NAB CONVENTION



The Most Trusted Name in Electronics

RCA **color** capability
VIDICONS



**7735B For Exceptional Sensitivity
and Low-Lag Characteristics**

**8134 or 8134/V1 For Lightweight,
Compact, Color Camera Systems**

8480 or 8480/V1 For Finer Broadcast Color Film Pickup

AVAILABLE FROM YOUR RCA BROADCAST TUBE DISTRIBUTOR

For complete technical information, ask for RCA's new Camera Tube catalog, CAM-600B. RCA Electronic Components and Devices, Harrison, N.J.

VISIT OUR BOOTH AT
THE NAB CONVENTION



The Most Trusted Name in Electronics



An invitation from Adam Young . . .

You are cordially invited to attend
**THE ADAM YOUNG
ANNUAL AMATEUR
ART AWARD EXHIBIT**
to be held during
the NAB Convention
in the English Room
at the Sheraton-Blackstone
Hotel, Sunday, March 27th
to Wednesday, March 30th.
Daily showings will be
continuous from 10:30 A.M.
Amateur artists among
station and network
personnel registered
at the Convention
are invited to exhibit
their works. Contact your
local Adam Young office for
details before March 18th.



**adam
young inc.**

NEW YORK • CHICAGO • ATLANTA • BOSTON
DALLAS • DETROIT • LOS ANGELES • PORTLAND
ST. LOUIS • SAN FRANCISCO • SEATTLE

DATEBOOK

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

■Indicates first or revised listing.

MARCH

March 15 — **International Broadcasting Awards** banquet and presentation of trophies to the advertisers, agencies and producers responsible for the best radio and TV commercials broadcast during 1965. Hollywood Palladium.

March 15 — Deadline for entries for the Alfred P. Sloan Radio-TV Awards for Highway Safety offered to the broadcasting and advertising industries for their service in community traffic accident prevention and for their support of nationwide traffic safety programs. Send entries to Alfred P. Sloan Radio-TV Awards, 200 Ring Building, Washington 20036.

March 15 — Luncheon meeting of the Federal Communications Bar Association. Speaker will be Frederick W. Ford, president of the National Community Television Association. Willard hotel, Washington.

March 15 — Annual meeting of stockholders of the Boston Herald-Traveler Corp. to elect directors and transact other business. Herald-Traveler Building, Boston.

March 16 — Reception honoring 1966 international broadcaster visitors sponsored by the Educational Foundation of American Women in Radio and Television. Speaker will be John Chancellor, Voice of America. International Center, Washington.

March 16-23 — 1966 International Television Programme Market to be held in Cannes, France. For information contact Charles Michelson in New York at (212) PLaza 7-0695.

March 17 — Region two conference of Sigma Delta Chi, professional journalistic society. University of North Carolina, Chapel Hill.

March 17-22 — National convention of the National Federation of Advertising Agencies. Pebble Beach, Calif.

March 18 — Spring meeting of the Indiana Broadcasters Association. Marriott hotel, Indianapolis.

March 18-19 — Annual spring meeting of Arkansas Broadcasters Association. Albert Pike hotel, Little Rock.

March 20-22 — 11th annual spring convention of the Pacific Northwest Community TV Association. Ridpath hotel and motor inn, Spokane, Wash.

March 21-23 — Annual meeting of the Canadian Association of Broadcasters. Queen Elizabeth hotel, Montreal.

March 21-25 — International Convention and Exhibition of the Institute of Electrical and Electronics Engineers. New York Hilton and New York Coliseum, New York.

March 23 — 18th annual awards dinner of Writers Guild of America, Beverly Hills, Calif.

March 23-26 — Annual meeting, Southern CATV Association. Broadwater Beach hotel, Biloxi, Miss.

March 23-26 — Association of National Advertisers Inc. West Coast meeting. Del Monte Lodge, Pebble Beach, Calif.

■March 25 — Community antenna television meeting sponsored by the Broadcast Advertising Club of Chicago. Sheraton-Chicago hotel, Chicago.

March 25-27 — Annual convention of the National Association of FM Broadcasters. Conrad Hilton hotel, Chicago.

March 25-27 — Midwest conference of the National Association of Educational Broadcasters. Pick-Congress hotel, Chicago.

March 28 — Technical committee meeting and board-of-directors dinner meeting of

the Association of Maximum Service Telecasters. Sheraton-Blackstone hotel, Chicago.

March 26-27 — Radio Program Conference sponsored by program consultant Bill Gavin. Sheraton-Chicago hotel, Chicago.

March 27 — Third annual meeting of Society of Broadcast Engineers. Conrad Hilton hotel, Chicago.

March 27 — Annual membership meeting and board of directors meeting of the Association of Maximum Service Telecasters. Conrad Hilton hotel, Chicago.

March 27-30 — 44th annual convention of National Association of Broadcasters and 20th annual NAB Broadcast Engineering Conference. Conrad Hilton hotel, Chicago.

March 27-30 — Television Film Exhibit—1966 with 20 program distributors participating. Conrad Hilton hotel, Chicago.

■March 28 — Fifth annual Mark Century seminar sponsored by Mark Century Sales Corp. Panelists include Herb Mendelsohn, general manager of WMCA New York, John Sullivan, president of Metropolitan Broadcasting Radio and Jack Stapp, president of Tree Publishing Co. Conrad Hilton hotel, Chicago.

■March 28 — Annual membership breakfast meeting of TV Stations Inc. Sheraton-Blackstone hotel, Chicago.

March 29 — Annual meeting of shareholders of the General Tire & Rubber Co. to elect directors and to transact other business. General Tire & Rubber Co., Akron, Ohio.

March 31-April 2 — Southern area conference of the National Association of Educational Broadcasters. Holiday Inn—Rivermont, Memphis.

March 31-April 2 — Texas CATV Association annual convention. Marriott motor hotel, Dallas.

APRIL

April 1 — Deadline for comments on FCC's proposed rulemaking limiting to three, number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

April 1 — Deadline for submitting entries for the 1966 Gavel Awards for outstanding contributions to public understanding of the American legal and judicial systems, sponsored by the American Bar Association. Send entries to American Bar Association, committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

April 1-2 — Region three conference of Sigma Delta Chi, professional journalistic society. Birmingham, Ala.

April 1-3 — Third annual Hollywood Festival of World Television. Speakers include: Ashbrook P. Bryant of FCC; Elliott Averill, executive vice president of Bank of New York; James Haggerty of ABC; Charles Boren, executive vice president of Association of Motion Picture & Television Producers; Jack Dales, executive secretary of Screen Actors Guild; James Webb, president of International Writers Guild; Joe Roizen, Ampex International; Robert Lewis Shayon, *Saturday Review* and University of Pennsylvania, and William Dozier, executive producer of *Batman*. Canyon Club Inn, Palm Springs, Calif.

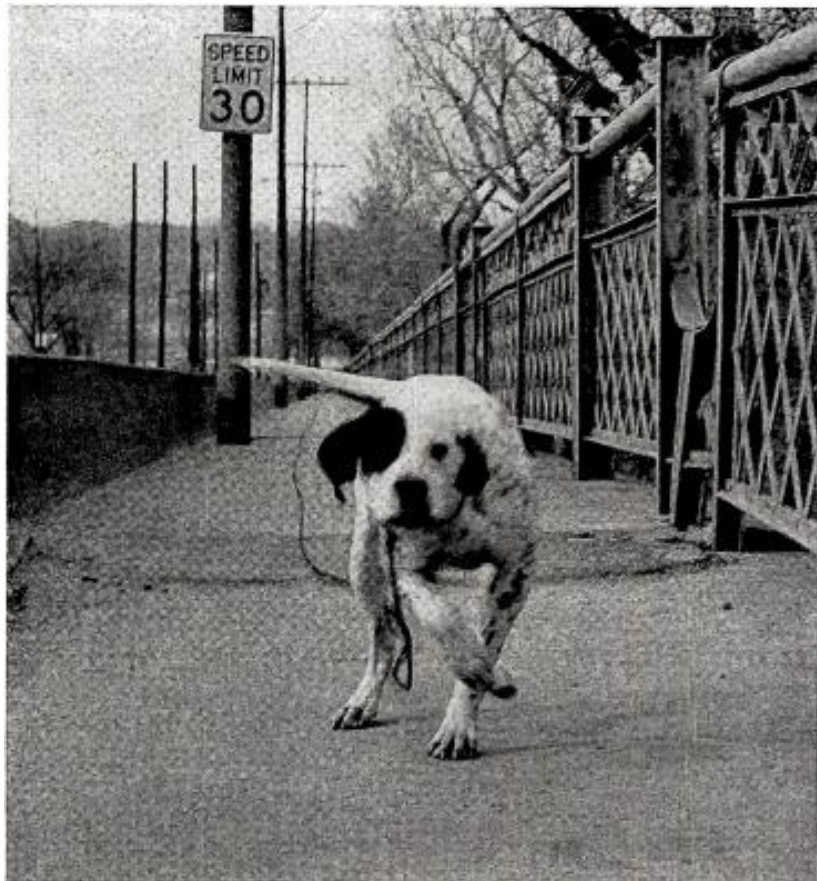
April 3-5 — National Conference on Instructional Broadcasting sponsored by the instructional division of the National Association of Educational Broadcasters. University of California, Santa Barbara.

April 14-15 — 1966 College Conference of the International Radio and Television Society. Hotel Roosevelt, New York.

April 14-25 — 44th Milan Trade Fair, including the annual spring meeting of MIFED,

BROADCASTING, March 14, 1966

How the "Duke of Des Moines" helped restore service to 10,000 telephone customers



Duke, an English Pointer, trots lightly across the dangerous span with a line tied to his collar.



This twisted, broken bridge kept hundreds of telephone men and women from enjoying Easter with their families.



A line crew in the cable pit, painstakingly splicing thousands of wires in one cable to their mates in another.

On the Saturday before Easter, 1965, a section of the Sixth Avenue bridge in Des Moines, Iowa, collapsed with a roar into the flooded river below. Seven telephone cables beneath the bridge were broken. 10,000 telephones were silenced.

The bridge break was sudden and unexpected. But within minutes, telephone workers were rushing to restore service—hundreds of men and a dog.

The dog was Duke. And his first job was to help get an emergency cable across the treacherous, weakened section of the bridge still standing—which might go down under human weight.

Duke's owner, a telephone man, tied a light line to the dog's collar. Then he drove to the other side by another route and whistled for Duke. The dog came trotting eagerly across the span, bringing the line with him. This, in turn, was used to pull the first temporary cable across.

Fire stations, fire call boxes, state police headquarters and other essential phones were soon operating again.

Meantime, work went on around the clock. Special operators intercepted calls to the affected areas. Girls in service centers checked records, helped cable splicers identify customers' lines. On the spot, telephone crews spliced thousands of lines, wire by wire.

By Easter morning, men, trucks and materials were arriving from all over Iowa. And just 86 hours and 20 minutes after the bridge collapsed, 13,400 splices had been made and every phone was back in service.

The Bell System meets many emergencies—fires, floods, hurricanes, earthquakes, blackouts, transit strikes. During 1965 alone, thousands of Bell System people pitched in to repair damage costing millions of dollars. And each emergency is handled as quickly and humanly as possible—as on that Easter in Des Moines.



Bell System

American Telephone & Telegraph and Associated Companies



The Features with a REPUTATION MGM 6

The
Station
with the
MGM/6
REPUTATION

KOVR Sacramento



the International Film, TV film and Documentary market. Milan, Italy.

April 15 — Deadline for comments on FCC's proposed rulemaking to limit three major networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was Jan. 31.

April 15-16—Spring meeting of West Virginia Broadcasters Association. Wilson Lodge, Wheeling.

April 15-16—Region one conference of Sigma Delta Chi, professional journalistic society. Rochester, N. Y.

April 15-16—News seminar for broadcasters sponsored by the Michigan Associated Press. East Lansing.

April 15-17 — Region eight conference of Sigma Delta Chi, professional journalistic society. Fort Worth.

April 16 — 27th annual national convention of the Intercollegiate Broadcasting System. Rutgers University, New Brunswick, N. J.

April 17-19—National Educational Television affiliates meeting. Statler Hilton hotel, New York.

April 18-19 — Annual spring meeting and election of officers of Nevada Broadcasters Association. Dunes hotel, Las Vegas.

April 18-22—National convention of Alpha Epsilon Rho, the national honorary broadcasting fraternity. Speakers include FCC Commissioner Robert E. Lee, Bill Todman of Goodson and Todman Productions, and Thomas Moore, president of ABC-TV. Sheraton Plaza hotel, Boston.

April 20—Spring meeting of the Educational Television Stations division of the National Association of Educational Broadcasters. Statler-Hilton hotel, New York.

April 21-22—Spring meeting of the Mid-America CATV Association. Prom-Sheraton Motor Inn, Kansas City, Mo.

April 21-23 — Annual spring meeting of Oregon Association of Broadcasters. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Salishan Lodge, Gleneden Beach.

April 22-23 — Region four conference of Sigma Delta Chi, professional journalistic society. Toledo, Ohio.

April 22-23—Region five conference of Sigma Delta Chi, professional journalistic society. Kentucky Dam Village State Park, Gilbertsville, Ky.

April 22-30 — 6th Golden Rose of Montreux festival, the international contest for light-entertainment television programs, sponsored by the European Broadcasting Union in cooperation with the Swiss Broadcasting Corp. Montreux, Switzerland.

April 23-24 — Annual spring meeting of Louisiana Association of Broadcasters. Chateau Charles, Lake Charles.

April 24-25—Annual spring convention of Texas Association of Broadcasters. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters. Fairways hotel, McAllen.

■April 24-29—Ameco Management Institute sponsored by Ameco Inc., in cooperation with Arizona State University. Purpose is to give experienced CATV managers and owners an opportunity to explore the economic factors with which they can expect to deal during the next several years, with attendance limited to 20 students. Camelback Inn, Phoenix.

April 25-28—13th annual convention of the Audio Engineering Society. Hollywood Roosevelt hotel, Los Angeles.

■April 26-28—Institute of Electrical and

Electronics Engineers Inc. region six annual conference. Pioneer hotel, Tucson, Ariz.

■April 27—Annual spring meeting of Connecticut Broadcasters Association. University of Connecticut. Storrs.

April 27-30 — Annual spring meeting and election of officers of Kansas Association of Radio Broadcasters. Speakers include Harold Niven, assistant to the president, National Association of Broadcasters. Bessee hotel, Pittsburg.

April 28-May 1—Annual spring meeting and election of officers of Mississippi Broadcasters Association. Broadwater Beach motel, Biloxi.

April 29-30—Spring regional conference of regions 9 and 11 (joint meeting) of Sigma Delta Chi, professional journalistic society. Las Vegas.

April 29-May 2 — Annual meeting of the American Association of Advertising Agencies. Shadows hotel and Camelback Inn, Phoenix.

April 30 — Meeting of the California AP Radio TV Association. Del Webb Towne House, San Francisco.

MAY

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

May 2—Deadline for reply comments on FCC's proposed rulemaking limiting to three, number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

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

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

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

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

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

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

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

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

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

■May 8-11 — 1966 Catholic Communications Convention sponsored by the Catholic Broadcasters Association and the bureau of information of the National Catholic Welfare Conference. Fairmont hotel, San Francisco.

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

■May 12—Annual spring managers meeting of the New Jersey Broadcasters Association. Rutgers University, New Brunswick, N. J.

May 12-14—Annual spring meeting and

■ indicates first or revised listing.

We take pride in announcing a major breakthrough in evaluating cumulative national radio audiences.

The results of this project, representing three years of developmental research, will be presented throughout the United States starting April 1, 1966.

NBC RADIO NETWORK 



WJEF's 10,000 Country Clubbers don't fiddle around

Our loyal country and western music fans leave that dial alone. They string along with our "Country Club of the Air." And why not? We offer them memberships — complete with card! — and participation in games and contests for valuable prizes.

They don't fiddle around when it comes to spending, either. Indus-

trialized Grand Rapids is Western Michigan's top-earning, top-spending market. People around here make good money and they keep it moving.

At WJEF, we don't just pat our foot. *We sell.* Ask your Avery-Knodel man to tell you about our country-music station that comes across with sweet music for advertisers.

The Feltzer Station

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WJEF GRAND RAPIDS KENT CO. MI.
WJEF GRAND RAPIDS MI.
WJEF-TV GRAND RAPIDS MI.
WJEF-TV GRAND RAPIDS MI.

TELEVISION
WJEF-TV GRAND RAPIDS MI.
WJEF-TV GRAND RAPIDS MI.
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WJEF-TV GRAND RAPIDS MI.

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY
Avery-Knodel, Inc., Exclusive National Representatives

Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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Bill me

election of officers of Montana Broadcasters Association. Speakers include Vincent Wasilewski, president of National Association of Broadcasters. Northern hotel, Billings.

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

■May 16—New deadline for reply comments on FCC's proposed rulemaking to limit three major networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programing between 6 p.m. and 11 p.m., or to two hours of nonnews programing in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was March 31.

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

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

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

■May 19-20—Annual spring meeting of Ohio Association of Broadcasters. Voyager Motor Inn, Youngstown.

■May 19-21—Annual meeting of the Iowa Broadcasters Association. Blackhawk hotel, Davenport.

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

May 19-21 — Annual spring meeting of Alabama Broadcasters Association. Parliament House, Birmingham.

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

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

■May 31—New deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50,50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Former deadline was March 15.

JUNE

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

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

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

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

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

■Indicates first or revised listing.

In the Winner's Circle

VOLUME ELEVEN

"Films of the 50's and 60's"

FROM SEVEN ARTS

52 Champions 30 in Color

Volume Eleven in the winner's

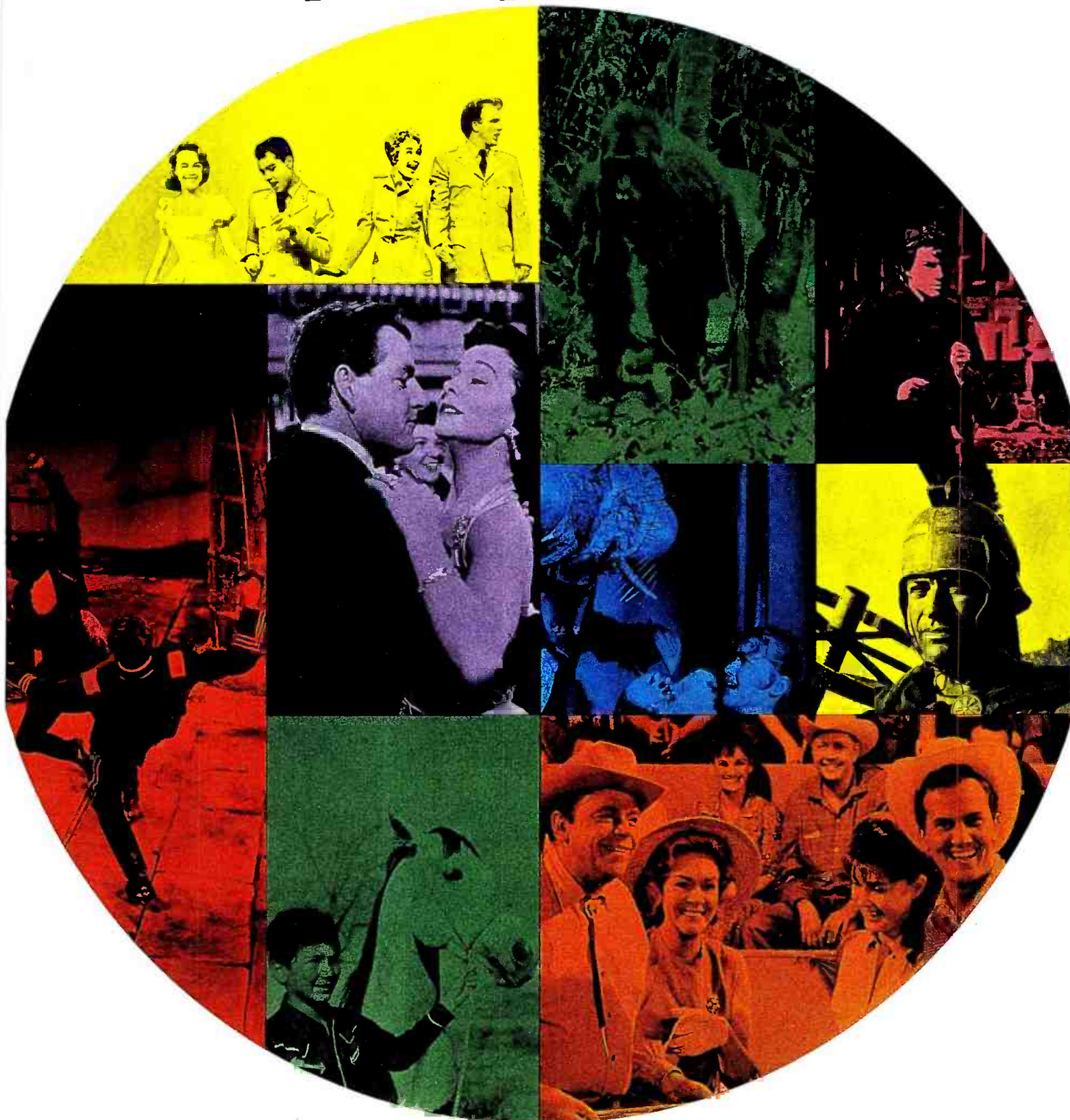


circle for color...color...color



In addition to 30 blockbusters in Color, Volume 11 also includes these 20th Century-Fox boxoffice hits with such great stars as: Fred MacMurray in *CAPTAIN EDDIE*, Raymond Burr in *DESIRE IN THE DUST*, Glenn Ford in *FOLLOW THE SUN*, Edward G. Robinson, Rod Steiger and Joan Collins in *SEVEN THIEVES* and Ginger Rogers and David Wayne in *WE'RE NOT MARRIED*.

Volume Eleven is Championship Entertainment



from

 **Seven Arts**
ASSOCIATED CORP.

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TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

'Are ad people afraid?'

EDITOR: Re your Feb. 28 editorial: I am a broadcaster, concerned primarily with advertising. I am for the Hart bill. (Apparently, the editors of BROADCASTING have never, on an extremely limited budget, tried to figure their way through a supermarket!)

I believe the consumer should know exactly what he is buying. And, after many years in advertising, I'm convinced that the buying public (particularly that segment with significant purchasing power) appreciates and responds to truthful, imaginative advertising. Are advertising people afraid that in lieu of puffed claims, they'll be called upon to be creative?

I could, and so could you, cite a number of advertising campaigns that have sold products with imagination. I am for the Hart bill and other forms of consumer protection. I am also for creative advertising. They are not incompatible.—*Ellen Tripp, advertising director, WYFM Charlotte, N. C.*

Cooperation appreciated

EDITOR: With the conclusion of a very successful 1966 United Cerebral Palsy campaign, we wish to express our sincere thanks for your publication's generous cooperation.

The space allocated by your magazine was of invaluable assistance in our fund-raising effort. We are deeply grateful.—*Whitney R. Kerchner, president, United Cerebral Palsy Association Inc., New York.*

Echoes the praise

EDITOR: I want to compliment you on your Feb. 28 editorial, "Sarnoff at 75." If ever a man deserved to be singled out annually by this industry of ours, based on his contributions and foresight, it is General Sarnoff.—*Bob Edell, director of operations, Crowell-Collier Broadcasting Corp., Los Angeles.*

Broken shoestring

EDITOR: I read with great interest and some nostalgia your Feb. 7 article on WTVX(TV) Fort Pierce taking to the air on a shoestring.

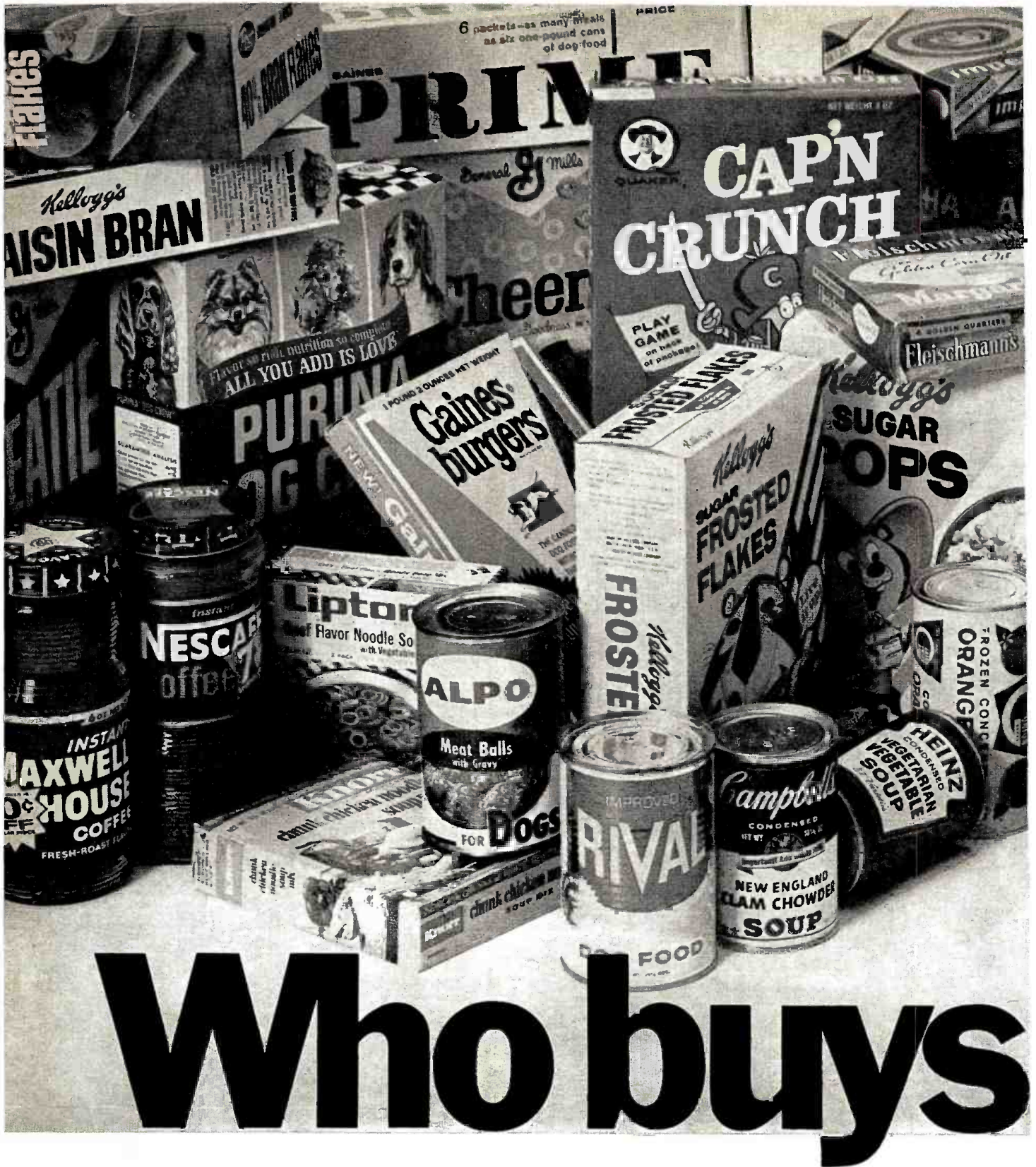
It is indeed possible for a television station to go from an idea to the air in less than nine months and with an outlay of less than \$100,000.

In fact we put a commercial television station on the air in eight months

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



A POST-NEWSWEEK STATION represented by CBS Radio Spot Sales



Who buys

18 to 34? 35 to 49? 50+?

Don't guess.
If you want to keep on
eating well,
don't fail this test.
Ask Peters, Griffin, Woodward's
research director, Dr. Thayer,
who it is who buys
the groceries you sell.

PETERS, GRIFFIN
New York, Chicago, Detroit, Philadelph



more food?

He can tell you a lot about supermarket shoppers: how old they are, how much each age group spends, and how important these three age groups are or 17 different categories of food.

Don't make a check mark at left (or another media decision) until you've checked with Dr. John Thayer at Peters, Griffin, Woodward in New York. Call 212-826-6000. Or use the coupon at right.

Peters, Griffin, Woodward, Inc.
277 Park Avenue, New York, N.Y. 10017.

Dear Dr. Thayer: Who does buy more?

Name _____ Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____

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Illinois, U.S.A. — Phone 309-637-8416

and for less than \$70,000. BROADCASTING carried the story of WJMY-TV Allen Park-Detroit when it made its debut early in 1963.

Unfortunately what we started channel 20 on ended as a broken shoestring for WJMY-TV went dark late in 1963.

In mid-1962 two associates and I started opening dusty cardboard cartons stacked in a small building behind a Baptist Church in Allen Park, Mich. We hoped to find all the hardware and plumbing of the television station we had purchased from the head of that Baptist Church one month before. The equipment was located, connected; the antenna purchased and mounted atop a 300-foot FM radio tower; the proper papers filed with the FCC and channel 20 flipped the switch approximately eight months after the agreement to purchase the U had been signed.

We hit the air with a staff of eight stalwart souls and \$20,000 of pre-sold business (no small task with no network affiliation). We broadcasted for approximately six months and then major technical difficulties forced us to go dark.

We sold the equipment most of which was third and fourth hand and chalked the whole business up to experience—and good experience I might add.—*Michael V. Clarke, administrative assistant to president, WFTV(TV) Orlando, Fla.*

BOOK NOTES

"Video Tape Recordings," by *Cris H. Schaefer, Cedric L. Suzman & Associates. Hobbs, Dorman & Co. Inc., New York. 104 pp., illus. \$12.*

More than anything else, this work—a research report by a group of students at the Harvard Graduate School of Business—sets forth how video tape recording operates, its use in broadcasting and other industries, and some of the developments taking place in the field. Its noticeable shortcoming is in being out of date before it was published. The report deals primarily with developments through 1964. In a field of fast-changing technology this can be a serious deficiency.

"The Television Copywriter" by *Charles Anthony Wainwright, Hastings House, New York. 352 pp., \$7.95.*

Mr. Wainwright is vice president and creative supervisor at Tatham-Laird & Kudner, Chicago. His book describes the creative processes in making TV commercials and includes actual case histories. Other professionals provide guest articles for the volume. Storyboards, video tape, film, writing, casting, music and cost-cutting ideas are among subjects covered.

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EDITOR AND PUBLISHER
Sol Taisshoff

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John P. Cosgrove

SUBSCRIPTION MANAGER
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William Criger, David A. Cusick, Alice Gerwe, Dorothy Hughes, Edith Liu, Roy Mitchell, Ray Sauls.

Bureaus

New York: 444 Madison Avenue, 10022. Telephone: 212 Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; SENIOR EDITORS: David Berlyn, Rocco Famighetti, John Gardiner; STAFF WRITERS: Phil Fitzell, Ellen R. McCormick, John O'Hara; ASSISTANT: Frances Bonovitch; NATIONAL SALES MANAGER: Warren W. Middleton; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; EASTERN SALES MANAGER: Robert T. Fennimore. ADVERTISING ASSISTANT: Sherry Gluck. 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: MORRIS GELMAN; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Stephanie Alexander.

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

ASSISTANT PUBLISHER
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as MYER & as MACK

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ALSO TALK TO US ABOUT THESE FABULOUS SHOWS!



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AT THE NAB CONVENTION. MARCH 27-30 WE'VE GOT THE BIG ONE IN THE ROBOT ROOM!

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The Action





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It's been our Saturday spectacular since 1948—since '57 in color.

□ Reasons for such phenomenal success? Spirited country and western music, square dancing, hymns, a cast of 30, colorful production. □ It's exciting television! The kind clients and viewers look forward to with Avco Broadcasting. We specialize in live programming! Color! Local variety! Plus a dedication to provide vital, comprehensive news and effective public service. □ Midwestern Hayride is only one of many. There are more ... all part of **The FORWARD LOOK!**

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AVCO

BROADCASTING CORPORATION

TELEVISION: WLW-T Cincinnati / WLW-D Dayton / WLW-C Columbus / WLW-I Indianapolis / Represented by BCG / WOAI-TV San Antonio
Represented by Edward Petry & Co. / RADIO: WLW Cincinnati / Represented by BCG / WOAI San Antonio / Represented by Edward
Petry & Co. / WWDC Washington, D. C. / Represented by Blair / WWDC-FM Washington, D. C. / Represented by Quality Media

The continuing revolution in TV toy advertising

You can trace the growth of the toy industry by its change in attitude towards advertising. In 1955, one of the leaders in the toy industry stated with glee that he only spent 300 and some odd dollars on advertising the previous year. That same year, Mattel launched the first year-round advertising program in the toy industry.

An advertising magazine reported it as follows:

"At this point (1955) Mattel and its advertising agency, Carson/Roberts of Los Angeles, learned that a quarter-hour sponsorship of a new ABC-TV show, *The Mickey Mouse Club* was available that fall. Cost for the weekly 15-minute participation was \$500,000 for one year. Ignoring the fact that toys had never before been promoted on a year-round basis, Mattel signed for an appropriation five times the size of its original budget.

"This action not only changed the course of Mattel's future, but also altered the advertising habits of the entire toy industry."

The last sentence is a grand understatement.

In 1952-53, three years before we went on 52-week network TV, our annual sales amounted to \$5 million—and this year our annual sales are in the neighborhood of \$100 million.

The Mickey Mouse Club was the beginning of a series of programing innovations by us.

More and More TV ■ Our expanding product line dictated more national TV. In 1959 we created our own TV characters, Matty Mattel and Sister Belle, who acted as our spokesmen on our new national TV show—*Matty's Funday Funnies*, Sunday at 5 p.m. on the ABC network. Three years later we launched another network show at 7 p.m. on Saturday evenings—*The Beany and Cecil Show*.

In 1963 we initiated a Saturday morning TV concept we call wall-to-wall programing. Rather than sponsor a program or two on Saturday mornings, we purchased participations on all three networks—ABC, CBS and NBC—across the board, from 10 a.m. to 12:30 p.m. It was our feeling that the Saturday theater matinee, that we knew as children, had been replaced by Saturday morning TV, so we bought heavily into all the networks—even in the same time periods. That season and since then, Saturday morning has had Mattel as the key advertiser.

As our line of products continued to grow, our need for additional TV exposure again led us back to our own programing and a unique TV time buying technique. We sponsored a new cartoon show entitled *The Funny Company* in over 100 markets—our own fourth network. Although a cartoon show, each episode had a live-action segment with an educational and/or informational message. During this period, keep in mind, we purchased substantial local television to round out and supplement our national network activity.

Up until now I have only related a single aspect of our advertising thrust, albeit a most important part.

Prime Time, Too ■ In addition, we were aware that children were watching early-evening television. In fact we were positive that in the 7:30 to 8:30 time periods it was the child who determined what program was viewed in homes with children. Reactions to programs that we had participated in on a sporadic basis prior to 1964 convinced us that we should be advertising during this time period. These programs included *Maverick*, *International Show Time* and *Outer Limits*.

So early in 1964 we purchased *Flipper*—final pilot unseen, for 7:30 p.m. on Saturday evenings. We renewed our sponsorship of *Flipper* for the fall 1965 period, and added three other prime nighttime shows, plus a special. By this time the secret was out and the children's control of early TV time slots was an axiom being used in the programing departments of all three networks.

It's interesting to note in passing how TV has changed as a result of the impact of children's viewing habits.

Where a scant 10 years ago, children were allotted a small amount of television time on only one network in the late afternoon, now the bulk of the daily television fare is scheduled with them in mind. No network can compete for leadership without strategic scheduling of kid-appeal shows.

Another way of looking at the importance of the young viewer's influence is to look at the recent mid-season changes—*Daktari*, a sure-fire children's program on CBS at 7:30 Tuesday, replacing *Rawhide*; and *Batman* on Wednesday and Thursday replacing *Ozzie and Harriet* and *Shindig*. The commanding ratings these shows have garnered is the conclusive answer.

So that's Mattel's TV picture.

Strong local TV—Monday through Sunday. Strong network children's TV—Saturday morning. Strong prime network TV—children and family. But reaching children is only part of the problem. How to talk to them after you find them is the most important key to the ultimate success of the campaign.

The Cynical Young ■ Children are different today than when we were young. They have the benefit of instant mass communication, and new teaching methods, resulting in a greater awareness of everything around them, a sophistication at such an early age that still astounds me. So they cannot be talked down to, nor *put on!* They're aware, Missouri types that want to be shown. They're more cynic than believer.

I've tried to give you a feeling for our company philosophy, our products and advertising. We're young, creative, dedicated to growth, and extremely proud of everything we turn out.



Jack Jones was recently promoted to the newly created position at Mattel Inc., Los Angeles, of director, marketing services. Previously, since 1962, he was advertising manager of Mattel. A native of Chicago Mr. Jones started in advertising in 1956 as network services supervisor for North Advertising. He came to Mattel in 1961. This "Monday Memo" describing the growth of toy advertising on TV is excerpted from a speech made at a Denver advertising seminar on Feb. 3.



WAKE UP,
DAGWOOD,
WE'RE ON!

The purpose of this ad is to let you all know that the *Blondie* features – all 28 of them – are now available for TV, for the first time. You should know, too, that the *Blondie* features are the highest grossing motion picture series ever.

Call early and avoid the rush.

 **KING FEATURES**

212-MU 2-5600 IN NEW YORK 213-PO 9-0232 OUT WEST

©KFS

From the Collection of the Mint Museum of Art



EVER HEAR OF CHARLOTTE?


Charlotte, "The Queen City," was named in 1766 for the reigning Queen of England. This major southern city, whose effective buying income of \$8,395.00 per household **ranks fifth in the nation**,† now reigns over a king-size TV market of 129 satellite cities and towns. Included in this cluster are Lancaster, York, Hickory, Albemarle, Salisbury and Shelby — whose average distance from the Charlotte metro area is 41 miles; yet, **an average of 99% of their TV homes tune in WBTV each week.***

The majestic WBTV-Charlotte Market contains 562,000 television homes and ranks 23rd in the nation!***

The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

WBTV CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY
WBT / WBT-FM / WBTV / WBTW / Jefferson Productions

Represented Nationally By
Television Advertising  Representatives, Inc.

† 1960 Census (Cities over 200,000 population) * ARB/1965 Coverage Study ** 1965 Sales Management Survey of Television Markets



LANCASTER



YORK



HICKORY



ALBEMARLE



SALISBURY



SHELBY

The big boom is in daytime TV

Network billings jump 21.2% compared to nighttime gain of 5.5%; of all network sales in 1965 31.6% were in daytime as compared to 28% a year earlier

Daytime network television, which outstripped its most optimistic revenue forecasts in 1965, is still finding running room in rate increases and pointing toward new sales records this year.

Its attraction for advertisers as a highly efficient medium is evident in the rate at which they're expanding their use of it.

As one network representative said last week, "they're feeding their computers, and everything's coming up daytime."

Last year network daytime billings jumped by a strong 21.2% to \$398.9 million, while nighttime revenues moved upward by 5.5% to \$861.4 million. In terms of volume this meant daytime was adding \$69.8 million to its previous year's total while nighttime billings were gaining by \$44.7 million.

Daytime is also a fancy, if unsung, profit-maker for the networks where overhead is much lower and where profit margins can be considerably higher than for prime time.

There is no doubt in the minds of financial observers of network operations that all three networks now turn a profit on their daytime business, although this has not always been the case.

CBS-TV, clearly the strongest daylight network, makes a terrific portion of its profit from daytime programing, according to Wall Street analysts questioned last week. Emanuel Gerard of Roth Gerard & Co. estimates this network derives as much as, or more than, 50% of its profits in daytime, though accounting techniques might reduce the percentage somewhat.

Officials of all three networks agree that the sales potential in sunlight operation will now derive essentially from higher rates. It is also possible that the sharp differential between cost-per-thousand homes in day and nighttime television, which makes reaching audiences in daytime (especially women) a relatively economical matter, may be narrowed, with daytime revenues the

beneficiary.

The networks collected 31.6% of their sales dollars in 1965 from sunlight business. This was up from 28% the year before.

Up Substantially - Daytime's growth is not simply advancing, it's accelerating. Quarter-by-quarter comparisons of daytime sales for 1965 against 1964 show an advance of \$6.3 million (8%) in the first quarter, \$16.6 million (25%) in the second quarter, \$22.5 million (35%) in the third and \$24.2 million (20%) in the fourth.

As late as last August, best industry estimates were that network daytime operation might yield sales of \$375 million for the full year. That would have been a 14% gain, considerably behind the actual 21.2% increase to \$398.9 million now reported by the Television Bureau of Advertising from data of leading national advertisers and Broadcast Advertisers Reports.

The three networks registered relatively even dollar increases last year from weekday and weekend daytime sales: CBS-TV was up \$23.6 million; NBC-TV, \$25.8 million and ABC-TV,

\$20.4 million. These gains made ABC, starting from the lowest base, the percentage winner with a 31% jump. NBC-TV was up 25% and CBS-TV, with less room to grow in, was ahead 15%. (For network-by-network daytime revenues in 1965, weekend and weekday, see below.)

ABC-TV - Daytime sales for ABC-TV in the first and second quarters of 1966 are expected to be the highest for those quarters in ABC history—about 95% sold—according to daytime sales director Warren Boorum.

Although there's been no official confirmation it's understood that the network has prepared a new, simplified daytime rate card for the fall and that it will be revealed shortly. It's reported to contain some price reductions and some increases, but to average substantially higher than the present price structure. Its anticipated average cost per thousand homes is said to be between \$1.50 and \$1.55.

ABC-TV's daytime in the fourth quarter of 1965 was 92% sold, a drop of one percentage point from the same quarter of the previous year, but the

How 1965 daytime billings compare with 1964

Here's how the three television networks split up the daytime business bonanza in 1965, and how it was shared in 1964. The growing relative importance of daytime as a revenue source may be seen, too, in comparisons with the nighttime figures, also shown. The figures are net time and program billings estimates compiled by LNA/BAR, as learned by BROADCASTING last week.

	1965	1964
Monday-Friday Daytime:		
ABC	\$ 52,780,000	\$ 39,513,900

	1965	1964
CBS	\$ 127,059,500	\$ 109,502,600
NBC	93,183,900	77,327,800
Weekend daytime:		
ABC	\$ 33,536,100	\$ 26,432,700
CBS	57,015,500	50,908,400
NBC	35,360,000	25,509,200
Total Daytime	398,935,200	329,194,600
Nighttime:		
ABC	\$ 251,717,000	\$ 225,486,700
CBS	308,234,800	312,239,900
NBC	301,432,800	278,968,500
Total nighttime	\$ 861,384,600	\$ 816,695,100
Day-Night Total	\$ 1,260,319,800	\$ 1,145,889,700

THE BIG BOOM IS IN DAYTIME TV continued

network had added an extra hour of programming just before the final quarter of 1965 began, giving it an additional 780 minutes to sell in that period.

For the third quarter of 1965 the network's daytime was 86% sold as against 69% in the third quarter of 1964. This summertime increase, according to Mr. Boorum, primarily reflected gains in the number of full-year advertisers on the network.

Most of ABC-TV's daytime sales gains have come from added business brought in by old clients introducing new products, rather than from new clients. Biggest customers on the network are Colgate-Palmolive, General Foods and Sterling Drug.

ABC introduced two new programs in its 11 a.m.-noon slot last December, *Supermarket Sweep* and *Dating Game* and, according to network officials, these shows have demonstrated good rating power. In the last national Nielsen report *Dating Game* courted a 27.5% share of audience and *Supermarket Sweep* won about a 24% share.

The network claims its daytime lineup is narrowing the national Nielsen rating gap that separates it from NBC-TV.

And ABC has other daytime program plans up its sleeve. Beginning

experimented with a Jack Benny strip in the 4:30-5 p.m. slot last year but this was discontinued and Mr. Curl says CBS has no intention of trying to capture any more local time from affiliates.

CBS-TV's latest rate card, introduced



\$4,450. The range in the lower-rated summer season schedule is from \$12,300 to \$3,800. CBS-TV continues to sell its daytime lineup by a "morning minute plan" and by quarter-hours in the afternoon.

CBS understandably has no immediate plans for tinkering with its present daily program fare. The latest Nielsen figures show CBS-TV had all of the top 10 daytime strips.

For the measured two-week period these programs collected ratings between 11.5 and 16.6. The network's top-rated time falls between 1:30 and 3 p.m. where, during the last reporting period, *As the World Turns* had a 16.0; *Password*, 16.6 and *House Party*, 16.6.

The closest competitor to CBS-TV's top-ten list during the same reporting period was NBC-TV's *You Don't Say*, which had an 11.0 rating. With this sort of program dominance CBS is also the daytime's pricing leader. It now estimates its average cost-per-thousand homes to advertisers is \$1.75. Cost per thousand women is figured at approximately \$1.84. Last year CBS estimated its average cost-per-thousand women was between \$1.35 and \$1.40. Some observers feel advertisers will be ready to pay even higher CPM's while still thinking they're getting a bargain.

Although CBS plans no immediate daytime programing changes, it does

Another \$1 billion year for spot TV

TVB reports 6% increase for 1965; network-spot total tops \$2.3 billion

Advertisers invested more than \$2.3 billion in television in 1965. The totals include \$1.26 billion in network (BROADCASTING, March 7) and \$1.075 billion in spot reported by the Television Bureau of Advertising today (March 14).

TVB said spot TV gained 6% in the year. Network has been reported going up 10%.

In announcing the 1965 spot total, TVB released the top-100 spot-TV advertisers in the fourth quarter. Total spot spending in that quarter came to \$303.9 million, a gain of 2% over the like quarter of 1964 based on the same number of stations (349) reporting for that period both years.

TVB's report, based on compilations by N. C. Rorabaugh Co., found the

named were:

	From	To
American Airlines	\$ 569,900	\$ 1,147,900
American Can	1,036,700	1,925,900
Canada Dry (bottlers)	325,400	1,215,300
Chock Full O'Nuts	42,600	863,100
Corn Products	1,056,500	2,188,600
DeLuxe Reading	1,237,000	2,595,900
E. I. duPont	117,430	859,000
R. T. French	659,400	1,275,100
General Foods	6,848,000	9,283,300
Hunt Foods	219,710	788,700
Johnson & Johnson	563,880	1,315,500
Miles Labs	2,380,500	4,292,600
Procter & Gamble	16,344,900	20,411,300
Scovill Manufacturing	469,470	1,871,900
Sunbeam	531,030	1,741,300

TVB said Aluminum Co. of America and Milton Bradley Co. appeared for the first time in a top-100 quarterly list of spot TV users.

43. Louis Marx	\$1,536,000
44. Jos. Schlitz Brewing	1,465,000
45. Anheuser-Busch	1,442,300
46. Brown & Williamson	1,436,100
47. Shell Oil	1,337,700
48. Borden	1,329,000
49. Mattel	1,328,400
50. Menley & James	1,317,900
51. Johnson & Johnson	1,315,500
52. Ideal Toy	1,282,400
53. R. T. French	1,275,100
54. Noxzema Chemical	1,251,600
55. National Biscuit	1,240,700
56. Canada Dry (bottlers)	1,215,300
57. American Airlines	1,147,900
58. Gillette	1,144,300
59. Charles Pfizer	1,133,400
60. Pillsbury	1,090,300
61. Welch Grape Juice	1,042,700
62. Remco Industries	1,028,900
63. Gulf Oil	1,024,200
64. Kimberly-Clark	995,100
65. American Oil	974,400
66. Shulton	967,100
67. Canadian Breweries	961,900
68. P. Lorillard	947,800
69. Mead Johnson	919,500
70. Phillips-Van Heusen	898,500
71. United Vintners	893,800
72. Scott Paper	866,900
73. Chock Full O'Nuts	863,100
74. E. I. duPont de Nemours	859,000
75. Green Giant	840,700
76. Frito-Lay	834,400
77. Andrew Jergens	831,800
78. Anderson-Clayton	816,200
79. National Federal of Coffee Growers of Colombia	890,100
80. Plough	795,600
81. Hunt Foods & Industries	788,700
82. Peter Paul	786,500
83. E. & J. Gallo Winery	776,800

casters; John Burgard, Brown & Williamson Tobacco Co.; Louis Cowan, Columbia University (formerly president of CBS-TV); Lee Currin, Benton & Bowles; William Hylan, J. Walter Thompson Co.; Arthur Koponen, Colgate-Palmolive Co.; Herbert Maneloveg, BBDO; Arthur Pearson, Bristol-Myers; Richard Pinkham, Ted Bates & Co.; Paul Roth, Kenyon & Eckhardt, and Gordon Young, Procter & Gamble.

The seminar is designed for executives at ANA member companies with decision-making responsibilities for advertising. Enrollment will be limited to about 60 people. The tuition fee for the four days is \$200.

Business briefly . . .

Paper Mate Co., Chicago, through Foote, Cone & Belding there, plans extensive broadcast campaign this spring to help introduce new line of "One-Fifty" ballpoint pens. All TV commercials will be in color for first time. Network participations will be used on three NBC-TV and two ABC-TV shows. TV spot will be used in 30 markets plus heavy radio spot schedule.

California Credit Union League, Pomona, Calif., through Packard Advertising, Burbank, Calif., has started a massive radio push to promote its 1,717 member unions. Already purchased are 1,100 60-second spots on 23 radio stations throughout California.

Eastman Kodak Co., Rochester, N. Y., through J. Walter Thompson Co., New York, has bought in NBC Radio's *Emphasis* and *Monitor*, programing, marking first use of NBC Radio by Kodak in more than a decade. **Pontiac Division**, General Motors Corp., through MacManus, John & Adams, both Detroit, has renewed 13-week sponsorship of *Monitor* hourly newscasts. **Mobil Oil Co.**, through Doyle Dane Bernbach, both New York, has placed 15-week order on *Monitor*. **Billy Graham Evangelistic Association**, Minneapolis, through Walter F. Bennett & Co., Chicago, has renewed for 52 weeks its sponsorship of *Hour of Decision*.

The Dr. Posner Shoe Co., New York, last week launched its spring line of children's shoes with a radio buy totaling about 350 one-minute commercials over a six-week period on WNBC, WABC, WNEW and WOR, all New York. Sheldon Fredericks, New York, is agency.

Pepsi-Cola Co., through BBDO, both New York, is using radio and TV spots in a special pre-Easter premium campaign for its Teem soft drink. Cotton/Styrene bunnies, over five feet tall will be raffled to Teem buyers the day before Easter.

BROADCASTING, March 14, 1966

Network radio down 3% in 3d quarter

General Motors tops list of top 100

with \$1.9 million; Chevrolet is top brand

General Motors Corp. spent \$5.1 million in network and spot radio in the third quarter of 1965, according to a Radio Advertising Bureau quarterly report released today (March 14).

The auto maker had led spot radio in that quarter with \$3.2 million (BROADCASTING, Feb. 21). In the listing of the top 100 network advertisers for the same period, General Motors spent \$1.9 million.

The advertiser's Chevrolet cars was the top brand user of network in the quarter spending an estimated \$869,000.

Network radio advertisers spent a reported \$17,667,543 in the third quarter, which is about 3% less than the estimate for the same period in 1964. (The top-100 network radio advertisers accounted for more than \$17.3 million.)

The 100-top spot radio advertisers had billed an estimated total of \$60,307,000 in the 1965 period. RAB had projected a 15% increase in spot for the quarter.

Others in network radio's top 10 brands for the third quarter: Schick safety razors and blades, \$639,000; Wrigley gum, \$550,000; Coca-Cola, \$497,000; Kent cigarettes, \$478,000; L&M cigarettes, \$448,000; Dial soap, \$425,000; Rambler cars, \$409,000; Pepsi-Cola, \$360,000, and Campbell pork and beans, \$332,000.

Campbell Soup, Liggett & Myers Tobacco, P. Lorillard, Eversharp, The Mennen Co., R. J. Reynolds Tobacco, William Wrigley, Coca-Cola and Sterling Drug, along with General Motors, made up the top-10 list of network radio advertisers in the quarter.

TOP 100 NETWORK RADIO ADVERTISERS (BY BRANDS)

	est. expenditure
THIRD QUARTER 1965	
1. General Motors	\$1,905,000
Buick cars	225,000
Chevrolet cars	869,000
Fisher body	153,000
Frigidaire	71,000
Guardian Maintenance	92,000
Oldsmobile	262,000
United Motors Service	233,000
2. Campbell Soup	807,000
Campbell Pork & Beans	332,000
Campbell Soups	330,000
V-8 juice	145,000

	est. expenditure
3. Liggett & Myers Tobacco	\$723,000
Lark cigarettes	275,000
L & M cigarettes	448,000
P. Lorillard	709,000
Kent cigarettes	478,000
Newport cigarettes	231,000
5. Eversharp Inc.	639,000
Schick safety razors & blades	639,000
6. *The Mennen Co.	604,000
Spray deodorant & shaving products	604,000
7. R. J. Reynolds Tobacco	569,000
Camel cigarettes	177,000
Salem cigarettes	85,000
Winston cigarettes	307,000
8. William Wrigley Jr. Co.	550,000
Wrigley gum	550,000
9. Coca-Cola Co.	497,000
Coca-Cola	497,000
10. Sterling Drug Co.	463,000
Bayer aspirin	296,000
Ironized yeast	42,000
Phillips milk of magnesia	125,000
11. American Tobacco	442,000
Lucky Strike cigarettes	132,000
Pall Mall cigarettes	93,000
Tareyton cigarettes	217,000
12. Armour & Co.	425,000
Dial soap	425,000
13. American Motors	409,000
Rambler cars	409,000
14. Pepsi-Cola Co.	360,000
Pepsi-Cola	360,000
15. Florida Citrus Commission	314,000
Florida orange juice	314,000
16. Bristol-Myers	261,000
Mum	92,000
No Doz tablets	169,000
17. National Dairy Products Corp.	256,000
Kraft dinners	95,000
Parkay margarine	161,000
18. *Standard Brands Inc.	247,000
Coffee, desserts, tea	247,000
19. American Express Co.	242,000
Credit cards	85,000
Travelers cheques	157,000
20. Hartford Insurance Group	221,000
Insurance	221,000
21. Pharmaco Inc.	214,000
Cushion Grip	15,000
Sutton deodorant & perfume	199,000
22. General Mills	207,000
Bisquick	133,000
Total cereal	74,000
23. North American Van Lines	198,000
Transportation	198,000
24. Kitchens of Sara Lee	187,000
Sara Lee frozen bakery products	187,000
25. American Telephone & Telegraph Co.	184,000
Long distance service	184,000
26. Polk Miller Products Corp.	182,000
Sentry collar	182,000
27. A.F. of L./C.I.O.	177,000
Labor union	177,000
28. Kaiser Industries	164,000
Kaiser foil	145,000

Candygram sharpens its sweet tooth on TV

The very young think the Easter bunny brings the candy. But a Beverly Hills, Calif., firm knows better. And, with the help of radio and television in the next few weeks, will be convincing people that services of Candygram Inc. are just as efficient as the long-eared resident of the cabbage patch.

Four times a year—Valentine's Day, Easter, Mother's Day and Christmas—the public gets seven to 10 day reminders to send a different type of gift: candy by wire.

In the past four years Candygram has successfully used spot radio and television to sell its service. Since 1959, when it was founded, Candygram's sales have quadrupled. With increased air exposure, the firm's 1965 sales were 40% ahead of 1964's and the current outlook is even better.

From 1959 to 1962 Candygram had run in the red. During this period it had used print media almost exclusively to sell its candy by wire. In February 1962, Marvin R. Cole, board chairman of Cole Fischer Rogow Inc., Beverly Hills, got controlling interest of Candygram. He began a modest spot TV campaign for the Valentine's Day promotion, using seven markets, and Candygram came



Don Wilson uses a living room background with a telephone for his message.

out of the red into the black for the first time.

Mr. Cole is now president and treasurer of Candygram, and Irving Reiss, secretary of the corporation.

is also its account executive at Cole Fischer Rogow. But there the tie between account and agency ends.

Last year Candygram spent \$250,000 in television on the four campaigns. Radio got \$30,000 and was used on Valentine's Day, Easter and Mother's Day plus being used exclusively for a Father's Day promotion. It was not used at Christmas. At the present time radio is not included in the 1966 budget.

Don Wilson Appears ■ After initially experimenting with comic situations and "how to order" pitches, the latter was chosen to be the basic vehicle for commercial messages. Don Wilson was picked to be the spokesman and has "aided in public recognition of Candygram as a wholesome and popular gift item," according to the agency.

The market mix varies for each promotion. Last month's Valentine's Day flight used 70 TV stations in the top 65 markets. For Mother's Day, plans call for using stations in the top 65 markets and in 12 other markets. Usually 600 to 800 one-minute spots run during each flight.

A believer in spot TV, Mr. Cole is also ready to move Candygram into color, since the candy and package will benefit from the move. The most recent spots have been filmed by Sandler Film Co., Los Angeles.

	est. expenditure
29. Dairy Queen National Development Co.	\$19,000
Dairy Queen ice cream	162,000
29. Foster-Milburn	162,000
Doan's pills	162,000
31. Chrysler Corp.	158,000
Plymouth cars	29,000
"Certified Car Care"	129,000
32. Carling Brewing Co.	153,000
Carling beer & ale	153,000
33. Colgate-Palmolive Co.	150,000
Applaud lotion	66,000
Cue toothpaste	84,000
34. Sinclair Refining Co.	146,000
Sinclair gasoline & oil	146,000
35. Bankers Life & Casualty Co.	139,000
White Cross hosp. & medical ins.	139,000
36. Wallace & Tiernan Inc. (Pharmacraft Div.)	138,000
Desenex	67,000
Ting	71,000
37. *Macfadden-Bartell Corp.	129,000
Magazines	129,000
38. Retail Clerks International Assn.	128,000
Union promotion	128,000
39. Pennzoil Co.	126,000
Pennzoil gasoline, oil & lubricants	126,000
40. Mars Inc.	125,000
Mars candy	125,000
41. Church & Dwight Co.	122,000
Arm & Hammer soda	122,000

	est. expenditure
42. Charles Pfizer & Co.	\$119,000
Coty perfumes	71,000
Pacquins lotion	48,000
43. Nestle Co.	117,000
Chocolate products	16,000
Keen	17,000
Nescafe & Nestea	84,000
44. E. I. DuPont de Nemours & Co.	116,000
Golden 7 additive	116,000
45. *Pillsbury Co.	115,000
Bakery products	115,000
45. *Time Inc.	115,000
'Life' & 'Time' magazines	115,000
47. Union Carbide Corp.	110,000
Prestone antifreeze	110,000
48. Kerr Glass Mfg. Corp.	109,000
Home preserving products	109,000
48. Pittsburgh Plate Glass Co.	109,000
Pittsburgh paints	109,000
50. Miller Brewing Co.	102,000
Miller High Life beer	102,000
51. CBS-TV	100,000
Program promotion	100,000
51. Minnesota Mining & Mfg. Co.	100,000
Dynachrome	6,000
Dynacolor	10,000
Scotchbrite	8,000
Scotchgard	2,000
Tapes	55,000
Tarnishield	19,000
53. Beatrice Foods	96,000
LaChoy foods	96,000

	est. expenditure
53. Socony-Mobil Oil Co.	\$96,000
Mobil gasoline & oil	96,000
55. Ocean Spray Cranberries Inc.	89,000
Cranberry products	89,000
56. Billy Graham Evangelistic Assn.	88,000
Religious	88,000
56. *The Scholl Mfg. Co.	88,000
Foot powder & Zino pads	88,000
58. Cowles Magazine & Broadcasting Co.	86,000
'Look' magazine	86,000
59. Mutual of Omaha Insurance Co.	83,000
Insurance	83,000
60. Adolphs Ltd.	79,000
Adolph's meat tenderizer	79,000
60. Great American Insurance Co.	79,000
Insurance	79,000
62. Interstate Bakeries Corp.	76,000
Dolly Madison cakes	76,000
63. *Curtis Publishing Co.	73,000
Magazines	73,000
64. Mailpouch Tobacco Co.	68,000
Kentucky Club tobacco	68,000
65. Menley & James Labs.	58,000
Contact	58,000
66. Borg-Warner Corp.	53,000
Seat belts	53,000
66. Aetna Life Insurance Co.	53,000
Insurance	53,000
68. R. C. Bigelow Co.	51,000
Bigelow teas	51,000
69. Meredith Publishing Co.	49,000
'Better Homes & Gardens'	49,000

	est. expenditure
magazine	\$49,000
70. Newsweek Inc.	48,000
'Newsweek magazine	48,000
71. Hastings Mfg. Co.	44,000
Casite additive	44,000
71. Seven-Up Co.	44,000
Seven-Up	44,000
73. Pa. Grade Crude Oil Assn.	43,000
Motor oil	43,000
74. Purex Corp.	42,000
Cuticura soap & ointment	42,000
75. Budget Rent-A-Car Corp.	41,000
Car rental service	41,000
76. Quaker State Oil Ref. Co.	38,000
Quaker State motor oil	38,000
76. *Shulton Inc.	38,000
Cosmetics & toiletries	38,000
78. Lutheran Layman's League	35,000
Religious	35,000
78. Voice of Prophecy	35,000
Religious	35,000
80. The Borden Co.	33,000
Wyler soup & juices	33,000
80. California Date Growers Assn.	33,000
Dates	33,000
82. Ball Bros. Co., Inc.	32,000
Home preserving products	32,000
83. Corn Products Co.	31,000
Mazola corn oil	31,000
84. American Laundry Machine	30,000
Industry	30,000
Martinizing dry cleaning process	30,000
85. American Home Products Corp.	27,000
Preparation H	27,000
86. Christian Reformed Church	26,000
Religious	26,000
86. G&C Merriam Co.	26,000
Merriam-Webster dictionary	26,000
88. Stewart-Warner Corp.	24,000
Alemite	24,000
89. Max Factor & Co.	23,000
Footlight foot spray	23,000
90. Aluminum Association	22,000
Aluminum promotion	22,000
90. Sun-Maid Raisin Growers of Calif.	22,000
Sun-Maid raisins	22,000
90. Testor Corp.	22,000
Pla spray	22,000
93. Evangelical Foundation Inc.	\$21,000
Religious	21,000
93. Helmac Products Corp.	21,000
LintPic-Up	21,000
95. Nat'l Rural Electric Co-op Assn.	20,000
Rural electric systems promotion	20,000
96. *Gillette Safety Razor Co.	19,000
Shaving & toiletry products	19,000
97. Assembly of God	18,000
Religious	18,000
97. Calvary Baptist Church	18,000
Religious	18,000
97. B. F. Goodrich Co.	18,000
Tires	18,000
100. Bank of America	17,000
Travelers cheques	17,000

SOURCE: Radio Advertising Bureau, Inc.

Figures shown are gross before deduction of any discounts or agency commissions, as reported by ABC, CBS, MBS and NBC radio networks. This makes them comparable to data for other media including spot radio, spot TV and network TV.

*Reports on expenditures for these advertisers are not broken down in enough detail for RAB to estimate brand figures with acceptable accuracy. More complete brand data are anticipated in future releases.

Also in advertising . . .

Product conflict ■ Foote, Cone & Belding, San Francisco, last week resigned Nalley's Inc., Tacoma, Wash. The agency attributed the move to product conflicts with other food clients. The account billed more than \$1 million



Radio-TV honors its advertiser-advocate

Edwin W. Ebel, vice president, advertising services, General Foods Corp., was presented with the IRTS Gold Medal for 1966 last week for "his staunch advocacy of radio and television as an advertising media" and for "his courageous innovations in their use and programing."

The presentation to Mr. Ebel was made Tuesday (March 8) during the 26th anniversary banquet of the International Radio and Television

Society in New York by IRTS President Thomas J. McDermott, vice president, radio and television, N. W. Ayer & Son, New York. During a short acceptance speech, Mr. Ebel announced that he will retire from General Foods in late September (see page 10).

At the presentation (l to r): Danny Thomas, Mr. Ebel, Mr. McDermott and C. W. Cook, president of General Foods.

in 1965, about half of it in spot TV and radio.

Service move ■ All Media Placement Service is moving to larger offices, effective April 1. The firm's new address will be 3974 Wilshire Boulevard, Los Angeles.

Writers' pay increases

A study completed by Edwin B. Stern Agency, New York, advertising personnel specialist, points to an imminent expansion in copy staffs by major advertising agencies in New York and an increase in the salary levels of experienced writers.

Stern's annual copy census of 206 agencies in the city, with billings of over \$1 million per year, reveals agencies are planning to increase writing staffs by 9% or an addition of 241 writers over the next four months. Even men with only a few years experience command from \$8,000 to \$12,000 yearly. Stern reported, and because of the acute shortage in talent, salaries will continue to climb.

ABC-TV rings up business for '66-67

ABC-TV said last week that nine advertisers in a single week had placed business worth \$55 million on the network for the 1966-67 season. The network identified eight of the advertisers and a spokesman said the ninth entailed a \$6-million signing.

Two advertisers—American Tobacco Co., New York (alternate half-hours in *The Big Valley*, *Peyton Place* and *Hawk*) and Sterling Drug, New York (*Love on a Rooftop*, *Them Monroes*, *The Hollywood Palace*, *The Fugitive* and *Sunday Night Movie*)—have not assigned the agency to handle the business on each of the shows.

Gillette Safety Razor Co., placing through Clyne Maxon, New York signed for a half-hour weekly in ABC-TV's *Sunday Night Movie*. Johnson & Johnson, New Brunswick, N. J., through Young & Rubicam, New York, has sponsorship in *Them Monroes*, *F Troop*, *Fugitive* and *Sunday Movie*. Procter &

Gamble, Cincinnati, via Benton & Bowles, New York, and Kellogg's, Battle Creek, Mich., through Leo Burnett, Chicago-New York, are continuing with the two-part *Batman*. Quaker Oats, Chicago, via J. Walter Thompson, New York, and Noxzema Chemical, Baltimore, through Sullivan, Stauffer, Colwell & Bayles, New York, were reported among the active nine. Quaker in addition to renewing its *Bewitched* association on the network has signed for another show.

FTC gets rougher on tire prices in ads

The Federal Trade Commission last week proposed stiffer guidelines for the advertising of auto tire prices. The FTC also proposed new advertising and labeling guides relating to tire safety, grade, quality, guarantees and other matters. The industry was given until April 24 to file comments on the

proposed guidelines.

The FTC pricing provision, issued March 10, is effective 60 days from that date.

The new price guide requires that advertised reductions in price and savings claims be based on the actual selling price of the tires in the recent past. The new guide also requires that advertised prices include federal excise taxes or that the amount of the tax be mentioned in the advertisement.

THE MEDIA

FCC closes fist around CATV

No surprises as commission issues order asserting jurisdiction over CATV; May date is set for filing ownership and other data

The long arm of the federal government formally reached out last week, and brought within its regulatory embrace all community antenna television systems, whether or not they rely on microwave facilities to serve the public.

The FCC, in an order following the lines of its Feb. 15 public announcement (BROADCASTING, Feb. 21), thus asserted jurisdiction over the 1,200 CATV's that don't rely on microwaves, just as it asserted jurisdiction in April 1965 over the 400 that do. In all, 6.6 million TV viewers are affected.

The order contained no real surprises, in view of the earlier announcement: CATV's are to be required to give carriage and same-day (rather than the present 30-day) nonduplication protection to local commercial and educational stations (including 100 w translators and satellites). CATV's seeking to bring distant-station signals into the grade A area of any station in the top-100 markets must obtain commission approval in any evidentiary hearing. And all CATV's must submit information on their officers, operations and subscribers to the commission.

Rules' Aims ■ The decision was described by the commission as an effort to integrate CATV into the national system in a manner that would provide maximum service to all viewers, CATV-served or not. It was not, the commission said, an effort to "deprive the public of [the] important benefits" the commission concedes CATV's can bring.

Six commissioners voted for the decision but only four gave it unqualified

support. Commissioner Robert T. Bartley dissented, asserting that the commission lacks jurisdiction. Commissioner Lee Loevinger concurred only in the result, which he said was "the most moderate and reasonable compromise" possible. He restated his doubts about the commission's jurisdiction, and disassociated himself from the arguments used to justify the result. He said they don't support the conclusion but accept "it somewhat grudgingly." He noted that the opinion is a rewrite of one the staff had prepared to support a far stiffer proposal (BROADCASTING, Feb. 7).

Commissioner Kenneth A. Cox, in a 12-page statement, supported the rules to the extent they go, but said they don't go far enough to protect local television stations. He objected to the

dropping of the provision requiring CATV's to refrain from carrying programs for 15 days before and 15 days after they are broadcast locally. And he said he would prefer a five-year freeze on the importation of distant signals by new CATV's in major markets.

The rules themselves, however, are only part of the story. The shape that the commission gives them, through interpretations and through actions on requests for waivers and exceptions remains to be seen. And Congress is considering legislation both to confirm and clarify commission control over CATV's and to bar its regulation of nonmicrowave-fed systems.

Furthermore, the proceeding that led to the commission's action last week is not closed. The commission still has a number of questions raised in part II

FCC's CATV rules draw fast court appeals

When the FCC issued its formal order on CATV last week (see above), a broadcaster and a CATV operator immediately filed appeals in federal appeals court—only one filed in the District of Columbia circuit, and the other in the eighth circuit (St. Louis).

Midwest Television Inc. (group owner) submitted an attack on the FCC rules similar to the one it filed immediately following the FCC's announcement last month (BROADCASTING, Feb. 21). It again charged that

the FCC rules "fail to assure the continuation and development of existing and future television broadcast service."

Black Hills Video Inc., owned by Midwest Video Inc., a group CATV owner, asked the St. Louis court to recognize the most recent FCC order and to permit the parties to supplement the record. The Black Hills case, which was filed last year against the FCC's microwave rules on CATV, was argued several months ago.



Dr. David D. Palmer, President of WHO Broadcasting Co., receives Sixth Annual Mike Award from Mr. Clair R. McCullough, President of the Steinman Stations and of the Broadcasters Foundation. At right, Mr. Joseph Baudino, Vice President, Westinghouse Broadcasting Co., and President of Broadcast Pioneers.

Thank you, Broadcast Pioneers, for the 1966 "MIKE" Award!

"For distinguished contributions to the art of broadcasting and in recognition of dedicated adherence to quality, integrity and responsibility in programming and management."

—The Mike Award, 1966

WHO is proud and grateful to have been selected for the Sixth Annual Mike Award, thus joining the distinguished company of Radio Stations WLW, WGN, WSB, KDKA and WTIC.

The Award itself is presented to a pioneer radio station that has consistently maintained an outstanding record of service to its public and to the industry. It is presented by the Broadcast Pioneers and Broadcasters Foundation, Inc., who six years ago joined hands to sponsor the Annual Pioneers' Award Dinners.

We believe a few quotes from speeches at the Presentation Dinner on February 7 are in order:

"WHO has had its hand on Iowa's pulse, and the people of Iowa have a personal feeling for this station that has served them so well for so long . . . We are proud of WHO."

—Harold E. Hughes, Governor of Iowa

"WHO is a station early to recognize the needs for a well-rounded format. WHO is a pioneer in news and sports and a station that has consistently met the needs of the Midwest's vast population. Its public service never ends."

—Clair R. McCullough, President
Broadcasters Foundation, Inc.

"I am very proud of the honor accorded us tonight. In over 42 years of broadcasting, WHO has assumed its recognized position as the Midwest's favorite source for news, information and public service. We at WHO now have a greater challenge than ever."

—Dr. David D. Palmer, President
WHO Broadcasting Co.

In acknowledging its receipt of the 1966 Mike Award, WHO commits itself to a continuing policy of *"quality, integrity and responsibility in programming and management."*

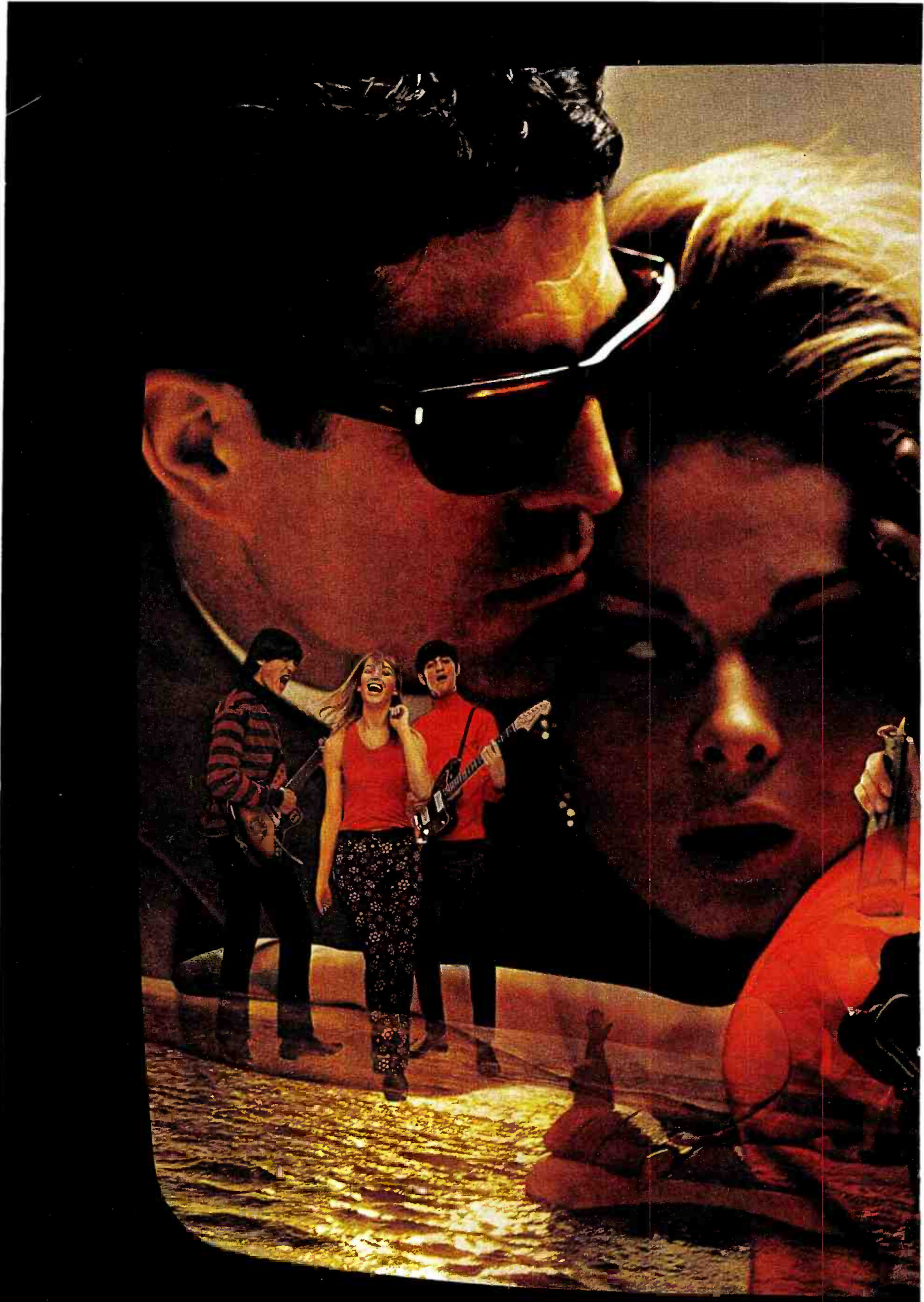
WHO RADIO

for Des Moines PLUS . . . for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., National Representatives



A woman with blonde hair, wearing a colorful, patterned dress, is looking through a large, vintage-style telescope. The scene is set against a warm, yellowish background, possibly a sunset or a studio backdrop. The telescope is mounted on a tripod and is angled upwards. The woman's expression is one of focus and interest.

**Color
television has
arrived.**

**Are you
with it?**

Color sells. We're selling color. We say you're missing a major competitive weapon if you're shooting your commercials in black-and-white. Virtually all prime-time programming is now in color, reaching an audience of millions, scoring millions of extra-impact impressions. Shouldn't those impressions be made for your product?

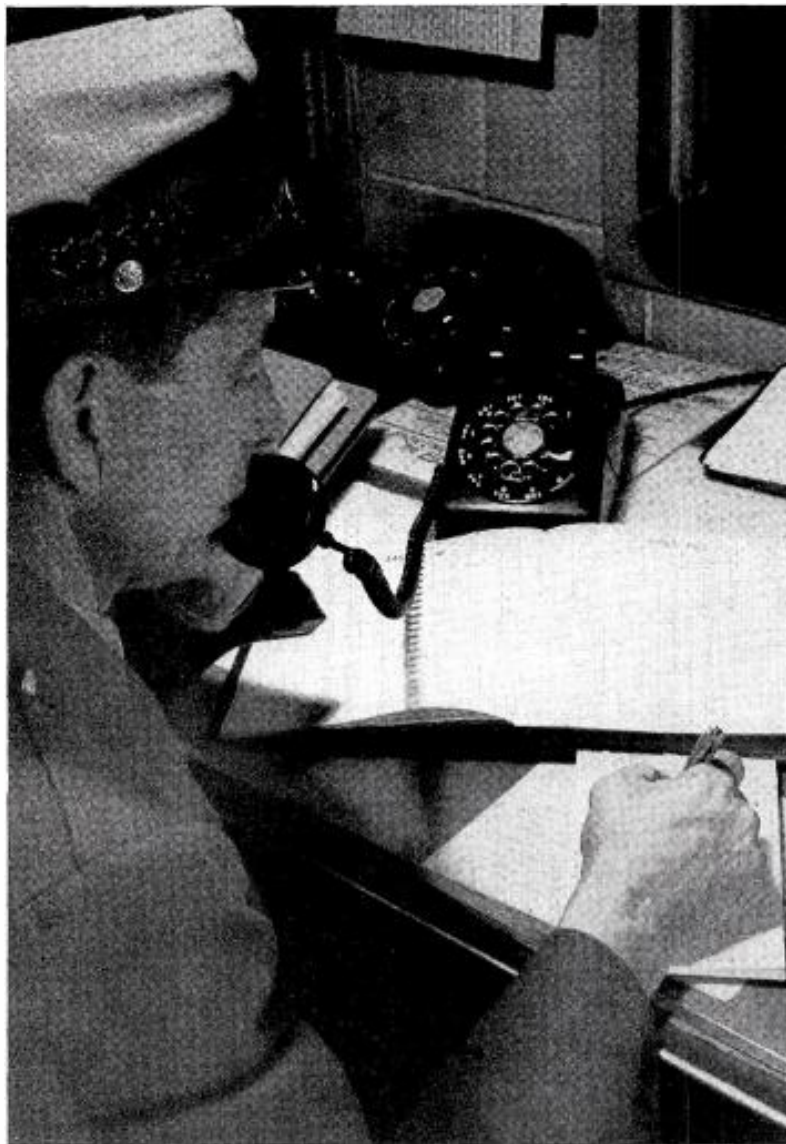
For excellence in color, your producer and film laboratory rely on Eastman Kodak experience, always and immediately available through the Eastman representative.

EASTMAN KODAK COMPANY

New York: 200 Park Avenue
212-MU 7-7080

Chicago: 130 East Randolph Drive
312-236-7234

Hollywood: 6677 Santa Monica Boulevard
213-464-6131



This is a news desk?

Yes, but this "editor's" concern for the *who, what, when, where* and *how* is not to write a news story, but to make sure of delivery of a life-saving drug. The "editor" shown above is a security guard at Lederle Laboratories in Pearl River, New York. When the phone rings at two o'clock in the morning, he answers it. This time a hospital in Wyoming needs an emergency shipment of Rocky Mountain fever vaccine, and there's no other place to get it. Just as your deskman knows how to handle the news story, this "editor" is trained

to respond to the most difficult situations. Once the call is received, Lederle's emergency product shipment procedure goes into effect. It requires close and fast cooperation among Lederle physicians and people responsible for plant security, packing, routing and shipping the goods. Soon the life-saving vaccine is aboard a plane headed west. Routine procedure? Seems like it, but, just as in meeting any deadline, it takes preparation and practice to make it so.

of the proceeding to consider, among them, whether limits should be placed on the distance signals may be transported.

An immediate question of concern to commission staff members is how they will handle the new responsibilities already given them. Some estimates place the additional manpower needed at 15, including lawyers, engineers and clerks. But the requested budget for the 1967 fiscal year, beginning July 1, doesn't provide for additional personnel. And the White House has instructed the agency not to ask for anything extra.

Consolidation Planned? ■ It's understood that the commission plans to consolidate all CATV activities at the commission into one section within the Broadcast Bureau. But so far no decision has been made on the specifics of the section—how many people will be assigned to it or who they will be. At the moment, the Common Carrier Bureau does the engineering work on applications for microwave facilities to serve CATV's, with all other CATV work done in the Broadcast Bureau.

The new rules, as the Feb. 15 announcement indicated, mark a retreat from the hard line on CATV that the commission had previously taken. The most dramatic concession the commission made, in an effort to "strike a balance" between the interests of cable companies and broadcasters, was reducing the nonduplication protection required from 15 days before and after local broadcast to 24 hours.

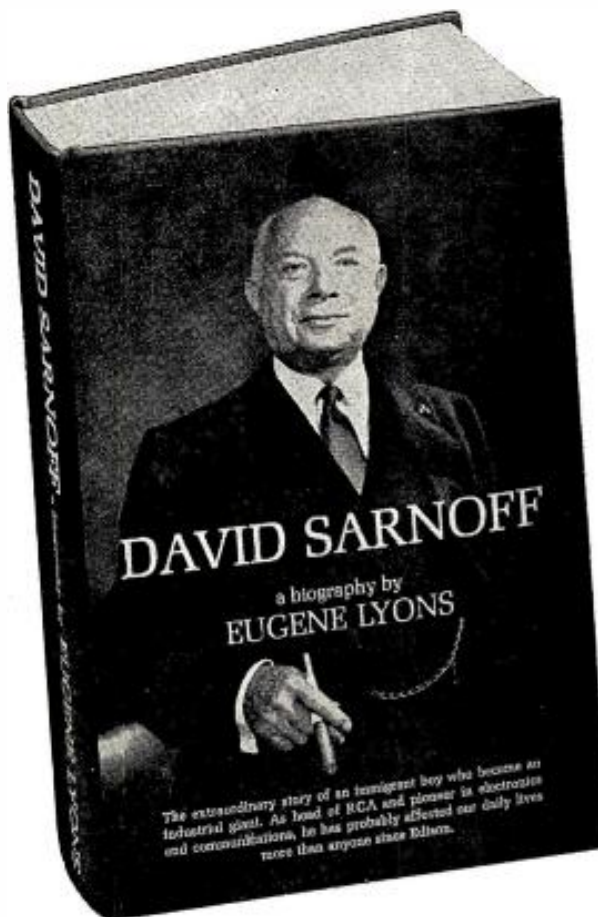
"We believe it desirable," the commission said in explaining its decision, "to avoid disruption to the established viewing habits of the public as much as possible. Moreover, we are seeking to preserve, to the extent practicable, the valuable public contributions of CATV in providing wider access to nationwide programing and wider selection of programs on a particular day."

The commission also showed concern over CATV's that would be unable to carry the programing of all local stations without dropping signals of distant stations they are currently transmitting. Such CATV's may request waivers of the rules to permit them to continue transmitting the distant-station programing and to substitute the signals of the local station only where simultaneous duplication would occur.

Extra Protection Possible ■ Stations are also given an opportunity to seek more protection than would normally be provided by the rules. Special summary procedures have been established to speed consideration of petitions by stations and CATV's. In addition, the commission will continue to permit CATV's and stations to work out private arrangements.

The carriage and nonduplication pro-

The first full-length biography ever written about this extraordinary man who has so profoundly changed our way of life.



Here is the truth about Sarnoff's rise as he battled skeptics to become head of RCA, pioneer of electronic communications, radio and television, and a legend in his own lifetime.

“It would have been easy to tell the story of David Sarnoff in simple Horatio Alger terms. But Mr. Lyons has written a new Alger story for the technological age with a scientific sophisticate for its hero.”
John Chamberlain, literary critic, columnist

“The career of David Sarnoff is one of the greatest stories of achievement in this century. As told by Eugene Lyons, it reads like an exciting novel. I found it fascinating.”
Richard M. Nixon

“What Ford did for transportation, Carnegie for steel and the Wrights for aviation, Sarnoff has contributed through electronics. The book is an inspiring human chronicle.”

Lewis L. Strauss, former head of the Atomic Energy Commission

 Harper & Row

At all bookstores, \$6.95

visions of the rules generally become effective April 18. But existing non-microwave-served systems will be given another two months to comply. During that time they may request waiver of the carriage provisions.

The commission did not reach a decision on whether translators should be required by rule to protect local stations. But it adopted a policy under which station-owned VHF translators would be required to afford same-day nonduplication protection to stations within whose grade A contours they are located. Protection would not be required of UHF translators in an all-VHF area, nor in the case of any community-owned translators.

The requirement that CATV's seeking to relay distant-city signals into markets seek commission approval becomes effective March 17, the date the rules are to be published in the *Federal Register*.

The commission said existing systems will not be affected, but that new distant signals cannot be added to an existing system without a hearing. It also said that it will give case-by-case consideration to extension of lines by a "grandfathered" system into new geographic areas, on petition by local broadcasters.

CATV's that made an "extraordinary" effort to expand into new areas since the Feb. 15 announcement did so at their own risk of financial loss, the commission said. It reported that, in view of the earlier statement that the hearing requirement on distant signals would go into effect immediately, it would not give any weight to expenditures made in acting on petitions to bar expansion.

Maps Required ■ In that connection, the commission is requiring CATV's that would be affected by the rule to submit a map showing the location of cable lines used to serve customers on Feb. 15.

The commission's concern with the top 100 markets—where 90% of the nation's TV homes are located—stems from its belief that CATV's pose a threat to UHF development in those markets and the fear they might grow into wired pay-television systems. Accordingly, those are the issues that would be explored in the hearings.

(The commission's notice made clear that the CATV's involved are located within the grade A contour of any station in any of the top-100 markets. The public notice had referred to CATV's within the grade A contours of all such stations.)

The commission said it is not so concerned about smaller markets because it is in those communities that CATV's fill their "traditional" function as a supplementary service. Furthermore,

the commission noted, the nonduplication requirement will provide "effective" protection since network programming "will be significantly involved."

The commission will, however, "entertain petitions" from interested parties seeking to bar CATV-relayed distant-station signals from small markets. That doesn't mean hearings will be held. The commission said it would attempt to resolve disputes on the basis of pleadings.

Grade B Signals ■ The carriage provision requires a CATV to carry the signals at all commercial and educational stations putting a grade B or better signal over it, in the following order of priorities: principal city signal, grade A signals, grade B signals and translator signals. Satellites are to be regarded as stations.

CATV's need not provide protection when they are carrying programs in color that the local station is broadcasting in black and white. And nonduplication protection applies to prime-time network programs only if they are presented by the station entirely within what is locally considered prime time. Where timeliness is important, as in the case of a political speech or a sporting event, only simultaneous nonduplication is required.

Broadcasters, on request of the CATV system involved, must give at least eight days notice of the programs they want protected. And where signals of equal priority are involved, the CATV need not give protection to the stations.

The information being requested of all CATV's, and which is due May 18, includes: names, addresses and business interests of all officers, directors, and persons having substantial legal or beneficial ownership interest (more than 1% of the voting stock); the number of subscribers, currently and as of Feb. 15; the stations carried on the system, and the extent of existing or proposed program origination.

Black Hills gets new CATV rules now

Although the new nonduplication rules for microwave-served community antenna television systems generally become effective April 18 they became effective for the CATV systems served by Black Hills Video Corp. last week.

The FCC told Black Hills Video, a microwave relay system owned by Midwest Video Corp., that the new rule requiring same-day nonduplication protection would be immediately effective in relation to the CATV systems at Ellsworth Air Force Base, S. D., and Poplar Bluff, Mo. The rules presently

require 15-day before and after nonduplication protection for microwave-served CATV's.

The commission also made applicable to the systems served by Black Hills the new provision that allows duplication of programs where a network program is in color and the local station does not carry it in color.

The commission, however, said that it was deferring action on a Black Hills petition for further waiver of the rules with respect to carriage and nonduplication until it takes action on the Black Hills renewal applications which are now pending.

Black Hills several times before has requested and received relief from the commission's carriage and nonduplication rules. Black Hills claims that the local TV stations are not putting out usable signals and that by carrying and protecting them the CATV systems are receiving numerous complaints and losing customers. The commission, however, while granting relief to Black Hills, has told Black Hills that it expects compliance with the rules in the future (BROADCASTING, March 7).

'Milwaukee Journal' buys 2d CATV system

The Journal Co., owner of the *Milwaukee Journal* and of WTMJ-AM-FM-TV that city, has taken its second step into the community antenna television field. It has bought the CATV system in Stevens Point, Wis. Last year, it bought the Wausau, Wis., cable system.

The Stevens Point purchase, which includes a microwave relay system and therefore requires FCC approval, brings to \$1.5 million the *Journal's* investment in CATV, Donald B. Abert, executive vice president and general manager, said.

The system, which has an estimated 3,500 potential homes, provides 10 TV signals—from Green Bay, Wausau, La-Crosse, and Madison, all Wisconsin; educational WMVS(TV) Milwaukee, and WGN-TV Chicago. It also provides weather and FM channels.

The *Journal* said it plans to extend the microwave relay to Wausau to serve its 2,000 customers there.

Lee was present and voted

The FCC has announced it erred in stating that Commissioner Robert E. Lee was absent at last week's decision to grant the sale of KCTO(TV) Denver to WGN Continental Broadcasting Co. Commissioner Lee was present and voted for the sale. Station is now KWGN under new ownership (see page 58).

The Most Comprehensive Study
of CATV to Date
CATV—PRO & CON

The Broadcast Advertising Club of Chicago

Announces its Sponsorship of a Seminar

CATV—And its Marketing Implications for Advertisers

CATV is the most controversial development in broadcasting since Television became a commercial reality nearly two decades ago.

Whatever your relationship to Television may be, CATV affects you—in ways that are important today and will be increasingly important tomorrow.

This BAC Seminar offers you an unprecedented opportunity to hear the implications of CATV discussed from every viewpoint by the most knowledgeable panel of authorities ever assembled to explore the subject. Because attendance must be limited to 600, it is suggested that reservations be made at the earliest possible moment.

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RKO General Broadcasting

KENNETH A. COX

Commissioner
Federal Communications Commission

ROBERT T. BARTLEY

Commissioner
Federal Communications Commission

LUNCHEON SPEAKER

Vance Hartke

United States Senator From Indiana

March 25, 1966
9:00 A.M. to 5:00 P.M.

Sheraton-Chicago Hotel,
Chicago, Ill.
\$20.00 Per Person (Includes Lunch)

Broadcast Advertising Club of Chicago
18 S. Michigan Avenue
Chicago, Illinois 60603

Check enclosed in the amount of
to cover registration for BAC Seminar CATV,
March 25, 1966. (Make check to Broadcast Ad-
vertising Club of Chicago)

Name

Title

Firm

Address

City State Zip
Code

What is taken can be returned

FCC does turnabout on Barry-Enright case;
renews WGMA license, but station must be sold

The FCC, in a reversal of a widely publicized decision in 1964, last week granted a license renewal for the Hollywood, Fla., radio station owned by Jack Barry and Dan Enright. But the renewal was for only one year and was conditioned on the owners taking steps to sell the station, WGMA, within 60 days (CLOSED CIRCUIT, Feb. 21).

The commission had originally denied the license-renewal application in 1964 because of the involvement of Messrs. Barry and Enright in the quiz-show scandals of the late 1950's (BROADCASTING, April 20, 1964). They had owned and produced *Twenty-One* and *Tic-Tac-Dough*.

But the commission, on a 4 to 2 vote last week, held that, while the "misconduct" of the owners cannot be condoned, it was not related to the operation of the station.

"There is no evidence of any misconduct . . . in the operation of WGMA," the majority continued. "On the contrary, the record and the findings show that the operation of WGMA has been not only acceptable but commendable."

Look to Future ■ The commission's function is not to "punish applicants, or their principals, for past misdeeds but to examine past conduct as a guide to probable future performance," the majority held. On that basis, it said, a conditional renewal is warranted.

The commission's decision was prepared by Commissioner Lee Loevinger, in the first application of a new commission practice of assigning opinion-writing responsibility to individual commissioners. Commissioners Rosel H. Hyde and Robert E. Lee joined in the opinion, and Commissioner James J. Wadsworth concurred. Chairman E. William Henry and Commissioner Robert T. Bartley dissented, each with a statement.

The U. S. Court of Appeals had sent the case back to the commission with a request that it explain the decision in light of the license renewals that were granted to Westinghouse Broadcasting Corp. and General Electric Co., despite the convictions of WBC's parent corporation and GE on antitrust violations.

The court also wanted to know the difference between the WGMA case and that of NBC, which had carried the Barry-Enright programs but whose licenses in Philadelphia were renewed at almost the same time the WGMA renewal application was denied.

Commissioner Loevinger noted that

antitrust allegations were involved in the NBC case. This was a reference to the commission's conclusion that the network had acquired the Philadelphia stations by forcing WBC to trade them for NBC's Cleveland properties. The commission renewed the Philadelphia stations' licenses on condition that the network trade the stations back to WBC (BROADCASTING, Aug. 3, 1964).

Double Standard? ■ If the commission stripped WGMA of its license, it would be setting a double standard for behavior of large and small licensees, Commissioner Loevinger said; the higher one set for small corporations. Large ones would be allowed "greater latitude," he wrote, adding:

"The diffusion of responsibility and the separation of ownership and management which occur in large corporations tend to obscure the fact that the misconduct of corporate agents should have no different consequences than the misconduct of principals or individual licensees."

He said that if the principles established by the GE, WBC and NBC cases were followed literally in the WGMA proceeding, the applicant would be entitled to "an unqualified renewal." But,

Journalism in spotlight

WLAC Nashville, a subsidiary of Life & Casualty Insurance Co. of Tennessee, has embarked on a new community image, "electronic journalism," under new management. Appointed to the post of executive vice president and general manager was James M. Ward, with WLAC since 1950 in the sales department. Named to the specially created post of vice president and managing editor was F. C. Sowell, who has served as general manager since 1936. WLAC is currently celebrating its 40th year in broadcasting.



Mr. Ward

Mr. Sowell

he said, "we are not inclined to take any action that might be construed as condoning the misconduct of Enright and Barry." The majority also expressed doubts about "their possible future course in the operation of a broadcasting station."

Accordingly, the majority said the renewal should be conditioned on Messrs. Barry and Enright selling the station to a qualified licensee. The opinion noted that the NBC decision provides a precedent for such a condition.

WGMA submitted an application for assignment of license following the commission's rejection of its renewal application (BROADCASTING, May 25, 1964). But the commission has never accepted it for filing. The proposed purchaser, Hollywood Community Service Radio Inc., is composed of a group of Hollywood residents, including WGMA personnel. It would pay \$150,000 under the terms of the contract. However, the contract is cancellable until the time the commission acts on it.

Messrs. Barry and Enright were given 60 days to file an amendment updating the 1964 application or to bring in an entirely new assignment application.

No Policy Change ■ Commissioner Loevinger stressed that the decision does not alter commission policy prohibiting the sale of a station until the commission determines that the owner has not forfeited his authorization. "We adhere to the established rule . . . but find that . . . the applicant has not forfeited its license."

Furthermore, he said, the majority's judgment is based not on a single factor but "on a weighing of all the factors together." "We do *not* hold," as Chairman Henry charged in his dissent, that "no wrongful conduct, however aggravated, can result in forfeiture of a broadcast license unless it occurs at a particular station licensed to the wrongdoer," he added.

Chairman Henry, in his dissent, however, indicated concern that that policy was being undermined. He criticized the "tortuous" decision as being "difficult to understand." The majority, he said, find "Barry and Enright neither qualified nor disqualified."

But the effect of the commission's reversing itself, he said, "is to establish—albeit in a somewhat murky fashion—a new and undesirable policy with respect to licensees who have been wrongdoers in the broadcast field."

He said that Messrs. Barry and Enright not only staged rigged quiz shows but "lied about the fixed quizzes to their network, their sponsor, the press, and the office of the New York district attorney." Such licensees, he said, "have forfeited any broadcast licenses they may have outstanding. To hold other-

An open statement to the Congress of the United States, Federal Communications Commission, Broadcast Industry, CATV Industry and all those concerned with the FCC's Second Report and Order or proposed legislation regarding CATV.

JERROLD BELIEVES . . .

1. All of the people have an inalienable right to maximum use of their television sets, as well as the right to receive any programs made available to them.
2. CATV presently renders an invaluable service by providing a greater variety of programming and better quality television reception to millions of people.
3. All of our citizens must be allowed the freedom to choose from the best that the miracles of modern technology can offer to the viewer . . . and no person or area should be relegated to second class viewing status by Government decree.
4. UHF stations, existing or as yet unborn, can benefit greatly from the carriage of their programs on CATV systems . . . for CATV actually helps UHF stations achieve signal and coverage equality with VHF stations.
5. VHF stations also benefit greatly from consistent quality of reception (particularly color quality) that can be guaranteed all viewers served by CATV.
6. Public service and other types of CATV program origination are a valuable addition to present methods of communications, and cannot endanger broadcast television.
7. The limited and valuable broadcast frequencies available in any given market cannot in themselves satisfy the insatiable desires of all viewers for a wider variety of educational, entertainment and news programs. Such additional needs can be better served through the use of the multi-channel cable television system.
8. The artificial market protection guaranteed the television broadcaster by the new FCC rules is not only foreign to our system of free enterprise but is unsought by large and responsible segments of the Broadcast Industry and has never been granted to other communications media such as radio, motion pictures or the press . . . it can only result ultimately in more severe regulation of the Broadcast Industry itself.
9. Hundreds of CATV franchises have been (and will be) granted by local municipalities after a thorough analysis of the local public interest . . . the Federal Government should not override such local decisions.
10. CATV is absolutely *not* Pay TV. Efforts to confuse the two by special interests have clouded this distinction. As CATV grows and viewers are given the choice of a larger number of programs, the allure of Pay TV diminishes.

Any legislation which does not incorporate the foregoing principles is not in the public interest. The public's investment in television receivers is greater by far than the total investment in television by all other segments of the industry.

We respectfully urge all those interested in the continued health and growth of television to support the basic purpose of the bill recently introduced by Congressman Walter Rogers, which preserves the public's right to freedom of radio and television reception.

The Jerrold Corporation
Robert H. Beisswenger, President

KWGN(TV) starts with a bang

Denver woke up last Monday morning (March 7) to find KWGN-TV, a bright new independent color-TV station in town, and an all-out promotional campaign to tell viewers about it just in case they hadn't noticed.

But for KWGN's new owners it had been a nerve-wracking weekend of gambles and miracles to transform what until a week earlier had been KCTO. It was possibly one of the fastest and most complete station operational and format shifts ever recorded following the FCC's approval of a sale.

KCTO's former staff has been retained and is being enlarged.

WGN Continental Broadcasting Co., through subsidiary WGN of Colorado Inc., won approval from the FCC on Friday afternoon, March 4, to purchase KCTO for \$3.5 million from J. Elroy McCaw. By suppertime that same night the sale was consummated in Denver and the WGN group had assumed control.

With the FCC's announcement coming like a starter's gun in a race, supervisors in all aspects of TV-station operation were flying to Denver from WGN-TV Chicago to work with the KWGN staff over the weekend. Pre-packaged new program formats and schedules, rate cards, color videotape and film equipment, much other technical gear and new studio scenery and sets (plus the extensive promotional campaign) popped out of storage from various sites in Denver and Chicago to help effect the 48-hour transition.

Plan Ahead ■ Originally the changeover had been planned to take place in a 10-day period but Ward L. Quaal, WGN Continental president and general manager, subsequently decided on the condensed transformation as the FCC's action on the purchase took longer than first anti-

ipated. Advance preparations for any station changeover are difficult since FCC rules forbid new owners to use the station's premises until after the approval is announced.

In this case the prospective new owners set up their operations at the Denver Hilton hotel following the



announcement of their bid to buy the station last Sept. 7. Dick Jungers, formerly WGN-TV vice president and general sales manager, who now is KWGN's vice president and general manager, moved to Denver last fall and began an exhaustive round of research and contacts to learn of Denver's programming needs and interests.

This past weekend he was joined by about 20 WGN-TV people who moved into KCTO with him to help change the station into KWGN effective 6:25 a.m. Monday morning. Most returned to WGN-TV last week.

Higher Rates ■ KWGN's new rate card shows the basic one-time class AA prime time rate is \$850, up from KCTO's \$425. One-minute prime rate is \$275, up from \$100. The new KWGN rate card also popped up on agency desks all over the country first thing last Monday morning along with the new KWGN program schedule.

The equipment dispatched to KWGN

from Chicago included a fully equipped mobile unit with three live monochrome cameras. They went immediately into action last week covering the state high school basketball tournament after Mr. Jungers obtained what was claimed to be the first local-TV coverage rights.

On Monday morning the new KWGN "counter programming" format unfolded with added accent on news, new children's programs and family-type shows plus public-service features. Denver's three other TV stations are all network affiliates. At the same time Monday morning the Denver market was hit by the big promotional barrage too, including heavy use of local radio.

All of the promotion had been planned and made ready in advance with the help of Sam Lusky Associates, Denver agency. About \$25,000 is being spent on advertising for the first four weeks alone. The theme: "Switch to the New View on Channel 2."

King-size bus cards, illuminated taxi displays and a large diorama at the airport augment the heavy radio and newspaper schedules. On radio from 20 to 70 spots weekly are being used for four weeks on KHOW, KIMN, KDEN, KOSI, KLAQ and KFML. Some stations refused the KWGN business, it was indicated.

Last Thursday (March 10) Mr. Quaal announced officially the change of corporate name of WGN Inc. to WGN Continental Broadcasting Co. It continues as a subsidiary of The Tribune Co., holding company with some two dozen subsidiary firms in the U. S. and Canada, including the *Chicago Tribune*.

WGN Continental embraces WGN-AM-TV; Mid-America Videotape Productions; KDAL-AM-TV Duluth, Minn.-Superior, Wis.; WGN Televents Inc. (a community antenna TV firm), KWGN, and WGN Continental Sales Co., a station representative firm with offices in New York and Chicago.

wise is simply to evade our responsibilities."

He also saw sharp distinctions between the NBC, WBC and GE cases, on the one hand, and WGMA, on the other. While NBC was negligent in not discovering that the quiz shows were rigged, he said, it had no part "in the lies and deceptions" practiced by Messrs. Barry and Enright. Furthermore, he said, the commission, in renewing NBC's licenses, gave weight to the network's "long and meritorious past conduct." No such mitigation exists in regard to WGMA, he said.

Messrs. Barry and Enright acquired the station in 1957.

The commission's actions in renewing WBC and GE licenses were based on the companies' "long-term excellent broadcast records, coupled with the consideration that the misconduct was not in the broadcast field."

Commissioner Bartley also would have affirmed the commission's earlier decision. He said he doesn't agree with "the newly announced policy of disregarding misconduct which occurs outside the operation of a broadcast station."

FCC sticks to its urban-suburban policy

The FCC last week denied petitions for reconsideration of its policy statement issued to help it determine when an applicant for a suburban community really intends to serve the community, and when he is a big-city applicant in disguise.

Under the new policy, the commission will question the genuineness of a suburban application if the proposed

American children—and their parents—often lose out in the search for vitality because of their lack of physical fitness

ADVERTISERS OF MANY different kinds of products have found that promising “vitality” as a benefit has strong appeal to people, especially to the younger generation. But even the parents of the younger generation often appear to be interested in how they, too, can enjoy the fruits of vitality.

Unfortunately, vitality and all that it means in terms of being able to do all those things that people want to do is not something that can be absorbed in a pill or potion. Vitality results from the interaction of many different factors. What we eat, how much exercise we get, whether we have adequate rest and relaxation, and the general state of health are all involved.

The human body is really a rugged machine. It can and does take a great deal of abuse during the average life span. Now scientists studying the functioning of the human body are becoming increasingly convinced that lack of physical activity may be one of the more serious abuses of the human body in our sedentary society.

Physical fitness is not merely a game

Most health educators have for years advocated the need for regular physical exercise, but the importance of physical fitness to the American people is being emphasized by the statistics that indicate the lack of fitness may be among the primary causes of those diseases that lead people to an early death. In addition, it is almost a certainty that millions of people in this country do not enjoy the vitality, the pep and energy they would like to have because they are not physically fit.

Millions of Americans are overweight because food and beverage intake exceeds the body's energy expenditure. Increasing physical activity may be a much healthier—and perhaps easier—way to lose weight or to keep weight under control than cutting the intake of food. Overweight is a health hazard, and the mortality statistics prove this, but overweight also has its high psychological costs for those who find it difficult to keep their weight under control even though they believe excess weight is unattractive and undesirable.

Heart and artery diseases kill more Americans than any other diseases, and many of those affected are young men in the prime of life. Most of the leading researchers trying to find ways to prevent cardiovascular diseases believe that being physically fit, including regular exercise, may be an excellent preventative measure. Physical fitness, then, takes on the aspects of being a very important health measure for all Americans.

Achieving fitness can also be enjoyable

Too many people seem to think that physical fitness means spending most of the day in a gymnasium lifting weights and doing calisthenics. There is certainly nothing wrong with such activity if you enjoy it, but physical fitness is a great deal more than muscle-building and really can be an enjoyable approach to life.

Regular daily exercise can be walking to and from the commuter train station. It can be riding a bicycle, playing handball or tennis, taking a hike in the forest preserve—anything that can be done on a regular basis. It can be any kind of physical activity you enjoy, but it should be done daily. Exercise performs a number of important functions to keep the body healthy.

Fitness also involves the services of the family physician and dentist who can advise health programs suitable for each individual. The physician can also be a sound adviser on the type and amount of physical activity any individual should undertake. No adult should enter into a strenuous physical activity program without first getting advice from his or her physician.

Families can eat for fitness and fun

Since foods intake—in terms of both quality and quantity—is very important in any sound physical fitness program, people should understand what a well balanced diet is and how easy, in fact, it really is to eat such a diet. Nutritionists group foods according to the nutrients they provide and suggest selecting each day foods from four major groups. These are: (1) Milk and other dairy foods; (2) Meats, poultry, fish, and eggs; (3) Cereals and breads; (4) Vegetables and fruits.

As an example of why these food groupings are recommended, the milk group provides the major source of calcium—essential for adult health as well as for growing children. Milk is also the major source of riboflavin, a B-vitamin, in our diet and provides a high percentage of top quality, complete protein. Two glasses of milk per day provides for a moderately active young man 24% of his protein, 72% of his calcium, 14% of his vitamin A, 48% of his riboflavin, 12% of his thiamine, and 10% of his calories—based on the Daily Dietary Recommendations as established by the Food and Nutrition Board, National Academy of Sciences—National Research Council. Two glasses of milk each day provide slightly higher percentages of these nutrients for moderately active women because of lower requirements.

The American Dairy Association discusses food for fitness in a booklet which is available at no cost to you. Write for your copy of “Family Feeding For Fitness And Fun.” The association, on behalf of its dairy farmer members, also distributes several motion pictures and other booklets produced in cooperation with the President's Council on Physical Fitness. For details on how this material might be helpful in building more interest in physical fitness in your community, write to the American Dairy Association.

a message from dairy farmer members of



american dairy association

20 North Wacker Drive, Chicago, Illinois 60606

stations 5 mv/m daytime contour would penetrate the geographic boundaries of a community that has more than 50,000 inhabitants and has a population at least twice as large as the applicant's specified community (BROADCASTING, Jan. 3).

If the presumption cannot be rebutted by information in the application, a hearing would be held to determine whether the application should be treated as a proposal to serve the specified community or for some other larger community.

The petitions for reconsideration were filed by three applicants for new AM stations: Tinker Area Broadcasting Co., Southington Broadcasters and Boardman Broadcasting Co.

In denying the petitions for reconsideration the commission emphasized that applicants are free to rebut the presumption that they propose to serve a larger community. The commission said it would consider directional operation, ground conductivity, and other similar factors in making a decision.

The commission's policy statement was issued in recognition of the in-

creasing complexity of the urban-suburban issue as once clearly distinct communities become engulfed in sprawling metropolitan areas. The problem of separating genuine suburban applications from counterfeit ones has become increasingly difficult, the commission said.

FCC starts study of pay-TV proposal

The FCC began considering Friday (March 11) a proposal that could lead to a nationwide system of pay television, both off-the-air and by wire or cable.

The proposal, drafted by the commission's committee on pay television, contains two parts. One is a proposed notice of rulemaking aimed at providing a system of off-the-air pay television. (BROADCASTING, March 7).

The other is a notice of inquiry into the question of subscription television by wire or cable.

The committee draft states the view that the commission has authority over wired pay-television systems that cross state lines, and asks what the commission's role should be in regulating such operations.

The pay-television committee, composed of Commissioners James J. Wadsworth, chairman, Robert E. Lee and Kenneth A. Cox, is in agreement on recommending a further notice of rulemaking and notice of inquiry be issued. But they are not in agreement on all aspects of the document.

As a result, there was no indication last week as to the final shape the proposal would take. The document does, however, contain some tentative conclusions for commission consideration.

One is that over-the-air pay television is broadcasting. This is a point that has been disputed by some lawyers, who contend that pay-television should be classified as a business use.

Another is that the commission should authorize only one pay-television system nationwide. Commission sources say this would, provide for customer convenience. They also say that procedures could be adopted to prevent any one company from monopolizing the manufacture and sale of the equipment needed.

However, the matter of whether there should be one or more systems is one of some 14 on which the committee suggests that the commission invite comment. One other dealing with the matter of equipment suggests that the commission authorize the leasing rather than sale of the necessary gear.

Restrict Equipment Makers? - The committee would also ask for comment on whether companies making pay-TV equipment should be barred from engaging in the procurement and supply of programs.

Other questions indicate the complexity of the problems involved and how far the commission would be going from its customary regulatory procedures in the broadcast field.

One asks whether the commission should regulate rates and charges of pay-TV systems. Another asks whether means should be taken to insure that subscription television be made available to all eligible stations on a nondiscriminatory basis.

The committee also suggests that the commission ask for comment on whether it should issue a policy statement to the effect that subscription television is to be limited to "box-office" type programming.

Other questions deal with the size of market in which pay television should be permitted, whether more than one station in that market should be allowed to engage in the business, and whether there should be time limits on any

Cosmos Cablevision is quick on the draw

The FCC hardly had a chance to turn around after issuing its new community antenna television rules last week (see page 48) before a CATV had petitioned for relief from one of the key provisions.

Cosmos Cablevision Corp.'s petition was aimed at the provision requiring that CATV's proposing to relay distant-station signals into any of the top-100 markets demonstrate in a hearing that the service offered "would be consistent with the public interest."

The commission's rules were issued Tuesday, and the petition was filed Friday (March 11). The provision Cosmos is concerned with is to become effective March 17, two days after "a portion of the system" involved is scheduled to begin operating.

The system is in North Augusta, S. C., which is within the grade A contours of WJBF-TV and WRDW-TV, both Augusta, Ga. Augusta is in the 96th market, on the basis of American Research Bureau net weekly circulation ranking used by the commission.

The provision applies to CATV's within the grade A contour of any top-100-market station wishing to bring in signals beyond their grade B

contour. And the Cosmos system, in addition to the Augusta stations' programs, wants to import the programs of the three Columbia, S. C., stations WIS-TV (ch. 10), WVOK-TV (ch. 19), and WOLO-TV (ch. 25). None of them places a grade B signal over North Augusta.

But Cosmos says that a ruling that the provision does not apply to it is justified on the bases of "grandfathering" and market size. It notes that the system is "substantially constructed" and that help has been hired and that payments have been received from subscribers. And it says that Augusta, Ga., is "within or without the top 100 markets depending on the category used."

But the main argument is for a waiver, based on public interest grounds. Cosmos notes that the proposed service would provide North Augusta with full three-network program service for the first time, and would make available to subscribers news, sports and other programming from their state capital.

The petition is bolstered with a letter to the commission from Mayor N. F. Manly of North Augusta, who "pleads" for more network programs, more South Carolina news and better television reception.

And for good reasons:

The best one is the Marconi reputation — which you know from the proved performance of Marconi equipment. And there's more superior performance on the way...

In only 50 foot-candles of light (that's actually less light than you probably use now for black and white) you can shoot broadcast-quality color with the new Marconi Mark VII four plumbicon tube color camera!

You buy fewer lights, pay lighter light bills, and stop worrying about new air conditioning to keep the studio cool!

And, you can just switch off the color and take perfect black and white. The separate, full-sensitivity luminance channel gets 100% of the available light.

Weight? Less than 150 pounds, and it's compact for quick set-up and portability. Ease of operation? Same "hands-off" simplicity as other Marconi cameras. Precision and circuit stability? The new Marconi Mark VII belongs with Ampex high-band recording, will operate for hours without adjustment.

More exclusives? Built-in filters for simple, accurate color regulation. New mountings for perfect zoom operation (takes fixed lens or standard zoom lens: 10 to 1 or 40 to 1 with adapters).

SEE IT AT THE NAB SHOW IN CHICAGO.

Better yet, contact your local Ampex representative and order now. The complete line of Marconi equipment, including the new Marconi Mark VII, is distributed by Ampex Corporation, Redwood City, California.

AMPEX

if you're still
in the dark about
buying color TV cameras,
consider this...

A hand is shown lighting a match inside a dark, open Marconi radio receiver. The match is lit, and its flame is the primary light source in the scene. The interior of the radio is dark, with some faint lights visible. The overall atmosphere is mysterious and dramatic.

25 knowledgeable broadcasters
already have seen the light...

MARCONI

with orders for over 150 of the
new Marconi Mark VII



Give your tape productions a network flair
... use the 100% tested network quality tape



No matter who buys Ampex 144 Videotape—network, local or production studio engineer—he enjoys superb master performance... network quality recording and playback. The reason is simple. Ampex checks every reel of 144 from end-to-end. Checks it for drop-outs... for video output, audio and control

track level variations, and for scratches. In addition, Ampex monitors head-wear to assure users a low head-wear rate. Reel for reel Ampex 144 offers better performance than any other tape. It's the

AMPEX

high-band tape that goes great on all bands—color or monochrome—and the tape that's used to check out the VR-2000. If you're a station manager or chief engineer and you are not now using Ampex 144 drop us a line for a sample reel. Write Ampex Corporation, 401 Broadway, Redwood City, California 94063.

pay-TV operations.

The proposed notice of further rule-making results from a petition filed by Zenith Radio Corp. and Teco Inc. They have been conducting a test of Zenith's Phonevision system of over-the-air pay television on WHCT(TV) Hartford, Conn., for more than three years.

The committee feels the Hartford test has been too limited to provide the basis for any sweeping conclusions. But the members are said to feel there is no immediate cause for alarm that pay television would weaken free television or that it would draw off the attractions now available to conventional television.

New Spanish network on with 18 affiliates

Geared to the Spanish-speaking population of the U. S., Radio Continental Network has been formed by the merger of Continental Communications Inc., Miami, and Radio Cadena Nacional, a Mexican radio station network.

The radio network provides a block of serialized soap operas, up to two-and-a-half hours of programming. Three minutes of advertising are allotted to each serial and advertisers who want to reach all affiliated stations have their commercials spliced into the programs before they are sent to the subscribing stations.

When the network went on the air, March 1, 18 station affiliates had been signed. These include stations in California, Arizona, New Mexico, Texas, Colorado and Florida.

General manager of Radio Continental Network is Dr. Orlando Alvarez. Radio Continental's headquarters are located at 2020 N.W. 7th Street, Miami. The phone number will be (305) 374-2631.

Fire hits WJRT-TV; off only two hours

Although WJRT-TV Flint, Mich., suffered a major fire early March 5, the station lost only two hours of air time that Saturday morning and only two national spot commercials failed to get exposure in the days following, it was reported last week by Albert J. Gillen, executive vice president and general manager. Fire damage exceeded \$250,000, all insured.

The fire began as a result of a defec-

tive relay switch in the air conditioning and heating system of the station's new executive and administrative wing, a two-story addition only recently completed. The fire spread to the station's older administrative offices and film library before being put out. Heavy losses of syndicated film product took place, along with some 6,000 reels of commercials.

"But television is a fast-moving business," Mr. Gillen said, "and within two days of our wires for replacements agencies all over the country had supplied us with new commercials." Spots that had been scheduled over that weekend already were in the projection areas so they were not involved, he noted.

WJRT-TV's principal operations sections were not hurt in the fire and continued in use. The nearly 30 people on the station's administrative staff have moved about a half-block away to temporary quarters pending reconstruction at the station. This may take four to eight months. Mail address continues to be 2302 Lapeer Road.

Mr. Gillen said calls offering all possible assistance came promptly to WJRT-TV from WOOD-TV Grand Rapids, WILX-TV Lansing and WJR Detroit, all Michigan.

CATV plans for Tucson announced

Tucson (Ariz.) Cable Co. announced last week the initiation of a community antenna television system in that city and promised to bring its customers not only local TV stations, but also four from Phoenix and four independents from Los Angeles—all by leasing lines from the telephone company.

The Tucson company is a joint venture by Trans-Video Corp., group CATV owner based in El Cajon, Calif., and Cox Cablevision Co., a subsidiary of Cox Broadcasting Corp. Cox owns 17% of Trans-Video.

Arrangements have been made with Mountain States Telephone & Telegraph Co. to construct the CATV distribution facilities in Tucson and to bring in the Phoenix stations, 106 air miles to the north, and with AT&T Long Lines to bring in the Los Angeles TV stations.

Trans-Video, which is headed by Lee Druckman who is also president of Tucson Cable TV Co., serves more than 10,000 customers in the San Diego and Bakersfield, Calif., areas. It also has franchises outstanding for El Cajon, La Mesa and Chula Vista, all in the San Diego area, and for Porterville, north-east of Bakersfield.

The Tucson project will cost about \$3 million, Mr. Druckman estimated.

The 12-channel system will also include a 24-hour music and weather channel and a fulltime news channel. The system will be capable of carrying local originations.

Tucson is now served by four TV stations, all VHF and including a non-commercial, educational outlet.

FM nonduplication deadline extended

There was something for almost everyone, especially daytime-only and limited-time broadcasters, in the FCC's long-awaited decision last week on requests for exemptions from the FM-AM nonduplication rule.

The commission denied most of the 115 requests for exemptions, as such. But it gave the stations at least until Dec. 31, 1966, to comply with the nonduplication rule.

And it indicated that FM's that are affiliated with daytime-only or limited-time stations and that broadcast in the evening stand a good chance of getting repeated exemptions.

The rule prohibits FM stations in cities of more than 100,000 population from duplicating the programming of commonly owned AM's in the same area more than 50% of the time, on the average.

The effective date of the rule was Oct. 15, 1965, but it was extended for stations that requested exemptions. Originally, of the 337 affected FM's, 146 did.

Twenty-four of the 115 stations requesting exemptions are affiliated with daytime-only limited-time stations and broadcast at night. These were given exemptions until the end of their license period—or until Dec. 31, 1967, if their license comes up for renewal on June 1, 1967, or sooner.

The commission also indicated that other FM's that have like affiliations and that broadcast at night but that didn't request exemptions could probably get them if they apply.

A commission official said that the favored treatment was intended to enable daytime and limited-time stations to compete more effectively with the full-time stations in their market. He also expressed the view it would encourage daytimers to go into FM broadcasting.

The commission said that it will determine compliance with the rule on an annual basis. But it said that, "absent a good reason for not doing so," licenses will be expected to provide at least 30% of each week to separate programming.

CATV battle lines drawn on the Hill

Small Business Subcommittee hears cable and broadcaster views on FCC's regulatory plans

Spokesmen for both broadcasters and community antenna television told a House Small Business Subcommittee last week that most broadcasters and CATV operators are small businessmen. They also expressed opposition, in varying degrees but almost precisely at opposite poles, to some of the terms of the FCC's regulations on CATV issued in formal order form last week (see page 48).

These latter presentations were obviously a dress rehearsal for appearances before the House Commerce Committee next week when the real CATV show on Capitol Hill opens.

The hearing on March 22 before Representative Harley O. Staggers (D-W. Va.) and his full Commerce Committee, is on two bills.

One (HR-12914), proposed by Representative Walter Rogers (D-Tex.), would effectively prohibit the FCC from exercising any jurisdiction over nonmicrowave fed CATV. Representative Rogers, who is chairman of the Subcommittee on Communications, picked up one major supporter last week. Jerrold Corp., Philadelphia, group CATV owner and equipment manufacturer, urged support for the Rogers bill in advertising in trade journals this week.

The other (HR-13286) embodies the proposals submitted by the FCC two weeks ago (BROADCASTING, March 7) and was introduced by Representative Staggers at the request of the FCC.

The FCC bill was introduced in the Senate by Senator Warren G. Magnuson (D-Wash.), chairman of that chamber's Commerce Committee; it is S-3017. There has been no statement from the senator saying when he intends to take up the bill.

The FCC-backed bill would provide the commission with clear authority over all CATV.

Present for the day-long small business hearing last Tuesday (March 8) were Representatives John D. Dingell (D-Mich.), chairman of the subcommittee, and Neal Smith (D-Iowa), Charles Weltner (D-Ga.) and Arch A. Moore Jr. (R-W. Va.).

Patchwork? ■ Besides the statements

by the two opposing representatives—Frederick W. Ford, president of the National Community Television Association, and Lester Lindow, executive director of the Association of Maxi-



AMST's Lindow
Differs on five counts

mum Service Telecasters—the critical attitude of some of the members of the congressional group about the small business bona fides of both broadcasters and CATV systems enlivened the hearing. Representative Weltner was particularly insistent on this question.

Another significant colloquy took place between Representative Dingell and Ernest W. Jennes, counsel for AMST. Mr. Dingell, repeating the misgivings he had expressed to FCC Chairman E. William Henry last month that the commission's provisions for ex-

emptions to the rules might result in an unworkable and unfair system of CATV (BROADCASTING, Feb. 28), propounded the premise that "the entire business of a regulatory agency cannot and should not officially be conducted on an ad hoc basis. It ought to be done on the basis of rules to apprise everybody of the way they are going to be affected and establish as clearly as possible guidelines within which it will operate to cut down the amount of business and to expedite the conduct of the business before it. Am I correct?"

Mr. Jennes responded that although a rule can cover the vast majority of cases, "there has to be room for an agency to look at special circumstances which warrant different treatment in a particular case. . . ."

During Mr. Lindow's testimony, he told the House group that his organization differs with the FCC on five counts:

- Duplication protection should be 15 days before and after a program is on the local TV station, as it was for microwave-fed CATV's before the new FCC rules were enunciated.

- Protection should be enlarged to encompass the grade B contours of stations in the top-100 markets (not the grade A as the FCC has promulgated).

- Requests for waivers of the FCC rules should be bottomed on the CATV system proving that the importation of distant signals will not adversely affect existing or proposed TV services.

- The top-100 market concept should be widened to include markets below this number.

- The provision in the FCC rule grandfathering in existing CATV systems in the top-100 cities should restrict existing systems to their present operations; not permit them to expand their services in the city.

After warning that present trends in CATV, particularly the origination of programs, threaten the existence of local TV stations, Mr. Lindow predicted that CATV would replace "free" TV with pay TV. The problems of CATV and pay TV, he concluded "are inextricably intertwined."

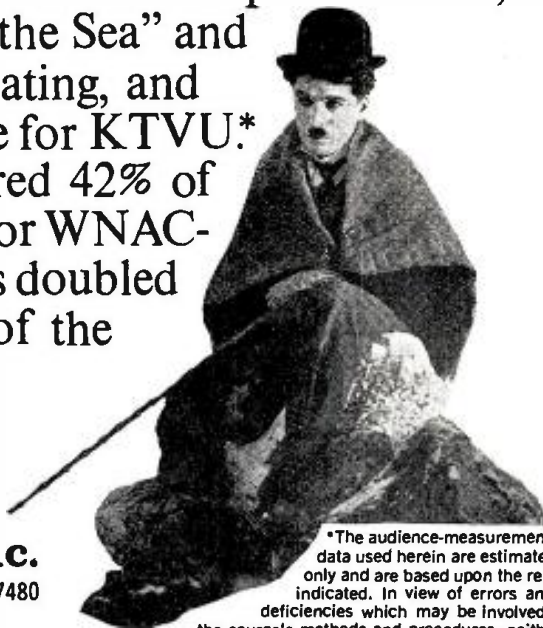
Local Expression ■ Mr. Ford's testimony, including opposition to any ban on origination, stressed the opportunity for CATV systems to become outlets of local expression for their communities. TV stations, he explained, must cover wide areas and therefore cannot properly function to be the voice of the smaller communities in their service areas.

To the view that origination by CATV is a step in the direction of pay TV, Mr. Ford demurred. Pay TV, Mr. Ford emphasized, is based on a per program charge; CATV makes a monthly

He's started a new gold rush in San Francisco.

This lovable tramp beat "The Bell Telephone Hour," "Voyage to the Bottom of the Sea" and "Lassie" with an ARB 18 rating, and 31% share of the audience for KTVU.*

In Boston, he's captured 42% of the three-station market for WNAC-TV. And in New York, he's doubled the WOR-TV audience of the program he replaced.



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*The audience-measurement data used herein are estimates only and are based upon the report indicated. In view of errors and deficiencies which may be involved in the source's methods and procedures, neither KTVU nor any of its representatives vouches for the accuracy of the estimates.

Charlie Chaplin Comedy Theater. Copyright© Elcon Television Corporation— Wellmax Film Corp.

charge for all its services. Anyway, he added, the broadcasters are those who are experimenting with pay TV, and if they succeed, then of course CATV will follow.

"I will venture to predict," Mr. Ford observed, "that if CATV systems ever engage in pay TV, it will be because broadcasters force them by their pay-TV activity to engage in the business."

If Congress decides to prohibit pay TV or limit it by radio and cable, Mr. Ford said "there would be little objection by CATV operators."

The bulk of Mr. Ford's testimony dealt with countering the argument that CATV adversely affects local TV stations, and poses a threat to emerging UHF stations.

He read into the record selections from the FCC's Seiden Report, issued last year and which concluded that CATV is not a problem to TV in cities where there are multiple TV stations. He also referred to the Fisher Report, sponsored by the National Association of Broadcasters, and also issued last year.

"Thus," Mr. Ford noted, "these conclusions by two noted economists, one retained by the FCC, the other by NAB, show conclusively that there is absolutely no basis for allegations that CATV is an adverse factor in the potential development of UHF television in large cities."

In discussing the FCC's new rules, Mr. Ford agreed that the FCC could impose limitations on CATV to protect local TV broadcasters in order to preserve their service but only where "there is proof that CATV has caused any proven substantial economic injury to broadcasters" and only on a case-by-case basis.

Mr. Ford said that NCTA is agreeable to the requirement that CATV systems carry local stations, "but we do not believe a station 75 miles away is a local station."

On duplication protection, Mr. Ford said NCTA is in favor of simultaneous protection, rather than the 24-hour duplication required in the FCC regulations.

Queries and Answers — In answer to questions from committee members, Mr. Ford opposed imposing the same multiple ownership rules on CATV that the FCC imposes on broadcasters. One New York TV station, he commented, covers more TV homes than all of the present 1,600 CATV systems.

The CATV industry, Mr. Ford said, is willing to abide by the FCC's rules on equal time for political candidates and the fairness doctrine in controversial issues if there is no bar to permitting cable systems to originate programming.

NCTA would like to see, Mr. Ford

said, CATV systems with 1,000 or less subscribers exempted from FCC jurisdiction, rather than the 50 or less in the commission's rules.

Also submitting statements in the small business hearing:

Leon N. Papernow, president of Community Cablecasting Corp., Pacific Palisades, Calif., called for legislation requiring the FCC to give equal weight to the development of television as a broadcasting service and as a reception service. He asked that Congress determine that CATV is not a public utility, foreclose telephone companies from entering the cable business, and to take CATV "out of the hands" of myriad municipalities.

Mr. Papernow, who formerly was executive vice president of H&B Com-



NCTA's Ford
No basis for CATV fears

munications Corp. (group CATV owner), opposed the FCC's top-100 market concept. "Within the grade A contour of TV stations in the top-100 markets," he said, are "90% of all U.S. homes." He suggested instead a ceiling on cable service to these homes on a percentage basis (20% to 25%). Opposing the commission's 24-hour protection rule, he suggested that protection be limited to simultaneous duplication only.

He also asked Congress to prohibit the FCC from giving TV stations the right to grant or deny CATV pickup rights, and asked that the copyright

laws be amended to recognize CATV and "to give free and unlimited public access to TV programs at the time of broadcast."

Barclay Craighead, Helena, Mont., representing Helena Valley TV Translator Club and the Tri-State TV Translator Association, urged legislation to prohibit joint ownership of TV stations and CATV systems, ban any duplication of programs of TV stations and satellites or translators within the same trade area; inhibit leapfrogging by requiring that CATV's use programs from the nearest transmitting points; extend the nonduplication rules to cover all hours of the broadcast day, not just prime time.

Commerce group gets a new face

The House Commerce Committee has finally gotten a replacement for the vacancy created when Oren Harris retired to become a federal judge in his native Arkansas (BROADCASTING, Jan. 17).

He is Brockman Adams, 39, a Democrat from Seattle winding up his first term in Congress after being elected in 1964. He is an attorney and holds degrees from the University of Washington and from the Harvard Law School.

But he admits that his experience in the radio-TV field is somewhat limited.

On the pending hearing by the Commerce Committee about the community antenna television situation (scheduled for March 22), Mr. Adams says that he has no preconceived knowledge of the issues and that he will try to view both sides objectively before making any decision.

However, when contacted he did say that in principle he finds himself very much in agreement with the statements of former FCC Chairman Newton Minow in the "vast wasteland criticism of television programming." (The speech was given by Mr. Minow at the convention of the National Association of Broadcasters in 1961 (BROADCASTING, May 15, 1961).

Mr. Brockman stated that the speech was one of the better statements made by government officials and that he finds it "intellectually praiseworthy."

But one unforeseen development had arisen by late Thursday. The committee staff was still unable to have its stationery printed because of a question of the ranking to be indicated on the letterhead.

Traditionally, the members of a committee with the most seniority have their names printed closest to the top of the page. On the Commerce Committee, however, a novel situation has

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2—MAGAZINES: For a distinguished example of an article or articles in a United States magazine of general circulation published weekly, monthly, quarterly or at other regular intervals.

3—EDITORIAL: For a distinguished example of editorial writing in a United States newspaper of general circulation published daily, Sunday or at least once a week or on a U.S. radio or television station or network.

4—RADIO: For a distinguished example of reporting on medicine or health on a United States radio station or network.

5—TELEVISION: For a distinguished example of reporting on medicine or health on a United States television station or network.

The awards will not be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

AWARDS AND PRESENTATION

The award in each of the five categories will consist of \$1,000 and an appropriately inscribed plaque. The awards will be presented at a time and place to be selected by the Awards Committee.

GENERAL RULES

1—Deadline for receipt of all entries is February 1, 1967, although entries may be submitted at any time prior to that date.

2—Entries must have been published or broadcast during the calendar year of 1966.

3—Entries for newspaper and magazine articles must be submitted in triplicate, at least one copy of which must be a tear sheet, validating the date of publication and showing the material as it appeared when presented to the public.

4—Entries for radio or television must consist of three copies of the complete script and a 200-word summary of the script. Television entries must be accompanied by a 16mm film with sound recording or a kinescope. Radio entries must be accompanied by a transcription or an audio tape of the show.

5—Elaborateness of presentation will not be a factor in the judging.

6—Awards will be presented at the AMA Annual Convention in June 1967.

7—An entrant may make as many entries as he wishes.

8—An entrant may receive more than one award or the same award in subsequent years.

9—Radio and television films, tapes or kinescopes will be returned if requested. Other entries will not be returned.

10—All entries must be accompanied by the following information: Title of entry, writer or producer, publication in which article appeared or station or network over which program was broadcast, date entry was published or broadcast, category for which entry is submitted, name, address, and title of person submitting entry.

JUDGING OF ENTRIES

Entries will be judged on a basis of accuracy, significance, quality, public interest, and impact. The Medical Journalism Awards Committee will include outstanding members of the publishing industry, radio and television industry and the medical profession.

All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago, Illinois 60610. Awards subject to state, federal and other applicable laws.

come up for which no one has the answer.

John Bell Williams (D-Miss.), currently the lowest name on the list, refuses to advance toward the top. He says that Mr. Adams should move in as second from the bottom since the Democratic Party hierarchy stripped him of all his seniority rights for the support he gave to Republican presidential candidate Barry Goldwater in 1964. At the time, Representative Williams was the ranking member of the committee and would have inherited the chairmanship on the retirement of Judge Harris.

For the present, the question is still up in the air but the committee staff hopes to have the matter resolved sometime this week.

Representative Williams is expected to make a floor speech on the situation today (March 14).

More time asked for top-50 comments

The FCC was asked last week to extend the deadline for comments on the commission's proposed rulemaking that would prohibit group owners from owning more than three television sta-

tions, not more than two of them VHF's, in the top-50 markets (BROADCASTING, June 28, 1965).

The Council For Television Development, formed last year by group owners who oppose the proposed rules, asked that the deadline for comments be extended from April 1 to Oct. 3 and that the deadline for replies be extended from May 2 to Dec. 1.

The council has retained United Research Inc. of Cambridge, Mass., to do a complete study of group-station operations. It said that the United report should be available in August, but that the council will need until October to prepare comments using material in the report.

Warner Bros. bids for CATV franchise

Warner Bros. Pictures, which only recently disclosed its interest in community antenna television operations (BROADCASTING, Dec. 27, 1965), has made an initial, formalized bid for a franchise.

Warner Bros. TV Services Inc., the movie company's CATV subsidiary, wants to establish operations in Newport Beach, a community of 38,000 per-

sons located in California's Orange county.

In its presentation to the city manager, Warner Bros. promised to originate special programs and indicated it would tie-in with Pacific Telephone & Telegraph Co. on lease-back of wire facilities.

Irvine Co., a large realtor in the area, is also interested in starting a Newport Beach CATV system.

KAAB renewal denied; sale is dismissed

The FCC last week denied the license renewal application of KAAB Hot Springs, Ark., deleted the station's call letters and dismissed as moot an application for assignment of the license. KAAB has been silent since 1963.

The commission said it denied renewal of KAAB's license because the station failed to supply necessary additional information not submitted with the renewal application.

The prospective buyer of the station, Broadcasters Inc. was given 60 days to file an application for a construction permit specifying the KAAB facilities. The commission, however, said that if Broadcasters Inc. files for a CP, its application will go into consolidated hearing with the applications of two other stations that have filed for the KAAB frequency (1340 kc).

Under the terms of the contract, Broadcasters Inc. would have acquired the KAAB license for \$11,321, which is the amount owed in back taxes by the seller, Phoenix Co.

The two stations applying for the KAAB frequency are KCAT Pine Bluff and KZNG Hot Springs, both Arkansas.

Changing hands

ANNOUNCED ■ *The following station sales were reported last week subject to FCC approval.*

■ WKPT Kingsport, Tenn.: Sold by C. P. Edwards Jr. and associates to *New Brunswick* (N. J.) *Home News* for \$500,000. WKPT operates on 1400 kc with 1 kw day, 250 w night. Broker: R. C. Crisler & Co.

■ WSKP Miami: Sold by William F. O'Neill to Ed Winton and associates for \$325,000. Mr. O'Neill is also licensee of WSTA St. Thomas, V. I., and is the brother of Thomas O'Neill, RKO General board chairman. Mr. Winton was president and general manager of WQMR Washington and WGAY-FM Silver Spring, Md. No changes in the WSKP staff are contemplated. WSKP operates fulltime on 1450 kc with 250 w. Broker was

check Blackburn about financing!

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■ Woow Greenville, N. C.: Sold by Charles E. Springer to Woow Radio Inc. for \$150,000. Woow Radio is owned by Mark Clements, New York marketing research executive, and Danny Jacobson, general manager of kWEL Midland, Tex. Mr. Jacobson will become general manager of woow. The station operates on 1340 kc with 1 kw day and 250 w night. Broker was Blackburn & Co.

■ WBAZ Kingston, N. Y.: Sold by Big River Broadcasting Corp. to Hunter Broadcasting Group Inc. for \$110,000. Big River Broadcasting is a subsidiary of the J. Olin Tice Stations, which include WEET Richmond, Va.; WKCT Charlotte, N. C.; WCAY Cayce, S. C., and WGYW Knoxville, Tenn. Hunter Broadcasting is principally owned by William A. Hunter, president of WDOT Burlington, Vt. WBAZ operates daytime on 1550 kc with 500 w.

■ WGML Hinesville, Ga.: Sold by Hugh K. Tollison, Charles C. Gillican and James H. Watson to Mrs. Bernita H. Slotin of Savannah for \$45,000. WGML operates daytime on 990 kc with 250 w. Broker was Blackburn & Co.

Note: Price in the sale by W. H. Rich of 50% voting interest in WGRD Grand Rapids and WTRU Muskegon, both Michigan, to Edith P. Martin, present 50% owner, (CHANGING HANDS, March 7) was \$125,000 and included 100.5 shares of class B nonvoting shares. Mr. Rich also sold 44.3% of class B nonvoting shares to Dorothy Martin Moore for \$375,000.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week* (For other commission activities see FOR THE RECORD, page 93).

■ Wcvs Springfield, Ill.: Sold by WFFA Radio Inc. to Eastern Broadcasting Corp. for \$700,000. WFFA Radio is owned by William O'Connor, who also owns WBOW-AM-FM Terre Haute, WHUT Anderson, both Indiana; KASK and KOYA-FM Ontario, Calif. Eastern Broadcasting is owned 67.8% by Louise and Roger Neuhoff. Eastern Broadcasting owns WCHV Charlottesville and WHAP Hopewell, both Virginia, and recently sold WALT Tampa, Fla., to Universal Broadcasting Co. for \$360,000. Wcvs went on the air in 1926 and operates on 1450 kc with 1 kw daytime and 250 w nighttime. The price includes a five-year covenant not to compete.

■ KTON Belton, Tex.: Sold by Belton Broadcasters Inc. to Sigmor Distributing Service Inc. for \$300,000. Sigmor is owned by Tom E. Turner and Mary E.

Turner. KTON operates daytime on 940 kc with 1 kw.

New TV stations

WRFF-TV Roanoke, Va. (ch. 27), went on the air March 3 with 21.4 kw visual and 2.14 kw aural. The station has black-and-white and color facilities and is a full ABC affiliate. Frank Tirco is president and general manager; permittee to Roanoke Telecasting Corp.

Dark UHF transfer denied by FCC

The FCC again took action last week in relation to one of the dark UHF's by denying it additional time to file an application for assignment of its construction permit.

The commission denied the application of Elfred Beck for additional time to file an application for assignment of the CP for KCEB(TV) (ch. 23) Tulsa, Okla.

The commission said that Mr. Beck did not comply with a previous order which gave him time to either complete construction of the station or file for as-

ignment of the CP.

For three years the commission has been trying to activate long-idle UHF permits or free them for reassignment to broadcasters who would use them.

Media notes . . .

Kentucky's thoroughbred ■ WLAP Lexington, Ky., becomes an NBC Radio affiliate, effective today (March 14). WLAP, owned and operated by Thoroughbred Broadcasters Inc., is on 630 kc with 5 kw day and 1 kw night.

Students of media ■ The functions of various segments of the broadcasting industry will be outlined for students attending the 1966 International Radio and Television Society's fifth annual College Conference in New York April 14-15. Speakers at various sessions will describe the operations of an advertising agency, a station group, a television network, a package producer, a station representative firm and a local broadcasting outlet. Other sessions at the conference, which will be held at the Hotel Roosevelt, will spotlight a talk on broadcast engineering, a color television display and a presentation of award-winning commercials.

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ROCKY MOUNTAIN STATE —This fulltime radio station profitably does a job in a solidly established marketing area of approximately 100,000. At present rate of sales it should gross around \$80,000 in 1966 and is available at a total price of \$105,000 on the basis of \$40,000 down on fair terms. **Contact—DeWitt "Judge" Landis in our Dallas office.**

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Rating protest turned down

The Broadcast Rating Council last week denied a protest about the way the audience of one satellite TV station had been reported, but started a broad study looking toward adoption of standards on how such audiences ought to be reported.

The study, BRC said, should not be limited to the reporting of satellite audiences alone, but should also explore the problem of relation to translators and community antenna TV systems and in the context of how TV markets are defined.

The protest that BRC denied was filed by WISC-TV Madison, Wis. The complaint had asked the council to revoke or suspend its accreditations of the Nielsen Station Index (NSI) and the American Research Bureau's local TV service on the grounds that their Madison reports included in WKOW-TV Madison's audience figures those of WAOW-TV Wausau, Wis., a satellite of WKOW-TV. This, says WISC-TV "creates an erroneous impression" of the size of WKOW-TV's audience in Madison (BROADCASTING, Dec. 20, 1965).

In denying WISC-TV's request, the council ruled that both the Nielsen and ARB services had followed their published procedures. Each had included in its survey report its definition of satellite and explained how satellite audience data was collected and reported, the council said.

The council reached this decision

after studying Nielsen's and ARB's comments on the WISC-TV complaint and after Dr. Kenneth Baker, executive director of the council, had studied program logs of WKOW-TV and WAOW-TV.

Officials said BRC had not shown the Nielsen and ARB comments to WISC-TV, despite a contention by Arthur Scharfeld, Washington attorney for WISC-TV that "basic fairness" required it to do so. BRC representatives said the council's procedures do not provide for divulging such responses.

Broad Study Needed ■ Although it found no grounds for suspending or revoking accreditations in the WISC-TV case, the council clearly felt a need for studying the broader general problem of reporting the audiences of satellites, CATV and translators in the context of market definitions.

It asked the Committee on Local Television Audience Measurements (COLTAM), headed by Howard Mandel, research vice president of the National Association of Broadcasters, to undertake this study as soon as possible.

BRC officials said they hoped they could get COLTAM's recommendations within a month or two and be prepared to act on them this summer.

In another action the council, which is headed by Donald H. McGannon of Westinghouse Broadcasting, asked Nielsen and ARB to comment on a complaint filed by Spanish International Network charging the two services have failed to report, or "grossly understated," the Spanish-speaking audiences of KMEX-TV Los Angeles and KWEX-TV San Antonio, Tex. (BROADCASTING, March 7).

Nielsen delves more into tampering

The A. C. Nielsen Co. appeared to be making some headway last week in its effort to solve the mystery surrounding the attempt to tamper with its measurement of network audiences in the hour between 8:30 and 9:30 p.m. on Friday, Feb. 18 (BROADCASTING, March 7).

One authoritative report said that a subpoena had been served on a man wanted for questioning, that he failed to appear and that a warrant was issued for him.

This report was not officially confirmed. Nor were most of the others that circulated last week, as Nielsen and its lawyers took the position that they could not comment "without interfering with what we're doing."

They did disclose that the tampering attempt, undertaken by sending questionnaires to selected members of Nielsen's supposedly secret survey panel, occurred in the east-central area of the country, but not in New York.

They also reported that about 55 homes in the sample for Nielsen's national ratings received the questionnaire. These included 33 to 35 homes in the sample for the weekly 30-market report, which were disclosed earlier. There are about 590 homes in the 30-market sample and these are also part of the national sample, which totals about 1,100 homes.

The homes that received the questionnaires, which were distributed in advance and asked for comments on commercials on one of the programs in the Feb. 18 8:30-9:30 p.m. EST period, were excluded in compiling ratings for both the 30-market and national reports, according to Nielsen officials.

Programs broadcast in that hour were *An Evening with Carol Channing* on CBS-TV, *The Sammy Davis Jr. Show* on NBC-TV, and *Addams Family* and *Honey West* on ABC-TV.

Other reports last week, also authoritative but not confirmed, said that the questionnaires carried a return address that proved to be in New York.

The Broadcast Rating Council, to which Nielsen had reported the incident when the questionnaires were discovered, considered the problem last week and asked Nielsen for a complete report, a statement on its findings, information as to whether the questionnaire may "contaminate" future reports and a report on what it plans to do about these homes in its sample.

At Nielsen's request, however, the council has assigned one of its auditing firms, Ernst & Ernst, to conduct a complete audit of the security measures. Cost of the audit will be paid by Nielsen.

WISC-TV moves against Midcontinent

WISC-TV Madison, Wis., moved on two other fronts last week in its controversy with the practices of the A. C. Nielsen Co. and the American Research Bureau in counting as part of the audience of WKOW-TV Madison the audience of its satellite station WAOW-TV Wausau, Wis. (see above).

It forwarded copies of its correspondence with the Broadcast Rating Council to Representative Walter Rogers (D-Tex.), chairman of the House Commerce Communications Subcommittee, and called for "appropriate regulatory standards" for rating services.

And, at week's end, WISC-TV filed a complaint with the FCC urging a

hearing on the license renewal application of Midcontinent Broadcasting Co. (licensee of WKOW-TV and WAOW-TV). It charged that Midcontinent had failed to live up to its original program promises when it acquired WAOW-TV to devote 20.8% of its program time to local live programs. It claimed that WAOW-TV devoted only 7% of its program time to local live programming. This is the second complaint filed with the FCC by WISC-TV against Midcontinent on the promise vs. performance issue. Last year it asked the FCC to deny the renewal on the ground Midcontinent had changed WAOW-TV from a regular station to a satellite.

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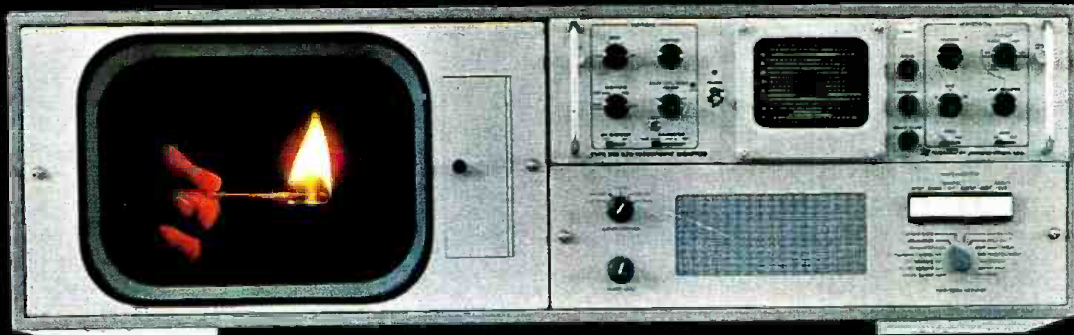
The new VR-1200 shares parts and accessories with other Ampex machines—reduces your parts inventory. Yet with all of these advantages it is totally new—the latest state of the art!

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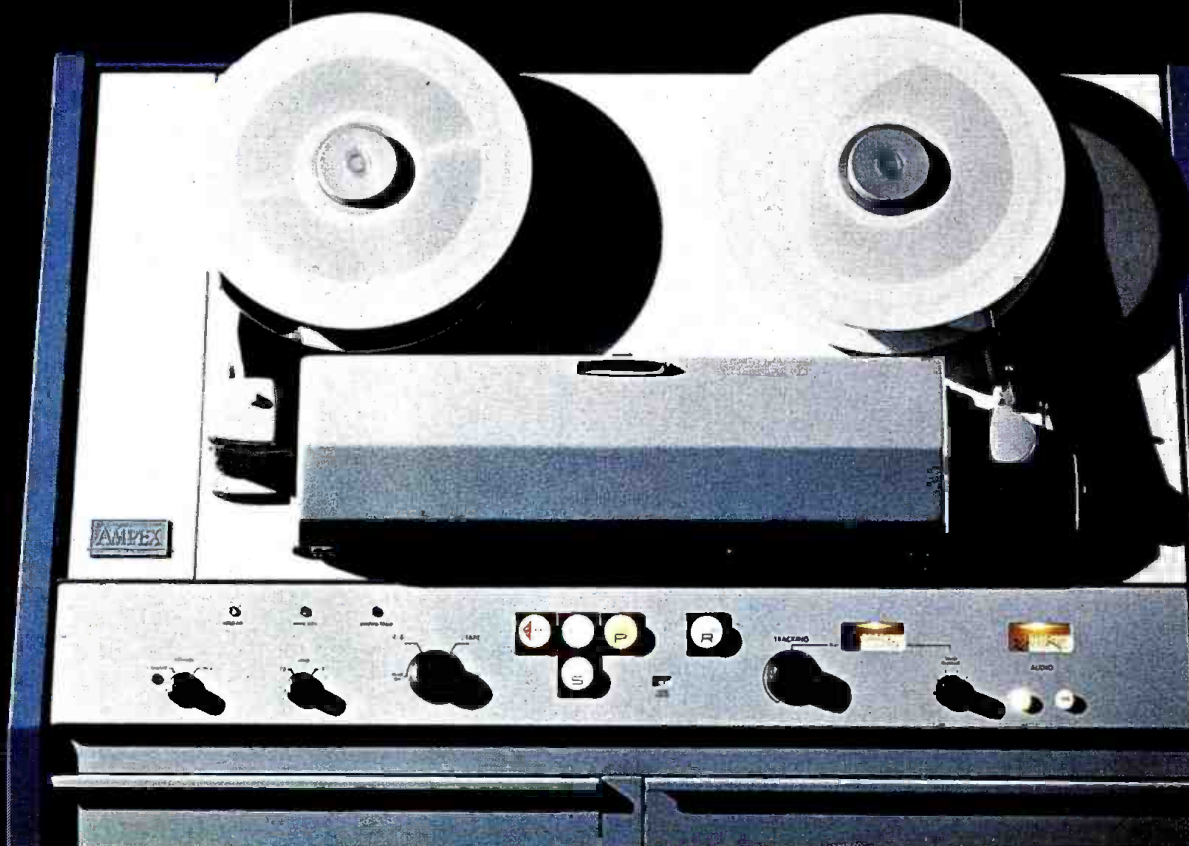
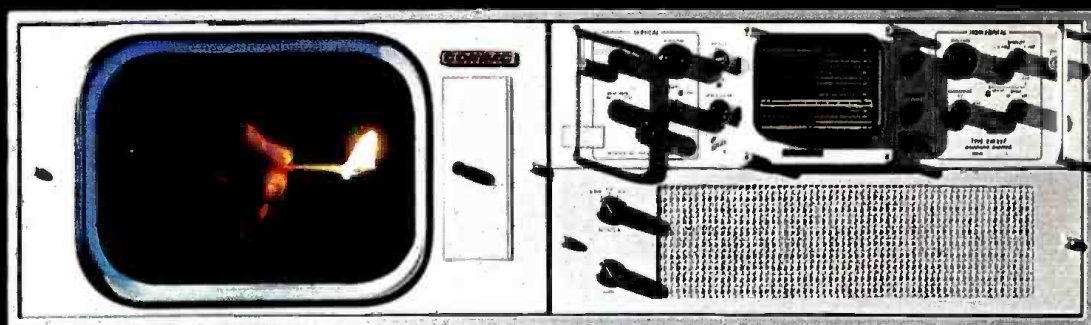
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The new Ampex Color Conversion Kit now offers broadcasters high-band capability with existing Ampex tube-type and solid state monochrome recorders. □ Color programming comparable to the best! □ This *all-band* color and monochrome kit includes switchable signal system (featuring famous Ampex high-band color), solid state intersync,

Amtec* time element compensator, Colortec*, video head assembly, head air supply. □ See your Ampex representative now, or see us at the NAB show in Chicago, March 27, 28, 29 and 30. □ (That monitor? We showed color to make a point; it's actually a monochrome Conrac CLD-14.)

AMPEX

World's top ad medium

That's what CBS Inc. claims it is for 12th straight year in its report to stockholders

CBS gave stockholders their annual report on operations last week describing 1965 as "the second best year in your company's history." A 1965 financial statement issued earlier had already shown that profits were slightly off their 1964 level although net sales had reached a new high of \$699.7 million (BROADCASTING, Feb. 14).

The stockholders report said CBS-TV had maintained its position as the world's largest advertising medium for the 12th consecutive year and that it had attracted the largest audiences in broadcasting for the 11th straight year. It noted CBS-TV introduced nine new nighttime programs in the fall and that during the final quarter of the year it had an average of 17 of the top 30 programs. For the full year, it said, CBS-TV averaged five of the top 10 shows and 15 of the top 30.

CBS-TV's dominance in daytime television was cited as continuing for the eighth consecutive year. The network was said to have averaged 52% larger daytime audiences than its nearest rival (NBC-TV) and 100% greater than the third network (ABC-TV). It was noted that advertisers spent nearly as much on CBS-TV daytime schedules as on the other two networks' daytime combined. By the end of the year CBS-TV had affiliations with 209 stations.

The CBS Television Stations Division, with sales at an all-time high in 1965, was expanding its activities both domestically and abroad. The company's five owned television stations will all be broadcasting local live programming in color by fall.

Political Endorsements ■ During 1965 the owned TV stations broadcast over 675 editorials and, for the first time, several of them endorsed local political candidates.

Revenues of CBS Television national sales for the year were reported ahead of 1964. Another arm of the TV stations division, CBS Films, had "dramatic" sales increases during the year. Sales from domestic syndication were reported "up substantially," international sales had a "marked increase" with distribution at the year's end reaching 100 program series in 80 countries. CBS Films' licensing department, which operates in publishing and educational film areas, reported sharply expanded activities. CBS's TV programming associ-

ate in Argentina, Proartel, was said to have had its best year to date in sales and in program acceptance. Proventel, with which CBS is associated in Venezuela, finished its first full operating year.

A review of CBS News operations for the past year placed greatest emphasis on the division's involvement in coverage of the war in Vietnam, including on the spot coverage and numerous special reports. The shareholder report said transmission of news programming via the Communications Satellite Corp.'s Early Bird had been held back by high costs. It noted that a 10-minute transmission in color by the satellite, including ground line connections, during the least expensive time of day, costs about \$10,000 and that this made frequent use of Early Bird impractical.

A review of CBS Radio operations said this CBS division had higher sales in 1965 than in any year since 1958, and that the CBS Radio network had more sponsors than its nearest competitor for the sixth year running. The seven CBS owned radio stations, as a group, had sales gains over 1964 and three of them, KMOX St. Louis, WCAU Philadelphia and KNX Los Angeles, achieved all-time sales records. The owned stations were increasingly turning to formats of news, information and telephone call programs.

Rep Bought ■ The radio network added 16 new affiliates during 1965, bringing its total to 247 stations. The network acquired Stephens & Townsend, a Canadian radio representation firm, during the year, which is said to be an important new source of revenue.

During 1965 seven of the 12 stations represented by CBS Radio Spot Sales established national sales records.

For the Columbia Records Division it was the most successful year ever with overall sales volume described as substantially higher than in 1964. The record division reportedly led the whole U. S. record industry for the seventh consecutive year.

The New York Yankees, another CBS division, had a strong year in terms of attendance although their position in the American League fell from first to sixth place. Over 1.2 million fans attended home games in Yankee Stadium and the ball club led all other league teams in away game

WTRF-TV STORY BOARD

7
Empire?*

UNBALANCED! Where do book-keepers from South America go when they abscond with funds?
wtrf-tv Wheeling
STUPOR MARKET! Sign over liquor store "Open for Boozeness."

Wheeling wtrf-tv
MUTTER COMPLEX! She talked in her sleep so he sent her home to mutter.

Color Wheeling Color
SLOGAN suggestion for Ann Walsh's E.R.T. (Estrogen Replacement Therapy, book on gals staying young), "Let E.R.T. put you in the strivers seat."

Network Color
HALF CROCKED and he was saying, "I'll be darned if I'm going to be anonymous just because I'm an alcoholic!"

Local Tapes and Slides Color
SWEATER GIRLS? Who says a man can't concentrate on two things at once?

Local Film Color
IT'S "IN" DECENT for women to wear wigs and tint but for men, t'ain't. (Editorial aside: A wigmaker and a good campaign could cover the subject of baldness of men and make it go-go instead of long ago-gone. Somebody do something!)

ALL COLOR SOON
HUSBAND HUNTING is the only sport in which the animal that gets caught has to buy the license and live with it.

wtrf-tv Wheeling
LABOR DEPARTMENT reports belly dancers rated high in steady employment of the show biz gang. Good deal if you have the stomach for it.

Wheeling wtrf-tv
*UPPER OHIO VALLEY, the Tri-State Empire of WTRF-TV in the big spending Wheeling-Stuebenville Market. Your Blair Television Rep will give you the vital statistics on lucrative WTRF-TV. (Be sure to get the high-high count of color sets here, too).

CHANNEL SEVEN

WB

WHEELING, WEST VIRGINIA

invest

in your
color-full future
see room 509 at the
N.A.B.

attendance with over 1.5 million fans attending Yankee road games.

Only two weeks ago CBS Inc. announced the acquisition of Creative Playthings, Princeton, N. J. (educational materials for nursery schools and kindergartens) (BROADCASTING, March 7).

Secondary offering on Meredith stock

A secondary offering of 300,000 shares of Meredith Publishing Co. common stock at \$29.375 a share was announced last week by Goldman, Sachs & Co., manager of the underwriting group.

The \$8,812,500 sale was by E. T. Meredith, a vice president and director of the company; Mildred M. Bohlen, and a family trust. None of the proceeds will accrue to the company.

After the sale the sellers will continue to hold over 23% of the company's shares directly; the sellers and their families will own more than 50% of the outstanding stock.

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

Gross Telecasting has record year

Gross Telecasting Inc., owner of WJIM-AM-FM-TV Lansing, Mich., reported new records for revenue and net income for the fourth consecutive year. In announcing the 1965 results, Harold F. Gross, president, said that higher sales, together with improved investment earnings, more than offset increased wages and operating expenses.

Mr. Gross also reported on the company's plans to build a restaurant, bar and gift shop at Lansing Capital Airport.

For the year ended Dec. 31:

	1965	1964
Net earnings per share	\$2.09	\$1.97
Broadcasting revenue and other income	3,144,529	3,052,722
Net earnings	837,562	788,127

Chris-Craft has highest earnings since 1950

Chris-Craft Industries Inc., Oakland, Calif., reported that earnings for the year ended Dec. 31, 1965, were the highest since 1950. Earnings showed an increase of 51% over 1964 while

consolidated net sales rose 10%.

John G. Bannister, president, attributed the improved earnings to the continued increases in television revenues (including the operations of WTCN-TV Minneapolis-St. Paul, acquired in October 1964); better sales and earnings from the division that produces fiber, foam rubber and fabric products for the automotive and other industries; improved boat sales and earnings, and reduction of losses from oil operations. Television earnings were particularly significant in this year's report, according to Mr. Bannister. "Television sales give you a lot more profit than boat sales," he said. Chris-Craft owns TV stations in Portland, Ore., and Los Angeles, in addition to its station in Minneapolis-St. Paul.

Mr. Bannister said the company expected a further increase in earnings in 1966 in view of the backlog of boat orders and the expectation of a continued strong economy.

For the year ended Dec. 31:

	1965	1964
Earned per share*	\$2.07	\$1.37
Net sales	75,527,737	68,814,499
Net income	3,258,054	2,157,680
Shares outstanding	1,572,413	1,508,436

*Adjusted to reflect a 5% stock dividend on Dec. 30, 1965.

Triad gets financing for three CATV's

Triad Stations Inc., group radio station owner and holder of community antenna television franchises for Battle Creek, Albion and Marshall, all Michigan, announced last week a \$2.3 million financing with Boston Capital Corp. and Ameco Inc.

Ameco is building the 12-channel 335-mile CATV system in the three Michigan areas for Triad. Construction began Feb. 7 and TV signals will be fed to a potential 32,000 homes from three towers and microwaved signals including stations in Detroit and Chicago.

Triad owns WALM Albion-Marshall, Mich.; WFRL Freeport, Ill., and WAUK Waukesha, Wis.

Boards approve RCA buy of Random House

The directors of RCA and Random House have approved the acquisition of Random House Inc. by RCA. RCA Chairman David Sarnoff and Random House Chairman Bennett Cerf announced last week that both boards approved the acquisition on March 4. The agreement now requires the approval of Random House shareholders, who will consider it at a special meet-

ing in May.

Under the terms of the agreement (BROADCASTING, Jan. 17) there would be an exchange of 0.62 share of RCA common stock for each share of Random House stock. Although Random House would become a wholly owned subsidiary of RCA, the agreement calls for continued editorial autonomy for the publishing company. In addition, no personnel or management changes are contemplated at Random House as a result of the merger.

Earnings, revenues up in ITT annual report

International Telephone and Telegraph Corp., in the process of acquiring ABC, reported record sales and net earnings last week for its own operations during 1965. Earnings for the company were up 13% on revenues that increased by 11%.

Chairman Harold S. Geneen reported significant progress in the company's plan to achieve a balance between domestic and foreign operations and he said a major step in broadening ITT's U. S. activities is the proposed merger with ABC.

The ABC acquisition must still be approved by stockholders of both companies. Special meetings have been set by ABC and ITT for April 27 for this purpose. The transaction must also be approved by the FCC.

Year ended Dec. 31.

	1965	1964
Earned per share	\$3.58	\$3.16
Revenues	1,782,939,000	1,601,543,000
Net income	76,110,000	66,831,000
Common shares outstanding (average)	20,099,000	19,863,000

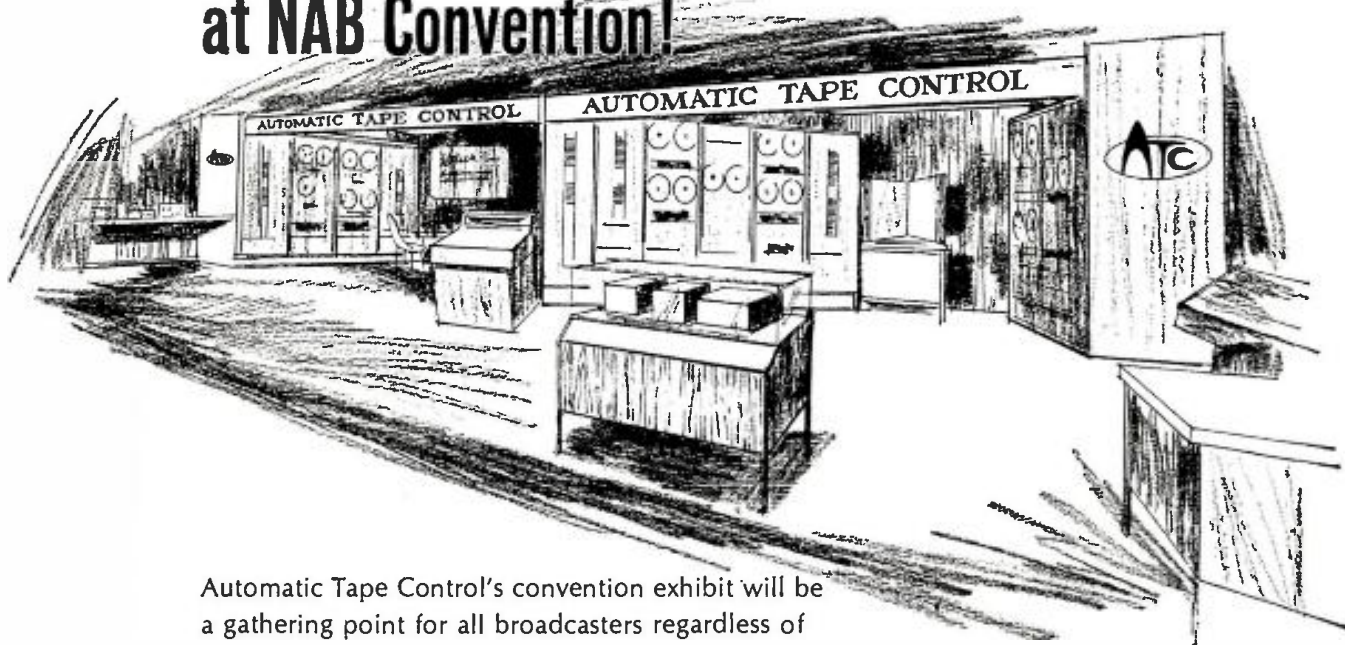
Financial reports . . .

■ It was a black ink fourth quarter but a red ink year for Kaiser Industries Corp., Oakland, Calif. The company, which has interests in UHF broadcasting properties and in community antenna television equipment manufacturing, reported a \$2.6 million net profit in the final quarter last year, compared with a net loss of more than \$4 million for the same period a year earlier. Net loss for all of 1965 of \$8.5 million, however, was greater than the net loss of \$3.7 million in 1964.

■ RCA has declared a quarterly dividend of 20 cents a share on common stock payable April 25 to holders of record March 14. A dividend of 87½ cents per share has been declared on first preferred stock for the period April 1 to June 30 payable July 1 to stockholders of record June 17.

■ National General Corp., Beverly Hills,

National attention on automatic broadcasting will center in Booth 201 at NAB Convention!



Automatic Tape Control's convention exhibit will be a gathering point for all broadcasters regardless of station size. Here will be demonstrated all the ATC equipment that provides broadcasters with an almost unlimited flexibility in station automation.

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- Tape memory automation programmer and logger.
- Time/sequence automation programmer and logger.
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- ATC-55 multiple cartridge handler.
- The unique ATC automatic program logging equipment.
- Remote control panel which automatically indicates elapsed time in production recording.
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Calif. community antenna operator and theater chain, announced acquisition for undisclosed terms of the Town & Country circuit of eight movie houses in New York and Rhode Island. The move marks the company's initial penetration of eastern seaboard markets. It also brings to 228 the number of houses NGC operates.

Cox sees leveling of profits gains

Cox Broadcasting Corp. should have another gain in revenues and profits in 1966, J. Leonard Reinsch, president, told stockholders at the annual meeting in Atlanta last week. But, he noted, it would be unrealistic to expect as large a percentage gain as recorded in 1965.

Net earnings this year should top last

year's \$4,709,076, Mr. Reinsch said. In 1965, Cox had revenues of \$29,817,449 compared with 1964's \$21,358,629 and earnings were equal to \$1.77 a share compared with \$1.36 a share in 1964 (BROADCASTING, Feb. 7).

Earnings in the first two months of 1966 were above the 1965 level, but did not meet projections, Mr. Reinsch stated. This paralleled industry experience, he observed, noting that this might have been due to the New York transit strike, which disrupted business in New York, deferring many timebuying decisions by advertisers and agency executives.

Mr. Reinsch also disclosed that he will leave shortly for Japan to discuss with TV executives there the international exchange of educational and cultural programs. The visit is being made at the request of the advisory commission of the Japanese-American Television Exchange Program and in coopera-

tion with the Department of State and of U. S. Information Agency. Mr. Reinsch will also visit Southeast Asian countries on behalf of the USIA.

Commenting on the FCC's action extending its jurisdiction over all community antenna television systems (see page 48), Mr. Reinsch said that Cox has demonstrated its ability to operate profitably in regulated industries. He noted that proper regulation of the CATV industry will provide the basis for healthy growth. Cox's CATV subsidiary, Cox Cablevision Co., operates 20 cable systems in five states. It also is 50% owner of Kaiser-Cox Corp., manufacturer of CATV equipment.

Cox owns five TV and four AM and FM stations in Atlanta, Miami, Dayton (Ohio), Pittsburgh, Charlotte, (N. C.) and San Francisco-Oakland. It is also 80% owner of United Technical Publications.

FANFARE

Fire Fighters awards go to four stations

The International Association of Fire Fighters has announced the winners in the first annual International Awards Program for 1965's best television or radio coverage of professional fire fighting. The association established the

awards program to promote better public understanding of fire department activities.

The judges awarded the \$300 first prize for best television or radio feature to Jack Fitzgibbons, WAKR-TV Akron, Ohio, for his TV coverage of a three-death fire.

Second prize of \$250 was awarded to Bill Krueger of KDAL-AM-TV Duluth, Minn., for his editorial, "Salute to Our

Fire Fighters."

Honorable mentions were given to a 30-minute documentary on training programs for fire fighters, by WBRC-TV Birmingham, Ala., *Investment in Security*; and *Profile: Detroit Fire Department*, a 30-minute TV documentary telecast by WWJ-TV Detroit.

WTAE(TV), bank picked

WTAE(TV) Pittsburgh and the Pittsburgh National Bank were recipients of George Washington Honor Medal Awards, conferred Feb. 22 by the Freedoms Foundation, Valley Forge, Pa. BROADCASTING's Feb. 28 report on these national awards failed to include the station and sponsor who had been selected for *Junior High Quiz*, a weekly series, that also had earned a honor certificate from the foundation the previous year.

Drumbeats . . .

Award winner ■ The Oklahoma Broadcasters Association has won the third annual Award of Merit presented by the National Association of Broadcasters Code Authority. The awards is given as part of the continuing drive to build radio code support.

Producer award ■ Richard Lewine, brother of former CBS-TV executive and now Warner Bros. Pictures TV production head Robert Lewine, received the Screen Producers Guild's award last week for "best produced television or program of 1965" for the CBS-TV special, *By Name Is Barbra*, starring Barbra Streisand.



WWJ-TV shows color film on Detroit

Local ideas, local influences and local identity, the theme of a WWJ-TV Detroit color film, are being shown to national advertisers and agencies during March. At the premiere of the production in New York a fortnight ago were (l-r): Mauro Blando, Morse International, New York; Lon King, Peters, Grif-

fin, Woodward Inc., New York; Jackie Decosta, vice president, Ted Bates & Co., New York, and Frank Sisson, station manager, WWJ-TV. The film entitled "Idea-Sphere" was also shown in Los Angeles March 8 and San Francisco March 10. A Detroit showing will be held March 22.

Why are TV shows dropped?

FCC seeks answer to that question in letter to networks

What factors go into a television network's decision to cancel a program? And how much of an effort do the networks make to keep a program alive? The FCC asked for help with these questions, in letters last week to ABC, CBS and NBC.

The commission said it wanted the information "to study whether the practices involved may affect the public interest." The information might be useful for background in considering the current proposal to limit network ownership of prime-time programing. It might also be helpful in the commission's rulemaking to require networks to make more programs available to independent stations.

And it might even be useful in answering letters from irate viewers complaining about cancellations of favorite programs. Indeed, the commission letter notes that the commission and individual commissioners have received inquiries from viewers concerned about program cancellations. (The commission, exclusive of individual commissioners, received some 450 letters last year about program cancellations, by both networks and stations.)

The letter noted that, while the commission received testimony on decision-making processes during the inquiry into network programing four years ago, the agency would like an updating.

Rewrite ■ The letter was a toned-down version of a draft originally offered by Commissioner Kenneth A. Cox (CLOSED CIRCUIT, March 7). That one, reportedly, was couched in stiff language and mentioned specific programs.

The letter actually sent avoided reference to specific programs and stressed that the commission doesn't mean to approve or disapprove particular programs. "We only wish to gather facts concerning the decisional process to determine whether the factors involved affect the public interest."

The letter was adopted by a 4 to 2 vote, with Commissioners Rosel H. Hyde and Lee Loevinger dissenting.

They felt no letter should be sent. Commissioner Robert T. Bartley was absent.

The letter, which concerned itself with programs cancelled during the 1965-66 network season, asks each network the extent to which decisions were affected by ratings.

Clearances ■ It also asks whether station clearances, or lack of them, had a bearing, and requests lists of affiliates that cleared the programs the week of Jan. 2 on a live basis, on a delayed basis, or not at all.

Where programs were not cleared, were they offered to other stations in the market, the letter asks. And if the programs were on the schedule last spring, was there a "significant difference" between overall clearance and live clearance as of April 1965 and January 1966 "or the last full month during which the programs were aired?"

"To what extent did program costs, advertising support, and other economic factors affect" the decision to cancel? Were there advertisers who indicated they would have sponsored the programs if they remained on the schedule?

The commission also wants to know whether the networks considered rescheduling rather than cancelling the

programs? And were affiliates consulted on the interest of their viewers in the programs before they were cancelled?

The letter, in relatively soft-sell prose, doesn't set a deadline for replying—nor does it even ask for "prompt consideration."

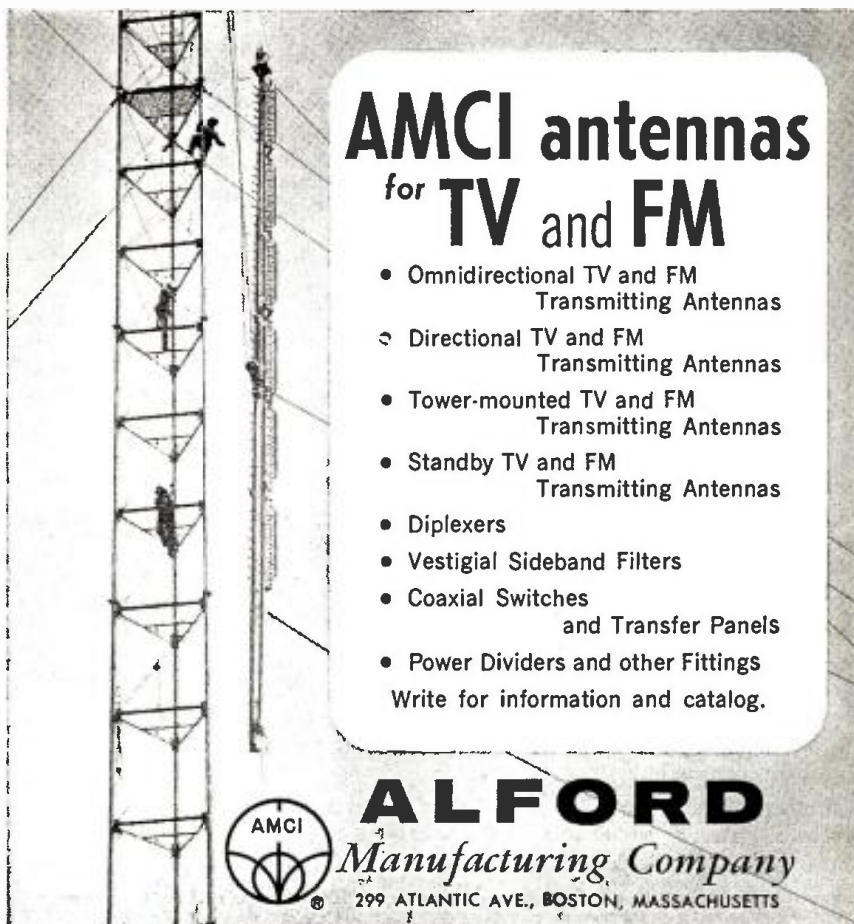
BMI, radio group meet on rate rise

A third meeting on Broadcast Music Inc.'s demands for an increase in radio-station payments for the use of its music was held last Wednesday (March 9) and ended with agreement to meet again, "after the convention."

This was a reference to the National Association of Broadcasters annual meeting, to be held March 27-30 in Chicago. Date for the next negotiating session was not set.

The discussions are being held between BMI officials and the All-Industry Radio Stations Music License Committee, headed by Robert T. Mason of WMRN Marion, Ohio.

Spokesmen for both sides said Wednesday's session produced a better



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mutual understanding of the positions and problems of the two groups.

BMI contends it had never raised its radio rates but must do so now because stations are using its music more than ever and thus contributing, since BMI royalty payments to writers and authors are based on the number of times their music is played, to a deficit in BMI operations.

The committee says it is not convinced an increase is justified. In addition, it is engaged in a lawsuit seeking a reduction in radio-station payments from BMI's competitor, the American Society of Composers, Authors and Publishers. Some committeemen fear that sanctioning an increase in BMI fees would prejudice their efforts to reduce ASCAP's.

Movie-TV complex planned for New York

Madison Square Garden Corp. has outlined plans for a \$50-million "Cinema Center" in New York City that would contain an integrated film workshop for production of all types of TV and motion picture films.

Irving M. Felt, president, last week said construction of the three-part building on a 160,000-square-foot site would begin late in 1967 for completion in 1970. Its seven-story middle section,



The complex, looking towards Ninth Avenue from Eighth Avenue and 50th Street.

measuring 360 by 200 feet, would be characterized by an 80-foot-long glass-enclosed "galleria" across the center.

He indicated the inside would offer three studios with 100 by 80 by 25-foot stages for filming, taping and recording material for television series and spectacles, feature pictures for motion picture theater showing and for television, television commercials, as well as industrial and educational films.

The next level up would house four movie theaters, each with 750 seats, and above that would be two 1,500-seat legitimate theaters. Twin 39-story office towers would flank either side of the middle section.

The project, replacing the 41-year-old Madison Square Garden sports arena now located at the proposed site, would coincide with the opening of MSG's \$116-million sports and entertainment center at Pennsylvania Station.

Control of the film activity would be maintained by another MSG affiliate, still to be organized. There are three such groups now associated with MSG events: MSG-ABC Productions Inc., MSG-RKO General Sports Presentations Inc. and MSG Attractions Inc. (BROADCASTING, Feb. 14).

Outlook good for uniform time bill

The House Commerce Committee has reported favorably on a bill to establish uniform dates for the start and end of daylight savings time, which, if adopted, would eliminate some of the problems of television program scheduling.

The bill, HR-6785 (amended), advocates a much stronger policy on the time situation than does its Senate-passed counterpart, S-1404.

The bill provides that the starting time for DST, with no exceptions, would be the last Sunday in April and that the change back to standard time would be made on the last Sunday in October.

However, if a state does not wish to adopt the DST period, it can pass a bill in its state legislature that will provide for year-round standard time, again, with no local exceptions.

States now adopt their own individual dates for DST. Also, many local communities within these states either change over on their own selected date or completely refuse to change to DST at all.

Not only would the bill allow no local exceptions to the state-passed law regarding DST or standard time, but it also specifies that all the states that do not wish to convert to DST must

pass a law to that effect not later than 1967.

Commerce Committee spokesmen said that although the bill will face the usual questions on state's rights, it should stand a good chance of passage once it reaches the floor of the House.

The measure was introduced by Harley O. Staggers (D-W. Va.), chairman of the Commerce Committee.

It is expected that the bill will reach the floor this week provided that Representative Staggers is able to get a ruling from the House Rules Committee.

Selznick negatives sold to ABC-TV

Chalk up 26 more movies to television's continuing demand. The features, produced by the late David O. Selznick, are going to ABC-TV. They are past releases, not first-run. They were sold to the network by The Selznick Co. for an undisclosed sum, which, it was indicated ran into multi-million dollar figures.

The deal calls for outright sale of negatives to the features in perpetuity. The Selznick Co. though, retains its interest in 100 episodes of TV's *The Farmer's Daughter* series and also continues to hold title to all unproduced scripts, stories and treatments developed under direction of Mr. Selznick before his death last year.

Among the more prominent titles in the package bought by ABC-TV are "Notorious," starring Ingrid Bergman and Cary Grant; "Rebecca," with Laurence Olivier and Judy Garland's "A Star is Born." With such powerful box office draws to offer, it's rumored that ABC-TV may now add another prime-time feature film program to its 1966-67 schedule to go along with its already established *Sunday Night Movies*. NBC-TV and CBS-TV both are prepared to program two nights of movies next season.

Titles of the other Selznick pictures involved in the sale are: "Topaze," "Autumn in Rome," "Stranger Left No Card," "Ruby Gentry," "Never to Love," "Bill of Divorcement," "Indiscretion of an American Wife," "The Farmer's Daughter," "The Spiral Staircase," "Little Lord Fauntleroy," "Nothing Sacred," "Garden of Allah," "Adventures of Tom Sawyer," "I'll be Seeing You," "Intermezzo," "Duel in the Sun," and "Since You went Away."

Also sold were: "The Wild Heart," "Paradine Case," "Portrait of Jennie," "Made for Each Other," "Young at Heart" and "Spellbound."

Dems consider sale of convention rights

POSSIBLE TAX CHANGE PROMPTS THINKING

The Democrats believe convention programming has such audience appeal that TV networks should pay for telecast rights.

They are considering negotiating with the networks with the rights to go to the highest bidder.

The idea was conceived as a possible alternative source of revenue in the event that the tax deductions allowed currently for advertisements in the party's convention program are disallowed.

In an amendment to the Vietnam tax bill, a provision is made that would prohibit deducting as business expenses any advertisements in a convention program or in any publication that directly or indirectly benefits a political party. The amendment has cleared a House-Senate conference.

The Democratic National Committee received approximately \$1.5 million from its 1964 convention program, with the then deductible advertising selling for \$15,000 a page.

The Method Envisioned ■ According to Wayne Phillips, director of public information for the DNC, the substitute

plan would sell broadcast rights in the open network market.

He said that if, for example, NBC-TV secured the convention rights, CBS-TV and ABC-TV "would have to get by with the same amount of coverage they give to football games for which they don't have the broadcast rights. The other networks could report the scores without televising any of the convention action."

He stated that if the idea is pursued, the DNC would work "very closely with the purchasing network" in order to make sure that the programming to be offered would be of higher quality than that which is generally seen in convention coverage.

According to Mr. Phillips, the expenses incurred by the DNC for a national nominating convention are very high. He estimates that the costs for a convention are in the neighborhood of \$2 million.

The amendments that would disallow current deductions was drafted by Senator John J. Williams (R-Del.), leading opponent of such political fund-raising ideas.

Some CATV's required to originate programs

While the halls of Congress and the corridors of the FCC resound with theoretical discussions of whether it would be right or wrong to prohibit program originations by community antenna systems (see page 66), the fact of the matter is that some CATV systems are doing so far beyond the imagining of broadcasters or some of their own spokesmen.

For example, in the state of Washington, Skagit TV Cable Co. has been heralding a new dimension in CATV by feeding its 10,000 subscribers (in eight communities) local high school debating contests, high school and college basketball games and a steady and heavy run of industrial motion picture films (furnished by leading U.S. companies).

Skagit serves Anacortes, Bellingham, Burlington, Mount Vernon, Sedro Wooley, Longview and a section of Tacoma, all in Washington.

And, in Winchester, Va., the local CATV system only last week produced its first live pickup of the local

city council, which it plans to do monthly. It's got to. The franchise under which it is operating requires the cable company to furnish its subscribers with 30 hours a month of "local public service" programming. The franchise was granted a year ago and the system began operating last January providing TV signals from Washington, Baltimore and Harrisonburg, Va., as well as time-weather and background service.

The Winchester antenna company must begin to meet its origination obligations by June 1, and the company is planning to furnish its customers (a potential of 5,000) with news, local sports and "discussion groups." The system is owned by Mid Atlantic Network, controlled by Marion Park Lewis. Mid Atlantic owns WINC and WRFL(FM) Winchester, WSIG Mount Jackson and 60% of WFVA Fredericksburg, all Virginia; WAYZ Waynesboro and WHYL Carlisle, both Pennsylvania; WELD Fisher, W. Va., and WLNH Laconia, N.H.



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Or contact Technical Products Service, RCA Service Company, A Division of Radio Corporation of America, Bldg. 203-1, Camden, N. J. 08101.



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Committees plan study of AP wire

The Associated Press Radio Television Association last week appointed committees to appraise the news service provided by the AP wire, and to suggest ways stations can use the service more advantageously.



Mr. Carver

The two groups have been designated the "committee on performance" and the "committee on utilization," according to F. O. Carver, of WJSJ Winston-Salem, N. C., APRTA's president. The first is headed by Gene Shumate, general manager of KRXX Rexburg, Idaho, with Elmo Ellis, general manager of WSB Atlanta, as vice chairman.

Chairmanship of the second will be shared by Norman Schrader, news director of WDAY Fargo, N. D., and Jack Krueger, manager of news and public affairs, WTMJ Milwaukee.

Mr. Carver stressed that the purpose of the performance committee will be similar to the corresponding 1965 committee but its structure will be "radically different." In this year's committee the membership will be the chairmen of the various AP state broadcasters associations. Thus APRTA's board of directors will get the information from the field necessary for a "real grass roots study," Mr. Carver said.

The committee on utilization will compile suggestions on how the AP wire copy can be better implemented by the 2,700 broadcast members. This committee will concentrate on copy not in the hard news category.

The two committees will present their reports to the board of directors at its annual meeting in New York on Sept. 19.

SAG writers sue for pre-'60 settlement

Hoping to get what they feel will be a more equitable share of proceeds from 13 feature films released to television by United Artists, Hollywood screen writers last week brought suit against the distributor and 18 alleged joint-venturer companies that produced the movies. Through its union, Writers Guild of America West, the writers have asked Los Angeles superior court

to grant them declaratory relief, financial settlement of sums due them and cost of the suit.

Basis for their case is the 1960 producer-writer guild contract covering films whose principal photography started before June 1960. Each film, the suit contends, was produced as a joint venture by UA with each production company named as defendant.

The films involved, all now licensed on TV, are: "Taras Buba," "Toys in the Attic," "By Love Possessed," "The Stolen Hours," "Judgment at Nuremberg," "Birdman of Alcatraz" and "Kid Galahad."

Also listed are: "Happy Thieves," "Kings of the Sun," "The Children's Hour," "Two for the Seesaw," "One, Two, Three" and "The Best Man."

Among the key defendants along with UA are Mirisch Pictures, Stanley Kramer Productions and Harold Hecht Productions.

Networks hold positions in latest Niensens

CBS-TV continued in the lead in the 11th national Nielsen report for the current season. The rating scores in the 7:30-11 p.m. EST period for the two weeks ended Feb. 20: CBS-TV—20.8, NBC-TV—19.3 and ABC-TV—18.7.

The point spread between the networks is about the same as it was in the previous A. C. Nielsen Co. report (BROADCASTING, Feb. 28).

Based on Nielsen estimates in second NTI report for February 1966 (two weeks ending February 20)*

Nielsen Average Audience	
1 Bonanza (NBC)	32.6
2 Red Skelton Hour (CBS)	31.3
3 Gomer Pyle-USMC** (CBS)	29.9
4 Beverly Hillbillies (CBS)	28.3
5 Evening-Carol Channing(S) (CBS)	27.9
5 Lucy Show (CBS)	27.9
7 Man from U.N.C.L.E. (NBC)	27.0
8 Bewitched (ABC)	26.8
9 Andy Griffith Show (CBS)	26.7
10 Batman-Thursday (ABC)	26.5
11 Daktari (CBS)	26.1
12 Green Acres (CBS)	25.9
13 Bob Hope Show (NBC)	25.1
14 Dick Van Dyke (CBS)	25.0
15 Wild Wild West (CBS)	24.9

* Subject to definitions and reminders contained in the NTI report.

These are available upon request.
** Telecast only one week of this report interval (S) "Special" or pre-empting program.

Radio series sales . . .

The Joe Pyne Show (Hartwest Productions): KCOY Santa Maria, Calif.; WKPT Kingsport, Tenn.; WDIX Orangeburg, S. C., KREX Grand Junction, Colo., and WXLW Indianapolis.

Triangle Audio Program Service

(Triangle): KFAY-AM-FM Fayetteville, Ark., and WOW-FM Omaha.

More for Your Money (Signal Productions Inc.): WLUX Baton Rouge and KWKH Shreveport, both Louisiana; WCTA Andalusia, Ala., and WHTC Holland, Mich.

Doctor's House Call (Signal Productions Inc.): WCTA Andalusia, Ala., and WDWOW Dowagiac, Mich.

Radio formats on NAB agenda

A variety of radio formats will be discussed at the Monday afternoon (March 28) radio assembly at the National Association of Broadcasters convention in Chicago.

Taking part in the live and taped presentation of the "Sounds of '66" will be: Jerry Glaser, WENO and Country Music Association Nashville, on country-and-western music; Robert Hyland, KMOX St. Louis, on talk and information; James Lightfoot, Westinghouse Broadcasting Co., New York, on all-news; John Hurlbut, WVMC Mount Carmel, Ill., on small-market radio; Elmo Ellis, WSB Atlanta, on middle-of-the-road programming; John V. B. Sullivan, Metromedia, New York, on FM separation, and Walter A. Schwartz, WABC New York, on modern music.

Also on the Monday program will be the NAB radio code report to be given by Howard Bell, code director, and a talk by Earl Nightingale of Nightingale-Conant, Chicago.

Newly added to the Tuesday (March 29) radio session on commercials is Mel Blanc of Mel Blanc Associates Inc., Hollywood.

Program notes . . .

Tennis, anyone? ■ Madison Square Garden-RKO Presentations will make available to stations its TV coverage of the world professional tennis tournament on March 26. Highlights of single and doubles finals on a 90-minute color tape will be offered for sale to stations on a delayed basis.

Hi-ho CBS ■ *The Lone Ranger* will ride again on TV this fall in a new half-hour color cartoon version, Jack Wrather, president of Wrather Corp., owner and producer of program, has announced. The masked rider, who has been galloping along as live-action series in syndication since 1949, will be presented in animation form on CBS-TV, Saturday mornings, 11:30 to noon, beginning in September.

Offers Vietnam series ■ WNUS-AM-FM Chicago, is sending reporter Stan Major to Vietnam to record voices of Ameri-

can fighting men serving in that region. Called *Hot Line to Vietnam*, the package is being offered to radio stations across the country. In addition to interviews with soldiers and Marines in Vietnam, plans call for interviews aboard ships with Air Force pilots and sailors. Subscribing markets already include Cleveland, Washington, Boston, Cincinnati and Columbus, Ga. Contact is Jim Roper, 5020 Marina City, Chicago 60610.

Peace Corps vignettes ■ Almost 100 radio stations have indicated they will accept a series of featurettes on the activities of the Peace Corps in Africa which WMCA New York is producing on location. Herbert Mendelsohn, station vice president and general manager, reported last week that although his letter to stations did not request a reply, almost 100 outlets have written to endorse the public service campaign and ask for the spots. Ruth Meyer, WMCA program director and newsman Dan Daniel are now in Africa producing the one-minute interviews.

From TV to Radio ■ Gadabout Gaddis Productions, Boston, producer and syndicator of the TV series, *The Flying Fisherman*, will make a radio version of the program available this spring. It will consist of 26 quarter-hour segments of new material, narrated by Vernon (Gadabout) Gaddis.

All Spanish ■ WADO New York, a part-time Spanish outlet since 1960, has become the city's first 24-hour Spanish-language station. WADO, owned by Bartel Media Corp., is on 1280 kc with 5 kw.

Space show No. 3 ■ Seven Arts Television will place into syndication the third of six one-hour color space specials during TFE-'66, March 27-30 in Chicago. The latest program, "Probing The Unknown," will depict space probes of yesterday, today and tomorrow. Two programs already have been released in the series which has the overall title, *Man In Space*.

Ara's show ■ Notre Dame football coach Ara Parseghian has signed for the second consecutive year as host of a 10-minute taped program preceeding all Notre Dame games on ABC Radio.

UPI broadcast wire available for CATV's

News-a-rama, a 24-hour continuous news service for community antenna television systems is being offered by Viking Industries, Hoboken, N. J., and United Press International.

The news service is essentially the same as the UPI broadcast wire. It is

picked by a television camera focused on a specially designed Teletype machine carrying the wire service reports and transmitted over one of the CATV system's channels. The News-a-rama can be purchased or leased.

Associated Press offers a similar service (BROADCASTING, Jan. 31).

New Pepper division to supply program aids

Pepper Sound Studios, Memphis, has formed a new division, Showcase Productions, and appointed Stan Richards to head the division. Showcase Productions will produce monthly packages of contests and station promotions.



Mr. Richards

The new division will offer a variety of services including a national air-check service in the top-50 markets, a program-consultant service, a weekly national music list, an instrumental-background package and a national-employment service. Showcase Productions will also present a national-conference-call service on a monthly basis using the opinions of six program directors.

Hearst Metrotone forms production firm

The formation of Metrotone Productions by Hearst Metrotone News was announced last week by Caleb B. Stratton, executive vice president of HMN. Metrotone will produce theater-length and television documentaries from newsreels and short subjects in the

HMN library, and new film material.

Saul J. Turrell, who has been active for 19 years as a television and theatrical producer-director, has been appointed managing director of Metrotone Productions. He served most recently with Janus Films and earlier was a founder in 1946 of Sterling Television, which merged in 1961 to form Walter Reade-Sterling Inc. Mr. Turrell was president of Walter-Read Sterling until 1965 when he resigned.

Hearst Metrotone News is jointly owned and controlled by the Hearst Corp. and Metro-Goldwyn-Mayer. It produces the theatrical newsreels released by MGM and Universal as well as a monthly school newsreel, "Screen News Digest."

Film sales . . .

Volume 10 (Seven Arts): WFBM-TV Indianapolis; KCRA-TV Sacramento, Calif.; WFLA-TV Tampa, Fla.; WSLs-TV Roanoke, Va.; KHQ-TV Spokane, Wash.; WLEX-TV Lexington, Ky.; WAND(TV) Decatur, Ill.; WDBO-TV Duluth, Minn.; WZZM-TV Grand Rapids, Mich., and WMT-TV Cedar Rapids, Iowa.

Gigantor (Trans-Lux): KTTV(TV) Los Angeles, CKLW-TV Windsor, Ont.-Detroit, KSL-TV Salt Lake City, WGN-TV Chicago, WBRZ-TV Baton Rouge, WDCA-TV Washington, and WKBS(TV) Burlington, N.J.-Philadelphia.

Shivaree (ABC Films): KGBT-TV Harlingen, Tex., and XETV(TV) Tijuana, Mexico-San Diego.

The Rebel (ABC Films): WCBI-TV Columbus, Miss., and WFTV(TV) Orlando, Fla.

Wendy & Me (ABC Films): KGGM-TV Albuquerque, N. M., and KREX-TV Grand Junction, Colo.

Swinging World of Sammy Davis Jr. (ABC Films): KUTV(TV) Salt Lake City.

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VISIT US AT THE N.A.B. CONVENTION—PICK CONGRESS HOTEL

EIA wants extension on FTC tube rule

Television manufacturers, meeting at the spring conference of the Electronic Industries Association last week in Washington, agreed to ask the Federal Trade Commission for an extension of the July 1 deadline date when the new FTC guidelines on advertising of TV picture-tube sizes go into effect (BROADCASTING, March 7).

The set makers also agreed to collect questions needing clarifications and to have EIA submit them to the FTC for an advisory opinion.

One major problem it was noted is whether picture sizes can be rounded out to the half-inch. The EIA group also asked the Joint Electron Devices Committee to undertake procedures to determine picture sizes for all black-and-white and color picture tubes.

The FTC order requires that TV sets be advertised with the picture only given in any of four different ways, but all

measured on a single plane: horizontal, horizontal and vertical, diagonal, or square inches.

The television set makers hope to get varying extensions to the deadline to meet their individual problems in adapting their advertising to this new requirement.

Major consideration was given by the Consumer Products Division of EIA at the meeting last week to the home electronics trade show, scheduled to be sponsored by radio and TV manufacturers in 1967 in New York.

A tentative date in June was chosen, and the show will take place at the Hilton and Americana hotels in that city. Specific details will be considered by EIA's promotion committee, to meet next month in New York.

Also at the EIA meeting last week the association's Consumer Products Division heard representatives of the CATV industry explain how cable systems work, and what impact they have on the sale of TV receivers.

Frederick W. Ford, president of the National Community Television Association; Robert H. Beisswenger, presi-

dent of the Jerrold Corp., and Irving B. Kahn, president of Teleprompter Corp., told the manufacturers' delegates that CATV aids in the sale of TV receivers because CATV customers are stronger viewers than those receiving CATV from the air. They also stressed the superior color TV reception possible from cable connections as an element in persuading the consumer to buy color TV sets.

Mr. Kahn added that the CATV distribution system has the capacity of not only better use of existing channels but also "for a great many other important communications purposes."

FCC grants several new TV translators

The FCC's growing interest in translator service as a means of enabling television stations to plug the gaps in service that community antenna television is rushing in to fill was evident in two commission actions last week.

In one, the commission invited comments on a petition by the Association of Maximum Service Telecasters to reserve the upper 14 UHF television channels—70 to 83—for the exclusive use of translator service.

And in the other, it granted 13 applications for VHF translators, nine of them to WMCT(TV) Memphis, in accordance with new commission policy that liberalizes restrictions on translators serving areas covered by other stations.

The AMST proposal, clearly aimed at helping television stations compete with CATV's, envisions licensing non-assignment translators on all 70 UHF channels. But the proposal to reserve channels 70 to 83 for translators conflicts with the commission's proposed rule to create a new class of local or community TV service that would operate on those channels. The commission said the portions of the AMST petition that affect the community-TV station proposal would be incorporated in that proceeding. Other portions of the petition will be considered in later proceedings.

The new commission policy on translators, spelled out in the commission's order adopting CATV rules (see page 48), requires station-owned VHF translators to give only same-day nonduplication protection to stations within whose grade A contours they operate. Community-owned translators need not afford any protection. Previously, 15-

Weather from satellite to home

This is the way viewers in the Nashville, Tenn., area saw what the weather was like over the eastern U. S. The graphic weather report was broadcast from WSM-TV Nashville on March 1, two days after the new operational meteorological satellite, Essa II, was launched from Cape Kennedy. And on March 2, WTVT-TV Tampa, Fla., broadcast pictures of the weather situation from the Rocky Mountains to the Gulf of Mexico.

Both stations announced the establishment of Automatic Picture Transmission (APT) ground stations to receive the TV transmissions from Essa II orbiting 860 miles above the earth. The APT ground stations generally consist of a tracking antenna feeding the APT signals into a recorder, where they are translated into a facsimile picture which is then photographed and broadcast. Essa II takes a TV picture of the earth's clouds and weather conditions every five minutes.

WSM-TV was one of several TV stations that experimented with APT from the Tiros series of meteorological satellites in the fall of 1964.

Portions stressed with white-out-line overlays are (top to bottom)



Greenland, the St. Lawrence, Great Lakes, East U. S. coast and the Yucatan peninsula.

day nonduplication was required of all translators in the grade A contour of television stations.

The condition was imposed on four of the grants to WMCT for translators in Humboldt and Jackson, both Tennessee, and Jonesboro and Paragould, both Arkansas. The station's other translators will be in Dyersburg, Tenn.; Forrest City, West Helena and Helena, all Arkansas, and Oxford, Miss.

The other grants were to Whitesburg Television Translator Inc., for a translator in Whitesburg, Ky., to rebroadcast the programs of WBIR-TV Knoxville, Tenn.; WRCB-TV Chattanooga and WDEF-TV Chattanooga, for translators in Murphy, N. C.; and to KVOO-TV Tulsa, Okla., for a translator to rebroadcast its programs in Coffeyville, Kan.

Comsat plans total satellite system

The Communications Satellite Corp. has asked the FCC for permission to build six advanced global communications satellites for launching into synchronous orbit in 1968. Each prospective satellite will be capable, it's said, of carrying three or four two-way TV channels.

The \$30-million project, according to the applications, would result in satellites having a capability of providing a broad spectrum of communications facilities. The spacecraft, to weigh about 250 pounds in orbit with a five-year life would have a capacity of 1,200 telephone circuits. Comsat already has begun negotiating with TRW Systems Inc. to build the advanced satellites.

Early Bird, now operating over the Atlantic Ocean, was launched in April 1965. It weighs only 85 pounds in orbit and is capable of carrying 240 voice circuits—or one, two-way TV channel. It was designed for an 18-month life.

This fall, Comsat expects to place two more satellites of the Early Bird type into operation, one over the Pacific, the other over the Atlantic as a companion to the present Early Bird. It is also building ground stations in Washington and in Hawaii.

The Comsat announcement is taken to mean that the company has decided to use a synchronous system of satellites—all 22,300 miles above the earth which puts them in a "fixed" position. At one time, Comsat was considering a system of medium altitude satellites in random orbit.

In a Comsat report, submitted by President Johnson to the Congress, it was shown that during 1965, Early Bird was used for 33½ hours of tele-

vision relay.

Last week, Comsat awarded three study contracts, totaling \$265,566, for research into an advanced threshold extension demodulator system which is expected to improve the sensitivity of earth station receivers. This might well be used to maintain proper undistorted TV picture levels in rain or fog conditions. The awards were given to RCA, Page Communications Engineers and Hughes Aircraft Co. The contracts vary from seven months to one year for completion of the work.

And in another communications space activity, ITT announced that it had received authorization to begin designing and building an earth terminal capable of receiving TV as well as voice and telegraph signals from a communications satellite, from the Spanish National Telephone Co. The station will be built near Madrid.

WRUL gets double passage

International Educational Broadcasting Corp. has been given FCC authorization to more than double the power output of its international shortwave station, WRUL.

IEBC, which is owned by the Mormon Church, has been authorized to relocate the station from Scituate, Mass., to a 780-acre site near Chats-

worth, N. J., and to install two 250-kw transmitters, one 100-kw transmitter and two 50-kw transmitters.

WRUL, already the most powerful of the three privately owned international stations in the country, now has one 80-kw transmitter and four 50-kw transmitters.

The increased power is intended to improve the station's signal in Europe, Africa and Latin America. Construction of the new facilities is expected to cost \$2.3 million.

3 more stations get Plumbicon cameras

Norelco Plumbicon color cameras have been delivered to three more stations, according to Visual Electronics Corp., New York.

The stations: WNHC-TV New Haven, Conn.; WMAL-TV Washington, and WISH-TV Indianapolis. Visual and North American Philips Co., the camera manufacturer, had reported a flow of deliveries starting just after the first of the year (BROADCASTING, Feb. 14).

Nearly a dozen firms now have received cameras (the P-60), including two networks (ABC-TV and CBS-TV) and Reeves Sound Studios, New York. The others are TV stations.

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IEEE EXHIBITION

Court fight ahead over thin-TV-tube contract

Bristol-Dynamics Inc. filed a \$28 million suit in New York state supreme court last week against Intertel Inc. and Fotochrome Inc., charging a breach of contract involving a thin television picture tube.

Bristol-Dynamics claimed that it entered into an agreement last Nov. 24 with Intertel to make the tubes in return for patents and technical information. It charged that Intertel directors were aware at that time that their company did not hold patents on these tubes. The suit further charged that Fotochrome and Intertel entered into a separate agreement in violation of Intertel's agreement with Bristol-Dy-

namics.

Fotochrome has scheduled a showing of the black-and-white and color television thin tube sets for stockholders on March 28, probably in New York. A Fotochrome official said its attorneys had voiced the opinion that the Bristol-Dynamics suit is "without merit."

Loevinger to ITU

The FCC will be short one member for the next two months. Commissioner Lee Loevinger will be in Switzerland for that period as a member of the U. S. delegation to the Aeronautical Extraordinary Administrative Conference of the International Telecommunication Union.

He left for Geneva last Thursday (March 10).

Transistors should be pushed by broadcasters

The FCC has turned down suggestions that it promote the sale of battery-operated radios, which proved their worth during the Northeast power blackout. But it's done the next best thing. It has urged broadcasters to beat the drum for the mighty transistor.

The commission noted that the availability of transistor radios enabled the public to learn the nature of the emergency during the blackout and "may well have averted a catastrophe."

The commission stated that as a government agency it wouldn't be proper for it to promote the sale of such sets, as some have suggested. But, it continued, this would be "a proper and useful activity for the broadcasters to engage in . . ."

FATES & FORTUNES

BROADCAST ADVERTISING

Lew M. Witz, formerly account executive with WBKB-TV Chicago, named Midwest TV sales manager for RKO General Broadcasting.

Joseph Brouillard, Kevin Daley, Glynn W. Grace and Robert McIntyre, account supervisors at J. Walter Thompson, New York, elected VP's. David Luhmann, Bertram M. Metter and Warren G. Pfaff, copy group heads with JWT, New York, also elected VP's.



Mr. Kuklin

Arlen J. Kuklin, with Al Paul Lefton Co., Hollywood, appointed VP and general manager.

James A. Hardy, media director for Firestone and Associates, Philadelphia, appointed media direc-

tor at Wermen & Schorr Advertising, that city.

John Severino, formerly with WABC-TV New York, named Chicago manager of ABC Television Spot Sales.

Edward T. Walker, production manager of Ruben Advertising Agency, Indianapolis, and William F. Perkins, director of Ren Inc., Indianapolis, PR subsidiary of Ruben, named VP's of Ruben Advertising, that city.

Edgar F. Greer, manager of creative services division of Martin Klitten Co., Los Angeles, appointed VP.

Sol Hyman, creative art director of Parkson Advertising Agency, New York, elected VP.

Michael J. Carty, manager of media planning and promotion at F&M Schae-

fer Brewing Co., Brooklyn, N. Y., joins Frank B. Sawdon Inc., New York, as account supervisor.

William J. Liss, former newsman for United Press International and WCTC-AM-FM New Brunswick, N. J., appointed to newly-created post of audio-visual manager for Trans World Airlines, New York.

Ralph E. Becker, national sales manager of WTTG(TV) Washington, appointed general sales manager of KPLR-TV St. Louis. James W. Hoeffler, local sales manager, named regional sales manager of KPLR-TV.

Peter C. Vetowich, formerly with MacManus, John & Adams, Minneapolis, joins D'Arcy Advertising, St. Louis, as media supervisor.

Robert H. Delehanty, formerly with Edward Petry & Co., Chicago, joins WBKB-TV there as account executive.

Donald J. Bratrude, formerly with Wade Advertising, Chicago, joins Earle Ludgin & Co. there as VP and account supervisor.

Donald E. Rutz, named account supervisor at Clinton E. Frank Inc., Chicago.

Ted Pearson, media director at Wade Advertising Inc., Los Angeles, named assistant media research director at Carson/Roberts Inc., same city.

H. I. Leder, advertising director of Alexander's Department Stores, New York, appointed director of advertising and sales promotion, S. Klein Department Stores Inc., with headquarters in New York.

Noyes F. (Skip) French, account executive of Metro TV Sales, Chicago,

division of Metromedia, appointed Midwest sales manager. Robert Swanson, TV account executive, Peters, Griffin, Woodward, Chicago, named account executive for Metro TV Sales, that city.



Mr. Ruben



Mr. Morgan

Leonard Ruben, associate creative director at MacManus, John and Adams Inc., New York, and Richard G. Morgan, formerly group head at Ted Bates & Co., New York, appointed VP's and associate creative directors at J. M. Mathes, that city.

Eugene F. Shaw, account executive for Television Advertising Representatives, New York, named assistant sales manager for WJZ-TV Baltimore, succeeding E. James Hodgett, now sales manager for WJZ-TV (BROADCASTING, Feb. 28).

Arthur Borghi, formerly with Grey Advertising, New York, appointed broadcast business manager for Daniel & Charles Inc., that city.

Barrett H. Geoghegan, sales manager of WABC-TV New York, promoted to general sales manager. He succeeds Richard L. Beesmyer, named VP and general manager of WABC-TV (see page 10).

Robert W. Dickey, sales manager of KDKA-AM-FM Pittsburgh, named to new post of general sales manager, AM

HE'S NO PUZZLE



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Some 680 Boys' Clubs of America strive each day to build responsible adults through a positive program of guidance, understanding, physical fitness and professional "know how." We call it Juvenile DECENCY in action.

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To get to them . . .

The Boys' Clubs of America asks your continued support in the fight against juvenile delinquency. We have prepared for radio and television a wide variety of public service materials for your consideration.

In recent years the radio and television industry has helped us immeasurably by granting us millions of dollars worth of public service time.

We're grateful . . . very grateful. We pray for your continued support.



BOYS' CLUBS OF AMERICA

Give Him A Chance

(and a choice)

Radio Sales Co., New York.



Mr. Lamb

Bob Lamb, sales manager at WLWI(TV) Indianapolis, joins WDCA-TV Washington, as general sales manager. **John Panagos**, formerly general manager of WOOK-TV Washington, appointed advertising sales

consultant for WDCA-TV.

Richard Raboy, copy supervisor at Delehanty, Kurnit & Geller, New York, joins McCann-Erickson there as TV copy group head.

Robert Fallon, associate art director for *Vogue* magazine, New York, appointed art director at Chirurg & Cairns, that city. **Kermit Downs**, art director at Campbell-Mithun, Minneapolis, appointed art director for C&C, Boston.

Joseph M. Cahill, local sales manager of KYW Philadelphia, appointed general sales manager. He succeeds **Thomas L. Tiernan**, who becomes general sales manager at KDKA-AM-FM Pittsburgh, also Westinghouse station.

Herbert Moskowitz, advertising promotion director, WBNF-AM-FM-TV Binghamton, N. Y., named sales promotion director, WNEW-TV New York.

Danny Sheelds, with WCAO-AM-FM

Baltimore, appointed sales manager.

Tim G. Marek, account executive at KBUZ-AM-FM Mesa, Ariz., appointed commercial manager.

Marvin L. Crouse, with WPTA(TV) Roanoke, Ind., named local sales supervisor.

William C. Hurley, VP and general manager of KERN-AM-FM Bakersfield, Calif., appointed account executive for KPOL-TV Los Angeles.

Bill Isenberger Jr., account executive with Campbell-Mithun, Los Angeles, joins N. W. Ayer there as account executive.

Harold Greenberg, account executive at KDWB St. Paul, appointed sales manager. He succeeds **Roy Nicholson**, who moves to WNUS-AM-FM Chicago.

James P. Barrett, account executive at Papert, Koenig, Lois Inc., New York, appointed account executive for La-Roche, McCaffrey and McCall, that city.

Aaron Bloom, account executive at KGO-TV San Francisco, named director of sales development for KGO-AM-FM, that city.

Kathryn Epstein, broadcast sales and advertising executive, opens advertising and PR office to be known as Kathryn Epstein Associates Inc. at Suite 206, 1025 Vermont Avenue, N. W., Washington.

Stephen E. Herz, formerly copy supervisor at Pritchard, Wood Inc., New York, joins Carl Ally Inc. there as copy group head.

Jack Marino, local sales manager of WGLI Babylon, N. Y., appointed account executive for WTFM(FM) Lake Success, N. Y.

John C. Weidman Jr., formerly with *National Geographic* magazine, Washington, joins Harrington, Righter & Parsons, New York, as account executive.

Larry Eccles, account executive with Gerth, Brown, Clark & Elkus, Los Angeles, joins Allen, de St. Maurice & Scroggin Inc. there as account executive.

George R. Whitney Jr., account executive with KHJ-TV Los Angeles, joins sales department of KNXT(TV), that city.

Larry Fischer, program director at WLOL-AM-FM Minneapolis, joins sales staff of WTCN-TV Minneapolis-St. Paul.

Michael H. Esterces, VP with Compton-Carey Advertising, Honolulu, joins sales staff of KHVH-TV, that city.

Ron Halley, formerly supervisor for Provident Mutual Life Insurance Co.,

Philadelphia, appointed to sales staff of WBNS-AM-FM Columbus, Ohio.

Howard Keller, formerly general manager of WBCI Williamsburg, Va., appointed to sales staff of WRVA-AM-FM Richmond, Va.

Rick Harris, with WGLC-AM-FM Mendota, Ill., named commercial manager.

Leo J. Fredette, assistant national sales manager for Minute Maid Co., Orlando, Fla., appointed account executive for Seabrook Farms Co., Seabrook, N. J.

MEDIA

Warren Earl, general manager of KDWB St. Paul, appointed general manager of KFRC-AM-FM San Francisco.

Robert A. Dreyer, VP, secretary and general counsel of Metromedia Inc., New York, elected president of New York State Broadcasters Association. **William V. Rothrum**, wsvr Syracuse, elected VP. **Elliott Stewart**, wvbx Utica, re-elected secretary, and **John Lynch**, wwsc Glens Falls, re-elected treasurer.



Mr. Winton

Ed Winton resigns as president and general manager of WQMR and WGAY(FM) Silver Spring, Md.-Washington. He has entered into agreement to purchase wskp Miami (see page 70). **Connie B. Gay**, licensee of WQMR and WGAY(FM), assumes role of president, and his son, **W. Jan Gay**, becomes executive VP.

Ted Snider, general manager of KPAY Chico, Calif., appointed general manager of KARK-AM-FM Little Rock, Ark.

Charles B. Seward, formerly president and general manager of WOLD

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HMM... THIS LOOKS LIKE A JOB FOR WSTV-TV!

Represented by Peters, Griffin & Woodward

R A RUST CRAFT STATION

Marion, Va., named executive VP and general manager of WKVK Virginia Beach, Va.

Ben K. West, KOCO-TV Oklahoma City, and **George Stevens**, KOTV(TV) Tulsa, named president and VP, respectively, of Oklahoma Television Association. **Tom Parrington**, WKY-TV Oklahoma City, re-elected secretary-treasurer.

Nick De Rienzo, news director of WMTR Morristown, N. J., named general manager of WCRV Washington, N.J.

Robert W. Robbins, chief engineer-personnel for WFBM-AM-FM-TV Indianapolis, appointed systems manager for Marion Cable Television Inc., Marion, Ind.

Robert Beamish, with WGLC-AM-FM Mendota, Ill., appointed station manager.

Jay Watson, program manager for WFAA-TV Dallas, joins WJBK-TV Detroit, as assistant general manager.

Edward Bradley Dewey Jr., assistant controller of Kaiser Industries Corp., Oakland, Calif., elected controller and assistant treasurer of Kaiser Broadcasting Corp., Philadelphia.

PROGRAMING



Mr. Kaplan

Cy Kaplan, VP and general sales manager of Independent Television Corp., New York, appointed VP for television sales for Embassy Pictures Corp., that city.

Ron Beckman, director of business affairs for Filmways TV Productions, New York, appointed VP in charge of business affairs.

Robert K. Chandler, program director at WQMR-WGAY(FM) Silver Spring, Md.-Washington, named VP and program operations manager.

Jerry Liddiard, formerly with Olas Corp., New York, joins Allied Artists Television Corp., that city, as western sales manager.



Mr. Madigan

Thomas F. Madigan, formerly director of programing and program development at Ted Bates & Co., New York, named director of international program development at Seven Arts Television, that city.

Harold D. Cohen, executive VP of literary and TV division of General Artists Corp., named president of talent

agency's literary division. He replaces Ingo Preminger who resigned last January.

Tom Reiff, program director for KPRC Houston, appointed program director for KPRC-TV, that city.



Mr. Hart

Gems, that city.

Joan T. Allen, formerly in Mexico City in promotion and public relations, joins Video Pictures Inc., New York, as director of advertising and public relations.

Victor Lukens, freelance cameraman and still photographer, joins Spectra Films Inc., New York, as cameraman-director.

Aubrey W. Vance, formerly head of Aubrey Vance Studio, Belfast, Northern Ireland, joins H&H Productions, Tampa, Fla., as head of their motion picture division.

George Milner, senior account executive at WFAA-TV Dallas, named program manager.

Lawrence B. Hilford, assistant international sales manager for CBS Films Inc., New York, named international sales manager.

Albert Sturges, program manager for KTVU(TV) San Francisco-Oakland, appointed account executive of ABC Films' western division, Hollywood.

Jeremy Lepard, formerly with John Urie & Associates, Los Angeles, joins Hanna-Barbera Productions there as producer-director.

Andrew J. Fenady, independent producer, named producer for MGM-TV,

New York.

William H. Rice, producer-director at CBMT(TV) Montreal, named producer-director at KYW-TV Philadelphia.

Art Mann, with WJOB Hammond, Ind., joins WGLC-AM-FM Mendota, Ill., as program director.

David DeCapua, formerly associate director of *Mike Douglas Show*, named producer for WKYC-TV Cleveland.

Joe Gallagher, formerly producer with Sports Network Inc., New York, named producer, NBC Sports, same city.

Jay Norman, with WHIM Providence, R. I., named program director.

Robert Schulman, director of special features at KING-TV Seattle, resigns. No future plans announced.

Ralph Cowan, **Dick Boyer**, **Archie Lieberman**, **Charles Bacon** and **Ron Borowski**, still photographers in Chicago, join television commercial production department of Fred A. Niles Communications Centers, that city.

John C. Csia, production-operations manager, WLUK-TV Green Bay, Wis., named head of production, WDOH-TV Toledo, Ohio.

Linden Crow, former professional football player and coach with Los Angeles Rams, appointed director of sports and community relations at KGIL San Fernando, Calif.

Theodore Hoffman, director of New York University's theater program, joins Westinghouse Broadcasting Co., New York, as drama critic.

Thomas A. Cahill, technical director for Pathe Laboratories, New York, appointed chief engineer of Capital Film Laboratories, Washington.

NEWS

Gary Stindt, chief of NBC newsfilm for central Europe in Berlin, appointed

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director, NBC News operations, central Europe.

Bruce Lang, manager, sales forecasting and planning, CBS-TV financial planning department, New York, named manager, sales liaison and administration, CBS News, same city.

Vaun Wilmott, news director at WBEN-TV Buffalo, N. Y., appointed news director of WGR-TV, that city.

Jeff Brown, with noncommercial KUSC(FM) Los Angeles, named news director.

Jack Swart, newsman at WLOD Pompano Beach, Fla., appointed news director.

Ed Hardy, news director, WABC-AM-FM New York, asked to serve as acting president of New York Radio News Directors Association. **Joseph Dembo**, director of news for CBS Radio and formerly WCBS radio news head, had been elected president of RNDA before taking new post at CBS.

Tom Twinam, news director at WGAW Gardner, Mass., joins WBEC Pittsfield, Mass., as assistant news director.

Bern Rotman, with WDSU-AM-FM-TV New Orleans, named managing editor.

Garry Ritchie, with WIXY Cleveland, joins news department of WHK-AM-FM, that city.

FANFARE

Jack Sampson, assistant director of promotion department at KGO-TV San Francisco, appointed promotion director. He succeeds **George T. Rodman**, who becomes promotion director at WBKB-TV Chicago.



Mr. Palmer

Bruce Palmer, formerly news director of KWTW(TV) Oklahoma City, appointed news director of PR department of Lowe Runkle Co., that city.

Heather Woodard, with WQAM Miami, appointed public service director of WSAI Cincinnati.

Donald J. Martin, VP of J. Walter Thompson Co., Chicago, appointed PR director of National Dairy Products Corp., New York.

George A. Sperry has resigned as director of advertising and sales promotion for CKLW-TV Windsor-Detroit to join WDCA-TV Washington which is to take air in April.

Fran O'Brien, formerly co-ordinator of public relations and advertising for Phil Davis Musical Enterprises, New

York, appointed account supervisor at Mario Trombone Associates, that city.

William Wendt, advertising manager for Metromedia Inc., New York, named director of advertising. **Roger G. Ferriter**, group supervisor, McCann-Erickson, New York, named executive art director for Metromedia's corporate advertising department, New York.

Mari Yanofsky, manager of magazine publicity for ABC press information, New York, also named director of press information for ABC Stage '66 television series.

EQUIPMENT & ENGINEERING

Charles H. Wright, president of Spencer-Kennedy Laboratories, Boston, named chief executive officer. **George Green**, formerly VP, marketing, of Ameco Inc., Phoenix, appointed VP, finance and marketing, of S-K, Boston.

Russell G. Pollack, formerly engineering coordinator and purchasing agent for Thompson Industries Inc., Phoenix, named sales service manager for Kaiser-Cox Corp., that city.

Robert L. Mills, supervisor of engineering, WKBD(TV) Detroit, named chief engineer at WDHO-TV Toledo, Ohio.

Gene Gildow, engineer at WKBS(TV) Burlington, N. J.-Philadelphia, appointed chief engineer. **Arden Woofter**, acting chief engineer for WKBS, named technical advisor for Kaiser Broadcasting Corp. (group owner), parent of WKBS.

Tyler Nourse, staff director of Electronic Industries Association's parts division, elected VP (parts division). Mr. Nourse was editorial staff member of BROADCASTING magazine and in 1951 joined EIA as PR assistant. In 1958 he was named staff director of parts and distributor products division.

Robert J. Miller, with Dresser Industries Inc., Dallas, appointed manager of customer service for Reeves Soundcraft division of Reeves Industries Inc., Danbury, Conn.

Zea J. Grissinger, district sales manager for Superior Cable Co., Hickory, N. C., appointed mid-southwest contract representative for Ameco Inc., Kansas City, Mo.

ALLIED FIELDS

Donald R. Atwell, president of American Cable Television Inc., Phoenix, resigns to form his own firm, Atwell & Associates, consultants to community antenna television industry.

J. Patrick Scanlon, assistant chief of the FCC Field Engineering Bureau's field offices division since 1962, appointed chief. Mr. Scanlon, who joined

FCC in 1940, worked previously as engineer in charge at commission monitoring stations in Anchorage, Alaska, and Allegan, Mich.

INTERNATIONAL



Mr. Goudet

Georges Goudet, executive of French subsidiaries of International Telephone and Telegraph Corp., Paris, elected president for 1966 of Societe Francaise des Electroniciens et Radioelectriciens.

Gordon G. Minter, VP and executive commercial producer, Leo Burnett Co., Chicago, moves to Europe where he will divide his time between Burnett's London office and Televiso, Swiss production company at Zurich.

Walter Granger, head of merchandising and publication in Australia for Walt Disney Productions, appointed general representative for company in Australia and New Zealand.

LeGrand Redfield, in sales division of RKO General Broadcasting, New York, named general sales manager of CKLW-TV Windsor-Detroit. He succeeds **Norman Hawkins**, who resigned.

Ray N. Bennett, formerly technical representative in Philippines and Formosa with Page Communications Engineering Inc., named sales engineer for Ameco Antenna Equipment Ltd., Vancouver, B. C.

DEATHS

William T. Reed Jr., 62, chairman of board of Larus & Brother Co., owner of WRVA-AM-FM Richmond, Va., and board chairman and executive committee member of Richmond Television Corp., owner of WRVA-TV, died March 2 of heart attack in Miami Beach, Fla., en route from Caribbean vacation. He was also VP and one of founders of noncommercial WCVE-TV Richmond. He is survived by his wife, Mary, three daughters and two sons.

W. Robert Cook, 32, general manager of WJPF Herrin, Ill., died March 5 in automobile collision near Cartersville, Ill. He is survived by his wife, Rosemary, and two children.

Carter Ringlep, 65, who was southwestern division manager for CBS Films Inc. when he retired last year, died Feb. 18 in Sarasota, Fla., after short illness. He is survived by his wife, Jule.

Nancy Miller, 36, director of radio and television for Girl Scouts of America, died Feb. 26 in Park East hospital, New York, after long illness.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 3 through March 9 and based on filings, authorizations and other actions of the FCC during that period.

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. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTIONS BY FCC

Wichita, Kan.—Consolidated Broadcasting Co. Granted CP for new TV on UHF channel 24 (530-536 mc); ERP 234 kw vis., 46.8 kw aur. Ant. height above average terrain 399 feet, above ground 444 feet. P.O. address 1713 Calhoun Street, Chillicothe, Mo. Estimated construction cost \$389,200; first-year operating cost \$250,000; revenue \$275,000. Studio and trans. locations both Wichita. Geographic coordinates 37° 43' 34" north latitude, 97° 25' 03" west longitude. Type trans. RCA TTU-10A, type ant. RCA TFU-30J. Legal counsel Welch and Morgan, consulting engineer George C. Davis, both Washington. Principals: Ed Wolter, Edger-ton Welch, F. A. Lionberger, Arlie L. Howard and J. P. Morgan (each 20%). Mr. Wolter owns lending and finance company and others have assorted business interests in Chillicothe. Action March 9, 1966.

APPLICATIONS

Orlando, Fla.—Comint Corp. VHF channel 9 (186-192 mc); ERP 284 kw vis., 52.6 kw aur. Ant. height above average terrain 1,458 ft., above ground 1,505. P. O. address: c/o David W. Hedrick, Suite 301, First Federal Bldg., Orlando 32802. Estimated construction cost \$1,845,000; first-year operating cost \$1,040,000; revenue \$1,405,000. Studio located in Orlando, trans. located to NE. Type trans. RCA TT-25DH; type ant. RCA TW-15A9-P. Geographic coordinates 28° 36' 26" north lat., 81° 02' 57" west long. Legal counsel Keith E. Putbrese, consulting engineers Jansky & Bailey, both Washington. Principals: Wallace Mercer, Thomas K. Matthews (each 10.0%), James C. Robinson, David W. Hedrick (each 8.33%), Avrum N. Abramowitz, Donald S. Evans, Ralph Meitlin, Paul C. Perkins (each 7.17%), Loomis C. Leedy Jr., Thomas J. Quinby, James R. Smith, Chris J. Witting (each 7.0%), F. Cleveland Hedrick Jr. (6.66%). Mr. Mercer is commissioner on Orlando Utilities Commission. Mr. Matthews is regional manager of KFEQ-AM-TV St. Joseph and KLIK Jefferson City, both Missouri. Mr. Robinson and Mr. Hedrick are Orlando lawyers. Mr. Abramowitz is officer of life insurance company. Mr. Evans is Orange county commissioner and director of Citizens National Bank. Mr. Meitlin is citrus investor. Mr. Perkins is attorney. Mr. Leedy is investment banker. Mr. Quinby is citrus processing investor. Dr. Smith is general practitioner. Mr. Witting is president and director of Crouse-Hinds Co. Mr. Hedrick Jr. is Washington attorney. Ann. March 4.

Orlando, Fla.—Florida Heartland Television Inc. VHF channel 9 (186-192 mc); ERP 316 kw vis., 63.2 kw aur. Ant. height above average terrain 940 ft., above ground 1,000 ft. P. O. address: c/o Henry C. Amerson, 170 East Washington St., Orlando 32801. Estimated construction cost \$1,468,746; first-year operating cost \$1,270,994; revenue \$1,350,000. Studio located in Orlando, trans. near Orange City. Geographic coordinates 28° 55' 52" north lat., 81° 18' 37" west long. Type trans. RCA TT-25DH, type ant. RCA TW-15A9-P. Legal counsel Smith & Pepper, consulting engineers Jules Cohen & Associates, both Washington. Principals: J. Douglas Gay Jr., H. Guthrie Bell (each 12.5%), Thomas C. Butt (11%), Florence Fishback (10.4%), Thomas J. Eaton, William K. Brown (each 9%), and others. Mr. Gay is agricul-

tural investor. Mr. Bell is soft drink bottler, farm and real estate investor. Mr. Butt is physician. Mrs. Fishback is real estate investor. Mr. Eaton is drug firm and race horse investor. Mr. Brown is real estate investor. Ann. March 4.

Orlando, Fla.—Florida 9 Broadcasting Co. VHF channel 9 (186-192 mc); 316 kw vis., 31.6 kw aur. Ant. height above average terrain 592 ft., above ground 650 ft. P. O. address: c/o W. Carden Meers, Suite 213 Rutland Bldg., Orlando 32802. Estimated construction cost \$527,000; first-year operating cost \$1,000,000; revenue \$1,400,000. Studio located in Orlando, trans. near Orlovista. Geographic coordinates 28° 32' 10" north lat., 81° 26' 59" west long. Type trans. GE TT-23A, type ant. Alford 1046 Q. Legal counsel Philipson, Lyon & Chase, Washington. Principals: W. Carden Meers, Troy B. Hewett, Bright McConnell Jr., Louis P. Brady, Harry H. Ferran, Joseph J. Nixon, John J. Bryant (each 12%) and others. Mr. Meers has filling station ownership. Mr. Hewett is real estate investor. Drs. McConnell, Brady, Ferran and Nixon are physicians. Mr. Bryant is realtor. Ann. March 4.

Orlando, Fla.—Howard A. Weiss. VHF channel 9 (186-192 mc); ERP 316 kw vis., 43.6 kw aur. Ant. height above average terrain 598 ft., above ground 651 ft. P. O. address: 209 S. LaSalle St., Chicago. First-year operating cost \$975,000. revenue \$1,300,000. Studio location to be determined, trans. location west of Orlovista. Geographic coordinates 28° 32' 10" north lat., 81° 27' 00" west long. Type trans. GE TT-50B, type ant. Alford 1046. Legal counsel Cohen & Berfield, Washington; consulting engineer Serge Bergen, Fairfax, Va. Mr. Weiss is partner in Altman, Kurlander & Weiss, Chicago law firm, and has various real estate and holding company investments. Ann. March 4.

Orlando, Fla.—TV 9 Inc. VHF channel 9 (186-192 mc); ERP 316 kw vis., 63 kw aur. Ant. height above average terrain 1,377 ft., above ground 1,484. P. O. address: c/o George W. Johnson, 100 E. Robinson St., Orlando 32801. Estimated construction cost \$1,766,984; first-year operating cost \$1,030,150; revenue \$1,510,000. Studio location in Orlando, trans. near Chuluota. Geographic coordinates 28° 36' 08" north lat., 81° 05' 38" west long. Type trans. RCA TT-25DH; type ant. GE TY-95B. Legal counsel Arnold Porter, consulting engineers Raymond E. Rohrer & Associates, both Washington. Principals: Gordon Gray, Lincoln W. Miller (each 14%), Thompson K. Cassel (11%), John C. McKellar Jr., George W. Johnson, James Thomas Gurney Jr., Willoughby T. Cox Jr. (each 7%) and others. Mr. Gray is communications consultant to Time-Life Broadcast Division and Roy Park Broadcasting Co. Mr. Miller is assistant to pres. of KIRO Inc., Seattle. Mr. Cassel is 56% owner of WKIS Orlando and 12% owner of WCOA Pensacola, Fla. Mr. McKellar is owner of Cadillac dealership. Messrs Johnson and Gurney are lawyers. Mr. Cox is mortgage banker. Ann. March 4.

Davenport, Iowa—KSTT Inc. UHF channel 18 (494-500 mc); ERP 250 kw vis.,

50 kw aur. Ant. height above average terrain 221 ft., above ground 360 ft. P. O. address: c/o Frederick Epstein, 1111 E. River Dr., Davenport 52803. Estimated construction cost \$300,000; first-year operating cost \$100,000; revenue \$60,000. Studio and trans. both located in Davenport. Geographic coordinates 41° 31' 32" north lat., 90° 33' 37" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-30J. Consulting engineer Walter F. Kean, Riverside, Ill. Principals: Frederick Epstein and Arthur Epstein (each 50%). Frederick Epstein is 50% owner and president of KSTT Davenport and owns concert production and correspondence school in Davenport. Arthur Epstein is treasurer of New York women's rainwear firm. Ann. March 4.


Owensboro, Ky.—Owensboro On The Air Inc.—UHF channel 19 (500-506 mc); ERP 578 kw vis., 104 kw aur. Ant. height above average terrain 377 ft., above ground 405 ft. P. O. address: c/o Malcolm Greep, Box 522, Owensboro 42302. Estimated construction cost \$511,281; first-year operating cost \$303,000; revenue \$351,000. Studio and trans. both located in Owensboro. Geographic coordinates 37° 46' 32" north lat., 87° 09' 31" west long. Type trans. GE TT-57A; type ant. GE TY-25B. Legal counsel Wilner & Bergson, Washington. Principals: V. J. Steele (69.4%), M. A. Rhodes (19.0%), Malcolm Greep (11.0%) and Pauline Steele (0.6%). Owensboro On The Air is licensee of WVJS and WSTO(FM) Owensboro. Ann. March 4.

Boston—Aljir Broadcasting Co. UHF channel 69 (794-800 mc); ERP 232 kw vis., 46.4 kw aur. Ant. height above average terrain 490 ft., above ground 547 ft. P. O. address: c/o Al Lapin Jr., 8530 Wilshire Blvd., Beverly Hills, Calif. 90211. Estimated construction cost \$422,100; first-year operating cost \$399,850; revenue \$400,000. Studio and trans. both located in Boston. Geographic coordinates 42° 21' 23" north lat., 71° 03' 13" west long. Type ant. RCA TFU-25G; type trans. RCA TTU-10A. Legal counsel Welch & Morgan, consulting engineers Jules Cohen & Associates, both Washington. Principals: Al Lapin Jr., Jerome M. Lapin, Irving Al Lapin (each 30%), Arthur J. Klein, Alan M. Edelstein (each 5%). Lapins are involved in restaurant and franchising firm, International Industries Inc., in North Hollywood, Calif. Messrs. Klein and Edelstein are attorneys. Ann. March 9.

Boston—Kaiser Broadcasting Corp. UHF channel 68 (794-800 mc); ERP 1550 kw vis., 230 kw aur. Ant. height 720 ft. above average terrain, above ground 830 ft. P. O. address: c/o Richard C. Block, Kaiser Center, 300 Lakeside Dr., Oakland, Calif. 94604. Studio and trans. locations both Boston. Geographic coordinates 42° 20' 50" north lat., 71° 04' 57" west long. Type ant. RCA TFU-30J; type trans. RCA TTU-50B. Legal counsel Wilmer, Cutler & Pickering, consulting engineers Gautney & Jones, both Washington. Kaiser Broadcasting owns KFOG(FM) and KHJF(TV) San Francisco, KMTW(TV) Corona (Los Angeles), Calif.; WKBD(TV)

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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Detroit, WKBS(TV) Burlington, N. J. (Philadelphia) Ann. March 4.

Grand Rapids, Mich.—Allendale Enterprises Inc. UHF channel 27 (548-554 mc); ERP 316 kw vis., 31.6 kw aur. Ant. height above average terrain 477 ft., above ground 500 ft. P. O. address: c/o Arthur R. Snell, 932 Michigan Trust Bldg., Grand Rapids, 49502. Estimated construction cost \$344,013; first-year operating cost \$240,000; revenue \$240,000. Studio and trans. both located in Allendale, Mich. Geographic coordinates 42° 58' 54" north lat., 85° 54' 42" west long. Type trans. Townsend TA-15AMT; type ant. RCA TFU-24DL. Legal counsel Lauren A. Colby, Washington; consulting engineer E. H. Munn Jr., Coldwater, Mich. Principals: firm is owned by 20 stockholders all having less than 7% interest with no other broadcast interests. Ann. March 9.

*Chattanooga, Tenn.—Tennessee State Board of Education. UHF channel 45 (656-662 mc); ERP 740 kw vis., 140 kw aur. Ant. height above average terrain 951 ft., above ground 296 ft. P. O. address: c/o J. H. Warf, 100-B Cordell Hull Bldg., Nashville, Tenn. 37219. Estimated construction cost \$718,413; first-year operating cost \$230,000. Studio and trans. located outside of Chattanooga. Geographic coordinates 35° 12' 48" north lat., 85° 16' 46" west long. Type ant. RCA TFU-30J; type trans. RCA TFU-30J. Legal counsel George F. McCanness, consulting engineer W. L. Hamilton, both Nashville. Permittee will be Tenn. State Board of Education. Ann. March 9.

Corpus Christi, Tex.—Spanish International Broadcasting Corp. UHF channel 28 (554-560 mc); ERP 17.9 kw vis.; 3.58 kw aur. Ant. height above average terrain 290 ft., above ground 300 ft. P. O. address: c/o Emilio Nicolas, 111 Martinez St., San Antonio, Tex. Estimated construction cost \$70,968; first-year operating cost \$103,200; revenue \$100,000. Studio and trans. both located in Corpus Christi. Geographic coordinates 27° 47' 46" north lat., 97° 23' 47" west long. Type ant. RCA TFU-24DL; type trans. RCA TFU-1B. Legal counsel Fly, Shuebruk, Blume and Gaguine; consulting engineers Jules Cohen & Associates, both Washington. Principals: Spanish International owns KWEX-TV San Antonio and plans to operate Corpus Christi facilities as satellite of KWEX-TV. Ann. March 7, 1966.

Dallas—Trigg-Vaughn Stations Inc. UHF channel 39 (620-626 mc); ERP 247 kw vis., 48 kw aur. Ant. height above average terrain 1,681 ft. above ground 1,535. P. O. address: c/o John Vacca, 220 Vaughn Bldg., Dallas 75201. Estimated construction cost \$953,000; first-year operating cost \$577,795; revenue \$311,252. Studio and trans. both located in Dallas. Geographic coordinates 32° 35' 07" north lat.; 96° 58' 06" west long. Type trans. GE TT-57A; type ant. GE FY-97A. Legal counsel Haley, Bader & Potts, Washington; consulting engineer William R. Schock, Odessa, Tex. Principals: Jack C. Vaughn (30.62%), Grady H. Vaughn Jr. (30.61%), Cecil L. Trigg (20.27%), and others. Messrs Vaughn each own 47.98% KDEF-AM-FM Albuquerque, N.M. Cecil L. Trigg owns 80% of KOSA Odessa, Tex., and 4.25% of KDEF-AM-FM. Trigg-Vaughn owns KOSA-TV Odessa, KROD-AM-TV El Paso, KITE Terrill Hills, all Texas; KRNO San Bernardino, Calif., and KHOW Denver. Ann. March 1.

Cheyenne, Wyo.—CCC Inc. UHF channel 27 (548-554 mc); ERP 230 kw vis., 46 kw aur. Ant. height above average terrain minus 3 ft., above ground 131 ft. P. O. address: c/o Walter B. Phelan, 1600 Van Lennen Ave., Cheyenne. Estimated construction cost \$306,900; first-year operating cost \$270,000; revenue \$200,000. Studio and trans. both located in Cheyenne. Geographic coordinates 41° 08' 05" north lat., 104° 48' 52" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-24DL. Legal counsel Welch & Morgan; consulting engineers George C. Davis, both Washington. Principals: Willits A. Brewster, Frank J. McCue, Walter B. Phelan, Harry S. Harnsberger, Sam B. Levine, Paul J. Preston, Thomas R. Searl, Fred G. Hirsig, Lewis E. Bates, Harry T. Thorson, C. N. Bloomfield Sr., John C. Esmay, Florence Esmay (each 7.69%). Mr. Brewster is life insurance district manager. Mr. McCue is realtor. Mr. Phelan is attorney and banker. Mr. Harnsberger is banker. Mr. Levine is realty broker. Mr. Preston is life insurance company director. Mr. Searl is realtor. Mr. Hirsig is rancher. Mr. Bates is Wyoming representative of trading stamp company. Mr. Thorson is owner of crude oil production company. Mr. Bloomfield is banker. Dr. Esmay is dentist. Ann. March 3.

Existing TV stations

NEW CALL LETTERS ASSIGNED

KDAS Hanford, Calif.—KSJV Television

94 (FOR THE RECORD)

Inc. assigned KSJV-TV.

Atlanta, Ga.—Rice Broadcasting Co. assigned WJRV-TV.

Kansas City, Miss.—Pershing Television Corp. assigned KPTC-TV.

Kettering, Ohio—Kittyhawk Broadcasting Corp. assigned WKTR-TV.

KSWE Elk City Okla.—Bass Broadcasting Co. assigned KFDO-TV.

*Columbia, S. C.—South Carolina Educational Television Commission assigned WRLK-TV.

New AM stations

ACTIONS BY FCC

Kissimmee, Fla.—J. Patrick Beacom. Granted CP for new AM on 1220 kc, 1 kw. D. P. O. address Box 1547, Fairmont, W. Va. Estimated construction cost \$2,500; first-year operating cost and revenue not listed. Applicant requests facilities of WOSL Kissimmee, currently silent. Mr. Beacom has 50% interest in WVVW Inc., licensee of WVVW Grafton, W. Va.; 50% interest in WBUT Inc., licensee of WBUT-AM-FM Butler, Pa., and 50% interest in WJBP-TV Inc., licensee of WJBP-TV Fairmont, W. Va. Action March 9.

APPLICATION

Yorktown, Tex.—Don Renault and Edwin Zaiontz db/as DeWitt Radio of Yorktown, 1520 kc, 500 w, DA, D, P. O. address: c/o Don Renault, Box 897, McCamey, Tex. Estimated construction cost \$15,960; first-year operating cost \$9,600; revenue \$28,000. Principals: Mr. Renault is owner and manager of KAMY McCamey and KBLT Big Lake, both Texas; Mr. Zaiontz is ranch and farming specialist. Ann. March 7.

Existing AM stations

NEW CALL LETTERS ASSIGNED

Vernon, Ala.—Lamar County Broadcasting Co. WVSA.

Lakeport, Calif.—Lake County Broadcasting Co. assigned KBLC.

New Albany, Ind.—M. R. Lankford Broadcasting Co. assigned WNIR.

Greensburg, Ind.—Tree Broadcasting Corp. assigned WTRE.

Vivian, La.—North Caddo Broadcasting Co. assigned KNCB.

Preston, Minn.—Obed S. Borgen assigned KFIL.

Exeter, N. H.—Coastal Broadcasting Co. assigned WKXR.

Memphis, Tenn.—M. W. C. Broadcasting Co. assigned KBGH.

Tazwell, Va.—Garland A. Hess, William H. Bowen and Fred Cox assigned WTZE.

New FM stations

ACTIONS BY FCC

Chickasha, Okla.—Grady Radio Inc. Granted CP for new FM on 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 55.65 ft. P. O. address Box 905, Chickasha. Estimated construction cost \$12,000; first-year operating cost \$15,000; revenue \$18,000. Principals: Marie M. Davis (71.4%), William DeKinder (11.9%), Bernetta DeKinder (11.9%), and others. Principals have no other broadcast interests. Action March 3.

Lubbock, Tex.—Grayson Enterprises Inc. Granted CP for new FM on 94.5 mc, channel 233, 100 kw. Ant. height above average terrain 677 ft. P. O. address Box 1559, Lubbock. Estimated construction cost \$62,665; first-year operating cost \$40,000; revenue \$35,000. Principals: Dr. Ellis Carp (33 1/3%), Theodore Shanbaum (33 1/3%), and Lee Optical and Associated Companies Retirement Pension Plan Trust (33 1/3%). Grayson Enterprises is licensee of KLBK-AM-TV Lubbock and KWAB Big Spring, both Texas. Action March 9.

San Antonio, Tex.—San Antonio College. Granted CP for new FM on 90.3 mc, channel 212, 880 w. Ant. height above average terrain 80.9 ft. P. O. address c/o Dr. Clyde R. Nail, 1300 San Pedro Avenue, San Antonio 78212. Estimated construction cost \$15,790; first-year operating cost \$2,000; expenses budgeted by board of trustees of San Antonio Junior College District. Action March 3.

APPLICATIONS

Camden, Ark.—Camden Radio Inc. 97.1 mc, channel 246, 50 kw. Ant. height above average terrain 183 ft. P. O. address: c/o Walter E. Hussman, Camden News, Camden 71701. Estimated construction cost \$46,687;

first-year operating cost \$12,000; revenue \$12,000. Principals: W. E. Hussman (30.1%), Camden News Publishing Co. (26.5%), Betty P. Hussman (20.4%), and others. Mr. Hussman is president, director and stockholder of Camden News and with his wife is involved in several Arkansas newspapers. Ann. March 3.

Chicago—Chicago Boy's Clubs. 88.7 mc, channel 204, 10 w. P. O. address: c/o Harold R. Kopta, 2801 S. Ridgeway Ave., Chicago 60623. Estimated construction cost \$5,000; first-year operating cost \$5,000. Chicago Boy's Clubs is private nonprofit corporation chartered by state of Illinois. Ann. March 3.

Monmouth, Ill.—Stephen P. Belling, Joel W. Townsend, Ben H. Townsend, Morris E. Kemper and James A. Mudd db/as Prairie-land Broadcasters. 97.7 mc, channel 249, 3 kw. Ant. height above average terrain 81 ft. P. O. address: c/o Joel W. Townsend, 526 Market St., Mt. Carmel, Ill. 61212. Estimated construction cost \$13,980; first-year operating cost \$10,000; revenue \$12,000. Mr. Belling (40%) is 30% owner of WRAM Monmouth, Ill.; WIZZ Streator and WDW Decatur, all Illinois. Messrs. Townsend are attorneys and own each 15% of WRAM and WIZZ and 10.75% of WDW. Mr. Kemper is CPA and owns 20% of WRAM, 21.5% of WIZZ and 30% of WDW. Mr. Mudd is 10% owner and manager of WRAM. Ann. March 2.

Waterloo, Iowa—Black Hawk Broadcasting Co. 107.9 mc, channel 300, 100 kw. Ant. height above average terrain 1,820 ft. P. O. address: c/o Robert Buckmaster, E. 4th & Franklin Streets, Waterloo 50703. Estimated construction cost \$93,481; first-year operating cost \$44,500; revenue \$40,000. Black Hawk is owned by 44 stockholders but controlled by Robert Buckmaster (president) as executor of estate of Ralph J. McElroy (50%). Black-hawk owns KWVL-AM-TV Waterloo and KLWW Cedar Rapids, both Iowa; KAUS and KMMT-TV Austin, Minn.; and has applications pending for new TV in Waterloo and for TV translators in Mankato and Rushford, both Minnesota, and LaCrosse, Wis. Ann. March 3.

Aurora, Neb.—Capitol Broadcasting Inc. 106.3 mc, channel 292, 3 kw. Ant. height above average terrain 275.5 ft. P. O. address: c/o James E. Kamas, 443 S. 13th Street, Lincoln, Neb. 68508. Estimated construction cost \$19,850; first-year operating cost \$19,600; revenue \$24,752. Principals: James E. Kamas (52%), Everett A. Evnen (34%), Wendell H. Graham (13%). Messrs. Kamas and Graham are Lincoln printers; Mr. Evnen is wholesale food dealer. Ann. March 3.

Coshocton, Ohio—Coshocton Broadcasting Co. 99.3 mc, channel 257, 1.19 kw. Ant. height 444 ft. P. O. address 114 N. Sixth St., Coshocton 43812. Estimated construction cost \$19,400; first-year operating cost \$9,000; revenue \$10,000. Coshocton Broadcasting Co. is licensee of WTNS. Application is permittee on AM and will duplicate during its broadcast day. Ann. March 9.

Enid, Okla.—Enid Radiophone Co. 96.9 mc., channel 245, 57.2 kw. Ant. height above average terrain 186 ft. P. O. address: c/o Pat Murphy, P. O. Box 1390, Enid 73701. Estimated cost of construction \$35,915; first-year operating cost \$18,000; revenue \$21,600. Principals: John W. Taylor (49.8%), Milton B. Garber (33.8%), and Lucy Ann Thompson (10%) and others. Mr. Taylor and Mr. Garber own publishing company. Lucy Ann Thompson is housewife. Ann. March 9.

Farrell, Pa.—Sanford A. Schafitz. 103.9 mc, channel 280, 3 kw. Ant. height above average terrain 85 ft. P. O. address: c/o Radio Station WFAR, Hoelzle Rd., Farrell 16121. Estimated construction cost \$13,000; first-year operating cost \$10,000; revenue \$1,000. Mr. Schafitz is owner of WFAR Farrell and WWIZ Lorain, Ohio. Ann. March 2.

San Antonio, Tex.—Inter-American Radio Inc. 101.9 mc, channel 270, 87.15 kw., Ant. height above average terrain 364.5 ft. P. O. address c/o A. Hartley, W. 44th St., New York 10036. Estimated cost of construction \$40,000; first-year operating cost \$25,000; revenue \$25,000. Principals: Allan E. Wolin (31.4%), Enda M. Hartley (30.7%), Sylvia Porter Collins (15.7%) and others. Mr. Wolin is president of KATZ St. Louis, and has interest in merchandising and advertising services. Edna M. Hartley is stockholder in KATZ and Sylvia Porter Collins is stockholder in KATZ and editor of weekly financial newsletter. Ann. March 9.

Warsaw, Va.—Northern Neck and Tidewater Broadcasting Co. 95.3 mc, channel 237, 2.4 kw. Ant. height above average terrain 326 ft. P. O. address: c/o Mrs. Lee Williams, Warsaw 22572. Estimated construction cost \$14,439; first-year operating cost \$1,800; no revenues anticipated. Applicant is licensee of WNNT Warsaw. Ann. March 3.

Green Bay, Wis.—Green Bay Broadcasting Co. 107.9 mc, channel 252, 3 kw. Ant.

height above average terrain 77 ft. P. O. address: c/o Radio Station WDUZ, 225 N. Adams St., Green Bay 54305. Estimated construction cost \$25,872; first-year operating cost \$15,000 over present AM expenses; revenue \$15,000 over present AM revenues. Green Bay is licensee of WDUZ Green Bay. Ann. March 2.

Casper, Wyo.—Casper Family Radio Inc. 94.5 mc, channel 233, 25 kw. Ant. height above average terrain minus 126 ft. P. O. address: c/o Patrick H. Meenan, Box 481, Casper 82601. Estimated construction cost \$16,960; first-year operating cost \$6,000; revenue \$8,000. Casper Family is licensee of KATI Casper. Ann. March 3.

Existing FM stations

NEW CALL LETTERS ASSIGNED

Fayetteville, Ark.—Kessler Mountain Broadcasting Co. assigned KNWA (FM).
Bishop, Calif.—Southeastern Sierra Broadcasting Corp. assigned KIBS-FM.

Turlock, Calif.—Sierra-Pacific Radio Corp. assigned KOSO (FM).

Colorado Springs, Colo.—Pikes Peak Broadcasting Co. assigned KRDO-FM.

Denver, Colo.—KDEN Broadcasting Co. assigned KDEN-FM.

Miami Beach, Fla.—Community Service Broadcasters Inc. assigned WMBM-FM.

Dundee, Ill.—Fox Valley Radio assigned WVFV (FM).

Greencastle, Ind.—Banks and Freeland Broadcasters assigned WXTA (FM).

Greensburg, Ind.—Clearstone Broadcasting Corp. assigned WTRE-FM.

Michigan City, Ind.—Howard W. Dennewitz assigned WMCB-FM.

Vicksburg, Miss.—WQMV Radio Co. assigned WQMV (FM).

St. Louis, Mo.—Apollo Radio Corp. assigned KACO (FM).

*Hanover, N. J.—Hanover Park High School Board of Education assigned WHPH (FM).

*Rochester, N. Y.—U. of R. Broadcasting Corp. assigned WRUR-FM.

*Edmond, Okla.—Central State College assigned KCSC (FM).

Bellwood, Pa.—John R. Powley assigned WHGM (FM).

*Reading, Pa.—Albright College of the Evangelical United Brethren assigned WXAC (FM).

*Providence, R. I.—Providence College assigned WDOM (FM).

Clinton, Tenn.—Clinton Broadcasting Inc. assigned WYSH-FM.

Beaumont, Tex.—KJET Inc. assigned KJET-FM.

Dalhart, Tex.—Dalhart Broadcasters assigned KXIT-FM.

*Ogden, Utah—Weber State College assigned KWCR-FM.

*Bethany, W. Va.—Bethany College assigned WVBC (FM).

Oshkosh, Wis.—Value Radio Corp. assigned WOSH-FM.

Ownership changes

ACTIONS BY FCC

KIFM(FM) Bakersfield, Calif.—Granted transfer of control of licensee corporation, Stereo Broadcasting Co., from J. E. Sonderegger and Gerson Al Price (each 33½% before, none after) to Harold J. Brown (33½% before, 51% after) with James W. Summers (none before, 49% after). Consideration \$15,000. Action March 3.

KIRV Fresno, Calif.—Granted assignment of license from Irving E. Penberthy to KIRV Radio Inc., owned by Robert Eurich and Henry Nagel Jr. (each 50%). Mr. Eurich is general manager of KIRV; Mr. Nagel is retired grocery chain owner. Consideration \$145,000. Action March 4.

WOBS Jacksonville, Fla.—Granted acquisition of control of licensee corporation, Mel-Lin Inc., by Lawrence R. Picus (50% before, 100% after) through purchase of stock from Simpson R. Walker Jr. (50% before, none after). Consideration \$14,930. Action March 3.

KAHU Waipahu, Hawaii—Granted assignment of license from Rural Broadcasting Co., to Royal Hawaiian Radio Co., which is parent company of Rural. Assignment is to facilitate dissolution of Rural. No change in ownership; no financial consideration. Action March 3.

WJBM Jerseyville, Ill.—Granted acquisition of positive control of licensee corporation, Tri-County Broadcasting Co., by Ferdinand Gorecki and Janet Gorecki, joint tenants (48.9% before, 52.5% after), through purchase of stock from Mr. and Mrs. John A. Short (6.9% before, none after). Consideration \$4,592. Action March 3.

WCVS Springfield, Ill.—Granted assignment of license from WFFA Radio Inc. to Eastern Broadcasting Corp., owned by Roger A. Neuhoft (67.79%), C. Waller Barnett (14.76%), John R. Neuhoft (14.53%) and others. Eastern Broadcasting is licensee of WCHV and WCCV(FM), Charlottesville, Va.; and is applicant for FM in Hopewell. Consideration \$700,000. Action March 8.

KXKW Lafayette, La.—Granted relinquishment of positive control of licensee corporation, General Communications Inc., by Edward E. Wilson (56.5% before, 36.5% after), through transfer of stock to Diane D. Wilson (none before, 20% after). No financial consideration. Action March 3.

KBMT Beaumont, Tex.—Granted relinquishment of negative control of licensee corporation, Television Broadcasters Inc., by Randolph C. Reed (45% before, none after) and Thomas S. Reed II (5% before and after) through sale of stock by Randolph C. Reed to Essex Corp. (none before, 45% after). Essex Corp. is Oklahoma City investment corporation with real estate, banking, and oil equipment holdings, but no other broadcast interests. Consideration \$562,500. Action March 3.

KTON Belton, Tex.—Granted transfer of control of licensee corporation, Belton Broadcasters Inc., from Roy Sanderford et al (100% before, none after) to Sigmor Distributing Service Inc. Sigmor is owned by Tom E. Turner and Mary E. Turner (50% each). Turners are owners of large chain of Texas service stations and refinery outlets. Consideration \$300,000. Action March 8.

KSEL-AM-FM Lubbock, Tex.—Granted acquisition of positive control of licensee corporation, McAlister Broadcasting Corp., by R. B. McAlister and Bill B. McAlister as family group (20% each before, 40% each after), through purchase of stock from Roy Bass and Alex Miller (each 20% before, none after). Consideration \$473,593. Action March 3.

KVWG Pearsall, Tex.—Granted assignment of license from Arthur Earl McKinley, Robert L. McKinley and Clyde McKinley Jr. db/as Winter Garden Broadcasting Co. to Vernon R. Nunn & Lloyd E. Kolbe db/as Nunn-Better Radio Co. Messrs. Nunn (75%) and Kolbe (25%), through Nunn-Better Radio, are owners of KVLG La Grange, Tex. Consideration \$34,950. Action March 8.

APPLICATIONS

KERN-AM-FM Bakersfield, Calif.—Seeks assignment of license from Radio KERN Inc. to Edward E. Urner and Ernest Winn db/as Urner Broadcasting Co. Mr. Urner (80%) is general manager of KEWB Oakland, Calif. Mr. Winn (20%) is general manager of KERN. Consideration \$200,000. Ann. March 4.

KVON Napa, Calif.—Seeks assignment of license from Jan-Lar Inc. to KVON Inc., owned by Arthur C. Youngberg Jr. Mr. Youngberg is owner of KPRL Paso Robles, Calif., and publisher of Paso Robles "Daily Press". Consideration \$225,000. Ann. March 4.

WBIX Jacksonville Beach, Fla.—Seeks assignment of license from Andrew B. Letson to Twin-Ten Radio Inc. Twin-Ten is owned by Fred Butler (50%), James O. and Lillian L. Atkins (each 25%). Fred Butler is attorney and Mr. Atkins is general manager WBIX. Consideration \$250,000. Ann. March 9.

WINT-FM Winter Haven, Fla.—Seeks assignment of license from Angelo L. Fazzari to Bruce L. Parker. Mr. Parker is station manager of WINT-FM. Consideration \$50,000. Ann. March 9.

WCIU Chicago—Seeks voluntary relinquishment of positive control of licensee corporation, Weigel Broadcasting Co., by John Weigel (52.7% before, 30.8% after) through transfer of stock in voting trust agreement to Gordon Wilson, L. Josephine Wilson, Theodore R. Boardman, Charles G. Chan, Bernice P. Chan and John W. Hough as per court order. Ann. Feb. 25.

WDHF Chicago—Seeks assignment of license from Federal Broadcasting Corp. to The National Science Network Inc., owned by L. W. Frohlich. Mr. Frohlich is owner of New York advertising agencies, overseas advertising and market research firms, and is owner, through National Science Network, of WNCN(FM) New York. Consideration, \$475,000. Ann. March 8.

WFMF(FM) Chicago—Seeks assignment of license from Maurice Rosenfield, Lois F. Rosenfield, Jerome E. Rosenfield and Lucille K. Rosenfield db/as WFMF Radio to Century Broadcasting Co. Century is owned by George A. Rafel (23.4%), George A. Collias, Howard Grafman (each 22.8%) and others. Mr. Rafel is president of electrical contracting firm, Mr. Collias is Chicago attorney. Mr. Grafman was central division

manager of Allied Artists Pictures Corp. for TV film sales through 1965. Century Broadcasting is licensee of KSHE Crestwood, Mo., KMAP Dallas, and WABX Detroit. Consideration \$450,000. Ann. March 4.

WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois—Seeks assignment of license from West Central Broadcasting Co. to Mid-America Television Co., owned by Kansas City Southern Industries Inc. KCSI Inc. is principally involved in running Kansas Southern Railway Co. and has application pending, in name of Mid-America Television, for assignment of KCRG(TV) and KWOS Jefferson City and KMOS(TV) Sedalia, both Missouri. Ann. March 8.

WJAG Norfolk, Neb.—Seeks acquisition of positive control of licensee corporation, WJAG Inc., by E. F. Huse Jr. (47.7% before, 91.4% after) through sale of stock by J. H. Powell and C. A. Phelps (each 24% before, none after) to licensee corporation. Consideration \$200,000. Ann. March 8.

WEJL Scranton, Pa.—Seeks involuntary assignment of license from The Scranton Times (co-partnership), Edward J. Lynett and Edward J. Lynett, executor of estate of Elizabeth R. Lynett deceased; to The Scranton Times (co-partnership), Jean O'Hara Lynett, executrix of estate of Edward J. Lynett deceased and Jean O'Hara Lynett administratrix D. B. N. C. T. A. of estate of Elizabeth R. Lynett deceased. No financial consideration. Ann. March 9.

Hearing cases

FINAL ACTIONS

■ By letter, commission denied request by Radio Station WMGA for waiver of Sec. 1.569 of rules and returned its retendered application to change operation of WMGA Moultrie, Ga., from 1400 kc, 250 w-N, 1 kw-LS, to 1130 kc, 250 w-N, 10 kw-LS (with DA CH), DA-N. Commissioner Lee abstained from voting. Action March 9.

■ By letter, commission denied request by Jacksonville Broadcasting Co. for waiver of Sec. 73.37 of overlap rules and returned as unacceptable for filing its application for new AM to operate on 1240 kc, 100 w, U, in Jacksonville, Ala. Action March 9.

■ By order, commission denied application by Elfred Beck for additional time with-



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in which to file application for assignment of CP of VHF TV station KCEB (channel 23), Tulsa, Okla. Beck did not comply with commission's Oct. 15, 1965, order which stayed previous June 17 denial of his application for additional time to construct station and which afforded him prescribed times to either notify commission of intention to resume operation or to file application for assignment of CP; Feb. 14, 1966, agreement for assignment of CP filed by Beck lacks certainty as to whether such application will subsequently be submitted; consequently, June 17 action denying extension of time to complete construction became effective 61 days after Oct. 15 order. Action March 9.

By memorandum opinion and order, commission denied petitions by Tinker Area Broadcasting Co., Southington Broadcasters and Boardman Broadcasting Co. of commission's Dec. 27 "Policy Statement on Section 307(b) Considerations for Standard Broadcast Facilities Involving Suburban Communities." In so doing, it made clear that evidence with respect to directional antenna, ground conductivity, and other similar factors will be given weight under new approach.

By separate order, commission denied Boardman's further request for review of Jan. 14 action by review board remanding proceedings in Boardman-Warren, Ohio, AM proceedings for further hearings pursuant to new Sec. 307(b) policy. Action March 9.

WEAW Evanston, Ill. — Commission granted application to install 100-w auxiliary trans. for nondirectional operation (1330 kc, 5 kw, DA, D). Action March 9.

KBMR Bismarck, N. D. — Commission granted renewal of license. Action March 9.

By decision commission renewed license of Melody Music Inc. for its station WGMA Hollywood, Fla., for period of one year, conditioned upon licensee divesting itself of all its broadcast interests to fully qualified applicant by filing within 60 days either amendment bringing its pending assignment application up to date or entirely new application for assignment of license. In either event assignment application must show in detail all negotiations that have taken place between assignor and proposed assignee and that assignor has not had and will not have any interest in or business association with proposed assignee. Action March 8.

Commission granted following VHF TV translator applications conditioned to outcome of proceedings in Doc. 15971:

Scripps-Howard Broadcasting Co. for 9 new translators to serve following cities by rebroadcasting programs of its station WMCT-TV, Memphis—Dyersburg, Humboldt, Jackson, Tenn., and Forrest City and West Helena, Ark. all on channel 9; Helena, Ark., channel 8; Jonesboro and Paragould, Ark., both channel 11, and Oxford, Miss., channel 7. Waived Sec. 74.732(e) (1) of rules for Humboldt. Same day nonduplication condition was added to Humboldt, Jackson, Jonesboro and Paragould grants. By separate memorandum opinions and orders, denied opposing petitions by Dixie Broadcasting Co. (WDXI-TV), Jackson, and George T. Hermreich (KAIT-TV), Jonesboro.

Whitesburg Television Translator, Inc., for new translator station on channel 7 to serve Whitesburg, Ky., by rebroadcasting programs of WBIR-TV Knoxville, Tenn. By memorandum opinion and order, denied opposing petition by Salyer Radio Co., CATV operator in area.

Rust Craft Broadcasting Co. of Tennessee Inc. for new translator station on channel 4 to serve Murphy, N. C., by rebroadcasting programs of its station WRCB-TV Chattanooga.

Roy H. Park Broadcasting of Tennessee Inc. for new translator station on channel 7 at Murphy, N. C. to serve Murphy, Marble and Andrews by rebroadcasting programs of its station WDEF-TV, Chattanooga. Waived Sec. 74.732(e) (1) of rules.

Central Plains Enterprises Inc. for new translator station on channel 4 at Coffeyville, Kan., to rebroadcast programs of its station KVOO-TV, Tulsa, Okla.

Commissioner Cox concurred in grants but dissented to not imposing 15-day nonduplication condition on each. Actions March 4.

By memorandum opinion and order, commission denied petition by Central Broadcasting Co. for reconsideration of Dec. 27, 1965, decision which denied its application to increase daytime power of WCGC Belmont, N. C., from 1 kw to 5 kw, continued operation on 1270 kc, 500 w-N, DA-N. Chairman Henry not participating. Action March 3.

By memorandum opinion and order, commission granted application for assignment of license of TV station KCTO (and adjuncts) channel 2, Denver, from channel 2 Corp. to WGN of Colorado Inc.; consideration \$3,500,000. Commissioner Hyde concurred in action but not in opinion; Commissioners Bartley and Wadsworth concurred and issued statements; Commissioner Cox dissented and issued statement. Action March 3.

By memorandum opinion and order, commission (1) granted application of International Educational Broadcasting Corp. for CP to change location of its international broadcast station WRUL from Scituate, Mass., to near Chatsworth, N. J., and make other changes; (2) denied petition by Garden State Television Cable Corp., operator of CATV system in Chatsworth area, which objected on interference grounds; and (3) denied WRUL's motion to strike Garden State petition. Action March 3.

By order, commission denied application by Spanish International Broadcasting Co. (KMEX-TV), Los Angeles, for review of Feb. 21 action by review board dismissing its petition for leave to intervene, motion to reopen record and exceptions and briefs in proceeding on application of International Panorama TV Inc. for new TV to operate on channel 40 in Fontana. Action March 3.

DESIGNATED FOR HEARING

James L. Hutchens, Central Point, Ore., and KRVC, Faith Tabernacle Inc., Ashland, Ore.—Commission designated for consolidated hearing applications of Hutchens for new AM to operate on 1400 kc, 250 w, U, and KRVC to change operation from 1350 kc, 1 kw, D, to 1400 kc, 250 w-N, 1 kw-LS. Action March 9.

HGR Broadcasting Co. and Farmers Broadcasting Service Inc., Kingston, N. C.—Commission designated for consolidated hearing applications for new FM's to operate on channel 236 (95.1 mc)—HGR with ERP 50 kw, Ant. height 256 ft., and Farmers with ERP 49.8 kw, ant. height 700 ft. Commissioner Hyde dissented in part. Action March 9.

OTHER ACTIONS

By order in proceeding involving July 2, 1965, grants, with conditions, of Black Hills Viedo Corp. license renewals of seven stations in domestic public point-to-point microwave radio service and modification of one license to cover additional facility, commission (1) modified carriage and nonduplication conditions to extent that network color programs not carried in color by local TV station or stations may be duplicated; (2) further modified conditions to require CATV systems at Ellsworth Air Force Base, S. D., and Popular Bluff, Mo., to maintain program exclusivity of local TV station or stations only during same day that such programs are broadcast by local station rather than 15-day before-and-after protection heretofore required; (3) deferred consideration of Black Hills petition for waiver of rules with respect to carriage and nonduplication protection in connection with its applications for renewal of station licenses for license period beginning Feb. 1, 1966, until such time as action is taken on those applications; and (4) denied in all other respects Black Hills request for modification of conditions. Commissioner Cox not participating. Action March 9.

In proceeding on application of Storz Broadcasting Co. (WTIX), New Orleans, review board granted motion by Voice of Dixie Inc. to extend time to file exceptions to initial decision to and including 15 days after board's ruling on motion by Broadcast Bureau to reopen record. Action March 9.

Review board granted petition by D. H. Overmyer Communications Co. to extend time to March 7 to file reply to opposition to its petition to enlarge issues in proceeding on its application and that of Maxwell Electronics Corp. for new TV's to operate on channel 29 in Dallas. Action March 7.

Review board granted request by PAL Broadcasters Inc. to extend time to March 7 to file a reply to its opposition to motion on application of B & K Broadcasting Co. for new AM in Selingsgrove, Pa. Action March 7.

Commission on March 4 further extended time from March 15 to May 31 to file comments and from March 31 to June 10 for replies in matter of amendment of field strength curves for FM and TV stations.

In Costa Mesa-Newport Beach, Calif., AM consolidated proceeding, review board granted petition by Broadcast Bureau to extend time to March 11 to file responsive pleadings to petition by six of thirteen

applicants for clarification or modification of issues. Action March 4.

By memorandum opinion and order in proceeding on applications of K-SIX Television Inc. for CP, with modification, for new TV (KVER) to operate on channel 13 in Laredo, Tex., and Southwestern Operating Co. for renewal of license of station KGNS-TV (channel 8) Laredo, and for CP to make certain changes, commission granted petition for reconsideration by Southwestern to extent of serving from proceeding and granting its application to increase power of KGNS-TV to 107 kw vis. and 21.4 kw aur. and ant. height to 478 ft., change trans. and studio location and type trans. and ant. Commissioner Hyde voted to grant renewal and construction permit applications of KGNS-TV; Commissioner Lee concurred insofar as grant of construction permit to KGNS-TV but dissented to keeping its renewal application in hearing; Commissioner Cox concurred in part and dissented in part and issued statement. Action March 3.

Routine roundup

ACTIONS ON MOTIONS
By Chief Hearing Examiner James D. Cunningham

Designated Examiner Millard F. French to preside at hearing in proceeding on applications of McAlister Broadcasting Corp. and John B. Walton Jr. db/as. KJVV-TV for new TV's to operate on channel 28 in Lubbock, Tex.; scheduled prehearing conference for March 31 and hearing for April 18. Action March 6.

Designated Examiner Basil P. Cooper to preside at hearings in proceeding on applications of Hennepin Broadcasting Associates Inc. and WMIN Inc. for new FM's in St. Paul; scheduled prehearing conference for March 31, and hearing for April 19. Action March 3.

Designated Examiner Isadore A. Honig to preside at hearings in proceeding on applications of Quality Radio Inc. to change operation of WAKX Superior, Wis., and Arthur A. Cirilli, trustee in bankruptcy, for renewal of license of WIGL and remote pickup station KG-5325, Superior, and for assignment of license of WIGL and KG-5325 to D. L. K. Broadcasting Co.; scheduled prehearing conference for March 30 and hearing for April 11. Action March 3.

By Hearing Examiner Basil P. Cooper

Granted request by Broadcast Bureau to extend from March 7 to March 14 time to file proposed findings and from March 21 to March 28 for replies in proceeding on applications of Ultravision Broadcasting Co. and WEBR Inc. for new TV's to operate on channel 29 in Buffalo, N. Y. Action March 7.

By Hearing Examiner Thomas H. Donahue

In proceeding on applications of Clay County Broadcasting Co. and The Wilderness Road Broadcasting Co. for new FM's in Manchester, Ky., granted request by former to extent of continuing hearing from March 7 to April 18. Action March 4.

By Hearing Examiner Millard F. French

In proceeding on AM applications of Dennis A. and Willard D. Slaughter (WWDS), Everett, and Beacon Broadcasting Concern, Martinsburg, both Pennsylvania, granted petition by latter to amend its engineering proposal and received in evidence its Exhibit 1C; closed record; and directed proposed findings to be filed by March 24 with replies on or before April 7. Action March 1.

By Hearing Examiner Walther W. Guenther

Pursuant to agreements made at hearing on Feb. 21, directed that proposed findings to be filed by March 9, and reply by March 14, and closed record in proceeding on application of Tallahassee Appliance Corp. for new FM in Tallahassee, Fla. Action March 3.

By Hearing Examiner H. Gifford Irion

In proceeding on application of Farragut Television Corp. and Peoples Broadcasting Corp. for new TV's to operate on channel 47 in Columbus, Ohio, granted petition by former for leave to amend its application to reflect fact that stockholders in Farragut are likewise stockholders in Continental Gateway Television Corp., which has tendered its CP for WGMF-TV, channel 33, Miami, for cancellation. Action March 4.

In proceeding on applications of Keith L. Reising, Kentucky Central Broadcasting Inc., and Kentuckiana Television Inc. for new FM's in Louisville, Ky., declared in default Kentucky Central for failure to amend application and appear at prehearing

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Charleston, West Virginia

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

WILLIAM B. CARR
CONSULTING ENGINEERS
P. O. Box 13287
Fort Worth, Texas
BUtler 1-1551
Member AFOOB

**RAYMOND E. ROHRER
& Associates**
Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member AFOOB

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517-278-6733

**JOHN H. MULLANEY
and ASSOCIATES**
A Division of Multronics, Inc.
Multronics Building
5712 Frederick Ave. Rockville, Md.
(a suburb of Washington)
Phone: 301 427-4666
Member AFOOB

**E. E. BENHAM
& ASSOCIATES**
Consulting Engineers
3141 Cahuenga Blvd.
Los Angeles 28, California
HO 6-3227

JAMES F. LAWRENCE, JR.
FM and TV Engineering Consultant
Applications and Construction.
Precision Frequency Measurements.
TELETRONIX ENGR. CO.
308 Monterey Rd., S. Pasadena, Cal.
Phone 213-682-2792

**Service
Directory**

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, LaCiede 4-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

TERRELL W. KIRKSEY
CONSULTING ENGINEER
525 E. Park Valley Drive
Hopkins, Minnesota 55343
Phone (Area code 612) 935-7131

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 10

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,038	18	81	369
FM	1,433	34	215	216
TV-VHF	471	22	19	232 ¹
TV-UHF	90	21	79

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, March 10

	VHF	UHF	Total
Commercial	513 ²	192	705
Noncommercial	68	67	135

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31, 1966

	AM	FM	TV
Licensed (all on air)	4,034	1,417	556
CP's on air (new stations)	17	37	41
CP's not on air (new stations)	82	210	99
Total authorized stations	4,134	1,664	702
Applications for new stations (not in hearing)	290	173	142
Applications for new stations (in hearing)	70	41	67
Total applications for new stations	360	214	209
Applications for major changes (not in hearing)	208	40	37
Applications for major changes (in hearing)	37	1	7
Total applications for major changes	245	41	44
Licenses deleted	1	0	1
CP's deleted	2	1	0

¹ Breakdown on UHF and VHF applications not available.

² Includes three noncommercial stations operating on commercial channels.

conference and dismissed with prejudice its application. Action March 2.

By Hearing Examiner Jay A. Kyle

■ Due to rescheduling of hearing dates, continued hearing from May 9 to May 26 in proceeding on applications of WTCN Television Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV), and United Television Inc. (KMSP-TV), Minneapolis. Action March 7.

■ Pursuant to prehearing conference of March 7 in proceeding on applications of The Corinth Broadcasting Co. and The Progressive Broadcasting Co. for new FM's in Corinth, Miss., scheduled certain procedural dates and continued hearing from April 12 to May 10. Action March 7.

■ In proceeding on AM applications of Jupiter Associates Inc., Matawan, Somerset County Broadcasting Co., Somerville, and Radio Elizabeth Inc., Elizabeth, all New Jersey, granted in certain respects motion by Jupiter concerning procedural dates and continued hearing from March 21 to April 26. Action March 3.

■ Granted petition by Maxwell Electronics Corp. for leave to amend its application to provide up-to-date information as to financial commitments and by-laws in proceeding on its application and that of D. H. Overmyer Communications Co. for new TV's to operate on channel 29 in Dallas, Tex. Action March 2.

■ On own motion, continued hearing from April 26 to May 9 in proceeding on applications of WTCN Television Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV), and United Television Inc. (KMSP-TV), Minneapolis. Action March 3.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Selma Television Inc. (WSLA-TV), Selma, Ala., for leave to amend its application to reduce aural power for DA proposal and nondirectional operation to conform with provisions of Sec. 73.682 and change type aural trans. Action March 2.

■ In proceeding on applications of Central Broadcasting Corp. and Second Thursday Corp. for new FM's in Madison and Nashville, both Tennessee, respectively, granted petition by latter and extended *nunc pro tunc* through Jan. 25 statement of publication. Action March 1.

By Hearing Examiner
Chester F. Naumowicz, Jr.

■ Scheduled further hearing for March 14 in proceeding on applications of KXYZ Television Inc. and Crest Broadcasting Co. for new TV's to operate on channel 26 in Houston, Tex. Action March 7.

■ In proceeding on applications of Seven League Productions Inc. for renewal of license of WHII, and South Dade Broadcasting Co. and Redlands Broadcasting Co. for new AM's, all Homestead, Fla., granted joint motion by South Dade and Seven League to extent of continuing procedural dates pending further order and schedule prehearing conference for April 5. Action March 3.

By Hearing Examiner Sol Schildhause

■ Continued hearing from March 18 to April 29 in proceeding on applications of J. C. Stallings and Texan Broadcasting Co. for new FM's in Nacogdoches, Tex. Action March 3.

■ In proceeding on applications of United Broadcasting Co., for renewal of license of WOOK Washington, and Bowie Broadcasting Corp. for new AM in Bowie, Md., reopened record for purpose only of recording ruling that Broadcast Bureau exhibits 47(a) and 47(b) are received in evidence. Action March 3.

■ Scheduled further prehearing conference for March 3 in proceeding on applications of J. C. Stallings and Texan Broadcasting Co. for new FM's in Nacogdoches, Tex. Action March 1.

■ Pursuant to prehearing conference of March 2 in proceeding on applications of Midway Television Inc. and Allied Broadcasting Co. for new TV's to operate on channel 36 in Kansas City, Mo., put off further arrangements for trial until action is had upon petition to be filed which is likely to terminate competition for channel; hearing of March 22 is for time left undisturbed. Action March 1.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of March 7

WGMF-TV Miami—Granted request for cancellation of CP for UHF TV. Dismissed as moot request for extension of completion date.

WHCU Ithaca, N. Y.—Granted license cov-

ering use of old main trans. as auxiliary trans. at main trans. location; remote control permitted.

KSFR(FM) San Francisco—Granted CP to change type ant.; increase ERP to 36 kw; decrease ant. height to 1,120 ft.; remote control permitted.

WMRO-FM Aurora, Ill.—Granted CP to add 20 ft. to transmission line.

WOMC(FM) Detroit—Granted CP to install new trans. and ant.; increase ERP to 215 kw; condition.

KUDE-FM Oceanside, Calif.—Granted CP to install new trans. and ant.; increase ERP to 50 kw and ant. height to 170 ft.; remote control not authorized; without prejudice to application on FCC Form 301-A (see Sec. 73.274 of rules).

WOSH-FM Oshkosh, Wis.—Granted mod. of CP to change type ant. and decrease ant. height to 285 ft.

Granted applications to reduce aural ERP of following TV's: *KCSO-TV Kansas City, Mo., to 41.7 kw; *WOUB-TV Athens, Ohio, to 38.9 kw; and WKAB-TV Montgomery, Ala., to 26.9 kw.

Granted mod. of license to reduce aural ERP of WAGM-TV Presque Isle, Maine, to 5.37 kw DA.

Granted extension of completion dates for following stations: KVUE(TV) Salem, Ore., to Sept. 7; WMEG Eau Gallie, Fla., to April 15; WPRW Manassas, Va., to Aug. 1; WCER Charlotte, Mich., to Aug. 24; WINW Canton, Ohio, to May 1; WDJG Minneapolis, to June 1; WDEB(FM) Jamestown, Tenn., to Sept. 1; KTIB-FM Thibodaux, La., to Apr. 14; WAWZ-FM Zarephath, N. J., to Sept. 13; and WKEU-FM Griffin, Ga., to June 21.

Actions of March 4

Granted mod. of licenses to reduce aural ERP for following TV stations: WAPA-TV San Juan, P. R., to 8.51 kw; KMI-TV Fresno, Calif., to 38 kw DA; KSYE-TV Elmira, N. Y., to 22.4 kw DA; KSWV-TV Roswell, N. M., to 52.5 kw; KNTV San Jose, Calif., to 2.95 kw DA; WRDW-TV Augusta, Ga., to 30.2 kw; KWAB Big Spring, Tex., to 2.51 kw; WTVV Dothan, Ala., to 20 kw; *KERA-TV Dallas, to 10.7 kw; KAYS-TV Hays, Kan., to 22.4 kw; KOB-TV Albuquerque, N. M., to 5.37 kw; KGGM-TV Albuquerque, N. M., to 8.98 kw; KGNC-TV Amarillo, Tex., to 20 kw; WOAY-TV Oak Hill, W. Va., to 20 kw; KCPX-TV Salt Lake City, to 9 kw; KWTX-TV Waco, Tex., to 51.3 kw; KBTX-TV Bryan, Tex., to 8.13 kw.

Granted extension of completion dates for following TV stations: WSCO-TV Newport, Ky., to Sept. 4; WOR-TV New York, to Sept. 4; WITA-TV San Juan, P. R., to Sept. 4; WFBG-TV Altoona, Pa., to Sept. 4; WDUV-TV Jacksonville, Fla., to Sept. 4; WEAU-TV Eau Claire, Wis., to Sept. 4; KJOG-TV San Diego, to Sept. 4; KWEX-TV San Antonio, Tex., to Sept. 4; KBSA Guasti, Calif., to Sept. 4; and WWOM-TV New Orleans, to Sept. 4.

Actions of March 3

WDMJ-FM Marquette, Mich. — Granted license for FM and specify type trans.

WQSR Solway, N. Y.—Granted request to cancel license and delete call letters.

WSTC Stamford, Conn.—Granted license covering changes in ant. system.

WRRS Spring Valley, N. Y.—Granted mod. of CP to make change in DA pattern; conditions.

WBMK-FM West Point, Ga. — Granted mod. of CP to change type trans. and ant.; and decrease ERP to 2.95 kw.

Action of March 2

Remote control permitted KARS Belen, N. M.

WITL Lansing, Mich.—Granted CP to make changes in DA pattern.

KROY Sacramento, Calif.—Granted CP to change ant.-trans. location and make changes in ant. system.

KBCH Lincoln City, Ore.—Granted CP to change ant.-trans. location with remote control from main studio; and make changes in ant. system.

KSHE(FM) Crestwood, Mo.—Granted mod. of CP to install second main trans. to be used in conjunction with vertical ant.; install new vertical ant.; condition.

WLR(FM) Garden City, N. Y.—Granted mod. of CP to change type trans.; increase ERP to 880 w; remote control permitted.

*KSOZ(FM) Point Lookout, Mo.—Granted CP to install new trans. and ant.; increase ERP to 3.6 kw, and change ant. height to 185 ft.

Action of Feb. 24

Remote control permitted WBZA Glen Falls, N. Y.

(Continued on page 106)

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only). 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Opening for selling manager. Country and western station in North Carolina. Excellent opportunity for right man. Prefer age 35 to 45. Send all particulars first letter. Box B-268, BROADCASTING.

WJIC Salem, New Jersey, AM under construction, openings: Manager, announcers, engineer, salesmen. Box B-349, BROADCASTING.

Sales

Men-Wives \$8,000-\$15,000 annual commissions selling Radio Community Promotions for national organization throughout United States. Can advance to Campaign Managers—larger earnings. Replies to Box B-204, BROADCASTING.

Professional salesman with proven record but unsatisfied ambitions offered genuine opportunity with nationally recognized leader in Virginia. Box C-16, BROADCASTING.

Those presently in the midwest interested in a top Missouri small market sales opportunity write to Box C-24, BROADCASTING.

If you are a mature, sincere & experienced salesman you'll find a secure sales position with this regional 5 kw AM and 50 kw FM in the heart of the midwest. We are the top billing station in our market and a protected and active account list will put you high in the 5 figure bracket. Our unique arrangement permits you to set your own income bracket. Complete resume, photo, employment character & credit references to Box C-70, BROADCASTING.

Salesman with imagination and ambition needed for new fulltime major market Ohio radio station. Box C-101, BROADCASTING.

Los Angeles—solid salesman—proven track record—management capability—multiple group—good starting salary, plus. Box C-115, BROADCASTING.

Unusual set-up, \$300 per month, plus 15% can make you excellent living. . . Oklahoma. Box C-127, BROADCASTING.

Wanted: Sales manager for Negro oriented station. Young and eager! West coast station. Picture, resume, availability and salary desired. Reply to Box C-156, BROADCASTING.

Experienced salesman for good small market in west Texas. near Lubbock, Texas. April 1, opening. Right man will be offered sales manager. Box C-163, BROADCASTING.

\$20,000 and more to a strong, sincere salesman. Major Mass. station, group oper. Big future. Box C-166, BROADCASTING.

\$10,000 a year guarantee to start if you can produce. Top 40 station in Washington, D. C. market. Must have record as dynamic producer. Personal and business references will be thoroughly investigated. Send resume, current picture and references to Harry Averill, WEAM, Arlington, Va.

Solid future for solid salesman—assistant manager. WHRT, Hartselle, Alabama. Call Mr. Newman 205-773-2558.

Syndicated radio program sponsored in several states now expanding. Wants part-time representatives. Suite 330, Ravview Building, 1040 Bayview Drive, Fort Lauderdale, Florida.

Sales—(Cont'd)

Opportunity and challenge for a sales pro in a leading adult operation in beautiful Phoenix. Stock purchase available. Complete resume and references. Radio, 607 Luhrs Building, Phoenix, Ariz.

Announcers

Immediate opening—1st phone announcer for midwest fulltimer. Tape, photo in 1st letter. Box B-316, BROADCASTING.

Experienced announcer-salesman for 5kw, plus FM, in Virginia. Must be sober-dependable. Good sales area. . . good working conditions. Send tape, sales experience, picture and other details. Immediate opening. Box B-347, BROADCASTING.

CW morning man for top 50 format. Looking for man who wants good future in middle size northeastern market. Salary open. Many other extras. Send complete resume and tape to Box C-8, BROADCASTING.

Announcer, experienced, for 5000 watt eastern station with middle-of-the-road format. We are the No. 1 station in a medium size market. Good salary and insurance. If you would like to associate with a successful radio station, write Box C-12, BROADCASTING.

A good midwestern announcer wanted by a high quality Missouri station. Your ability determines salary. Send resume and tape to Box C-25, BROADCASTING.

Three entertainers; happy, bright, warm, experienced, disc jockeys needed for metro Carolina top 40 station. Good money, excellent future, wonderful living conditions. For your best move write Box C-72, BROADCASTING.

Wanted: Experienced announcer for good music station in southeastern Michigan. Excellent working conditions, fringe benefits. Immediate opening for right man. Must have good knowledge of music and news. Send tape, resume to Box C-88, BROADCASTING.

Negro programed AM-FM station in midwest seeking qualified program director and two experienced announcers. Write Box C-89, BROADCASTING.

Top forty personality for top rated N.E. station. Send tape, resume, photo to Box C-92, BROADCASTING.

New Jersey adult music station seeks experienced newsman/announcer. Interview a must. Send tape, resume & salary requirements. Box C-100, BROADCASTING.

\$400 per month, Oklahoma daytimer, strong personality, willing worker, nice market, sound operation. Send tape. Box C-128, BROADCASTING.

Alert announcer for morning shift on Midwest station. First phone required with some light maintenance. Send tape, resume and salary requirements to Box C-129, BROADCASTING.

Announcer-dj with top 40 or tight format country experience. Must be capable of assuming program director position in short time. Box C-141, BROADCASTING.

Important central New York contemporary outlet looking for bright, creative air performer. Rush tape, photo and resume to Program director. Box C-142, BROADCASTING.

Announcer-salesman for modern country format. Looking for hard working man who can accept responsibility. Box C-144, BROADCASTING.

Announcers—(Cont'd)

Maryland AM-FM station with experienced staff needs an announcer. Box C-159, BROADCASTING.

Combination AM announcer and position of responsibility in FM operation. Good music, CBS affiliate, New York State. Mature voice with good sense of production. Tape & resume. Box C-160, BROADCASTING.

Wanted in attractive middle Atlantic city. . . April 1st opening. Announcer with first ticket. . . No maintenance. . . some production. . . will consider limited experience. . . willing to learn. Box C-162, BROADCASTING.

Immediate opening country dj; 1st ticket; KDKO, Littleton (Denver) Colorado.

Position available for announcer, some continuity, news & sales. . . Tape & references to Lee Buck, KDKX, Mansfield, Louisiana.

Immediate opening for announcer who would also like sales. A good small midwest market. Above average pay. Call Manager, KLEX, 816-259-3232.

Wanted: DJ with 1st phone. No maintenance. KNCY, Nebraska City, Nebraska.

Announcer/newman experienced. Some production. Bright, fast-paced, promotion filled Iowa station. Must be pleasant, run tight board. Write or call Ted Lauris, KMNS, P. O. Box 177, Sioux City, Iowa 712-258-0628.

Immediate opening for a young man that likes radio. Pop operation on the go. Opening for two men. Man that wants to move up in radio and recent broadcast school graduate that wants to learn all phases. Send tape and background in first letter KPSC, Falfurrias, Texas.

Experienced announcer for morning shift. Do some servicing of established accounts. Can attend local four-year state college. Bill Bigley, General Manager, KVMA, Magnolia, Arkansas.

Three station group adding announcers, newsmen, salesmen. Contact Bill Tedrick, KWRT Radio, Boonville, Missouri.

C/W format. 5-kw fulltimer in bright market needs true C/W man to P.D. and work Bd shift. Selling too, if you like! Give complete info. to Ed Dahl, KXGO Fargo, N. D., 405 S. 7th St.

Immediate opening for experienced staff announcer. Send tape, resume to WASA, Havre de Grace, Maryland.

Baltimore—Immediate opening for top morning country DJ. Must have 1st class and handle maintenance. Excellent opportunity for stable & aggressive man. Call collect Mr. Brenner, WBMD, 301-685-7095.

Wanted—1st class combo man for middle of the road music, network station. No rock. Experience a must. Top pay for right man. WBNR Beacon, N. Y.

Opening for morning man, capable of news, sports and announcing. Permanent position. Send tape and resume. WDDY Gloucester, Virginia.

Needed now. Production-minded top 40 jock. Experienced only. Move up to a swingin operation. Tape, resume, and photo first reply to WENY, Elmira, New York.

Immediate opening for staff announcer. 40 hour week. Send tape, salary expected and references to William M. Winn, Program Director, WESB Bradford, Pa.

Announcers—(Cont'd)

WFIK Huntsville, Alabama has opening for mature, experienced morning announcer for adult format. Established, progressive station in fast growing space center assures good future. Send tape, resume and photo or phone Dave Daughtry 205-534-5641.

Washington, D. C. metro area is first ranked. WHMC has immediate opening for bright experienced announcer with 1st phone. Executive advancement. Send tape, transcript & references, 207 Brooks Ave., Gaithersburg, Md.

First phone dj. No maintenance. Top forty, all new facilities. Tape, resume to WINW, Martindale, Ne., Canton, Ohio.

WJTO, Bath, Maine wants darn good announcer and all-around broadcaster for middle of the road operation. 8-day, 40 hour week. Send tape to Winslow Porter, with resume and state minimum salary requirement.

Somewhere . . . Someplace . . . there's an announcer who can do a creditable job with minimum supervision at an adult oriented daytime KW. This rare character has experience, can get along with people, likes small town living is realistic about salary, and would rather work than put in time. If this fits you, send a tape, (which will be returned), resume, and salary needs to WJWL, P. O. Box 111, Georgetown, Delaware 19947.

Experienced staff announcer needed immediately in top rated station in heart of Ohio vacation land. Must be able to do record show, news, commercials, etc. Our staff knows about this ad. Send tape, photo, resume, salary requirement to Program Director, WLEC, Sandusky, Ohio.

Experienced morning personality announcer for Cordele. Salary open. First class engineer, no experience required for Albany. Bill Goodson, WMJM Cordele, Georgia.

Announcer 1st phone for locally owned AM-FM station, good working conditions, morning & early afternoon shifts. Sports and/or sales possible. Send tape, resume, WMRI, 820 South Pennsylvania St., Marion, Indiana.

Two Radio-Television announcers wanted: Send resume, salary requirements and picture with 1st letter. Personal interview required. All tapes will be returned. Joe Rada, WTAP, Parkersburg, W. Va.

Ohio middle of road needs dj. Send tape, resume, salary requirements to: Terry Geese, WTNS, Coshocton, Ohio.

Announcer with 1st ticket. Call MA 2-7788, Collect in Tucson.

Need immediately—1 experienced announcer and one announcer/newsman. Both positions require 3rd, held by settled, mature type, individuals. University town, western New York. Call Donald Novelli, 716-672-2157.

Announcer-salesman with 3rd ticket. New FM. Base plus commission. Send references and resume to P.O. Box 519, Michigan City, Indiana 46360.

Michigan daytimer has immediate opening for first phone, experienced engineer announcer. Must be able to assume duties of chief. Good future, good salary, paid employee hospital and life insurance, plus many benefits. Reply immediately, giving a complete resume of experience, past employment and past earnings to Robert D. Ditmer, Ditmer Broadcasting, P. O. Box 276, St. Johns, Michigan 48879.

Draft has created immediate opening for announcer-engineer, 5 kilowatt. Phone 606-474-5144.

Wanted: Announcer with first phone ticket, no maintenance, opportunity for sales. Write or phone Arnold Terry, Bassett, Virginia, 703-629-2509.

Technical

Engineer wanted for midwest broadcast consultants office. Knowledge of math and drafting required. Send resume. Box B-194, BROADCASTING.

Technical—(Cont'd)

Midwest radio/TV station needs technician with first class phone license. Will give consideration to tech or military school graduate without broadcast experience. Salary based on experience. Permanent position. Airmail resume and photo to Box C-11, BROADCASTING.

1st phone engineer for combined transmitter shift and operating console for FM programming at 5 kw AM and 50 kw FM stereo station in mid-Atlantic, University city. No announcing required. Car necessary. Salary open. Box C-19, BROADCASTING.

Chief engineer wanted by excellent, established, Illinois fulltimer, part of expanding, prestige 8 station group. Permanent position, starting salary \$160, top employee benefits, advancement opportunities. In return will take charge of high class technical equipment, do installations, maintenance. Write in detail about education, experience, references to Box C-71, BROADCASTING.

Negro programed AM-FM station in midwest seeking chief engineer with directional experience. Write Box C-90, BROADCASTING.

Announcer-chief engineer: Immediate opening. Send tape, photo and background to Carl Yates, KSIS-AM-FM, Sedalia, Missouri.

Immediate opening—Chief radio-TV engineer. Write or phone: H. W. Meager, Detroit Public Schools, Detroit, Michigan, Area code 313-833-7900.

News

Develop modern local news bureau, UPI audio and wire for #1 1 kw daytime good music station. Sarasota, Florida. 200,000 market. Writing, tape samples, references. Box C-56, BROADCASTING.

Immediate opening for aggressive, experienced newsman capable of gathering, writing and delivering news on number 1 station. Send tape, complete resume and salary expected. Box C-87, BROADCASTING.

Journalism School at University in northwest wants assistant professor capable of teaching broadcast news courses in addition to news editorial courses. Masters Degree mandatory. Reply C-134 BROADCASTING.

News director, top 40, Mass. station. Must have exc. deliv. Dig for local news. Capable of directing staff. Box C-167, BROADCASTING.

WSMI, Litchfield, Illinois, seeking news director to gather, write and air local news. We're losing our news director to politics.

Wanted immediately: Local news editor, Excellent salary, WVOS, Liberty, N. Y.

News director—immediate opening. Must gather, write and present news for 5,000 watt daytimer. Excellent salary, profit sharing and fringe benefits. Telephone 715-258-5528.

Production—Programing, Others

Imaginative operations manager needed for new fulltime major market Ohio radio station. Must know FCC procedures along with ability to handle administrative and operations. Fine opportunity. Box B-260, BROADCASTING.

Program director with good voice & personality. Adult programing, good salary. Shenandoah Valley of Virginia, within 75 miles of Washington, D. C. Box C-78, BROADCASTING.

AM-FM fulltime station located in a single station market in the mid-west is looking for a top notch program director who can work with announcers, traffic, continuity etc. Must be able to write and deliver news and be willing to handle a regular board shift. Play by play experience helpful. Box C-84, BROADCASTING. Include complete resume, recent picture, tape and salary requirements.

Production—Programing, Others

Continued

Traffic manager—experienced for metropolitan area AM-FM radio station. IBM experience desirable but not required. Reply to Box C-147, BROADCASTING.

RADIO

Situations Wanted—Management

Responsible broadcaster with excellent sales management record. Ability, integrity, accomplishment. Desires permanent relocation. Prefer midwest, northwest, southwest station with sales and rating problems. Willing to accept responsibility and grow with you. Alert programmer. Number one morning personality in top 10 market. Age 35. Family man. Financially responsible. Willing to discuss stock-ownership possibilities. References. Seeking solid opportunity. Five figure salary with incentive and bonus. Write Box C-2, BROADCASTING.

Final move! 20 years sales and manager. Clean cut, family, college, references. Box C-7, BROADCASTING.

Station owners: Tired of making other peoples investments grow. Will run your station for livable salary plus yearly bonus, based on profits, in stock or ownership. Box C-33, BROADCASTING.

Proven major market manager available for toughest assignments. Young, experienced, excellent sales, program, management background. Top 15 markets or equity arrangement desired. Box C-41, BROADCASTING.

Employed small market manager desires change. Experienced all phases. First phone. Family man. Excellent references. Box C-47, BROADCASTING.

High creative administrator needs a supervisory, responsible position in TV station, TV division of ad agency or to organize broadcast department for sponsor. Prolific writer-producer. Background includes direct-to-consumer sales, sales management and incentive planning. 15 years Chicago TV; 5 years sales and sales promotion. Will relocate. Box C-148, BROADCASTING.

Announcers

Disc-jockey, young, ambitious, tight board, happy sounding. Box C-14, BROADCASTING.

!!!Talent!!!—Box C-21, BROADCASTING.

College grad—26—desires beginners announcing position—never been behind "mike"—not maintenance man but have "quickie" 1st phone—no car but have license—don't expect high salary. Box C-104, BROADCASTING.

Announcer. Negro. Pleasant personality. Some experience. Tape available. Box C-110, BROADCASTING.

Announcer, third phone endorsed, married, one year experience all phases including sports, production, interviews and copy seeking second job. Prefer Virginia area but will consider all replies, presently employed. Box C-113, BROADCASTING.

Telephone-talk or all-night pop music show wanted. You can have one of best in business who made 15 grand last year but more interested in creating than vegetating. Interview only. Box C-114, BROADCASTING.

Major contemporary: Format change. Must leave. Nine years. Afternoon drive. Highest ratings. Box C-116, BROADCASTING.

Bright air personality, family man, wants to settle. Box C-117, BROADCASTING.

Announcer, pro, mature, stable, family, college, excellent salary. Box C-118, BROADCASTING.

DJ—Med market, middle road—top 100. Two years experience. Tight board, good news and prod. Family, reliable. Box C-121, BROADCASTING.

Announcers—(cont'd)

Wake'em up with a smile morning man. Tight board—good air sell—1st phone, good references. Two hundred miles of Minneapolis. Box C-131, BROADCASTING.

Sportscaster—experienced. Radio and TV. Football, basketball. College graduate. Married. Medium/major markets only. Box C-132, BROADCASTING.

On the Ball, happy top 40 swinger and competent combo chief engineer. AM directional whiz. Experienced, now top 100 market. Military reserve. Newly married, must change to day shift. \$150. Box C-135, BROADCASTING.

Top 40 swinger!! Clever showmanship and adlib. Tight combo, family. Box C-140, BROADCASTING.

Award winning announcer-writer-production specialist currently working in top ten market seeks night work. Box C-143, BROADCASTING.

Wanted 1966 Baseball play-by-play position. Tape, references available. Box C-152, BROADCASTING.

Experienced dependable, professional broadcaster—a man who worked his way through college, with seven years experience in AM, FM & TV. Excellent recommendations. No problems. Married. Want to settle permanently. If you have a good music station and want a man who can take programming problems off your shoulders, we should negotiate. Prefer southwest, but will go where the job is. \$150/week minimum. 3rd endorsed. Will pay half the cost of personal interview. Box C-155, BROADCASTING.

Draft exempt. First phone top 40 dj. One year experience. Available immediately. Box C-161, BROADCASTING.

Veteran announcer. Straight or personality. Good friendly commercials and news. Would like permanent job in larger area. Family. Employed. Third. 1236 Elm, Webster City, Iowa.

Radio school graduate desires job on Rock station, 3rd phone, moderate salary. Chuck Sonitz, Chula Vista, Calif. Phone 422-1493, collect.

I'm Gabriel, I'm still available. R&B dj. 3rd phone, 15 years experience. 5616 Enright, Apt. 401, St. Louis, Mo. 63112.

Sixteen months experience. Tight Board, looking for opportunity. Contact: Albert Mapes 2933 Cherry St., Falls Church, Virginia, JE 4-6420.

Available immediately. 1 year experience top 40 disc jockey. Mature voice. \$450. Frank. 406-454-2042.

Single, one year experience announcing, sales, type, copy any format, any location, sixty five, seventy start, if permanent. Radio my whole life, Don Morton 788-6136, Macon, Ga.

Technical

Chief engineer, has know how and experience on maintenance, installation and construction with AM directionals also FM. Will travel at own expense for interview. Resume and experience backed by top references. Box C-81, BROADCASTING.

Mature engineer, administrator, seeks a position with perfection minded smaller market operator. Box C-103, BROADCASTING.

Experienced Radio-TV operating and maintenance engineer. Any location considered. Box C-112, BROADCASTING.

12 years experience, high, low power, directional. AM, FM some TV. Willing to change citizenship. Single, stable, first class phone. Box C-137, BROADCASTING.

Engineer experienced maintenance installation AM FM stereo, directional stations RF audio available immediately. Transportation, locate anywhere, first license. Box C-151, BROADCASTING.

First phone, past 8 years as C.E. No board work please. DA exp. non. Anthony Ostopoff, P.O. Box 808, Hopewell, Va. 23860. Phone 458-7083.

News

Top news & commercial announcer on N.Y.C. station. Forced to move. Changing format. Family man, also interested in TV. Box C-68, BROADCASTING.

Strong newsman wants two week vacation substitute work. Box C-102, BROADCASTING.

Victim of major market station purge. Journalism graduate. Deep, resonant, authoritative delivery, World traveler. 12 years comprehensive experience. Large market. Box C-139, BROADCASTING.

Veteran news director . . . mature, 15 years in radio information communications. Excels in writing, reporting, interviews and talk shows. 40, married, \$140.00 minimum. Phone Chuck, Waukegan 312-823-0427 or Box C-126, BROADCASTING.

Top 100 market, sports, news, first. D.C., N.Y.C., May. P.O. Box 2464, Delray Beach, Fla.

Production—Programing, Others

Sports director or sports-news combination position in east or midwest. Some TV experience. Box B-203, BROADCASTING.

Baseball announcer. Live or ticker. Triple A experience. Excellent audition and references. Box C-53, BROADCASTING.

Traffic girl with third. College radio major, RCA-TV Institute Grad. Presently traffic manager, air work. Seek advancement, additional air opportunities. Will relocate. Box C-107, BROADCASTING.

Free! Jazz show. For returning tapes after playing. Special attention: Washington, D.C., Long Beach, California. Good for international English-speaking stations, including Viet Nam. Box C-136, BROADCASTING.

Sportscaster—Seeks minor league baseball, college play-by-play, sales. Box C-153, BROADCASTING.

TELEVISION

Help Wanted

Salas

Group TV station, major northeastern market seeks young aggressive salesman tops in present position but has no place to grow. Excellent opportunity. Complete details first letter. Box C-130, BROADCASTING.

Technical

Immediate requirement for experienced chief engineer—northeast network VHF, small market TV station. Good salary, many benefits. Box A-310, BROADCASTING.

Experienced television technician for large northeast metropolitan station. Excellent salary. Box B-99, BROADCASTING.

Chief engineer — northcentral U.S. Experienced, preferably married. 5 figure salary potential. Experience required in VTR & G.E. transmitter. Fringe benefits. Send complete resume & salary expected. All inquiries confidential. Box B-254, BROADCASTING.

Three ambitious technicians, first class license, car and one year experience on radio, TV operation, state required salary, experience and military status in resume. Box B-318, BROADCASTING.

Chief engineer needed immediately for new station in major eastern market. Top pay for man thoroughly experienced in systems planning, installation, maintenance and transmitter. Send complete info to Box C-1, BROADCASTING.

Southern VHF network affiliate with expanded facilities, needs two qualified engineers. VTR, color film operation, maintenance experience helpful. The men we need have TV station experience and are strong on X-mitter and studio gear operation. Salary and benefits attractive for top applicants. Send full details to Manager, Box C-15, BROADCASTING.

Chief engineer to design and operate new UHF station in ideal midwest community. Exceptional freedom and work situation. Box C-43, BROADCASTING.

Technical—(Cont'd)

Chief engineer. Excellent opportunity available for graduate engineer with three or more years in television engineering to assume complete responsibility for the technical operation of a station that is part of a major group operation. We will offer excellent starting salary and complete fringe benefit program to a person under age forty who is a registered professional engineer and has a strong administrative and television engineering background. Send detailed confidential resume including salary requirements to Box C-62, BROADCASTING.

Immediate opening for engineer with first class license in upper midwest full power VHF station, experience not required. Write Box C-165, BROADCASTING.

1st class engineer — Call Chief Engineer, KCND TV, Pembina, North Dakota 58271, 701-825-6292.

Experienced engineer for AM & TV. Send resume & recent photo to Chief Engineer, WFSU-TV, Florida State University, Tallahassee, Florida.

Last call—Need two first phone engineers to complete staff at new ABC station. Modern RCA solid state equipment including color—great staff, solid organization. Excellent opportunity to get in on ground floor. Contact Dick Zahniser, WJET, Erie, Pennsylvania.

Sarkes Tarzian broadcast stations need chief engineer for small market UHF station. Also, transmitter engineer for WTTV, Bloomington/Indianapolis. Contact: Mr. Elmer C. Snow, WTTV, 3490 Bluff Road, Indianapolis, Indiana.

Vacation relief—Several temporary broadcast-technician positions available in late April at our stations in Ohio and Indiana. Consideration will be given to those people selected for these jobs for regular full time employment as opportunities arise. Applicants must have a first class FCC license and minimum of one year experience in studio or transmitter operations or equipment maintenance. Excellent starting salary. Send detailed resume to Personnel Department, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

Assistant director of Engineering—experienced in all phases of television. WQED is building new color facilities. Qualified persons contact Fred Edwards, Director of Engineering, WQED-TV, 4337 Fifth Avenue, Pittsburgh, Pa. 15213. Also available for interviews at the NAB Convention.

Engineer, Television systems—Philadelphia leader in field industrial and educational television systems has opening for chief engineer, experience required in television studio layout, video and R. F. distribution systems, audio and industrial television systems. Many company benefits. Send resume to Peirce-Phelps, Inc., 2000 N. 59th St., Philadelphia, Pa. 19131 Att: A. Q. McConnell.

Wanted: Field engineers to install and test high-power UHF television transmitters. Excellent opportunity with growing organization. Telephone 413-733-2284 or write Townsend Associates, P. O. Box 215, Feeding Hills, Mass.

News

Assistant news director experienced self-starter for mornings. Must know 35, 18mm, be able to gather, write, air. College. Rocky Mountain VHF. Box B-313, BROADCASTING.

TV news writer with TV production and film editing experience needed by leading group owned TV station in top 10 market. Send resume, etc. Box C-111, BROADCASTING.

Production—Programing, Others

Scenic designer needed. Position opens April 7 in nation's third market. Must be proficient in rendering, shop drawings. Demanding schedule of live production and syndicated taping in color requires talented party to fill position. Salary open. Send resumes to Box B-294, BROADCASTING.

Production—Programing, Others

Continued

Program manager—Group owner seeks younger person with heavy creative program and production experience and proven administrative ability. Excellent salary and benefits program. Send confidential detailed resume of experience and salary history to Box C-35, BROADCASTING. An Equal Opportunity Employer.

Midwest group-owned VHF will add production supervisor to handle major portion of live production. We have talented creative group but currently lack the person to execute our plans for programs and commercials during afternoon and evening. You'll like the living conditions and benefits. Tell us about your training, experience and ambitions in a letter to Box C-57, BROADCASTING. Our employees know of this ad.

Program Director—Take charge man with good background needed for brand new station in major eastern market. Must be able to create and develop saleable shows. Some experience in film purchasing helpful. Up to \$15,000 for man to fill immediate need. Send complete background info to Box C-85, BROADCASTING.

Promotion director for southern market VHF TV station. Opportunity for top second man in large operation. Send resume. Box C-91, BROADCASTING.

Rocky Mountain VHF, NBC affiliate needs aggressive, promotion minded program manager, who can work with people. The man we need is a self starter who has good ideas and the ability to get results. Send complete resume and salary requirement to Box C-105, BROADCASTING.

Top ten east coast market has immediate openings for TV-director/producer training program. At least 2 years college preferred and draft exempt. Send resume and photo. Box C-119, BROADCASTING.

Director-Producer. Here's the perfect opportunity for young director, good educational background and three to five years station experience, to move up. Major northeast station, with extensive live and taped schedule. Rush background and salary details to Box C-149, BROADCASTING.

Producer director needed by midwest station. Outstanding opportunity for creative person with ability to do own switching. Good salary and many fringe benefits. Send resume and salary requirements to Box C-170, BROADCASTING.

Instructor—Radio-TV-Film experience, master's degree desirable; \$7750 minimum for 9-month year; duties include basic course teaching and FM station supervision. KSDB-FM, Kansas State University, Manhattan, Kansas.

Wanted: Operations manager. Must be able to take charge of producing and directing UHF, with 99% local programing. Unusual challenge. Phone 301-424-9292.

TELEVISION

Situations Wanted

Management

Currently program manager top 20 market. Twelve years, all phases, small—medium—large markets. Must move to dryer climate for child's health. Mountain west, northwest, southwest. Box B-342, BROADCASTING.

TV executive, currently program manager, experienced, all phases 12 years, seeks station, operations, program management. Rocky Mountain and west. MA degree. Box C-123, BROADCASTING.

Television general sales manager. Proven performance national, regional, local sales; successful management and sales management; complete experience and background; top references. Employed. Box C-125, BROADCASTING.

Announcers

Sportscaster—experienced. Radio and TV. Football, Basketball, Baseball. College graduate Married. Medium/major markets only. Box C-133, BROADCASTING.

Technical

First phone w/Radar wants beginners job in west. Box C-124, BROADCASTING.

Engineer with supervisory experience. Engineering training, plenty of experience television, radio, including microwave. Chief or assistant. Will consider educational Television. Box C-154, BROADCASTING.

NEWS

News director—Extensive major market experience, imaginative writing, top rated delivery, production knowhow add up to efficient operation producing top ratings. Heavy experience in public affairs, special events and editorial programing. Box C-150, BROADCASTING.

Production—Programing, Others

College grad, 23, married, seeks chance to direct. Broad background, solid news experience. Can double as newsreel cameraman, film editor, writer, etc. California or southwest preferred. Box C-37, BROADCASTING.

Film documentarian—experienced as Producer/Director, Writer, cinematographer and Editor seeks challenge with aggressive local station or film unit in U.S., overseas. Box C-109, BROADCASTING.

WANTED TO BUY

Equipment

We need used 250, 500 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Iturbide St., Laredo, Texas 78040.

Need 5,000 watt AM transmitter . . . good condition only . . . KHIL . . . Willcox, Arizona.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Ind, 440 Columbus Ave. N.Y.C.

Parabolic antennas 6' aluminum complete with dipole and 4" pole mounting bracket. 1750 mc \$125.00 complete. Tuned to 950 mc \$175.00 complete. S. W. Electric Co., Phone 415-832-3527, 24th & Willow Streets, Oakland, Calif.

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

Write, Call or wire about information covering trade-in used tape cartridge equipment of all makes. Sparta Electronic Corporation, Box 8723, Sacramento, California. 95822, 916-421-2070.

SKW Standard Electronic FM used 3½ years. Also matching stereo generator. WKLS, Atlanta.

Buy with confidence from the complete source of used equipment. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tenn.

Ampex 600 tape recorder, half track, excellent condition, \$295. Ampex 620 amp/spk, like new, \$100. Fred Berney, 17 Amherst Court, Buffalo, New York, 14225.

Complete FM package, G.E. 1 kilowatt transmitter, G.E. monitor, 2 bay Collins Ring antenna plus 25 spare finals—all in excellent condition. \$3500. FOB Washington state. Must sell now! (208) 564-5251.

5 kw AM transmitter. Raytheon Model-RA-5. Rewinding modulation transformer puts it in excellent condition. Some spare parts and tubes included. Price \$2,000 FOB. Box C-138, BROADCASTING.

Attention C. P. owners. Complete broadcasting station, in Trailer. All you need is your tower and transmitter. Also ideal as a second studio. Box C-146, BROADCASTING.

FOR SALE—Equipment

Continued

For Sale—Limiter Gates M3529B. Excellent condition, practically new. Half price, \$290. WAGN, Memominee, Michigan.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

"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.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91805.

Your resumes Mimeographed. \$3.00 for 100. Box 425, Sharon, Pa. 16146.

INSTRUCTIONS

FCC license and A.S.E.E. degree programs, by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog. Dept. 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.

Learn radio on the only school-operated station in the nation—KEIR-FM—and use the nation's finest practice studios. Highly qualified professionals teachers train you in announcing, programing, production, news, sports, TV, console operation and much more. Elkins Institute, 2803 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting March 16, June 15, August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW. Washington 1, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Apr. 18—May 23—June 27. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

INSTRUCTIONS—(Cont'd)

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results, day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

F.C.C. First Phone—plus—250 hours theory & practical application. 8 weeks \$345. Rooms \$10.00 a week, on campus. License guaranteed. Orlando Technical College, 535 N. Magnolia, 415, Orlando, Florida.

F.C.C. First Phone in 8 weeks plus 300 hours theory and practical application. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Weirton, W. Va.

New England's only 10 week, First Phone course. Classes offered eves, so if you can commute to Boston, no need to quit your job and relocate. Classes limited to 20 students! Starting dates: May 2, Sept. 6. Write to: Northeast Broadcasting School, 883 Boylston Street, Boston, Mass. 02116.

Voice improvement by famous teacher. Home-training. Free literature. VOICE-CRAFT, 1709-B Fremont, Madison, Wisconsin 53704.

First Class License. Ten week course. 350 hours theory, lab and practical training. \$395. Atlanta School of Broadcasting, 52 11th Street, N.E., Atlanta, Georgia.

Professional School of Radio and Television broadcasting. Classes taught by working professionals from major stations. Write E.I.T., 2457 Woodward Avenue, Detroit, Michigan 48201.

RADIO

Management

RADIO

Station Manager

For major market group must have successful background in top forty management in a large competitive market. Salary, stock and profit sharing plans. Top for the right man. Send full details: **Box C-157, Broadcasting.**

Sales

WANTED

Crackerjack Sales Managers and sharp Salesmen to join fast growing FM Operations in major markets. Ability to handle local retail sales essential.

Call or Write Howard Grafman
Century Broadcasting Corporation
33 N. La Salle St., Chicago (312) 922-1000

Audio Sales Specialist

Custom audio equipment manufacturer has immediate opening for Audio Sales Specialist who knows complex audio systems and is familiar with the latest in transistorized equipment. Excellent salary and complete company benefits. An equal opportunity employer. Send resume to:

Box C-168, Broadcasting.

Help Wanted—Announcers

MORNING MAN RADIO NOW—TV COMING

Midwest Metro Market #1 Top 40 Station needs personality for morning shift and offers TV opportunity in near future. Salary open. Send tape, resume and picture to

Box C-6, Broadcasting

Announcers—(Cont'd)

REMARKABLE OPPORTUNITY

for genuine personality seeking recognition.

Creative atmosphere, good pay. Send tape, pic, details.

Box C-17, Broadcasting

MORNING MEN

This advertisement for a future hire.

We need a bright, exciting morning sound. A man who is relentlessly consistent in his effort to dominate a major metropolitan market. We'll pay for the right man. The right man will prepare each days show in advance; He will be informed about the metropolitan area; He will know news; He will work with humor. He will entertain his audience every day. No floaters. Audition tape & resume to

Box C-98, Broadcasting.

WANTED

Strong Personality

or

All Night Program on
50kw Clear Channel Station

Do not apply unless you have talk program experience, can produce a good music and talk nighttime show that will attract listeners and advertisers, and have the poise, the wit, and the tact that such a show demands. Send tape and resume to:

Box C-106, Broadcasting.

Situations Wanted—Management

AVAILABLE FOR PERSONAL INTERVIEW

NAB CONVENTION, CHICAGO

MARCH 27-30

A recognized, top-flight, radio and television broadcast executive. Twenty-years proven professional and executive ability. Thorough knowledge of industry problems. In-depth experience all phases radio-television station operation, including networks. Especially skilled in programing & production, news, writing, music, announcing, public relations, promotion, sales. Effective organizer. Efficient manager. Works well with people. Strong talent both on and off air. Highest industry references. Desires affiliation with group or managerial level with medium-to-major market radio and/or tv station. Particularly interested in challenging FM situation. Prefer far west and west coast. Will consider all, however. No hurry to make change. Interested in meeting with principals only. All communication in strict confidence.

Box C-97, Broadcasting.

Production—Programing, Others

PROMOTION PRODUCTION MAN

Needed for No. 1 major market independent. Must be inventive, imaginative & able to write commercial copy. Send resume, photo & work samples to

Box C-99, Broadcasting.

OPERATIONS MANAGER

for top forty major market group station. Must be experienced and successful at promotion, music and format execution. Send complete details.

Box C-158, Broadcasting.

Situations Wanted—News

HOTLINE TO VIET NAM

Veteran newsman Stan Major is leaving for Viet Nam shortly . . . to interview servicemen from your area. These short interviews will be available exclusively to you.

Write: 5202 Marina City, Chicago 60610 or call 312-321-1680. IMMEDIATELY!

FLASH! Markets sold include: Cleveland, Washington, D.C., Cincinnati, Boston—others pending.

HURRY!

Situations Wanted—Management

Station in Trouble?

Are you contemplating Country-Western Format? Let me construct top ranking C&W operation with competent Management of Music, Personnel, Programing and Promotion based on 20 years experience. Join the nationwide swing to successful C&W Radio and share in the tremendous C&W profits others have enjoyed the past 25 years. All inquiries welcome.

BOX C-145, BROADCASTING.

TELEVISION—Help Wanted

Management

TOP EXECUTIVE WANTED

President of dynamic newly-formed multiple UHF Television group requires the services of a competent young executive to handle setting-up operations. Unlimited future, both professionally and financially.

Must demonstrate capabilities for handling group-station management.

Must be imaginative, personable, aggressive, willing to travel. Should have both business management and TV sales and programing experience, preferably UHF.

Excellent opportunity for young executive type with ambition, willing to work an 8 day week.

Immediate and prospective return commensurate.

Replies treated in strict confidence. Forward photograph and resume to T. F. Ging, 900 Seventeenth St., Washington, D.C. 20006

CATV MANAGER WANTED

We have openings for men with strong sales and promotional ability who can supervise a new CATV system. You do not need engineering background but some familiarity with technical facilities would be helpful. A base salary plus an incentive plan will earn a good manager a five figure income although the "sky is the limit". Openings in southern and middle western markets. Send full resume to

Box C-9, Broadcasting

Sales

TV STATION SALESMEN

WCIU-TV, CHICAGO, Is looking for additional salesmen. Aggressive, experienced in TV, some college education, family men with excellent appearance and best references. Draw against commission. Do not phone. Send complete resume, snapshot, and references to

John McPartlin, WCIU-TV, Board of Trade Building, Chicago, Illinois.

TELEVISION

Help Wanted—Technical

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance of RCA VHF and UHF television transmitters or color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: D. K. Thorne, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden 8, N. J.

An Equal Opportunity Employer

RADIO CORPORATION OF AMERICA

TELEVISION HELP WANTED—Technical (Cont'd)

CHIEF ENGINEER

Pittsburgh-Cincinnati

New UHF Stations of a dynamic 6th station group equipped with the last word in ultra-modern facilities.

Your confidence is fully guarded.

Box C-82, Broadcasting.

Production—Programing, Others

EXCEPTIONAL OPPORTUNITY

FOR TV DIRECTOR OF ADVERTISING AND PROMOTION

Television station in major market seeks an aggressive, experienced man to assume responsibilities as Director of Advertising and Promotion. Send resume, photo and salary requirements in first letter. All replies confidential.

Box C-108, Broadcasting.

MISCELLANEOUS



BRAIN FOR SALE

Weekly idea service for radio stations. One subscriber per market. Write today for free sample.

BROADCASTER'S EXCHANGE
1015 Hartford Bldg. Dallas, Texas

INSTRUCTIONS

LEARN MORE
EARN MORE

Television Camera Operation
Production & Directing
**DON MARTIN SCHOOL
OF RADIO & TV**

1653 N. Cherokee HO 2-3281
Hollywood, Calif. 90028

EMPLOYMENT SERVICE

THE AMPS AGENCY

BY BROADCASTERS · FOR BROADCASTERS

We fill all job classifications for men and women in broadcasting and allied occupations—management, sales programing, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, Ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

★ THE AMPS AGENCY ★

All Media Placement Service
3974 Wilshire Blvd., Los Angeles, Calif.
Telephone DU 8-3116

Color VTR Sales Engineer

The television industry's swing to color has created the need for alert, aggressive Sales Engineers. VTR experience essential. If you are the kind of person we're looking for, you're assured an outstanding future with the leading manufacturer of Color Television and related broadcast equipment.

Salary is commensurate with experience and ability. Interviews will be conducted in major cities, or interview travel expenses paid.



Send complete resume or call Mr. Charles Spicer, Visual Electronics Corporation, 356 West 40th Street, New York, N.Y. 10018, Telephone (212) 736-5480.

**WANTED
Chief Engineer**

If you are qualified to act as Chief Engineer of Television station, send qualifications immediately to M. N. Bostick, KWIX-TV, Waco, Texas.

IMMEDIATE OPENING

5 First Phone Engineers, either with or without experience. Pleasant working conditions, fringe benefits. ABC affiliate. Call Dallas Cox, Chief Engineer, WNBE Television, New Bern, N. C. 919-637-2111 or send complete resume.

Applications FROM ALL DEPARTMENT HEADS* are now being accepted for presentation to LEADING Radio & TV Stations during the NAB Convention.



RADIO-TV
EMPLOYMENT
AGENCY

645 North Michigan Ave., Chicago, Ill.
Phone area code 312 837-7075
925 Federal Blvd., Denver, Colo.

*Including General Managers, Sales Manager, Program Manager, Production Managers & Chief Engineers, etc.



PLACEMENTS

Stations and Applicants use our service with confidence
1615 California St., (303) 292-3730
Denver, Colorado 80202

FOR SALE

Equipment

**DRAMATIZE TV WEATHER REPORTING
—SATELLITE STYLE—**

Receive instant pictures from orbiting weather satellites—right on camera—for authentic TV Weather Reporting.

1. Meteorological satellites, carrying Automatic Picture Transmission (APT) facilities are now being launched.
2. Be the first TV station in your market to show viewers these exclusive pictures—instantly—via the newest Alden Electronic APT facsimile recorders.
3. These same recorders are now being built for the U.S. Weather Bureau, U.S. Navy, and U.S. Air Force. Reception is instant—line-by-line as pictures are scanned in the satellite. No photographic processing or delay. They also will receive up-to-the-minute official Weather Maps directly from the U.S. Weather Bureau.

Alden Electronic Facsimile Equipment is in use nationwide by the U. S. Weather Bureau, TV stations, and Universities; and worldwide by governments and other meteorological groups. Lease plans available. Write or call: Irving B. Tatro, Manager Meteorological TV Systems, ALDEN ELECTRONIC & IMPULSE RECORDING EQUIPMENT CO., INC., Westboro, Mass. 01581 Tel. 617-366-4467.

WANTED TO BUY

Stations

WANTED TO BUY

Radio Station, Eastern location. Replies confidential.

Reply: Box B-281, Broadcasting.

Radio Station Wanted

Experienced Broadcaster will pay from \$400,000 to \$1 million for good property. Principals only please—I am not a broker.

Box C-94, Broadcasting.

FOR SALE

Stations

ABSENTEE owner wants to sell FLORIDA EAST Coast 1,000 watt.

WRITE:

Box C-120, Broadcasting.

BARGAIN FOR CASH

Pacific Northwest, 5 KW Daytimer Model Station—Top 100 Markets
Airmail—

Box C-122, Broadcasting.

LA RUE MEDIA BROKERS, INC., reports sales of \$7.5 million within the last 16 months of Radio, TV and CATV properties. We currently have listings in following states.

- M.W. METRO FULL \$1.3 million
- S.W. METRO FULL 50 kw \$1.5 million TERMS
- N.Y. SUBURBAN AM-FM \$600,000 TERMS
- VA. DAY \$60,000 yearly cashflow \$400,000 TERMS
- W. COAST TWO AMs
- HONOLULU, HAWAII Attractive AM situation

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Ala.	medium	daytime	65M	29%
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TERMS

Brokers Protected

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(Continued from page 98)

Action of Feb. 23

Remote control permitted KROY Sacramento, Calif.

Rulemakings

AMENDED

By report and order in Doc. 16408, commission amended its FM table of assignments to substitute channel 280A for 296A at London, Ky., and latter channel to Corbin, Ky. Corbin Times-Tribune petitioned

for additional channel in that city. Commissioner Cox dissented and issued statement. Action March 9.

By order, commission amended part of its rules to delegate authority to chief of broadcast bureau to waive note to Sec. 1.571 and Sec. 73.37 to extent necessary to accept for filing applications by existing AM stations for change in site or antenna efficiency, which would result in new or increased co-channel or first adjacent channel overlap, if it is found that good cause for change exists, such overlap is not in excess of two miles along angle of maximum penetration. Action March 9.

New call letters requested

KGGK(FM) Garden Grove, Calif.—Audio International Inc. request KTBT(FM).
WORT New Smyrna Beach, Fla.—Radio New Smyrna Inc. requests WOGO.
*Vincennes, Ind. Vincennes University requests WVUT(TV).

McAllen, Tex.—Rio Broadcasting Co. requests KUAK(FM).

WSHC Collierville, Tenn.—Piper Broadcasting Co. requests WPIP.

WYDD(FM) New Kensington, Pa.—Milton J. Hammond requests WNUF(FM).

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through March 9. 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 of CATV franchises and sales of existing installations.

■ Indicates a franchise has been granted.

Jonesboro, Ark.—American CATV Services (C. E. Fletner Jr., president), Kingsport, Tenn., has applied for a franchise. The firm has offered to pay a franchise fee of 3½% of the gross or \$1,000 per year, whichever is greater. The installation charge will be a maximum of \$15 and the monthly rate, \$5. Previous applicants are Telecom Cable Inc., Amarillo, Tex.; Jonesboro Cable Television Corp., Fort Worth, Tex.; George

Hernreich, owner KAIT(TV) Jonesboro, Ark.; and Uel Smith, head of a Jonesboro group.

Imperial Beach, Calif.—International Telemeter Corp. has applied for a franchise. A nonexclusive franchise was granted to Mission Cable TV Inc. in November 1964.

Venice Gardens, Fla.—Venice Central Antenna Network, represented by D. G. Boone, has been granted a franchise. The firm, whose parent company is the International Equity Corp., Bala Cynwyd, Pa. (group owner), also has a franchise in Venice, Fla.

Bradley, Ill.—Kankakee TV Cable Co. (Kankakee Journal-Mid America Stations), has applied for a franchise. The company already holds a franchise in Kankakee and has one pending in Bourbonnais, both Illinois. Cable Television of Illinois, Onarga, Ill., has previously applied for a franchise.

Fairfield, Iowa—Theatre Enterprises Inc. (Gerald Sandler, president), Des Moines, and Palmer Broadcasting Co., Davenport, both Iowa, have applied for franchises. Three other firms have previously applied.

Hosington, Kan.—Cobb and Associates has been granted a franchise. The company eventually will offer a 12-channel TV service, including channels 2, 12, 7, 10, an all weather-time channel, 24-hour FM, and educational TV. Hosington Cable TV Inc., Telesis Corp. (group owner) and a group of Great Bend, Kan. CATV businessmen had also applied for franchises.

Aberdeen, Md.—Multiview Cable Co., Havre de Grace, Md., has been granted a nonexclusive franchise. The Chesapeake Antenna Television Co., Baltimore, also had been an applicant.

Bel Air, Md.—Multiview Cable Co., Havre de Grace, Md., has been granted a nonexclusive franchise. The Chesapeake Antenna Television Co., Baltimore, also had been an applicant.

Havre de Grace, Md.—Multiview Cable Co., that city, has been granted a nonexclusive franchise. The Chesapeake Antenna Television Co., Baltimore, also had been an applicant.

Medford, Mass.—Sherwood J. Tarlow, owner WHIL that city, has applied for a franchise. Service will provide coverage from channels in New Bedford, Mass.; Providence, R. I.; New Hampshire, Connecticut, and Maine. WORL-FM Boston is also seeking franchise rights in Medford.

Ludington, Mich.—A franchise has been granted to Cable Vision (Ray Plank, president). Booth Broadcasting Corp. (group CATV owner) had also applied for a franchise.

Springfield, Mo.—Steve Fox and Robert B. Murray have applied for a franchise. Other applicants are Springfield CATV Inc., Springfield Cable TV, Springfield Cablevision, Springfield Telecable, and Ozark Empire Vision.

Nelsonville, Ohio—Nelsonville TV Cable Inc., Eugene Edwards, owner, has been granted a 20-year exclusive franchise. Monthly service fee will be \$3.25 with no installation fee.

Lebanon, Ore.—Liberty KEZI Television Co. (Donald E. Tykeson, general manager), Eugene, Ore., has applied for a franchise. If approved, the firm would pay 3% of the annual gross revenue to the city. The installation fee would be approximately \$20 and the monthly rate, \$5. Service will provide coverage from both Eugene stations, four Portland stations, the Corvallis educational channel, and possibly the educational channel in Portland and all Oregon.

Freeport, Pa.—Clearview TV Antenna Systems Inc., a subsidiary of North Pittsburgh Telephone Co., (represented by George Kiefer) has applied for a franchise. Monthly

service charge would be about \$4.50 with the city receiving 2% of gross revenue. Gateway Broadcasting Enterprises Co. has already applied for a franchise.

Hatboro, Pa.—Montgomery Cable Television Co., a subsidiary of the Montgomery Publishing Co., has been awarded a franchise. The company will offer 18 TV channels.

Irwin, Pa.—Tex-Video Inc. has applied for a franchise. The township would receive 3% of the profits. Westmoreland TV Cable Co. has previously applied for a franchise.

Larksville, Pa.—A 10-year nonexclusive franchise has been granted to Universal Cable Television System. In March 1965, the council rescinded a franchise granted in December 1964, to the same company. (BROADCASTING, March 29, 1965). Installation will be free with a \$5 monthly service charge. The company already holds franchises in Dupont, Swoyerville, and Yatesville, all Pennsylvania.

Mt. Carmel, Pa.—Stephen Kent, Atlas, Pa., has applied for a franchise. He offers 12 channels and six to nine FM stations. Installation fee would be \$5 with between \$3.75 and \$4.25 monthly service fee. The Borough would receive 3% of gross revenue after 500 customers. Already holding a franchise in Mt. Carmel is Vepko's CATV System.

White Oak, Pa.—Tex-Video Inc., McKeesport, Pa., has been granted a franchise. Installation for the first six months will be free; thereafter it will be \$4.75. Monthly service charge will be \$4.50. The company already holds a franchise in North Charleroi and has a franchise pending in Irwin, both Pennsylvania.

Decherd, Tenn.—A franchise has been granted to Earl Grover, John Keese Jr. and James D. Hall.

Seymour, Tex.—Tele-Cable-FM Co. (A. K. Hutchinson and H. Warren Prater, owners), Paducah, Tex., has applied for a franchise. A \$10 installation fee and \$6 monthly charge will provide service from Fort Worth and Dallas stations, as well as FM.

Whitesboro, Tex.—Telstar Television Inc. (Charles Whitecotton, president) has been granted a franchise. The company will provide FM service, an all weather warning system, and TV coverage from nine stations in Dallas, Fort Worth, Wichita Falls and Sherman, all Texas, Ada and Ardmore, both Oklahoma.

Provo, Utah—Community Television of Utah (composed of KUTV(TV) KCPX-TV, and KSL-TV, all Salt Lake City) has been granted a nonexclusive franchise. The firm will provide TV service from the three Salt Lake City stations, the three educational TV channels in Utah, and from eight other Pacific coast channels.

Roy, Utah—Community TV Inc. has been awarded a nonexclusive franchise. Wasatch Community TV, Wasatch, Utah, had also submitted an application.

Green Bay, Wis.—Universal Telephone Co., Milwaukee, has applied for a franchise. Previous applications have been submitted by Bay Theater Corp., Green Bay; James K. Donahue, Boston; and Marcus Theater-CATV Inc., Milwaukee.

Buffalo, Wyo.—Wyoming Televents (Carl Williams, president) has applied for a franchise. The company has been granted a franchise in Douglas, Wyo.

Douglas, Wyo.—Wyoming Televents (Carl Williams, president) has been granted a franchise. The charge for installation will be up to \$25 and the monthly rate up to \$6. Five undetermined channels will eventually be available.

Gillette, Wyo.—Wyoming Televents (Carl Williams, president) has applied for a franchise. The company has been granted a franchise in Douglas, Wyo.

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TODAY AND TOMORROW**

WHEN Harvey Glascock was a newsboy in Washington in the 1930's he used to scour the bargain-basement shops in the nation's capital for three-for-a-dollar popular music records.

Popular music is still his passion today. He has a collection of several thousand records in his Bronxville, N. Y., home, and, in a large sense, his hobby is his business.

In a modern-day sequel to the Horatio Alger story, Mr. Glascock grew up and became vice president and general manager of WNEW New York, which for many years has been synonymous with popular music and news. Approximately 85% of the station's schedule is devoted to what Mr. Glascock calls "broadly based popular music" and to news, and the remainder to documentary-public affairs and sports broadcasts.

One aspect of his job that he thoroughly enjoys, he revealed, is selecting the weekly schedule of records for the station as part of a committee that also includes the music librarian and the program director.

"Our definition of popular music rules out a lot of, but not all, rock 'n' roll," he explained. "We do not play the extreme, far-out type."

Mr. Glascock is a tall, solidly built man of 45, who reflects quiet assurance, alertness and intelligence. He speaks easily and fully regarding his business life but is inclined to be more economical in discussing Harvey Glascock, the person.

"I guess I haven't led a very colorful life," he remarked at one point. "I don't have any funny stories or interesting anecdotes to tell."

The Kluge Influence ■ There are three highly visible threads that have run through Mr. Glascock's 19-year broadcast career: popular music, John Kluge and radio. In fact, he upholds a staunch dedication to radio that seems almost anachronistic in an era in which television is usually regarded as king.

It doesn't sound contrived or self-serving for Mr. Glascock to assert, as he did on several occasions, that he prefers to remain in radio and has no desire to move on to a post in television.

"I consider myself a radio man," he said in self-appraisal. "I like to think of myself as a professional radio broadcaster."

Except for one year, he has worked exclusively in radio and for stations that programed a popular-music-and-news format.

Mr. Glascock began in radio at WEAM Arlington, Va., as a \$50-a-week salesman, in 1947. A friend had suggested he apply for the job and he was accepted.

He takes his hobby to work with him

"I had always been interested in advertising," he recalled. "I tried selling real estate for a little more than a year after my discharge from the Army. But I wasn't happy about it. I soon found out that radio excited me, challenged me."

He prefers radio to television, he explained, because he finds the medium poses a day-to-day challenge in developing the daily product of music and news. In TV, he contended, the programming is largely from outside sources, reducing creative contributions from

WEEK'S PROFILE



Harvey Leonard Glascock Jr.—VP and general manager, WNEW New York; b. Aug. 31, 1920, Washington; U. S. Army, 1942-45, enlisted as private, discharged as captain; real estate salesman, 1945-47; account executive, WEAM Arlington, Va., 1947; account executive, WINX Washington, 1947-49; commercial manager, WOOK Washington, 1949-51; sales manager, WMAL Washington, 1951-52; sales manager, WMAL-TV, 1952-53; became partner with John W. Kluge in 1954 in acquisition of WKDA Nashville and served as general manager and executive VP until 1959; VP and general manager, WHK Cleveland, 1959-60; VP and general manager, WIP Philadelphia, 1960-65; VP and general manager, WNEW New York since 1965; m. Genevieve Hurley, 1947; daughter—Patricia Anne, 7; member—International Radio and Television Society; former VP, Philadelphia Television and Radio Advertising Club; director, Saints and Sinners; hobbies—music, reading, swimming, following professional football.

station management. For almost seven years, he worked at stations in the Washington area. In 1954, John Kluge, now board chairman of the rapidly expanding Metromedia communications empire entered, Mr. Glascock's life, professionally speaking.

He invited Mr. Glascock and six other executives to join him in acquiring and operating a group of stations under the corporate umbrella, Kluge Broadcasting. Mr. Glascock accepted and became a partner with Mr. Kluge in WKDA Nashville, where he served as executive vice president and general manager.

When Mr. Kluge began assembling what was to become the Metropolitan Broadcasting complex of TV-radio stations and purchased WHK Cleveland in 1959, he installed Mr. Glascock as vice president and general manager. In 1960 he was moved to WIP Philadelphia where he had a similar title. In January 1965 Mr. Glascock was transferred to the company's WNEW as vice president and general manager.

New Mission ■ Mr. Glascock views his mission at WNEW as different from that at either WHK or WIP. At WHK, he reported, he was heading a station that wasn't a factor in the market but through a change in format to top-40 music and aggressive sales and promotion, moved into strong contention. At WIP, he added, the station was profitable but "lacked a consistent sound pattern," which was instituted and helped improve operations.

"Here at WNEW I inherited a station that was profitable, grossing more than \$7 million a year, and had the value of a good name," he observed. "WNEW has the same format it had 33 years ago. My principal objective here was to make the operation more efficient. I think we have made headway through certain refinements we have introduced."

His long-time associate and superior, John Kluge, believes a chance remark he made to Mr. Glascock 13 or 14 years ago changed the course of the WNEW general manager's life.

"You know, Harvey," Mr. Kluge pointed out to him at that time, "there's more to radio than Washington, D. C."

Through expanding his horizons geographically, Mr. Kluge observed recently, Harvey Glascock was "extended to broaden his radio background in a variety of situations and has developed into an outstanding radio broadcaster."

The mobile life also has affected Mr. Glascock on a less exalted, but still personally important level: He has shifted his allegiances, in turn, from the Washington Redskins to the Cleveland Browns, the Philadelphia Eagles and the New York Giants professional football teams.

Fair warning

THE Senate Communications Subcommittee is preparing for a comprehensive review of federal regulation that affects the nature and extent of broadcast journalism. The principal focus of the subcommittee's attention is for the moment on the fairness doctrine, but the inquiry is bound to go beyond that. There will no doubt be an opportunity for examination of the whole philosophy of government regulation as it applies to the function of radio and television as news media.

The question now is whether significant numbers of broadcasters are preparing to take advantage of the forum that the subcommittee will provide when it begins its hearing. There is evidence that the Radio-Television News Directors Association recognizes the opportunity.

The RTNDA's president, Bob Gamble of WFBM-AM-FM-TV Indianapolis, has asked all members to supply him with information documenting problems that have been caused by federal controls. We have no doubt that if the membership responds as it should, the RTNDA will be able to present a strong argument for journalistic liberation.

But the RTNDA cannot carry this load all by itself. It lacks large financing and can contribute only parttime manpower. What is needed here is the kind of massive campaign that broadcasters instinctively mount when confronted by government action that directly affects their P&L statements.

The regulations flowing from the fairness doctrine and the equal-time law in which it is contained have been a serious deterrent to the development of broadcast journalism. They ought to arouse among all broadcasters at least as much opposition as is aroused when, for example, the FCC attempts to impose limitations on the number of commercials a station may broadcast.

According to reliable indications, the subcommittee's hearing will commence in June. That doesn't give the broadcasters a minute's more time than they need to work up their testimony.

Not to be brushed off

WE hope that NBC's new concept for measuring radio audiences will get an unprejudiced reception and a fair test, because we think it could, if it proves valid, do much to upgrade radio's salability as an advertising medium.

As reported elsewhere in this issue, the technique was designed to produce, for the first time, national audience figures for radio on a cumulative, individual-listener basis. With "cumes," radio would to a great extent be freed from the inhibiting influences of ratings that describe a one-shot audience. It would have the figures needed to compete with other media on their own box-car terms.

NBC's first findings, for instance, show that in a week's time 90% of all U. S. adults listen to radio—a level that is three points higher than television's. For another example, they indicate that one-eighth sponsorship of one specific network news series reaches an unduplicated audience equivalent to that of television's *Danny Kaye Show*, *Run for Your Life* or one installment of *Peyton Place*—and, more to the sales point, does this at a cost of \$15,000 as against approximately \$40,000 for a minute in one of those network TV programs.

The technique was designed primarily for measuring network radio audiences. But all radio obviously would benefit if advertisers and their agencies began to see and think of

radio in the same massive audience numbers they now associate with television.

We said we hope it gets a fair shake. A volley of sniper fire greeted the first findings. Two networks were miffed about the figures shown for them. Their complaints, however, seemed directed against the sample used in the first study and the propriety of NBC's releasing figures of its competitors. The sniping does not seem to be directed, at least not yet, against the methodology itself.

If the sample was faulty, it can be corrected, and differences over the proprieties can be straightened out in time. The important thing is the methodology. Many experts were said to be enthusiastic. Tom Coffin, NBC research vice president and chief architect of the plan, openly hopes for refinements but appears confident that the approach is basically correct. Others, equally respected, have reservations and want further tests but consider it promising enough to interest them in helping with the tests.

We hope it works. We hope it gains acceptance. It could give radio the confirmation of the magnitude that radio in fact already has.

It's about time

BEFORE the advent of audio tape after World War II the broadcasters' biggest semi-annual headaches were the transitions to and from daylight savings time. But even with the perfection of video as well as audio tapes, which give broadcasters flexibility in recording programs for playback in usual local slots, there is inordinate disruption of schedules accentuated by lack of uniformity in switch-over dates among the states and even among communities within individual states.

Suddenly there is within legislative reach a new and happier era of uniform time standards. The House Commerce Committee has reported favorably a bill passed by the Senate last year that would require states observing DST to start and end on the same dates. Uniform switch-over dates would be effective this year, to begin the last Sunday in April and end the last Sunday in October. And effective next year the bill would require uniform time—either standard or daylight—within each state.

Even though the cows may not like it, we think broadcasters should do their utmost to encourage the House to approve the action of its Commerce Committee.

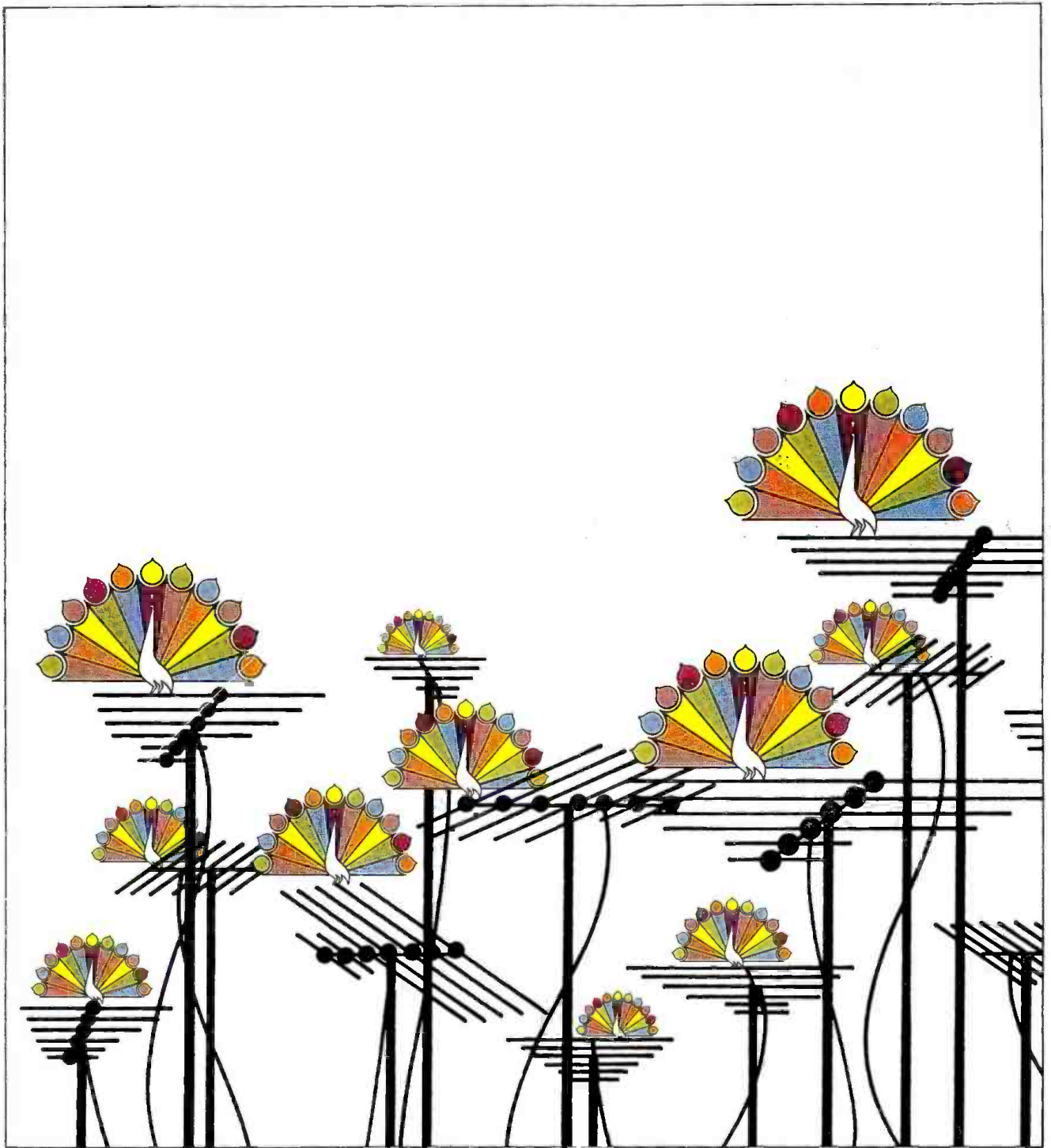


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Represented by NBC Spot Sales **KNBC**  **4** 

*Nielsen Station Index, December, 1965; color homes based on NSI areas; total viewers, 9 AM to 12 Midnight, Sunday through Saturday. Note: Audience and related data are based on estimates provided by Nielsen and are subject to the qualifications issued by this service. Copies of such qualifications available on request.