



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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NEWSPAPER

RAB claims radio's growth outstrips other media. p31
FCC interim form embodies NAB commercial standards. p34
Is CATV's 'great leap forward' tripping over phone wires? p44
Bombardment begins for NAM's land-mobile invasion. p52

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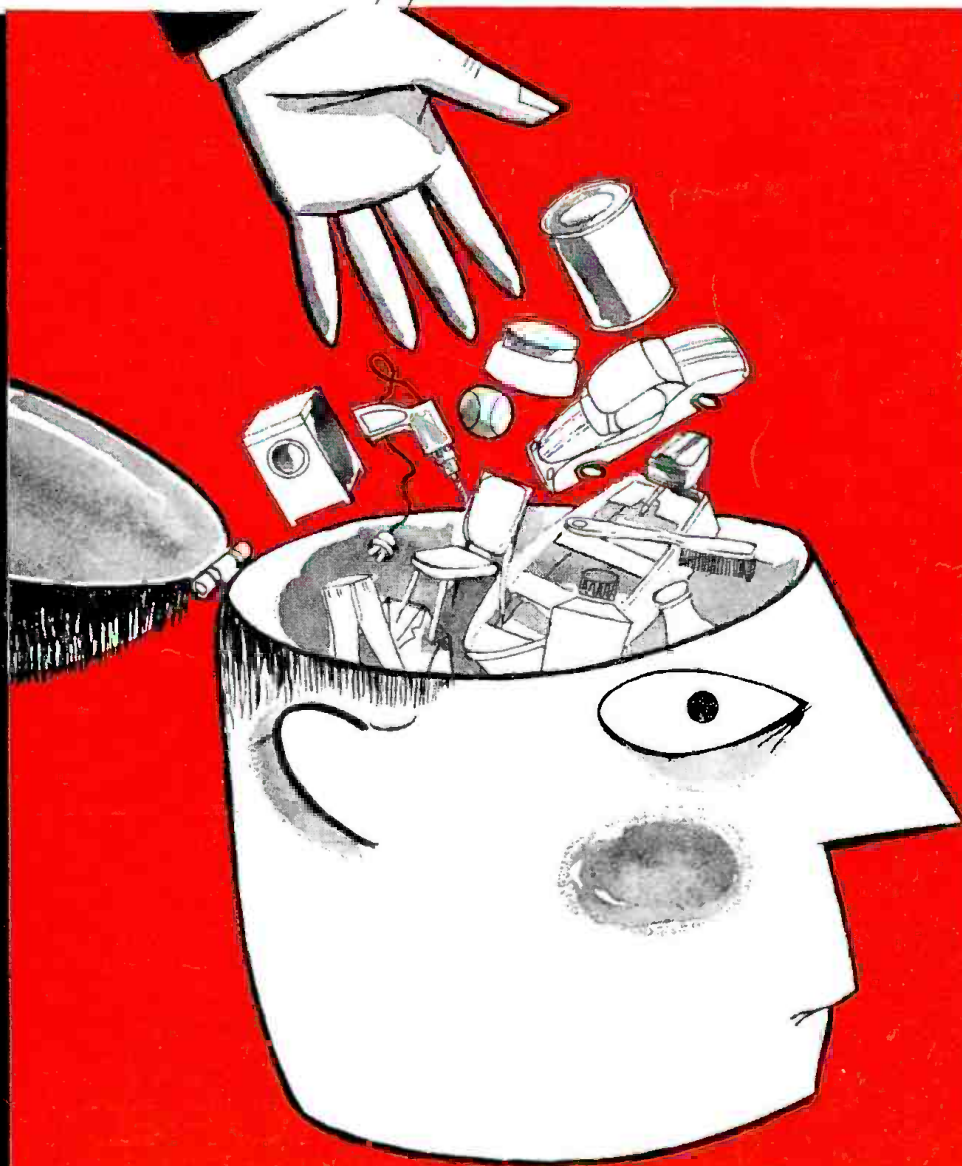
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WHAT IS AN Influencible?

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

© 1965 Storz Broadcasting Co., Inc.

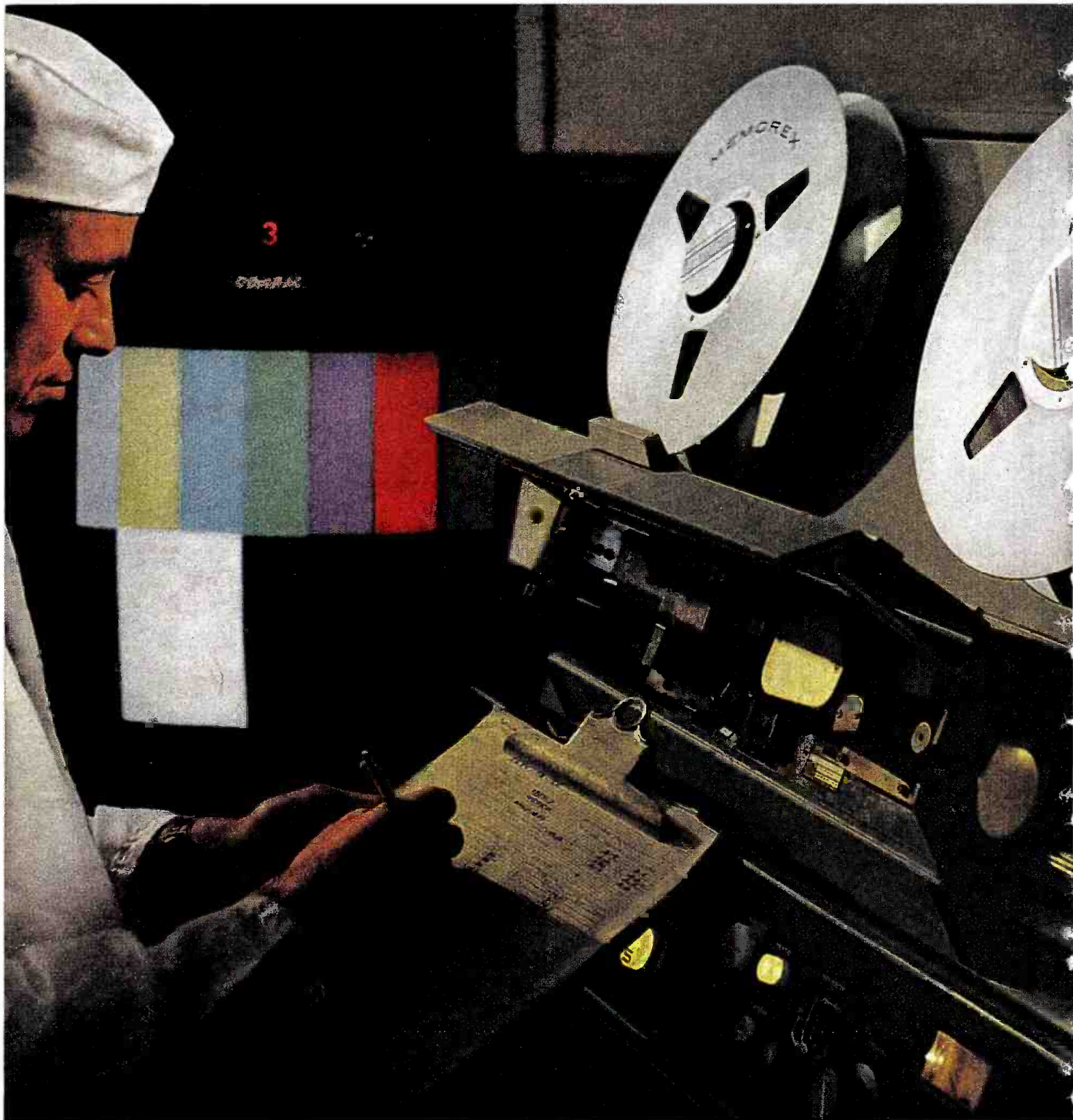
STORZ



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

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

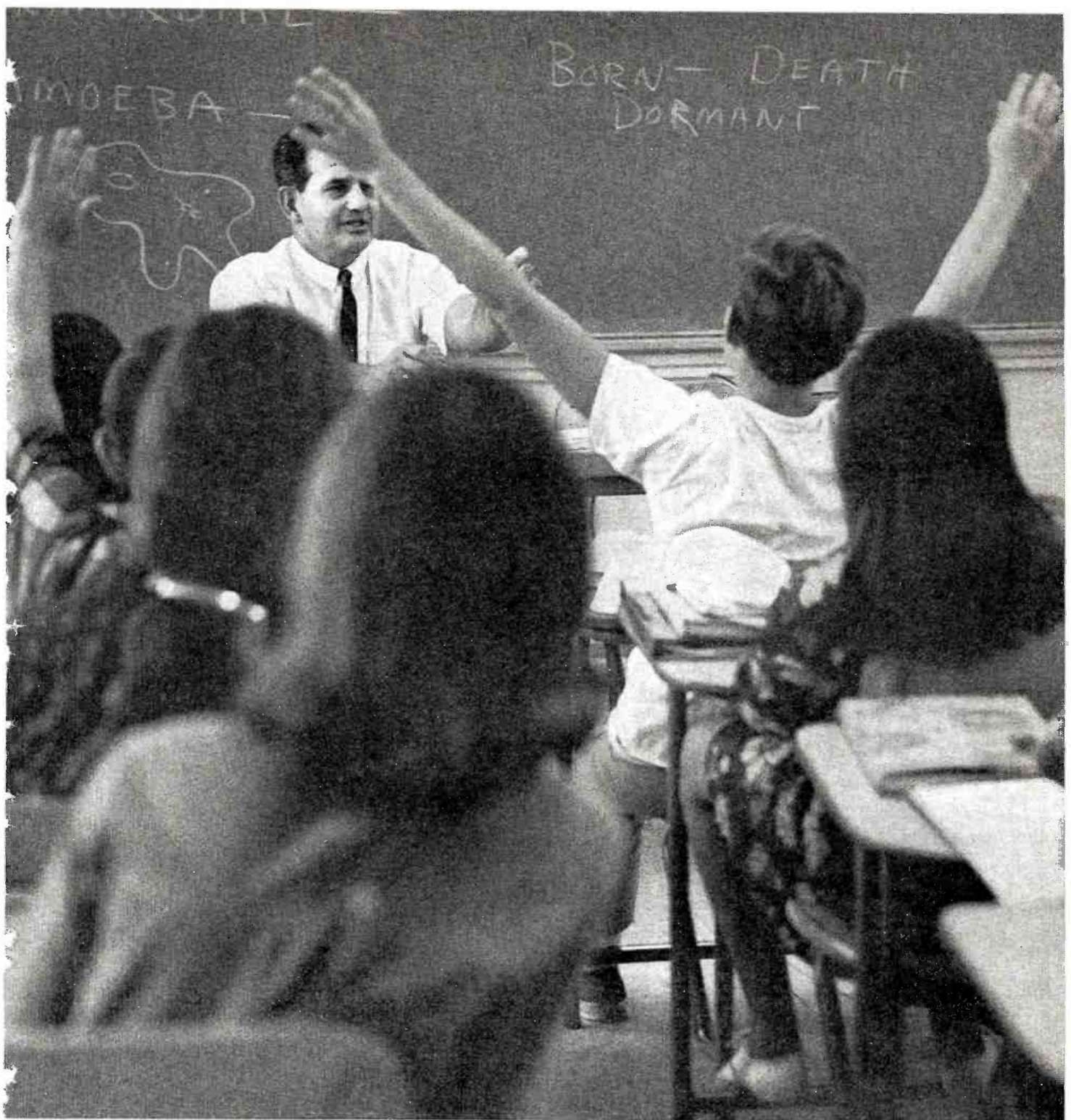
KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)



Don Ellington has a stubborn streak. Try to set up a shipping schedule on an upcoming Memorex video tape product before Don has given it his okay. Can't be done. Not with any number of previous approvals — from lab performance trials, field tests or production line checks. Don's job is to make sure, beyond all doubt, that when you screen a reel of a new Memorex video tape, it will look as good on the monitor as it does on paper. It's no job for a yes-man.

MEMOREX
Precision Magnetic Products

Santa Clara, Calif. Branch Offices in Boston, New York, Philadelphia, Washington, Atlanta, Orlando, Dayton, Chicago, Detroit, St. Louis, Dallas, Denver, Los Angeles, San Francisco, Honolulu. Offices and Affiliates in London, Cologne, and Paris. Distributors in Japan, Canada, India, Australia, and New Zealand.



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

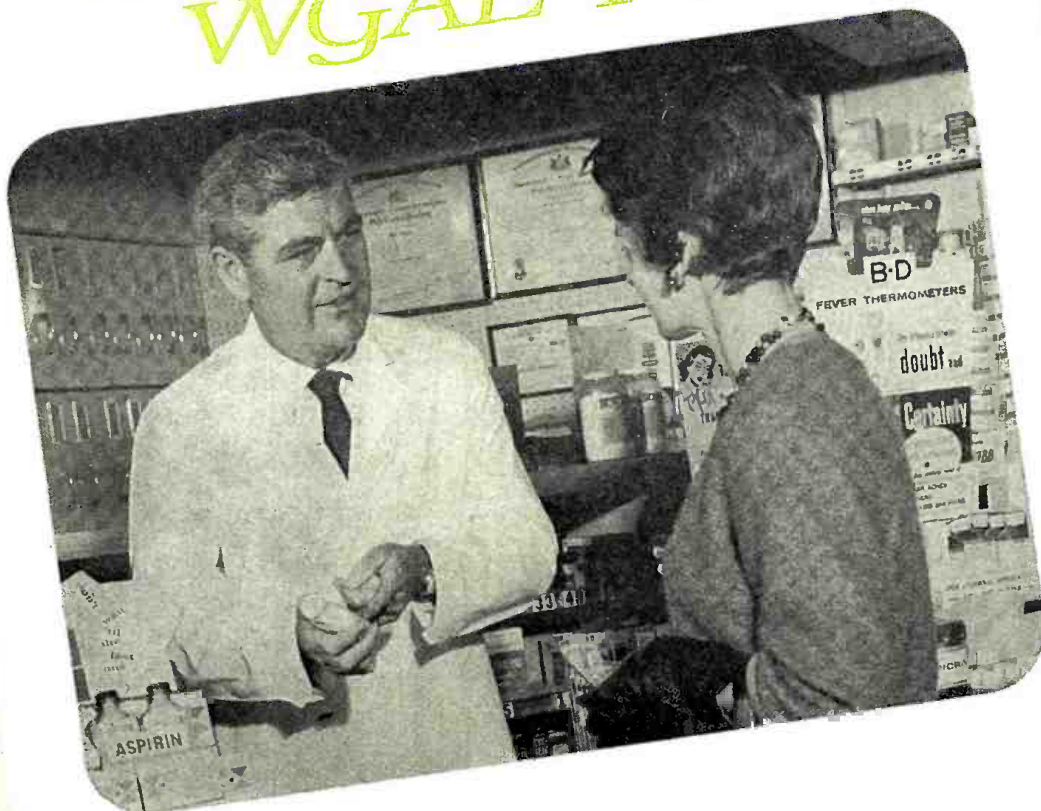
Have You Noticed The New Why's In The West Today

Here
The B-9 Class,
and the Teacher asking Why is life
and the boy asking Why am I.
And perhaps the questions
are the same.

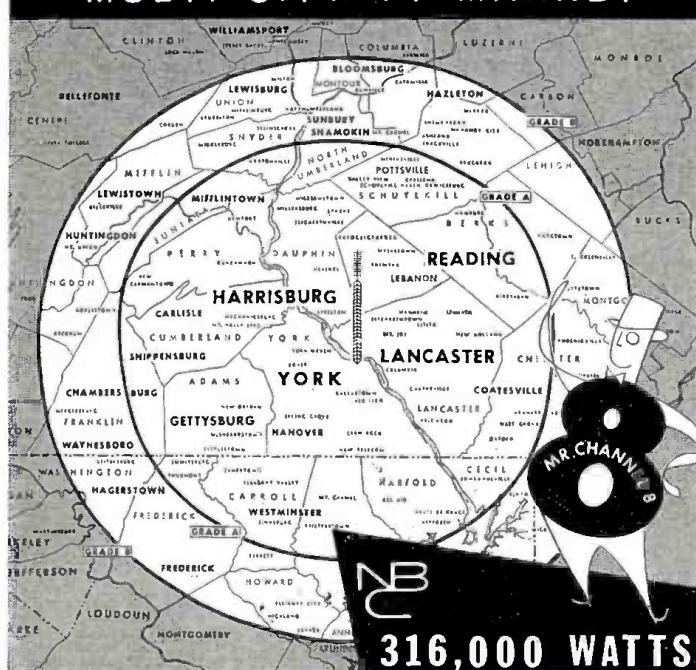
and Hear
KRLA,
the sort of sound that
makes you feel
why it is, why are we, why...
Oh, but why is a groovy word.

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

beautiful, color-full sales scene...
WGAL-TV



MULTI-CITY TV MARKET



Channel 8 is one of the country's most effective color stations. Its multi-city market—including Lancaster, Harrisburg, York, Lebanon—has reached 19%* color penetration. All local programs are colorcast live, on film, or via color tape recorders. It is an NBC full color affiliate.

*This statistic is based on June 1966 Nielsen estimates and subject to inherent limitations of sampling techniques and other qualifications issued by that company, available upon request.

Channel 8 • Lancaster, Pa.

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

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York, Pa. • **KOAT-TV** Albuquerque, N.M.
WTEV New Bedford-Fall River, Mass./Providence, R.I. • **KVOA-TV** Tucson, Ariz.

Budget up at Colgate

Fourth-quarter TV spot budget of Colgate-Palmolive has been boosted 35% over spending in similar quarter last year, and good deal of gain is said to be caused by new system of centralized buying for C-P brands at Ted Bates agency. At current rate of spending, C-P could pour \$36 million into spot TV for full year, up \$9 million from last year's billing of \$27 million. There's also word out of Bates that centralized buying system has been debugged. Since system was set up, TV stations and reps have been coping with snarled traffic instructions and delayed delivery of commercials.

C-P spot broadcast buying unit at Bates is reported to be largely responsible for agency's solid endorsement of Station Representatives Association advisory on commercial traffic instructions, telling agencies to notify stations of spot orders directly and in writing (BROADCASTING, Oct. 10). Anything Bates agency does in spot TV carries lot of weight. Bates claimed to handle close to 10% of all national spot TV billing.

Big bite

Proposed AT&T long-lines rate increase, now pending before FCC, would entail five-fold increase in charges for home schedule of baseball telecasts in 1967 over 1966 charges, while line and connection charges for road schedule might nearly double. This was finding of TV station in major market in projecting tabular cost comparison of its major-league home-team games.

For stadium-to-station circuits for home games, in which actual 1966 costs were compared to proposed 1967 increase, comparison showed jump of from about \$1,150 to nearly \$6,000 for 20-game schedule. For pickup of 28 road games, projection shows increase from about \$57,000 to more than \$91,000 or nearly \$35,000 additional. Figures, it was said, do not include costs of about \$20 per game for local cue lines or higher loop charges.

More money, please

FCC, whose officials picture its responsibilities as outstripping its manpower resources, is reported readying request for \$23,143,171 budget in fiscal 1968, which begins next July 1,

CLOSED CIRCUIT[®]

almost \$6 million more than Congress appropriated for it in fiscal 1967. Commission is also considering request for supplemental appropriation to help tide it over for rest of current fiscal year. Commissioners will present request for fiscal 1968 to Bureau of Budget officials in meeting this week. Decision on whether to seek supplemental presumably would hinge on how well commission fares with Budget Bureau on 1968 request.

Additional funds would provide for 250 more employees distributed throughout commission. Burden of CATV is evident in commission plan to use some 40 individuals in that field. However, only some 25 would be assigned to CATV task force; others would be represented by work of staffers doing other work as well, such as hearing examiners. Only four new staffers would be hired for CATV. Rest would come from existing staff. Most new employees would be used in planned major effort to regulate citizens band radio. Use of those frequencies is said to be chaotic (CLOSED CIRCUIT, Sept. 26).

Teamwork at SSC&B

Television figures prominently in not-yet-announced realignment at Sullivan, Stauffer, Colwell & Bayles, New York. Senior Vice President Harry G. Ommerle, TV-radio director, will take charge of media department, of which programing now becomes part, and commercial TV production will be absorbed by creative department under Senior Vice President Richard R. Uhl. Revamp, told to agency staff only few days ago, is further progression of interlocking TV function: For some time art-copy-TV production "teams" have handled campaigns, though programing and media were separated. Mr. Ommerle, former CBS program executive, joined agency in 1959, has directed TV-radio at SSC&B for several years.

Ford's future set

One item on agenda of National Community Television Association board meeting in Carmel, Calif., this week apparently won't give members much trouble. That's renewal of contract with Frederick W. Ford, former FCC commissioner, who took over as president of cable association two

years ago at \$50,000 a year salary. New contract is expected to call for same salary.

Other topics sure to be discussed at NCTA board meeting, in addition to attack on telephone companies (see page 44): proposed code of practices for CATV originations; effectiveness of regional meetings; status of public relations campaign; preliminary look at budget (association is operating at \$750,000 annual level).

Million-dollar baby

WNAM Neenah-Menasha, Wis., is being sold to Miles Kimball Co., mail-order house in Oshkosh, Wis., for \$1 million, subject to FCC approval. Sellers are James A. McKenna Jr., partner in McKenna & Wilkinson, Washington communications law firm, 90% owner, and Don Wirth, manager since its inception in 1947, 10%. Station operates on 1280 kc with 5 kw-D, 1-kw-N.

Where's Henry?

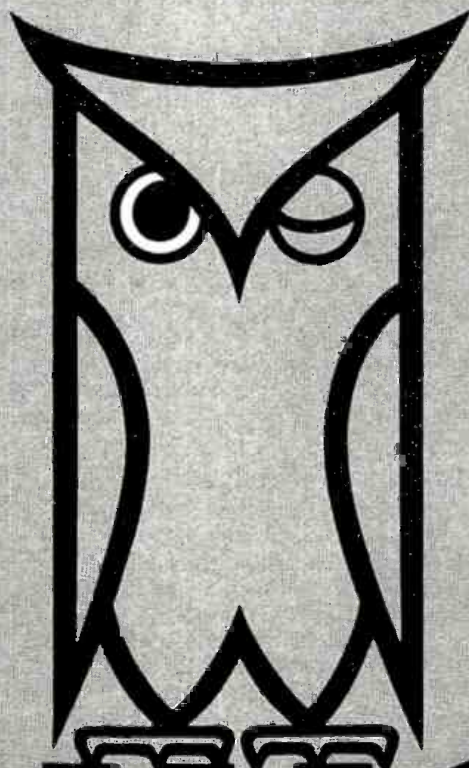
Former FCC Chairman E. William Henry, who was involved in management of unsuccessful campaign of John J. Hooker Jr. for Tennessee Democratic gubernatorial nomination, is at Washington home pondering his future. He is considering two current propositions: (1) to enter administrative law practice in Washington with established firm that would include but not be confined to communications; (2) to join substantial business enterprise in New York in executive-administrative capacity.

Mr. Henry, who left FCC April 30 after three-and-a-half year tenure (almost three as chairman) maintains his legal residence in Tennessee but owns home in District of Columbia where he resides.

Price break

There's silver lining ahead for U. S. distributors of programs abroad who have been suffering this season from Australia's "boycott" of American programs because of alleged high prices. Inside word is that Australia will begin to buy within fortnight, probably on compromise basis. Australian station operators had held to line of \$3,000 for one-hour and \$1,500 for half-hour segments.

Who gets top billing
with
Central Iowa viewers?



WHO TV

...that's who!



COLORFUL 13 • DES MOINES, IOWA



Represented Nationally by Peters, Griffin, Woodward, Inc.

WEEK IN BRIEF

RAB estimates radio sales for first six months were up 13% over 1965 to \$477.4 million. Calls rise biggest in many years for radio and sees medium's growth probably outstripping all others'. See . . .

RADIO'S GROWTH . . . 31

FCC gives preliminary approval to station questionnaire aimed at case-by-case policing of overcommercialization. Form would ask anticipated commercials and require justification over limit. See . . .

NEW REIN? . . . 34

Pay TV may be unable to capitalize immediately on U.S. Supreme Court decision not to review California pay-TV question. Subscription TV Inc. lacks funds to renew push after court clears way. See . . .

PAY-TV PICTURE . . . 61

Twelve-year-old contest over pay TV resumes with FCC filings. Maximum Service Telecasters join NAB, networks, theater owners in fight against subscription TV. Parties argue over Hartford test results. See . . .

MEANWHILE AT FCC . . . 62

First national Nielsen ratings wind up in virtual dead heat. NBC leads, but is followed closely by CBS, ABC. Many observers chide scheduling as ABC, NBC ponder replacements. CBS stands pat. See . . .

PHOTO FINISH . . . 66

CATV industry seen on verge of new offensive. NCTA chief urges public service origination, association charges AT&T with antitrust violation and trying to strangle cable systems. See . . .

NCTA HITS AT&T . . . 44

Opening NAB regional fall conference in Dallas hears new appeal from manufacturers for broadcasting support of additional land-mobile frequencies. Survey also shows public favors live legislative coverage. See . . .

PITCH TO NAB . . . 52

FCC Commissioner Loevinger assails not only TV programming but also critics. Says critics lack understanding of field, defends broadcasters' right to schedule programs of mass appeal. See . . .

TV'S STRONG POINTS . . . 72D

Station executives from all over country gather for "shirt-sleeve" seminar on management and programming. NAB chief, Westinghouse Broadcasting head address 120 participants at TV Stations Inc. parley. See . . .

HOW TO SUCCEED . . . 72B

Department store ad chief urges TV to try harder. Tells Chicago Broadcast Ad Club newspapers run circles around TV in servicing clients' needs, cites TV's advantages. Medium should aid shift to TV, he says. See . . .

TV EXHORTED . . . 38

DEPARTMENTS

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MACON'S MIDDLE GEORGIA MARKET NOW 31% LARGER... WITH WMAZ-TV's NEW TALLER TOWER

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

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

WITH . . .

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

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

**WMAZ-TV NOW OFFERS
COLOR TAPE, FILM AND SLIDES**

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



OLD
TOWER:
514 feet
above
ground.
828 feet
above sea
level.

NEW
TOWER:
895 feet
above
ground.
1,209 feet
above sea
level.

wmaz-tv

MACON, GA. CHANNEL 13

Signal Coverage in the Southeast...

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

**SOUTHEASTERN BROADCASTING
CORPORATION**

Greenville, South Carolina

WBIR-TV

Knoxville, Tenn.

WFBC-TV

Greenville, S. C.

WMAZ-TV

Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.

Culligan named to command MBS

Matthew J. Culligan, former chairman and president of Curtis Publishing and before that with Interpublic Group of Companies and head of NBC Radio Network, is being named president and chief executive officer of Mutual Network in announcement today (Oct. 17).

Robert F. Hurleigh, who suffered heart attack this past summer but returned to duties as president of Mutual several weeks ago, resigned as president Friday (Oct. 14) but could not be reached immediately for comment. Mutual ownership was acquired in July by newly formed corporation, Mutual Broadcasting Corp., composed of business group headed by John P. Fraim, for estimated \$3.1 million (BROADCASTING, July 11).

It's understood new owners are interested in acquiring radio stations (Mutual now owns none) and it's believed under Mr. Culligan this interest will also include other communications media, including CATV, program production and, perhaps eventually, TV stations.

Mr. Culligan is widely known in broadcasting, having served in key TV posts at NBC as well as head of NBC Radio during his nine years there. He moved to Interpublic in 1960 and into top post at Curtis Publishing in January 1965. He is still consultant to Curtis under contract that has nine years to run. He has served—and will continue to serve—as consultant to William J. Burns International Detective Agency.

Mr. Hurleigh has been president of MBS since 1959. He joined Mutual in 1948 as director of midwest news and rose successively to director of news and vice president for Washington operations before assuming command of network. He began in radio as newscaster for WOJ Washington in 1933.

Mr. Hurleigh is generally credited with having held Mutual together ever since 1957 when network went through series of sales that involved six owners.

Spectrum managers become lively topic

Bureaucratic competition seems to be looming as discussions on utilization of radio spectrum and how it should be managed moved to front burner.

FCC commissioners and top staff people and other agencies were given preview of Department of Commerce report earlier in week. Report, recommending establishment of committee of top scientists to look into use and management of spectrum, was made by telecommunications science panel of Commerce's Technical Advisory Committee. Panel was headed by Dr. James Hillier of RCA. Report is scheduled to be submitted to Commerce Secretary John T. Connor this week or next.

At same time, memorandum from Presidential Telecommunications Adviser James D. O'Connell was being circulated emphasizing that spectrum study involving use and management should be undertaken by his office and FCC—suggestion he has made before.

Loevinger plumps for CATV origination

Creation of public service channel on CATV systems and creation of professional code for broadcasters were suggested Friday (Oct. 14) in Dallas by FCC Commissioner Lee Loevinger. Commissioner spoke in morning to National Association of Broadcasters regional meeting and made luncheon address at National Community Television Association regional meeting.

Although reserving right to vote against any proposal he made, commissioner said CATV can and should be serving smaller communities since there is no sign of "viable TV stations" outside top 250 metropolitan markets.

It's "unrealistic, uneconomical and inefficient" to expect TV stations to do job of presenting candidates, civic officials and myriad local issues since metro areas encompass many small geographic entities with diverse local interests, he said. Technically speaking, he added, CATV can best serve this need.

If congressmen realize such service is free, he observed, "they'll see that this facility is protected and they won't let anyone touch it."

He told CATV operators that in establishing such service, "you might find a lot of other problems you now face will disappear and you'll get a lot of help you didn't have before."

Commissioner Loevinger suggested that, with creation of public service CATV channels, CATV operators establish their own form of Section 315.

Discussing CATV originations, Commissioner Loevinger felt proposed House copyright bill on CATV origination is "much too narrow" in exceptions it allows. "You should be prepared to accept some limitations," he said, "but be prepared to fight restrictions on the type of limitations."

Earlier in day, he told NAB that professionalism, which broadcasters maintain they have, won't be completely attained until they take major step in establishment of professional codes.

He suggested reorganizing NAB code with "one professional broadcasting canon dealing with program content. Radio and TV should then establish separate commercial codes."

Mr. Loevinger said commission's new approach to question of overcommercialization by broadcasters is "good compromise method." Commission will ask broadcasters to report their proposed commercial policies; licensees

CATV with 36 channels offered Seattle

It all seemed rather routine, just another application for CATV in Seattle area. But broadcasters and others opened eyes wide when they read proposal of Seattle Cable Vision Inc. to deliver up to 36 channels to customers.

Principal Seattle Cable Vision owner is Philip Hamlin, onetime Jerrold Electronics sales engineer, now operating high-fidelity shop in Seattle. Seems he has invented converter that will bring main carrier and two subcarriers to single channel on TV set.

Initially, Mr. Hamlin's application says, he proposes to bring customers six Seattle TV stations, plus Tacoma, Bellingham, news and weather. If FCC permits, he hopes to bring in two to three Canadian stations, also lease one circuit to newspaper, and give another to local school system.

For remainder of triple-dozen channels, he plans taping of network programs, retransmitting them one hour later, eight and 16 hours later.

Seattle has large night work force, so there's substantial audience for delayed programs.

who propose exceeding time standards of National Association of Broadcasters would be asked to explain why their proposals are in public interest (see story page 34).

NBC still claiming lead in average night rating

NBC-TV led in average nighttime rating and movies took huge chunk of audience in Nielsen multimarket ratings report for week ended Oct. 9, according to NBC and ABC analyses issued Friday (Oct. 14). NBC said its average rating in 7:30-11 p.m. period, was 18.1, CBS's 16.8 and ABC's 16.4. In wins by half-hour periods and nights of week: NBC, 20 half-hours, Tuesday, Wednesday, Friday and Saturday; CBS, 19 half-hours, Thursday; ABC, 10 half-hours, Monday and Sunday.

ABC noted that movies won 19 out of total 20 half-hours programed with features. But of total 49 half-hours of network programming that week, 39% was won by motion pictures.

McIntyre withdrawal is seen in hypoing

Broadcast Rating Council subcommittee was reported Friday (Oct. 14) to have come up with recommendation that in effect would have American Research Bureau and A. C. Nielsen Co. stop using Metromedia-owned O. E. McIntyre mail-order firm's lists in drawing samples used in their rating services. At same time other reports said McIntyre firm was itself considering dropping its contracts with ARB and Nielsen.

Both reports circulated as hubbub continued over audience-promotion contest planned by Metromedia's WNEW-TV New York, which used McIntyre firm to handle mailing of contest coupons (see page 79; also BROADCASTING, Oct. 10).

BRC subcommittee recommendation is understood to have been submitted to Donald H. McGannon of Westinghouse Broadcasting, BRC chairman, and Dr. Kenneth Baker, executive director. Subcommittee reportedly included Melvin Goldberg, John Blair & Co.; Dr. Thomas Coffin, NBC, and Paul Sonkin, ABC.

Color TV ahead of schedule

Color-TV-set production at RCA's new Memphis plant is four months ahead of schedule President Robert W. Sarnoff said Friday (Oct. 14) in noting before business luncheon group in Memphis that firm expects total dollar sales volume of home instruments and components this year to show 40%

WEEK'S HEADLINER

Oscar Katz, formerly executive VP in charge of production for Desilu Productions Inc., Hollywood, appointed



Mr. Katz

senior VP-Hollywood for the television division of General Artists Corp., talent agency, effective immediately. Mr. Katz will concentrate on program development. Before joining Desilu, Mr. Katz was with CBS for 26 years in various executive positions including VP-programs, CBS-TV network.

For other personnel changes of the week see FATES & FORTUNES

gain over 1965, and "still greater gains" in 1967.

Mr. Sarnoff said all RCA monochrome set production has been moved from Bloomington, Ind., to Memphis. He also gave projections of 5 million color sets to be produced this year; \$1 billion sales total for RCA home instruments in 1967; RCA output of 3-million receivers (color and black-and-white) in 1967.

NCTA files two more

On heels of its complaint against AT&T and Bell system companies (see page 44), National Community Television Association Friday (Oct. 14) filed two more petitions with FCC.

One was directed at CATV practices of General Telephone & Electronic Co.; other, against United Utilities Inc. Both are parent companies of independent telephone companies heavily engaged in

Looks like WBC in L.A.

Proposed sale of KFWB Los Angeles to Westinghouse Broadcasting Co. for \$10,750,000, stalled for months because of station's involvement in FCC payola investigation, is scheduled for commission consideration this week. Staff, reportedly, recommends approval. Crowell-Collier, owner of station, and WBC reached agreement on sale, subject to FCC approval, in January (BROADCASTING, Jan. 31).

CATV ownership and operation as well as leasing of circuits for CATV's systems.

Kramer buying WMRN

Worth Kramer, president of former Goodwill Stations Inc. has contracted to buy WMRN-AM-FM Marion, Ohio, from Robert T. Mason. Purchase price is reported to be in excess of \$500,000.

Mr. Kramer owns WSPB-AM-FM Sarasota, Fla.

WMRN, founded in 1940, operates on 1490 kc with 1 kw day and 250 w night, with ABC affiliation. WMRN-FM began in 1953 on 106.9 mc with 25 kw.

Hope to Palm Springs

Bob Hope, TV and motion picture entertainer, is heading group applying for TV in Palm Springs, Calif. FCC assigned two UHF channels there (36 and 42) recently, removing single channel 27 previously allocated to resort community. Already on file is application for old channel 27 from Pacific Media group, which includes Hollywood notables Charles Farrell and John Conte.

Mr. Hope, with associates, at one time owned 52.5% of KOA-TV Denver. The Hope group sold out in 1964 for \$6.3 million.

Canadian programs to U.S.

Transworld Broadcasting Co. of Canada reported Friday (Oct. 14) to be preparing announcement this week of plans to offer TV programming for sale in the U. S. Firm said to have programming readied as late-evening color fare plus other shows. TBC's headquarters are in Montreal. New York sales office's managed by Joseph Snyder.

Clipp recovering

Roger W. Clipp, vice president and general manager, Triangle Stations, was resting comfortably at Bryn Mawr Hospital, Ardmore, Pa., at week's end following mild coronary earlier in week. Mr. Clipp is expected home soon, it's understood, and his colleagues expect him back at office in near future.

Crown to D'Arcy

Crown Zellerbach Corp., San Francisco, has named D'Arcy Advertising, San Francisco, as agency for its consumer products sales division, effective Jan. 1. Account bills estimated \$2.2 million of which about \$1.4 million is in broadcast, principally spot TV. D'Arcy replaced Doyle Dane Bernbach Inc., San Francisco.

Communications, Singular and Plural

The ten thousand people who visited Dean Landfear's *Voice of Iowa* program this year included third graders from the area's Madison School. Probably with teacher encouragement, they took pencil in hand and thanked us.

Tom wrote, "Do you know what I like the best? I like Mr. Lampheres show thank you." David liked it "where Jerry was," wherever that is. Becky was more specific: "Thank you for giveing us the bloons." Bobby was "surprise when we saw it owely took one man" (to be Dean Landfear). Doug allowed himself a note of envy: "Steve the one that got the candy liked it very much." David L. was matter-of-fact: "Steve got a big totseroll." Steve himself got down to essentials: "I thank you for the gint tootsie Roll . . . hope we can come back."

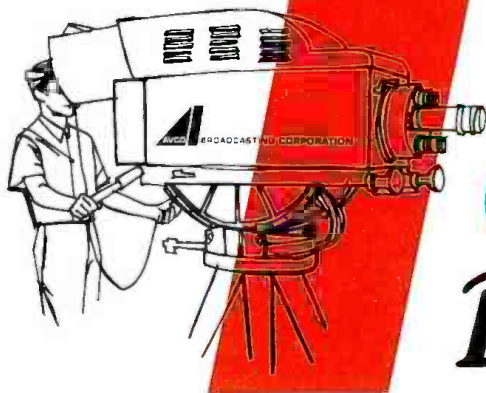
Dean, a reformed fiddler from southern Iowa, is at least as well known in WMTland as is Heifetz, having been on WMT's air for twenty years. An estimated 60,000 people have been heard on the *Voice of Iowa* since it began in 1932 with sidewalk interviews. Now Dean entertains guests inside, with fifteen minutes of noontime "audience participation."

There's a better name for it. Darold, one of our third-grade visitors, summed it up: "Thank-you very much for Showing the Voice of Iowa We saw Communications."



WMT

Cedar Rapids
CBS Radio for Eastern Iowa
Affiliated with WMT-TV,
WMT-FM, K-WMT, Fort Dodge
National Representatives:
The Katz Agency



THE FORWARD LOOK- **CREATES** **ORIGINATES** **DOMINATES**



Variety! Color! Local interest and appeal! That's what typifies the broad spectrum of Avco Broadcasting's live programming. □ Remotes . . . studio shows . . . specials . . . are conceived, produced and originated to fit the market. From farm news to audience participation, from basketball to toe-tapping music, Avco Broadcasting stations offer more in local service. □ This practice has many benefits, such as providing advertisers with a personal, effective selling vehicle. The climate's right. That's part of THE FORWARD LOOK.





LOCAL LIVE!

WLW-C / Columbus

Spook Beckman's Show	Monday thru Friday	2:00- 3:30 p.m.	(C)
Very Special	Monday thru Friday	5:00- 6:00 p.m.	(C)
6 O'clock Reports	Sunday thru Saturday	6:00- 6:30 p.m.	(C)
11th Hour News	Sunday thru Saturday	11:00-11:30 p.m.	(C)
OSU Football Highlights	Sundays	12:30- 1:30 p.m.	(C)
Echoes in Scarlet & Gray	Saturdays	5:00- 6:00 p.m.	
High School Football	Saturdays	12:30- 1:00 p.m.	
Dance Time	Saturdays	12:00- 1:00 p.m.	(C)
Sunday Morning Report	Sundays	9:30-10:00 a.m.	
Catholic Mass	Sundays	10:00-10:30 a.m.	

WLW-D / Dayton

The Johnny Gilbert Show	Monday thru Friday	10:30-11:50 a.m.	
The News at Noon	Monday thru Friday	11:50-12:00 Noon	
TV 2 News	Monday thru Saturday	6:00 p.m.	
TV 2 News, Sports, Weather	Sunday thru Saturday	11:00-11:30 p.m.	
Teen Scene	Saturdays	12:00- 1:00 p.m.	
All of One Household	Sundays	8:00- 8:30 a.m.	
Miami Valley, U.S.A.	Sundays	11:30-11:45 a.m.	

WLW-I / Indianapolis

Tele-Scope	Monday thru Friday	7:00- 8:00 a.m.	
Kindergarten College	Monday thru Friday	8:00- 9:00 a.m.	
Of Land & Seas	Monday thru Friday	5:00- 6:00 p.m.	(C)
On Camera	Monday thru Friday	11:30 p.m.-12:30 a.m.	
Saturday Almanac	Saturdays	8:00- 8:30 a.m.	
Cross Exam	Sundays	12:30- 1:00 p.m.	

Bandstand 13	Sundays	2:00- 3:00 p.m.
Zoo Time	Sundays	3:30- 4:00 p.m.
Johnny Pont Show	Sundays	12:00- 1:00 p.m.

WLW-T / Cincinnati

Good Morning Show	Monday thru Friday	6:30- 6:55 a.m.	(C)
Paul Dixon Show	Monday thru Friday	9:00-10:30 a.m.	(C)
Ruth Lyons' "50-50 Club"	Monday thru Friday	12:00- 1:30 p.m.	(C)
Be Our Guest	Monday thru Friday	4:00- 5:30 p.m.	(C)
TV-5 Color News	Monday thru Friday	5:30- 6:30 p.m.	(C)
	Saturday & Sunday	6:00- 6:30 p.m.	(C)
TV-5 Color News	Sunday thru Saturday	11:00-11:30 p.m.	(C)
Your Zoo	Mondays	7:00- 7:30 p.m.	(C)
Signal Three	Saturdays	8:30- 9:00 a.m.	(C)
Farm Front	Saturdays	7:00- 7:30 a.m.	(C)
Mr. Hop	Saturdays	7:30- 8:00 a.m.	(C)
Midwestern Hayride	Saturdays	6:30- 7:30 p.m.	(C)
UC Horizons	Sundays	10:30-11:00 a.m.	(C)
Our City	Sundays	11:00-11:15 a.m.	(C)
Community Corner	Sundays	11:15-11:30 a.m.	(C)
World Front	Sundays	11:30-12:00 Noon	(C)
Bandstand	Sundays	12:00- 1:00 p.m.	(C)
It's Academic	Sundays	5:00- 5:30 p.m.	(C)

WOAI-TV San Antonio

The Ed Dunn Show	Monday thru Friday	11:30 a.m.-12:30 p.m.
Early Evening Report	Monday thru Friday	4:30- 5:30 p.m.
Midnight News	Monday thru Friday	12:00-12:15 a.m.
TV 4 News—6 PM Edition	Sunday thru Saturday	6:00- 6:30 p.m.
TV 4 News—10 PM Edition	Sunday thru Saturday	10:00-10:30 p.m.
Conversation	Sundays	5:30- 6:00 p.m.
Meet The Professor	Sundays	9:15- 9:45 a.m.
RFD Newsreel	Saturdays	7:45- 8:00 a.m.

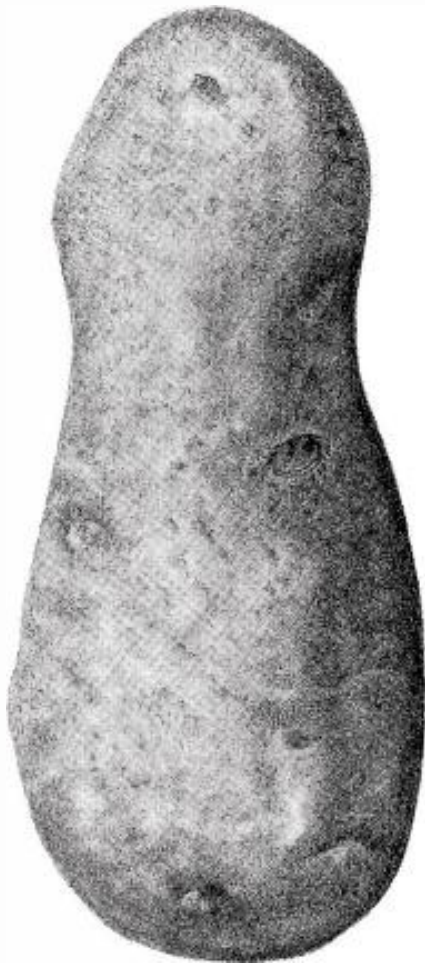
(C) Color



BROADCASTING CORPORATION

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

Best of Show - Potato
1965 Harris County Vegetable Day
Bruce Hilderbrandt, Spring, Texas



BEST POTATO IN THE HOUSTON MARKET

Your client will know—
You know YOUR Potatoes

Buy

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THE KATZ AGENCY, INC.
National Representatives

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DATEBOOK

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

■Indicates first or revised listing.

OCTOBER

Oct. 15-24—MIFED, International Film, TV Film and Documentary Market. Milan, Italy.

Oct. 16-18 — Annual meeting of the North Dakota Broadcasters Association. Town House, Fargo.

Oct. 16-19—1966 Western Region Convention of the American Association of Advertising Agencies. Speakers include Robert Keim, president, The Advertising Council Inc.; John R. Caples, vice president, BBDO; Gordon Webber, vice president, Benton & Bowles Inc.; Sherwood Dodge, president, Advertising Research Foundation; Robert Ross, vice president and creative director, Leo Burnett Co.; Charles T. Lipscomb Jr., chief executive officer, Bureau of Advertising, American Newspaper Publishers Association; and William A. Marsteller, board chairman, Marsteller Inc. Hotel del Coronado, Coronado, Calif.

■Oct. 17—Annual meeting of The New York State Broadcasters Association. Thruway Motor Inn, Albany N.Y.

Oct. 17-18—Annual meeting of NBC Radio network affiliates, Walter D. Scott, chairman of the board, and Julian B. Goodman, president, NBC, and Stephen B. Labunski, president, NBC Radio, will address the convention. Royal Orleans hotel, New Orleans.

Oct. 17-19—Board of directors, National Community Television Association. Del Monte Lodge, Carmel, Calif.

Oct. 17-20 — Fall conference of the Electronic Industries Association. San Francisco Hilton, San Francisco.

■Oct. 18-20—1966 International Telemetering Conference sponsored by International Foundation for Telemetering and featuring a technical session on UHF conversion. Ambassador hotel, Los Angeles.

Oct. 19—Pulse Inc. "Man of the Year" award luncheon honoring William Bernbach. Doyle Dane Bernbach. Plaza hotel, New York.

Oct. 19—Annual meeting of the Connecticut Broadcasters Association. Park Plaza hotel, New Haven.

Oct. 20-30—The 10th annual San Francisco International Film Festival. Masonic Auditorium, San Francisco.

Oct. 20-21—Special board of directors meeting of the Association of Maximum Service Telecasters. Del Monte Lodge, Pebble Beach, Calif.

Oct. 20-22 — 41st birthday celebration of WSM's Grand Ole Opry. Nashville.

Oct. 21—Second National FM Sales Seminar sponsored by the National Association of FM Broadcasters. Key Largo hotel, Fort Wayne, Ind.

Oct. 21—Annual college conference of IBS-Southern, the southern region of the Intercollegiate Broadcasting System. Program participants include Richard Compton, IBS; Elmo Ellis, WSB Atlanta; A. T. Cline, FCC; Dr. E. J. Arnold, Protestant Radio-TV Center and Jack Williams, Georgia Association of Broadcasters. Emory University, Atlanta.

Oct. 21-23 — West central area conference of the American Women in Radio and Television. North Star Inn, Minneapolis.

Oct. 22-23 — Annual fall conference of Florida Association of Broadcasters. Speakers include Paul Comstock, vice president for government relations, National Association of Broadcasters. Holiday Inn, Tallahassee.

Oct. 23—Meeting of the Education TV stations affiliated with National Educational Television. N.E.T. President John F. White

NAB FALL CONFERENCES

Oct. 17-18—Mark Hopkins hotel, San Francisco.

Oct. 20-21—Hilton hotel, Denver.

Oct. 24-25—Radisson hotel, Minneapolis.

Nov. 10-11—Chase-Park Plaza hotel, St. Louis.

Nov. 14-15 — Waldorf-Astoria hotel, New York.

Nov. 17-18—Queen Charlotte hotel, Charlotte, N. C.

Nov. 21-22—Robert Meyer hotel, Jacksonville, Fla.

will be principal speaker. Hotel Muehlebach, Kansas City, Mo.

Oct. 23-25—Annual fall meeting and election of officers of North Carolina Association of Broadcasters. Grove Park Inn, Asheville.

Oct. 23-26—The 57th annual meeting of the Association of National Advertisers. Neil H. McElroy, chairman of the board, Procter & Gamble Co., is keynote speaker. Prime subjects of meeting: advertising's role in the economy, the effects of government regulation and the social responsibilities of business. Also on program: Jules Backman, economist and research professor, New York University, who at ANA's request is examining the role and contribution of advertising to the economy; John Hobson, chairman, Hobson, Bates & Partners Ltd. Workshops for industrial products, consumer durables and services and consumer package products to be held concurrently on Oct. 24 afternoon; session Oct. 25 morning: "Our customers and our media for reaching them," with Julian Goodman, NBC president; Milton Rokeach, professor of psychology at Michigan State University, and Hobart Lewis, president and executive editor, The Reader's Digest. Sessions Oct. 26 morning on creative ideas include company case reports, Liggett & Myers Tobacco (Samuel White, vice president-marketing, and H. C. Robinson Jr., director of brand management), Allis Chalmers Manufacturing (Charles W. Parker Jr., vice president-public relations and marketing division) and Mattel Inc. (Herbert Holland, vice president-marketing, and Jack Jones, vice president-advertising), and Stan Freberg on "How Good Are Today's Ads?" Broadmoor hotel, Colorado Springs.

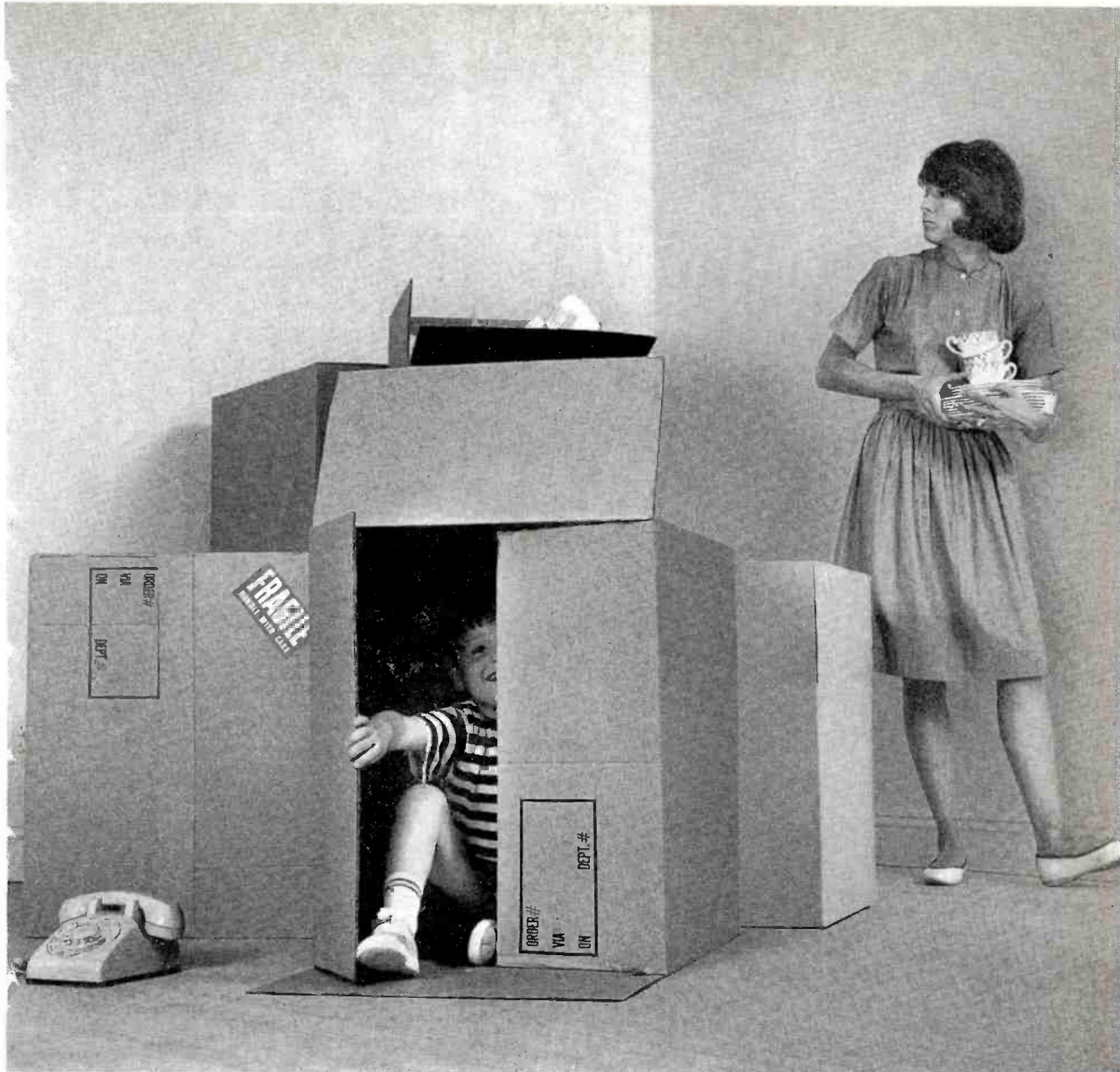
Oct. 23-26—Forty-second annual convention of the National Association of Educational Broadcasters. Keynote speaker is Fred Friendly, consultant to the Ford Foundation and Edward R. Murrow professor at the school of journalism of Columbia University. Muehlebach hotel, Kansas City, Mo.

■Oct. 23-26—Sixth public-service conference in radio and television programming sponsored by Westinghouse Broadcasting Co. will examine the problems of urban America. A "Mayor's panel," including John V. Lindsay, New York; Jerome Cavanaugh, Detroit; Alfonso Cervantes, St. Louis; A. V. Sorensen, Omaha; Milton Graham, Phoenix, and Glenn Hearn, Huntsville, Ala., will be a highlight of the program. Annenberg School of Communications, University of Pennsylvania, Philadelphia.

Oct. 24-26—Annual fall convention of Kentucky Broadcasters Association. Dam Village State Park, Gilbertsville.

Oct. 25-Nov. 2 — Show-and-sell exhibition for advanced electronics production equipment sponsored by the Bureau of International Commerce of the Department of Commerce. U. S. Trade Center, Tokyo.

Oct. 26-29—Nineteenth annual convention of the Tennessee Association of Broadcast-



Moving can be madness. Maybe we can help a little.

Arranging for phone service in your new home won't be the biggest chore you'll face on moving day. But if our new plan works as well as expected, it'll be one less detail for you to worry about.

We call it the *Easy Move Plan*, and here's how we hope it will make your job easier:

Let's say you're moving from Sacramento, California, to Rye, New

York. Just *one* call from you will now take care of phone service at both ends of your move.

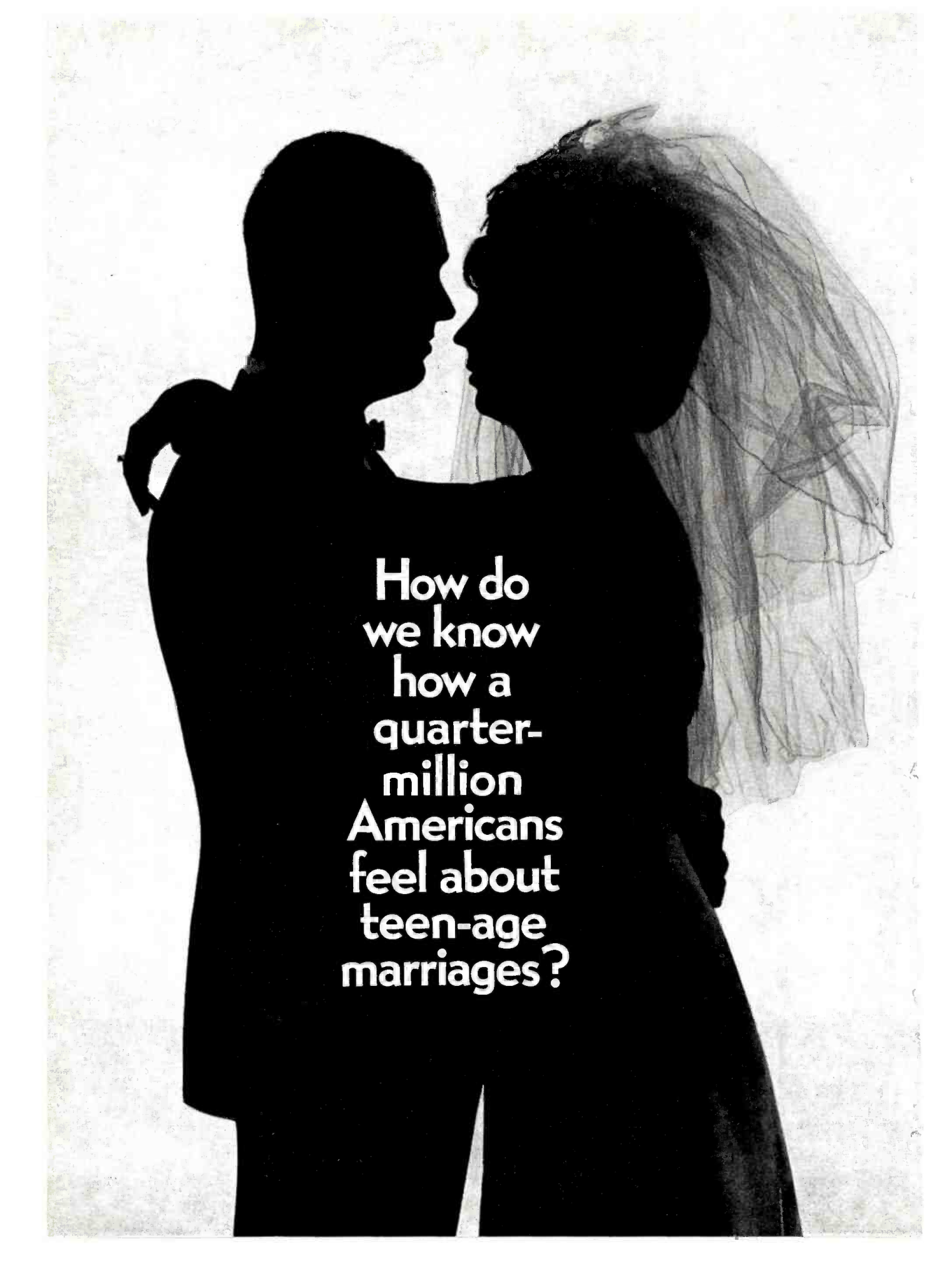
You simply ask your Sacramento representative to discontinue present service and arrange for it at your new address. She contacts the Rye representative who calls you back to handle your request.

If you don't yet know your new address, or if you're moving to a non-

Bell area, your Sacramento representative will tell you how to get service started. In any case, she will offer to refer callers to your new locale.

Like any other new idea, this one may have a few wrinkles that will need ironing out. When we're through, we hope we'll have succeeded in making your move a little bit easier—and your phone service faster, more convenient and more personal than ever.

AT&T  **Bell System**
American Telephone & Telegraph
and Associated Companies

A black and white photograph showing the silhouettes of a bride and groom in profile, facing each other and about to kiss. The groom is on the left, and the bride is on the right, wearing a veil. The background is a light, textured surface. The text is overlaid on the groom's silhouette.

**How do
we know
how a
quarter-
million
Americans
feel about
teen-age
marriages?**

They told us!

It was the largest poll of its kind ever conducted on a highly-explosive subject. And one of the most dramatic demonstrations of the true meaning of two-way communication ever achieved by a mass medium.

On a recent Tuesday evening, the five CBS Owned television stations presented "*Feedback: Marriage—A Game for Kids?*"—a searching look at the pros and cons of teen-age marriages, as seen mainly through the eyes of young marrieds themselves. In the concluding portion of the hour-long color program, home viewers were asked a series of sixteen questions to determine how *they* felt on the subject, to be answered via special ballots which appeared in newspapers and TV Guide on the day of the broadcast. No prizes. No premiums. Nothing was offered *but* a unique opportunity to be heard on a matter of major public concern.

The response was overwhelming. At final count, *a quarter of a million* viewers cared enough to register their opinions painstakingly and to mail their ballots to us.

Returns were analyzed and reported on a special follow-up broadcast. But one fact was apparent almost immediately: how strongly so many people feel about what they see on the CBS Owned television stations. It is this deep sense of *active involvement* that, year-in and year-out, makes such a vital difference to our audiences, to our advertisers, and to us.

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



**NO MAGIC!
NO MYSTERY!
NO GIMMICKS!**

**IT'S JUST
TALENT**

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

• Live variety show • news • farm • good music
• sports • business • women — whatever the
category, WSYr has Central New York's
TOP PERSONALITIES.



Floyd Ottoway
WSYr GANG



Fred Hillegas
NEWS



Kay Russell
WOMEN



Charles Hobart
MUSIC



Richard Hoffmann
BUSINESS
NEWS



Deacon Doubleday
FARM



Ed Murphy
TIMEKEEPER



Jerry Barsha
NEWS



John Gray
MUSIC



Alan Milair
MUSIC



Joel Mariniss
SPORTS

WSYr

NBC in
Central New York



5 KW

SYRACUSE, N. Y.

570 KC

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

ers. Speakers include FCC Commissioner James Wadsworth; Robert Pauley, president, ABC Radio; Miles David, president, Radio Advertising Bureau; Arthur Meyerhoff, president, Arthur Meyerhoff & Associates; Paul Comstock, vice president for government affairs, National Association of Broadcasters; Governor Frank Clement. Sheraton-Peabody hotel, Memphis.

Oct. 27—Luncheon meeting of the Federal Communications Bar Association. Speaker will be FCC Chairman Rosel H. Hyde. Willard hotel, Washington.

Oct. 27-30—Meeting of the West Virginia-Mid Atlantic Community TV Associations. Greenbrier hotel, White Sulphur Springs, W. Va.

Oct. 28-29—Fall meeting of the Maryland-D. C.-Delaware Broadcasters' Association. Speakers include Vincent Wasilewski, president of the National Association of Broadcasters. Marriott/Key Bridge, Arlington, Va.

Oct. 29-31—Bible Communication Congress sponsored by the Educational Communication Association. Bud Collyer, of CBS-TV's To Tell The Truth, will speak at the broadcasting and film luncheon. Hotel Washington, Washington. Registration details may be received from ECA, P. O. Box 7712, Washington.

NOVEMBER

Nov. 1—New deadline for comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three TV stations, not more than two of them VHF's, in the top 50 television markets.

Nov. 2-13—4th (International Film Trade Fair) Film forum sponsored by Ceskoslovensky Filmexport. Brno, Czechoslovakia. For information contact Jerry Rappoport, 630 Ninth Ave., New York.

Nov. 3—Third annual FM Day of Georgia Association of Broadcasters. Riviera motel, Atlanta.

Nov. 4—Fall meeting, Mid-America CATV Assn. Skirvin hotel, Oklahoma City.

Nov. 7-9—1966 convention of the Association Canadienne de la Radio et de la Television de Langue Francaise. The keynote speaker will be the Honorable Daniel Johnson, premier of the Province of Quebec. Westbury hotel, Toronto.

Nov. 8-10—Seminar on computers in marketing and market research, spotlighting computer-based forecasting and sales analysis, sponsored by Computer Usage Education Inc., New York, educational subsidiary of Computer Usage Co. Marketing seminar will be led by Henry Stone, technical director, Computer Usage Co. Waldorf-Astoria hotel, New York.

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

Nov. 10—New deadline for reply comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay

Indicates first or revised listing.

**NATIONAL COMMUNITY
TELEVISION ASSOCIATION FALL
REGIONAL MEETINGS**

Oct. 21—Davenport hotel, Spokane, Wash. (Region 7).

Oct. 24—Tropicana hotel, Las Vegas (Region 8).

Oct. 26—Raddison hotel, Minneapolis, (Region 6).

Oct. 31—Sheraton-Gibson hotel, Cincinnati (Region 2).

Nov. 2—Dinkler Plaza hotel, Atlanta (Region 3).

Nov. 4—Skirvin hotel, Oklahoma City (Region 5).

DEATHLESS DIALOG from MANY MOVIES ... #4 of a series

“Alone at last!”



You'll stand alone in your market—way up on top—when you log UAA's WARNER BROTHERS and RKO features.



WRITE, WIRE or PHONE **u.a.a.** 555 MADISON AVENUE, NEW YORK, N. Y. 10022 area code 212 / 688-4700
BROADCASTING, October 17, 1966

...now No.100 joins the RCA ships 100th TK-42



“Big Tube” Color Camera

No. 100 went to WLBW-TV in Miami—one of an order of five. Sixty have gone to independent stations, the remainder to network-owned stations, TV-station groups, the U.S. Government and foreign broadcasters.

To keep pace with the unprecedented demands for these new cameras, facilities have been expanded so that RCA is now turning out the TK-42 at a rate of 30 per month. Nearly 300 are expected to be in service by the next NAB in April 1967.

Use of a 4½-inch image orthicon in the separate luminance channel is an exclusive feature. Besides improving color picture quality, the “big tube” assures highest quality pictures on black-and-white sets.

Broadcasters everywhere who are now using the TK-42 tell of its superiority in producing consistently better color pictures—including ability to handle details too fine to be passed by the chrominance circuits. No wonder color pictures are getting better and better!

For more information about the TK-42 Color Camera call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.

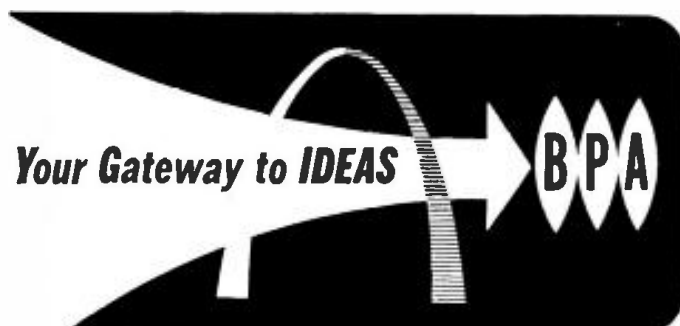


THE MOST TRUSTED NAME IN ELECTRONICS

Big Parade!



Follow the YOUNG MEN WITH IDEAS TO ST. LOUIS November 14-16, 1966



11th Annual Seminar of the Broadcasters Promotion Association Chase Park Plaza Hotel

The annual seminar of the BPA, open to the promotion-minded people in broadcasting.

This year it will stimulate ideas on such provocative subjects as:

- ★ THE CREATIVE APPROACH
- ★ TRENDS IN TRADE ADVERTISING
- ★ BUILDING BETTER TV AND RADIO PROMOS
- ★ SELLING WITHOUT NUMBERS
- ★ PSYCHOLOGY OF MOTIVATION
- ★ PROMOTING COLOR

GET YOUR REGISTRATION IN NOW...WHILE YOU ARE THINKING ABOUT IT!
EARLY REGISTRATIONS SAVE YOU MONEY!

Name _____

Station or Firm _____

Address _____

City _____ State _____

Attached is my check for \$_____ as my advance registration fee.

NOTE: Hotel reservations must be made separately.

CHECK ONE:

- ☐ Voting Member
- ☐ Affiliate Member
- ☐ Associate Member

Advance Registration:

BPA Member \$50.00
Non-Member 65.00

Registration at Seminar:

BPA Member \$55.00
Non-Member 70.00

Are you bringing your wife?
Yes _____ No _____

Mail this registration form with your check to Broadcasters Promotion Association,
1812 Hempstead Road, Lancaster, Pennsylvania 17601.

television and for comments on FCC notice of inquiry into the possibility of pay TV by wire. Former deadline was Oct. 1.

Nov. 10-11—Joint fall meeting of Washington State Association of Broadcasters and Oregon Association of Broadcasters. Speakers include George Bartlett, vice president for engineering, National Association of Broadcasters; Charles A. Sweeny, director of bureau of deceptive practices, Federal Trade Commission; George W. Armstrong, vice president, Storz Broadcasting Co. Hilton hotel, Portland, Ore.

Nov. 14—Joint "newsmaker" luncheon of International Radio and Television Society with the National Association of Broadcasters. Vincent Wasilewski, NAB president, is the speaker. Waldorf-Astoria hotel, New York.

Nov. 14—Twelfth annual promotion seminar sponsored by Edward Petry & Co. The theme of the session will be "Promotion clicks of '66". Chase-Park Plaza hotel, St. Louis.

Nov. 14-16—1966 convention/seminar of the Broadcasters' Promotion Association. Chase-Park Plaza hotel, St. Louis.

Nov. 15-18—12th annual membership meeting of the Television Bureau of Advertising. Continental Plaza hotel, Chicago.

Nov. 28-Dec. 2—Second engineering/management seminar sponsored by the National Association of Broadcasters. Purdue University, Lafayette, Ind.

Nov. 29-30—Executive committee, National Community Television Assn. Madison hotel, Washington.

Nov. 30—New deadline for reply comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

DECEMBER

Dec. 5—New deadline for reply comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's in the top-50 television markets.

Dec. 5—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Robert E. Kintner, secretary to the cabinet and special assistant to President Johnson. Waldorf-Astoria hotel, New York.

Dec. 9—Annual winter meeting and election of officers of the Arizona Broadcasters Association. Speakers include FCC Commissioner Robert Bartley; Doug Anello, chief counsel of the National Association of Broadcasters; and Mike Wallace, CBS newscaster. Del Webb's Town House, Phoenix.

Dec. 30—New deadline for further comments regarding material submitted to FCC by November 30 on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

JANUARY

Jan. 3-4—Executive committee, National Community Television Assn. Madison hotel, Washington.

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

FEBRUARY

Feb. 6-8—Board of directors, National Community Television Assn. (open).

■Indicates first or revised listing.



Congratulations!

TO THE WINNERS OF THE 1966 BMI COUNTRY MUSIC ACHIEVEMENT AWARDS!

ALMOST PERSUADED

Glenn Sutton
Billy Sherrill
Al Gallico Music Corporation

ARTIFICIAL ROSE

Tom Hall
Newkeys Music, Inc.

BABY

Ray Griff
Blue Echo Music, Inc.

BEHIND THE TEARS

Ned Miller
Sue Miller
Central Songs, Inc.

BELLES OF SOUTHERN BELL

Don Wayne
Tree Publishing Co., Inc.

BUCKAROO

Bob Morris
Blue Book

DEAR UNCLE SAM

Loretta Lynn
Sure-Fire Music Company, Inc.

DISTANT DRUMS

Cindy Walker
Combine Music Corp.

DON'T TOUCH ME

Hank Cochran
Pamper Music, Inc.

ENGLAND SWINGS

Roger Miller
Tree Publishing Co., Inc.

EVIL ON YOUR MIND

Harlan Howard
Wilderness Music Publishing Co., Inc.

FLOWERS ON THE WALL

Lewis DeWitt
Southwind Music, Inc.

GET YOUR LIE THE WAY

YOU WANT IT

Buddy Mize
Blue Crest Music, Inc.

GIDDYUP GO

Tommy Hill
Red Sovine
Starday Music

GREEN GREEN GRASS OF HOME

Curly Putman
Tree Publishing Co., Inc.

HELLO VIET NAM

Tom Hall
Newkeys Music, Inc.

THE HOME YOU'RE

TEARING DOWN

Betty Sue Perry
Sure-Fire Music Company, Inc.

HUSBANDS AND WIVES

Roger Miller
Tree Publishing Co., Inc.

I LOVE YOU DROPS

Bill Anderson
Moss Rose Publications, Inc.

I WANT TO GO WITH YOU

Hank Cochran
Pamper Music, Inc.

IF I TALK TO HIM

Dolores Edgin
Priscilla Mitchell
Vector Music

IT'S ALL OVER

Harlan Howard
Jan Howard
Wilderness Music Publishing Co., Inc.

I'VE BEEN A LONG TIME LEAVING

Roger Miller
Tree Publishing Co., Inc.

KANSAS CITY STAR

Roger Miller
Tree Publishing Co., Inc.

THE LAST WORD IN

LONESOME IS ME

Roger Miller
Tree Publishing Co., Inc.

LIVING IN A HOUSE

FULL OF LOVE

Glenn Sutton
Billy Sherrill
Al Gallico Music Corporation

LOVE BUG

Wayne Kemp
Curtis Wayne
Glad Music Company
Black Jack Publishing

LOVIN' MACHINE

Larry Kingstone
Window Music Publishers
Mayhew Music

MAKE THE WORLD GO AWAY

Hank Cochran
Pamper Music, Inc.

MAY THE BIRD OF PARADISE

FLY UP YOUR NOSE

Neal Merritt
Central Songs, Inc.

NOBODY BUT A FOOL

Bill Anderson
Stallion Music, Inc.

THE ONE ON THE LEFT

IS ON THE RIGHT

Jack Clement
Jack Music, Inc.

ONLY YOU (CAN BREAK

MY HEART)

Buck Owens
Blue Book

PUT IT OFF UNTIL TOMORROW

Dolly Parton
B. E. Owens
Combine Music Corp.

SNOWFLAKE

Ned Miller
Open Road Music, Inc.
Rondo Music

SOMEONE BEFORE ME

Bob Hicks
Sure-Fire Music Company, Inc.

STANDING IN THE SHADOWS

Hank Williams, Jr.
Ly-Rann Music

THE STREETS OF BALTIMORE

Tompall Glaser
Harlan Howard
Glaser Publications

SWINGING DOORS

Merle Haggard
Blue Book

TAKE ME

George Jones
Leon Payne
Glad Music Company

THINK OF ME

Estella Olson
Don Rich
Blue Book

TIPPY TOEING

Bobby Harden
Window Music Publishers

TRUE LOVE'S A BLESSING

Sonny James
Carol Smith
Marson Incorporated

WAITIN' IN YOUR WELFARE LINE

Nat Stuckey
Don Rich

WHAT KINDA DEAL IS THIS

Wayne Gilbreath
Lonzo and Oscar Publishing Co., Inc.

WHAT WE'RE FIGHTING FOR

Tom Hall
Newkeys Music, Inc.

WOULD YOU HOLD IT

AGAINST ME

Dottie West
Bill West
Tree Publishing Co., Inc.

YOU AIN'T WOMAN ENOUGH

Loretta Lynn
Sure-Fire Music Company, Inc.

All the worlds of music for all of today's audience



Finding what's different, then selling it

Let's suppose you're not the biggest. . . . Yours is a fine, middle-sized company and you're in the same business—air transportation—as some very formidable competitors, giants like United, TWA and American Airlines. On your major long-haul routes you compete directly with all three.

Of all the major trunk line carriers, you're the second smallest, yet you use the same sky to go to the same places with the same types of planes as the giants do. Indeed, there are no important visible differences between your airline and their airlines or any airline. They're all good. They all provide similar services. Even the cost of a ticket is the same for the same route and comparable equipment and class of service.

You can't get into a "more" battle—more equipment, more flights, more destinations or more advertising dollars.

This was the problem faced last fall by Continental Airlines and its new advertising agency, Needham, Harper & Steers.

Solving the problem began with a great deal of traveling by members of Needham's task force on Continental and its competitors in order to try to discover a difference. They did.

They couldn't see the difference, they could feel it, and it was based on the one exclusive Continental had—something the task force had known about all along—smallness.

Is Biggest Best? ■ The trouble was, as research and experience helped point out, most people automatically equate "bigness" with "best," especially when it comes to airlines (reinforced by all the fears, hidden and otherwise, people have of flying). Also, Continental is not as well known and this was another illogical "reason" to assume that the better-known giants were better airlines. But bigness-best is really a superficial, snap judgment.

The agency recommended that Continental focus its campaign on the advantages to the customer of doing business with a relatively small airline. Continental accepted the recommendation.

Advertising was developed to do two things: to create favorable awareness for Continental and to invite the potential traveler to think a minute and go beneath the surface, snap-judgment level.

Needham's traveling task force discovered, as many loyal Continental customers already knew, that there is

a difference between airlines. It isn't so much what Continental's people do, but rather how they do it. The whole thing added up to "pride," the pride Continental's people have in their jobs, in themselves, in their airline.

Why do Continental's people have this extra measure of pride? Once again the smallness of the airline is the reason. So the circle is completed. Because Continental, as major airlines go, is not a great big impersonal one, Continental's people can and do maintain their individuality, their sense of importance, their interest and involvement in how their airline is run. That's the story—and that's pretty much the way Needham's advertising tells it.

Invisible as pride may be, it's real. And it's generated in many ways, including the fact that Continental's management, from President Robert Six on down the line, is close to the day-by-day operation of the airline and to the people who operate it.

Not Lost ■ Continental's people are not lost in a big shuffle . . . and neither are Continental's customers. In a very real sense, Continental's people are not employees of an airline—they are the airline.

The short theme statement that nets all this out is: Come travel with us and feel the difference pride makes.

Because it is a relatively small airline and thus relatively little known, a signature line was designed to help Continental be remembered and thus become better known. "Continental—the proud bird with the golden tail."

"Come travel with us and feel the difference pride makes" and "The proud bird with the golden tail" were put to work in an unusual, highly visible print campaign in national magazines, news-

papers, Sunday supplements and television. All advertising for Continental was planned so that it communicates one image and one personality. It was designed to break the pattern for airline advertising, to visualize the difference between Continental and its competitors simply and dramatically and to focus single-mindedly on the simple selling idea. All collateral materials have also been coordinated into the program so that every communication with the public bears down on the same target in the same way.

TV Variety ■ In television, Continental's "feel the difference pride makes" story is told in a variety of ways. The 60-second commercial called "Music," as its name implies, uses a fully orchestrated version of Continental's original "Proud Bird Theme" (composed by William S. Walker of Chicago) to accompany color motion-picture photography of a Golden Jet from take-off to touch-down. Toward the end of the commercial, the very straightforward invitation, to "come travel with us and feel the difference pride makes—Continental Airlines . . . the proud bird with the golden tail," are the only words spoken. The voice is that of Barry Sullivan.

In other commercials, Mr. Sullivan narrates a more explicit pride story against several unique graphic concepts (a model of a jet being painted, a nighttime arrival at the terminal, a jet making contrails at 32,000 feet). In all cases, no attempt is made to sell anything to anyone. The difference between Continental and competition (pride) is clearly stated in a manner which invites each person in the audience to think about what has been said and to decide for himself.



Harold Kaufman is senior vice president and creative director of Needham, Harper & Steers Inc., Los Angeles. He joined the agency, then Needham, Louis & Brorby, in 1959 as a copywriter in the Chicago division, was elected a vice president in 1962 and the following year was appointed director of TV and radio production. Previously he was a senior TV-radio writer/producer with the Gordon Best agency and was assistant to the vice president of the TV creative department of Leo Burnett Co. Mr. Kaufman is a graduate geologist.



Woodshedding

*takes the sass out of youngsters
... puts it in a new product*

WOODshedding means testing your product in one of the country's ten most-used test areas before spending a lot of money nationally. The WOODshed is Greater Grand Rapids, so close to the U. S. averages that it makes an ideal place to shake down a promotion, product or marketing program. In the WOODshed market, you'll want to use the preferred stations. WOOD-TV is 2 to 1 over the No. 2 and No. 3 stations combined. WOOD Radio equals all other stations combined.* Wail at your Katz man. He's the expert on WOODshedding.

*Northwood Institute Preference Study (June, 1966)



WOOD **AM**
Grand Rapids, Michigan **FM**
TV

The Showcase Stations of Western Michigan
National Sales Representatives:
The Katz Agency, Inc.



to total system JERROLD will satisfy all your CATV needs

Only Jerrold offers a complete line of more than 500 compatible CATV quality products. And we'll design, produce or modify any component you require. Phone (215) 925-9870, or write CATV Systems Division, Jerrold Electronics Corporation, 401 Walnut St., Philadelphia, Pa. 19105.

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**FIRST
IN
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OVER 16 YEARS CATV EXPERIENCE

WIOD
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IN MIAMI**
24 HOUR
PROGRAMMING
TO THE
BUYING
MAJORITY

Listened to by the people who
make things happen in Florida
610 AM — 97.3 FM

COX BROADCASTING CORPORATION
Nationally Represented by
EDWARD PETRY & CO., INC.

OPEN MIKE®

Research memo

EDITOR: The Monday Memo in BROADCASTING of Sept. 26 is an unusually excellent one. I applaud you for its publication. In the ratings research business we are always having differences with so-called sharp analysts. I hope this does help correct some points of view.—*Sydney Roslow, president, The Pulse Inc., New York.*

(The memo, "Help needed", from Paul Keller, of Reach, McClinton & Co., New York, urged that, as ratings research becomes professionalized, the industry should seek scholarly, rather than "sharp" analysts. The purpose of the column is to spotlight issues, and BROADCASTING welcomes provocative and thoughtful comment from contributors.)

Reporting on the report

EDITOR: Your Sept. 19 special report on the Spanish market was both interesting and gratifying to us. As representatives of WCIU(TV) Chicago we, of course, have experienced much non-awareness among advertising agencies as to the size of the Latin market in Chicago, and especially that portion of the market which is Mexican.

WCIU is continuing its expansion of Spanish programs, and our list of happy clients is growing.

Please advise if we still can obtain 500 reprints of this article.

Thanks again to BROADCASTING for continuing to provide the industry with in-depth coverage of its many facets.—*Harry G. Meline, vice president and eastern sales manager, Eastman TV Inc., New York.*

(Reprints of the Spanish Market Special Report are still available. Copies are 30¢ each, quantity orders: 100 to 500, 25¢ each; more than 500, 20¢ each plus shipping. Address requests to BROADCASTING, 1735 De Sales St., N. W., Washington, D. C. 20036.)

Movies in the home

EDITOR: Congratulations on your editorial, "The movie machine." The issue of licensee responsibility for the motion pictures brought into the home is becoming increasingly important. While we agree with your plaudits to CBS for its action in "postponing" the showing of "Psycho," we cannot help but wonder where that responsibility was in the network scheduling of such a shocker at such an early hour, at a time usually designated as "family-viewing time." Not only should a station licensee be sensitive to the suitability of a film for television showing, but he should be keenly aware of his responsibility to the young viewer . . . This has been a problem of long standing, but it becomes even more difficult in the light of the change in the code of the motion picture industry.

We are always delighted with your

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TELECASTING® was introduced in 1946.

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The package that rides like people!



It's there in hours and costs you less when you ship by Greyhound Package Express

Every Greyhound bus is a package carrier as well as a people carrier. When you specify Greyhound Package Express your shipments leave and arrive on fast, frequent passenger schedules. Shipments going hundreds of miles usually arrive the next morning...fre-

quently, the very same day. Nobody has lower rates, and you can ship anytime—at your convenience—24 hours a day, 7 days a week, weekends and holidays, too. When fast service and low cost are important to you, look into Greyhound Package Express. Save time! Save

money! Save trouble! Ship C.O.D., Collect, Prepaid...or open a Greyhound Package Express Charge Account. For information on service, rates and routes, call Greyhound, or write: Greyhound Package Express, Dept. 8-K, 10 S. Riverside Plaza, Chicago, Ill. 60606.

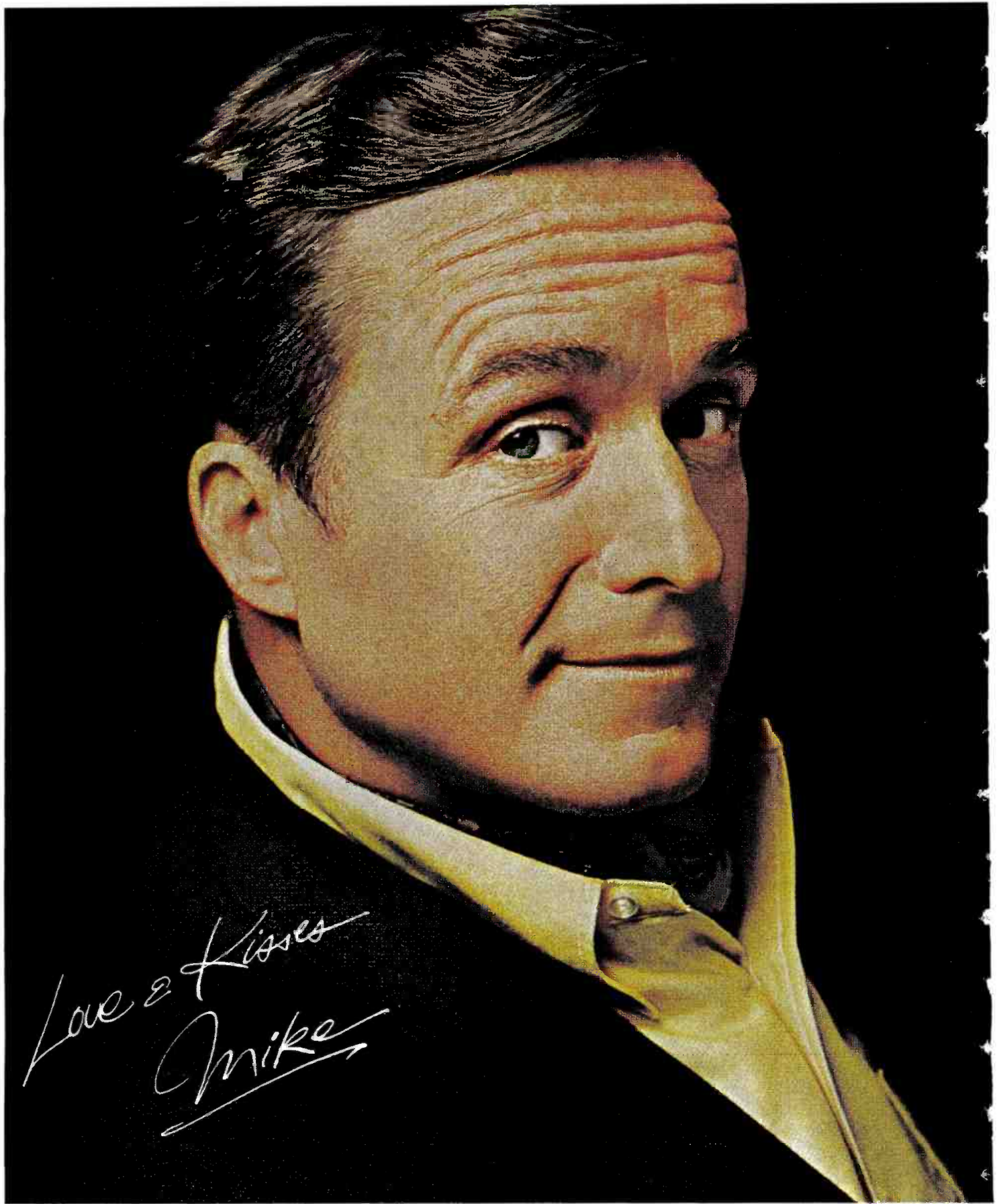
It's there in hours and costs you less

For Example	Buses Daily	Running Time	20 lbs.	30 lbs.	40 lbs.*
NEW YORK—PHILADELPHIA	32	2 hrs. 0 mins.	\$1.55	\$1.85	\$2.05
LOS ANGELES—SAN DIEGO	36	2 hrs. 30 mins.	1.50	1.70	1.95
CHICAGO—MILWAUKEE	20	1 hr. 50 mins.	1.55	1.80	2.00
RICHMOND—NORFOLK	19	1 hr. 45 mins.	1.65	1.90	2.15

*Other low rates up to 100 lbs. Lot shipments, too.



One of a series of messages depicting another growing service of The Greyhound Corporation.



We thought you'd like to see the guy your wife is spending her afternoons with.

The Mike Douglas Show Monday thru Friday while you're at the office.



Husbands hunting for Mike Douglas should look in these cities:

WAST, Albany, N. Y.
 KGGM-TV, Albuquerque, N. Mex.
 KGNC-TV, Amarillo, Texas
 WLOS-TV, Asheville, N. C.
 WAGA-TV, Atlanta, Ga.
 WJZ-TV, Baltimore, Md.
 WBRZ, Baton Rouge, La.
 KFDM-TV, Beaumont, Texas
 KVOS-TV, Bellingham, Wash.
 KXMB-TV, Bismarck, N. D.
 WBZ-TV, Boston, Mass.
 WGR-TV, Buffalo, N. Y.
 KFVS-TV, Cape Girardeau, Mo.
 WCHU-TV, Champaign, Ill.
 WCSC-TV, Charleston, S. C.
 WBTV, Charlotte, N. C.
 WTVC, Chattanooga, Tenn.
 WGN-TV, Chicago, Ill.
 WCPO-TV, Cincinnati, Ohio
 WKYC-TV, Cleveland, Ohio
 WTVN-TV, Columbus, Ohio
 WBAP-TV, Dallas, Texas
 WLW-D, Dayton, Ohio
 WICD, Danville, Ill.
 KOA-TV, Denver, Colo.
 KRNT-TV, Des Moines, Iowa
 WJBK-TV, Detroit, Mich.
 KDIX-TV, Dickinson, N. D.
 KDAL-TV, Duluth, Minn.
 WSJV-TV, Elkhart, Ind.
 KTVC, Ensign, Kansas
 WEHT-TV, Evansville, Ind.
 KXJB-TV, Fargo, N. D.
 WPTA, Fort Wayne, Ind.
 KFRE-TV, Fresno, Calif.
 KLOE-TV, Goodland, Kansas
 WOOD-TV, Grand Rapids, Mich.
 WLUK-TV, Green Bay, Wisc.
 KRGV-TV, Harlingen, Tex.
 KAYS-TV, Hays, Kansas
 KHTV, Houston, Texas
 WSAZ-TV, Huntington, W. Va.
 WTTV, Indianapolis, Ind.
 WILX-TV, Jackson, Mich.
 WJXT, Jacksonville, Fla.
 KCMO-TV, Kansas City, Mo.
 CKCO-TV, Kitchener, Ont., Canada
 WATE-TV, Knoxville, Tenn.
 KPLC-TV, Lake Charles, La.
 WGAL-TV, Lancaster, Pa.
 KARK-TV, Little Rock, Ark.
 KABC-TV, Los Angeles, Calif.
 WLKY-TV, Louisville, Ky.
 WMTV, Madison, Wis.
 WMCT-TV, Memphis, Tenn.
 WCKT, Miami, Fla.

WISN-TV, Milwaukee, Wis.
 WCCO-TV, Minneapolis, Minn.
 KXMC-TV, Minot, N. D.
 WLAC-TV, Nashville, Tenn.
 WNHC-TV, New Haven, Conn.
 WDSU-TV, New Orleans, La.
 WOR-TV, New York, N. Y.
 WOW-TV, Omaha, Neb.
 WESH-TV, Orlando, Fla.
 WEAR-TV, Pensacola, Fla.
 WEEK-TV, Peoria, Ill.
 KYW-TV, Philadelphia, Pa.
 KOOL-TV, Phoenix, Ariz.
 KDKA-TV, Pittsburgh, Pa.
 WPTZ-TV, Plattsburgh, N. Y.
 WGAN-TV, Portland, Me.
 KOIN-TV, Portland, Ore.
 WAVY-TV, Portsmouth, Va.
 WPRO-TV, Providence, R. I.
 KOAA-TV, Pueblo, Colo.
 WRAL-TV, Raleigh, N. C.
 KCRL, Reno, Nev.
 WRVA-TV, Richmond, Va.
 WSLS-TV, Roanoke, Va.
 WOKR, Rochester, N. Y.
 WREX-TV, Rockford, Ill.
 WHBF-TV, Rock Island, Ill.
 KBIM-TV, Roswell, N. Mex.
 KXTV, Sacramento, Calif.
 WNEM-TV, Saginaw, Mich.
 KCPX-TV, Salt Lake City, Utah
 KONO-TV, San Antonio, Texas
 KPIX, San Francisco, Calif.
 KNTV, San Jose, Calif.
 WNEP-TV, Scranton, Pa.
 KING-TV, Seattle, Wash.
 KTAL-TV, Shreveport, La.
 KVTU, Sioux City, Iowa
 KXLY-TV, Spokane, Wash.
 WICS, Springfield, Ill.
 WWLP, Springfield, Mass.
 KSD-TV, St. Louis, Mo.
 WNYS-TV, Syracuse, N. Y.
 WCTV, Tallahassee, Fla.
 WTVT, Tampa, Fla.
 WSPD-TV, Toledo, Ohio
 WIBW-TV, Topeka, Kansas
 CHCH-TV, Toronto, Ont., Canada
 KOLD-TV, Tucson, Ariz.
 KOTV, Tulsa, Okla.
 WMAL-TV, Washington, D. C.
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 WTRF-TV, Wheeling, W. Va.
 KTVH, Wichita, Kansas
 WSJS-TV, Winston-Salem, N. C.
 WYTV, Youngstown, Ohio

Produced by WBC Productions, Inc. Distributed by WBC Program Sales, Inc.

infrequent editorials that stress responsibility. They are a refreshing relief from the complaints of government encroachment and demonstrate the obvious fact that good self-policing is the best insurance against outside controls.—Henry H. Mamet, member, board of directors. National Association for Better Broadcasting. 72 East 11th Street, Chicago.

The wrong Gamble

EDITOR: Having returned from the Radio-Television News Directors Association international conference in Chicago, and having seen a good deal of our former president, Bob Gamble of WFBM, Indianapolis, I was rather startled to see how he had "changed" in the Oct. 3 BROADCASTING.

Your magazine did a fine job in writing up the various convention activities, but I'm guessing that when it came to a picture of Bob Gamble—some other Gamble was selected. . . . Monroe Benton, chief—special events, Radio Free Europe, New York.

(The incorrect picture published was that of Robert F. Gamble Jr., Washington advertising agency executive.)



WFBM's Gamble



Adman Gamble

No longer in Tampa

EDITOR: In your interesting story about wcvb Springfield, Ill., sending its FCC program form to agencies, advertisers and representatives (BROADCASTING, Oct. 10), there is one error. The Neuhoffs have no interest in WALT Tampa, Fla. which was purchased March 1, 1966, by Universal Broadcasting Co.—Bob Leonard, president and general manager, WALT Tampa.

Another problem

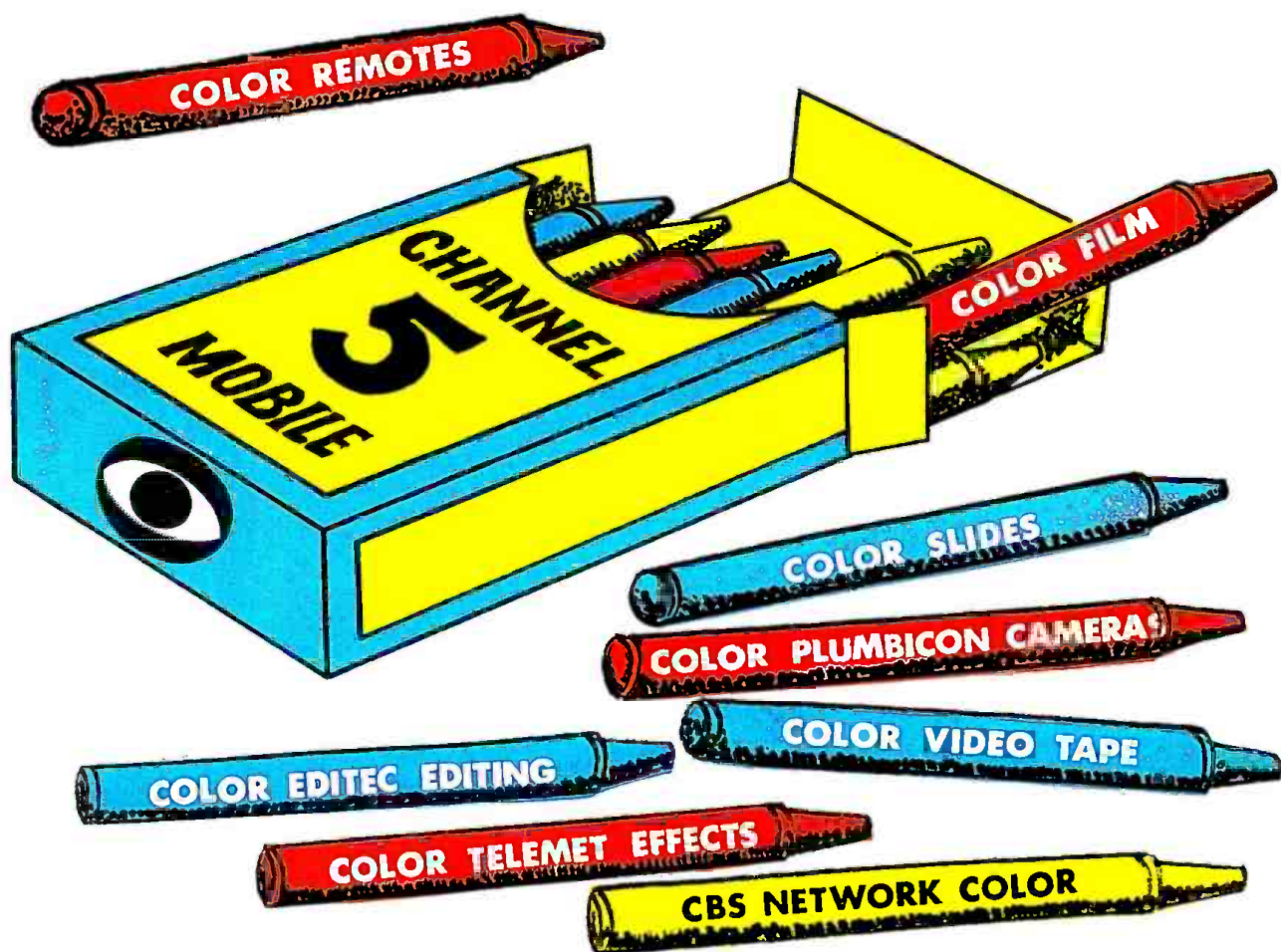
EDITOR: Now that Mr. Switzer of Lethbridge, Alberta, has solved the problem of financial support for U. S. ETV (BROADCASTING, Oct. 3) perhaps he would try for a solution to public (taxpayer) support, of \$180,000,000 to a commercial TV network, namely the Canadian Broadcasting Corp.—A. J. Macintyre, account executive, NBC Spot Sales, New York.

(Mr. Switzer's letter advocated a 15% tax on advertising to support educational television.)

WKRG-TV

MOBILE, ALABAMA

FULL COLOR



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



Radio's growth biggest in years

RAB estimates indicate it has probably outstripped every other advertising medium in first six months of 1966 with total radio sales of over \$477 million

The fired-up pace of 1966 radio sales was documented last week in estimates that business came through the first half of the year with a 13% gain—and with no letup in sight.

The estimates were offered by Miles David, president of the Radio Advertising Bureau, on the basis of RAB compilations completed for network radio and nearly completed for spot radio, buttressed by RAB soundings of local-business volume around the country.

The gains evident in all three components, he said, have given radio its biggest growth rate in "many years," probably outstripping those of any other major advertising medium in the six-month period.

Mr. David disclosed the gains estimates in meetings in Detroit and Chicago winding up what he called the "most successful" series of RAB management conferences in the bureau's history.

RAB's figures for the first half put total radio sales at close to \$477.4 million, made up as follows:

- Spot radio: about \$145 million.
- Network radio: \$37,396,000.
- Local radio: about \$295 million.

Mr. David said the RAB research department's compilations put network radio's first-half gain over last year's first half at 17% and spot radio's at 11.5% and that samplings of local business indicated this category was up 13%.

The national-sales estimates were based on final first-half figures on network radio advertising, from which the RAB is releasing today (Oct. 17) the estimated expenditures of the top 100 network radio users for the period (see list on next page), and on similar estimates nearing completion on spot radio expenditures.

Mr. David said figures on spot radio's biggest customers would be ready for publication within a few weeks.

Pace to Continue ■ Although Mr. David did not project radio business for

the full year, all recent signs have pointed to a continuation of the full-steam-ahead pace that marked the first six months.

A roundup by BROADCASTING only a month ago indicated that radio's national sales alone in 1966 would eclipse 1965's by a minimum of 10%—and on the strength of last week's estimates for the first half there was speculation that the margin might be wider.

RAB's own estimates in September



Complacency is the biggest danger in the months ahead, RAB President Miles David warns station managers.

envisioned national sales aggregating around \$355 million for the full year, compared with \$323 million in 1965 (BROADCASTING, Sept. 19).

RAB President David has been urging broadcasters throughout this fall's series of management conferences not to let surging sales make them complacent and cause them to ease up in their selling efforts.

"Complacency," he said, is the "biggest danger" in the months ahead.

His list of top 100 network radio

advertisers showed General Motors far out in front with an investment approaching \$3.4 million—more than half of its 1965 full-year total. The top 10 and their first-half network radio expenditures as estimated by RAB:

1. General Motors \$3,395,000
2. Campbell Soup Co. \$1,850,000
3. Florida Citrus Commission \$1,571,000
4. State Farm Mutual Insurance \$1,474,000
5. Liggett & Myers Tobacco \$1,313,000
6. Mennen Co. \$1,154,000
7. Sterling Drug \$1,035,000
8. Reynolds Tobacco \$971,000
9. Wm. Wrigley Jr. Co. \$970,000
10. Chrysler Corp. \$962,000

RAB's network radio estimates are compiled from reports supplied by all four national networks: ABC, CBS, MBS and NBC.

Study of Spot ■ Its spot radio estimates are compiled by an independent accounting firm from confidential information supplied by leading stations and station-representation firms.

In making public the RAB estimates last week Mr. David took occasion to thank all who contributed to them and thus helped put radio "so solidly in the ranks of the measured media."

He said that "the easy availability of these radio figures may have actually contributed to the general gain [in billings], because they provided documentation of the extent of the radio investment of major firms and the variety of the advertisers using the medium."

He also urged stations to continue to submit their billings reports promptly, "because while most data does come in quickly, we are still lagging behind other media in the period between the actual date and the date of publication."

Highlight of Meetings ■ The estimates were a highlight of RAB management conferences held Monday and Tuesday in Detroit and Thursday and Friday in

Network radio pace beats '65

Top 100 advertisers spend over \$35 million in first six months compared to \$67 million for all radio in '65

Investment in network radio by the top 100 advertisers of the medium reached an estimated \$35,336,000 for the first six months of 1966, according to a compilation being released today (Oct. 17) by the Radio Advertising Bureau.

For the full year of 1965, network radio income from all advertisers was placed at \$67,900,000.

General Motors Corp. and Campbell Soup, which have been consistently heavy network radio advertisers, led the list with \$3,395,000 and \$1,850,000 respectively for the first half of 1966. The Florida Citrus Commission, which spent an estimated \$637,000 in all of 1965 was in third spot with a hefty \$1,571,000 for the first half of this year (also see page 31).

Miles David, RAB president, said that spot radio expenditures by advertisers and brands for the first half of 1966 will be released with a few weeks.

The network information was compiled from reports from ABC Radio, CBS Radio, Mutual and NBC Radio.

Top 100 network radio advertisers (by brands) First 6 months 1966

	Estimated expenditure
1. General Motors Corp.	\$3,395,000
A.C. Spark Plugs	44,000
Buick cars	300,000
Chevrolet cars	1,053,000
Delco Div.-United Motors Service	439,000
Fisher Body	292,000
Frigidaire	234,000
Guardian Maintenance	180,000

	Estimated expenditure
Oldsmobile cars	371,000
Pontiac cars	482,000
2. Campbell Soup Co.	1,850,000
Campbell beans	650,000
Campbell soups	499,000
Campbell V-8 Juice	701,000
3. Florida Citrus Commission	1,571,000
Citrus fruits	785,000
Frozen orange juice	786,000
4. State Farm Mutual	
Automobile Insurance Co.	1,474,000
Insurance	1,474,000
5. Liggett & Myers Tobacco Co.	1,313,000
Chesterfield cigarettes	206,000
L&M cigarettes	1,107,000
6. The Mennen Co.*	1,154,000
Men's toiletries	1,154,000
7. Sterling Drug, Inc.	1,035,000
Bayer aspirin	512,000
Energene spot remover	70,000
Ironized Yeast	259,000
Phillips Milk of Magnesia	194,000
8. R. J. Reynolds Tobacco Co.	971,000
Camel cigarettes	606,000
Salem cigarettes	82,000
Winston cigarettes	283,000
9. Wm. Wrigley Jr., Co.	970,000
Wrigley gum	970,000
10. Chrysler Corp.	962,000
Chrysler cars	4,000
Customer Car Care	229,000
Dodge cars	4,000
Plymouth cars	698,000
Marine engines	27,000
11. General Mills, Inc.	943,000
Bisquick	767,000
Cereals	176,000
12. Eversharp, Inc.*	
(Schick Safety Razor Div.)	927,000
Schick razors, blades & shave cream	927,000
13. National Dairy Products Corp.	
(Kraft Foods Div.)	729,000
Kraft marshmallows	44,000
Parkay margarine	685,000

	Estimated expenditure
14. Standard Brands, Inc.	669,000
Blue Bonnet margarine	42,000
Chase & Sanborn coffee	476,000
Fleischmann's margarine	43,000
Royal pudding & pie filling	31,000
Tender Leaf Tea	77,000
15. Wynn Oil Co.	626,000
Wynn Friction Proofing	626,000
16. American Motors Corp.	577,000
Rambler cars	577,000
17. P. Lorillard Co.	572,000
Kent cigarettes	530,000
Newport cigarettes	42,000
18. Ford Motor Co.	571,000
Auto-Lite Div.	228,000
Ford cars	79,000
Lincoln/Mercury cars	264,000
19. American Tobacco Co.	533,000
Lucky Strike cigarettes	264,000
Pall Mall cigarettes	269,000
20. A.F. of L./C.I.O.	457,000
Labor union	457,000
21. American Telephone & Telegr. Co.	446,000
Long distance service	446,000
22. Chas. Pfizer Co.	399,000
Ben Gay (Thos. Leeming Div.)	47,000
Imprevu perfume (Coty Div.)	352,000
23. Quality Court Motels, Inc.	397,000
Motel & hotel service	397,000
24. E. I. du Pont de Nemours & Co., Inc.	390,000
Cantreac	135,000
Dacron	47,000
Golden 7 additive	14,000
Zerex	194,000
25. Pharmaco, Inc.	347,000
Cushion Grip denture adhesive	44,000
Sutton deoderant	303,000
26. The Nestle Co.	345,000
Nescafe	168,000
Nestea	177,000
27. Foster-Milburn Co.	324,000
Doan's Pills	324,000
28. American Express Co.*	322,000
Credit cards & travelers cheques	322,000
29. Bristol-Myers Co.	317,000
No-Doz	317,000
30. The Borden Co.	308,000
Wash 'n Dry	52,000
Pickles (Aunt Jane's Foods Div.)	110,000
Realemon (Realemon Co. Div.)	65,000
Wyer fruit juices	
(Wyer & Co. Div.)	133,000
31. Cowles Communications, Inc.	304,000
Family Circle	118,000
Look	186,000
32. Continental Casualty Co.	301,000

Chicago. The Chicago sessions closed out a series of six such regional meetings, which opened in Atlanta Sept. 12-13. Others were in San Francisco, Houston and Tarrytown, N. Y.

RAB officials said the series was the most successful RAB had ever held and attributed their wide acceptance to a general desire of broadcasters to inject more professionalism into sales management and also to the tailoring of conference programs into separate sessions for large-market and smaller-market broadcasters.

Theme of the conference series was sales management and the program featured both broadcasters and RAB executives in case histories, reports and presentations showing how billings can be advanced not only by sales techniques but also by a wide range of other factors including news, sports, community involvement, specialized

programming and more effective overall management and administration.

RAB executives who participated in all of the conferences, aside from Mr. David, were Robert H. Alter, executive vice president; Maurice E. (Doc) Fidler, sales vice president; Edward A. Whitney Jr., director of the small markets division, and Jone Murphy, director of media services.

It's all business for panels at TVB meeting

Approximately 260 executives are expected to attend the 12th annual meeting of the Television Bureau of Advertising in Chicago at the Continental Plaza hotel, Nov. 15-18.

Three panel discussions will be held during the meeting. One will be on "the

business of advertising," and speakers will be Peter W. Allport, president of the Association of National Advertisers; Thomas B. McCabe Jr., vice president and group executive of the Scott Paper Co. and Alfred L. Plant, vice president and director of advertising, Block Drug Co. Inc.

A second panel on "the business of advertising agencies" will present the views of Thomas B. Adams, president of the Campbell-Ewald Co., Detroit; John Crichton, president of the American Association of Advertising Agencies and Richard A. R. Pinkham, senior vice president in charge of media and programs at Ted Bates & Co. The third panel on "the business of media" will feature a discussion by John W. Davis, senior vice president and director of media of Honig-Cooper & Harrington, San Francisco; Bern Kanner, senior vice president and director of media

	Estimated expenditure		Estimated expenditure		Estimated expenditure
Insurance	301,000	Miracle White soap & detergent	168,000	Preparation H	50,000
33. Brunswick Corp.	279,000	59. Mentholatum Co.	166,000	82. The O'Brien Co.	90,000
Mercury outboard motors	192,000	Deep Heating Rub	80,000	O'Brien paints	90,000
Zebco sports equipment	87,000	Mentholatum Ointment	86,000	83. Savings & Loan Foundation, Inc.	88,000
34. Lehn & Fink Products, Inc.	270,000	60. F & Laboratories, Inc.	162,000	Savings & loan promotion	88,000
Lysol	233,000	F & F Cough Drops	162,000	84. Kerr Glass Mfg. Corp.	87,000
Medi-Quik	37,000	60. Hastings Mfg. Co.	162,000	Food preserving jars	87,000
35. Time, Inc.	267,000	Casite additive	162,000	85. Union Carbide Corp.	85,000
Life	41,000	60. Miller Brewing Co.	162,000	Prestone Oil Miser	85,000
Time	226,000	Miller High Life beer	162,000	86. The Reader's Digest Assn., Inc.	83,000
36. Curtis Publishing Co.	255,000	63. 3M Company	155,000	The Reader's Digest	83,000
Ladies' Home Journal	120,000	Dynachrome film	61,000	87. Alcan Aluminum Corp.	82,000
Saturday Evening Post	135,000	Dynacolor film	13,000	Flexalium	82,000
37. Pet Milk Co.	251,000	Games	4,000	88. Great American Insurance Co.	81,000
Whitman's Candy	251,000	Scotch-Brite floor pads	9,000	Insurance	81,000
38. Bankers Life & Casualty Co.	240,000	Scotchgard stain repellant	3,000	89. Block Drug Co.	80,000
White Cross Hosp. & Medical Ins.	240,000	Tarni-Shield tarnish remover	28,000	Nytol & Tegrin	42,000
39. Pennzoil Co.	235,000	Tapes (various)	37,000	Polident	38,000
Pennzoil gas, oil & lubricants	235,000	64. National Brewing Co.	149,000	89. Minnesota Dept. of Business Dev.	80,000
40. The Kellogg Co.	226,000	Colt 45 Malt Liquor	149,000	Vacation promotion	80,000
Cereals	226,000	65. MacFadden-Bartell Corp.*	137,000	89. Sunsweet Growers, Inc.	80,000
40. Ludens, Inc.	226,000	Magazines	137,000	Sunsweet Prunes	80,000
Ludens cough drops	226,000	66. Quaker State Oil Refining Corp.	133,000	92. California Prune Advisory Board	78,000
42. Nationwide Insurance Co.	222,000	Quaker State oil & lubricants	133,000	California prunes & juice prom.	78,000
Insurance	222,000	67. North American Van Lines Inc.	132,000	92. Testor Corp.	78,000
43. Retail Clerks International Assn.	209,000	Transportation	132,000	Spra-Pla & household cement	78,000
Union promotion	209,000	68. Church & Dwight Co. Inc.	130,000	94. Lindsay Ripe Olive Co.	75,000
44. Colgate-Palmolive Co.	208,000	Arm & Hammer Baking Soda	50,000	Olives	75,000
44. Sinclair Refining Co.	208,000	Sal Soda	80,000	95. Sun-Maid Raisin Growers of Calif.	73,000
Dino-Supreme gas & oil	208,000	69. Smith, Kline & French	129,000	Sun-Maid Raisins	73,000
46. Standard Household Products, Corp.	204,000	(Menley & James Labs)	129,000	96. Lutheran Layman's League	67,000
Bon Ami Jet Spray	197,000	Contac	129,000	Religious	67,000
Dust 'n Wax polish	7,000	70. Helmac Products Corp.	123,000	96. Voice of Prophecy	67,000
47. Holiday Inns of America, Inc.	203,000	Lint Pick-Up	123,000	Religious	67,000
Motel & hotel service	203,000	71. E. C. DeWitt & Co., Inc.	119,000	98. CIBA Corp.	66,000
48. Eastern Products Corp.	198,000	DeWitt's Pills	119,000	Antivy poison ivy spray	66,000
Drapery hardware	198,000	72. Adolph's Ltd.	111,000	98. Lockheed Aircraft Corp.	66,000
49. Florists Telegraph Deliv. Assn., Inc.	197,000	Adolph's meat tenderizer	111,000	Institutional	66,000
Flowers by wire	197,000	73. Meredith Publishing Co.	109,000	100. Wallace & Tiernan, Inc.	
50. Billy Graham Evangelistic Assn.	187,000	Better Homes & Gardens	109,000	(WTS Pharmacraft Div.)	65,000
Religious	187,000	74. Texize Chemicals, Inc.	106,000	Desenex foot powder	65,000
50. Knox Gelatine, Inc.	187,000	K2R spot lifter	106,000		
Knox Gelatine	187,000	75. Carrier Corp. (Bryant Mfg. Co. Div.)	103,000		
52. Mutual of Omaha Insurance Co.	185,000	Air conditioning units	103,000		
Insurance	185,000	75. Mobil Oil Co., Inc.	103,000		
53. Newsweek, Inc.	181,000	Mobilgas & Mobiloil	103,000		
Newsweek	181,000	77. National Biscuit Co.*	98,000		
54. Beatrice Foods, Inc. (La Choy Div.)	178,000	Bakery products	98,000		
La Choy foods	178,000	78. R. C. Bigelow, Inc.	96,000		
54. Ocean Spray Cranberries Inc.	178,000	Constant Comment tea	96,000		
Cranberry juice	178,000	79. Field Enterprises, Inc.	95,000		
56. Morton Mfg. Corp. (Chap Stick Div.)	169,000	Educational publications & aids	95,000		
Chap Stick	169,000	80. Dunn & McCarthy, Inc.	94,000		
56. Purex Corp. Ltd.	169,000	Enna Jettick shoes	94,000		
Cuticura soap & ointment	169,000	81. American Home Products Corp.	92,000		
58. Water Specialties Co.	168,000	Anacin	42,000		

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 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 the future.

management, Benton & Bowles, and Herbert D. Maneloveg, vice president and media director, BBDO.

In a separate announcement, TVB said that by the time of the organization's annual meeting, a total of 94 TV stations will have received special visit presentations since the start of the program on April 25. More than 850 station sales officials and staffers have attended these meetings, at which TVB executives discuss TV trends, presentations in the retail field, low-cost production methods and proven sales techniques.

Pepsi to pour it on with new 'cold' slogan

Pepsi-Cola Co., New York, which for years has "poured in on" about Pepsi's

warm public acceptance—"come alive, you're in the Pepsi generation" (since 1964), "be sociable" (1950's), and "12 full ounces, that's a lot" (1940's)—is now literally turning on the "cool" with a new multimillion dollar "cold" taste campaign: "taste that beats the others cold . . . Pepsi pours it on."

Last month James B. Somerall, president and chief executive officer, announced Pepsi-Cola Co. would budget \$30 million for advertising during 1967 (up 15% over this year). The new "cold" campaign represents its first step in that direction. Pepsi said the campaign objective is to "pre-empt 'coldness' in the soft drink business."

Over half the 1967 budget will filter into advertising the "Pepsi-Cola" drink, according to a company spokesman. (The company also will advertise "Mountain Dew," "Patio" flavors, "Team" and "Diet Pepsi.") Heaviest

Pepsi advertising will be in TV and radio, he said. Pepsi is arranging its radio schedule through some 520 bottlers. In network TV, Pepsi has already purchased participations on 30 separate programs (Oct. 12-Dec. 31): 13 on ABC-TV, 10 on CBS-TV and 7 on NBC-TV.

Six different TV commercials are being programed in lengths of 60, 40 and 20 seconds. Each features a vigorous exercise, then the participant "pours it on" with Pepsi Cola. In 20-second intervals the topics include such exercises as frugging, tree topping, auto speed racing and threshing wheat.

Radio spots feature a rock-'n'-roll beat performed by three singing groups: the Four Tops, Trade Masters and the Hondells.

Pepsi's agency is BBDO, New York.

A new rein on commercials?

FCC votes to get commercial promises now from all
radio and television stations—and explanations
from all those that exceed NAB code standards

The FCC last week took a long step toward adopting as its own standards the commercial time restrictions in the National Association of Broadcasters' television and radio codes—although commission officials denied that they wanted to become a code-enforcement agency.

The commission gave preliminary approval to a questionnaire requiring that every radio and television licensee who proposes to exceed the code limitations must justify his excess in the public interest.

The questionnaire would establish 18 minutes of commercials per hour for radio and 16 minutes for television as the FCC standard. The NAB radio code prescribes 18 minutes as the maximum commercial time per hour. The NAB television code prescribes 16 minutes and 20 seconds in all time periods other than prime time, during which the code prescribes 10 minutes and 20 seconds of commercials per hour.

Licensees proposing to carry more than 18 minutes of commercials per hour on radio and 16 on television would be required in the questionnaire to "state the basis on which licensee concluded that such proposed commercial practices will be consonant with the needs and interests of the community which the licensee serves."

Oh, No ■ Commission officials went out of their way last week to make the questionnaire appear as a retreat from

former practices that had been criticized as oblique methods of enforcing the commercial time standards in the industry codes. One said this would take the commission "out of the code business."

Their assertion was evidently based on the opportunity that licensees will have to exceed code limits—with acceptable justification. At this point, however, no one at the FCC knows what kind of justification will be acceptable.

The questionnaire, which must be approved by the Bureau of the Budget before it can be sent to licensees, is designed primarily to put all renewal applicants on an equal basis—those who file renewal applications on the old AM-FM and TV program-reporting forms and those who are filing on the new ones.

The question on future proposals is taken directly from the AM-FM form, used for the first time by applicants whose renewal date was April 1, and the TV form, which was issued by the commission two weeks ago and is to become effective for renewal applicants filing after Jan. 1, 1967.

Radio renewal applicants who filed up until the end of last year and TV licensees who are still filing renewal applications, are reporting on forms that request information not in terms of all commercial matter (spots and continuity) but in terms of numbers and

lengths of commercial spots.

Under the normal course of events, many of the nation's broadcasters would not be shifted over to the new basis of reporting proposed policy for more than two years. The questionnaire will get all of them shifted over at one fell swoop.

No New Standards ■ The questionnaire states that the commission is not proposing any new standards of commercialization. But the document, approved 7-to-0, is a step toward establishing a new policy on commercials.

The expectation now is that the commissioners "will formulate instructions" to the staff as to what kinds of commercialization questions are to be brought to them, a staffer said. A station's performance will be checked against its promise, as in the past. But no rule of thumb has been established as to the amount that will warrant a commission inquiry.

Commission efforts at policing over-commercialization have been stalled since August, when the commissioners decided to rethink their policy in hopes of coming up with a procedure that a substantial majority could support. The commission frequently split 4 to 3 on overcommercialization questions, and the implementation of the policy itself depended on the makeup of the commission at any given time.

The commission began its case-by-case campaign in January 1964, when congressional pressure forced it to abandon a proposal to adopt a rule limiting commercial time. Staff members were instructed to check station performance against promise, and later to question stations that proposed commercial policies that appeared excessive.

Troubles for NAB ■ Commission examination of stations' commercial proposals caused pain to NAB code officials on two counts. The commission queried code members who proposed more time than permitted by the code. How, commission letters asked, could the station represent itself as a code member and then exceed the code's limits? This was regarded by some as commission enforcement of an industry code.

And while radio-code members were thus reined into an 18-minute limit (as prescribed by the code) by the commission, noncode radio stations were

The loot that got away on four-game World Series

If the World Series had gone a full seven games instead of four straight to the Baltimore Orioles, NBC-TV would have collected \$427,500 more from each of the advertisers who bought a quarter sponsorship in a baseball package that included the series, the 1966 All Star Game and the *Game of the Week*.

If the series had gone seven games, the games in the package would have totaled 36, or a cost to each of the major sponsors (Chrysler, Gillette and R. J. Reynolds

Tobacco) of \$5.13 million. This is calculated on \$28,500 per five minutes worth of commercial time per game, or 180 minutes for 36 games.

With the series cut to four games, the package total came to 33 games, bringing the total paid by each of the three principal advertisers to \$4,702,500. The other fourth sponsorship of the package was sold to a number of advertisers, including two—Motorola and Humble Oil—on a national basis, plus seven others on a regional basis.

Atlanta is sold on WSB Radio



Atlanta . . . a major market on the move. Busy people going places, doing things and spending money. Almost \$3 billion annually.* Right in the midst of it all is beaver-busy WSB Radio . . . meeting the needs, wants and desires of Atlanta's largest radio audience† . . . 93% adult . . . the audience with purchase power. Sell in company with America's top advertisers — put the WSBeavers to work for you today!

Sources: * Sales Management Survey of Buying Power, 1966.
† Mediatel, June-July, 1966



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC-TV, Pittsburgh.

WSB RADIO ATLANTA
wsb-am 750 . . . wsb-fm stereo 98.5

NBC affiliate. Represented by Edward Petry & Co., Inc.

Are small market radio commercials tops?

Radio's creativity was demonstrated forcefully in Kansas City Wednesday to advertisers and agencies in that area when Radio Advertising Bureau's Miles David talked before the Advertising and Sales Executives Club there. Some 300 attended.

As guests arrived at the luncheon meeting their names were voice recorded on tape. Later the tape was played fast and stopped down to regular speed at random to announce the names for door prizes—transistor radios, of course. There were also free public service announcements on local stations for the charity of the winners' choice.

Pams Productions, Dallas, also donated a free musical commercial for a grand prize. A demonstration version welcomed Mr. David and the special radio event there.

Mr. David explained it is the "customer creativity" of local agencies and advertisers which has pro-

duced the selling messages and business momentum of radio today. He noted market size or budget weight have little to do with truly creative use of the medium and played examples of small market commercials which he considers match any on the air today.

The RAB president reported another sidelight of the all radio methodology study. He said it showed that the auto radio audience today "is reminiscent of prime night time television."

He said 60% of the time an auto with radio is being used the radio is in use too, exclaiming "you don't get penetration numbers like that very often in any medium."

Chairman of the club's radio day committee was George W. (Bud) Armstrong, executive vice president-general manager, WHB Kansas City. Club president is E. K. Hartenbower, vice president-general manager, KCMO Kansas City.

free to propose up to 20 minutes before the staff suggested a letter of inquiry.

The effect of this double standard, NAB officials said, was to cause defections from the code. (No rule of thumb had been devised for noncode television stations.)

But the new questionnaire is designed to meet both complaints, commission officials said. The questionnaire, it was pointed out, is addressed to all stations, whether code members or not.

The Budget Bureau, which must approve all such government questionnaires, received a copy last week. Commission officials hope for clearance soon, possibly this week.

NAB cigarette ad guide called a step forward

Senator Warren G. Magnuson (D-Wash.), who has maintained a close watch on cigarette-advertising practices and has sponsored legislation on the subject, has called the National Association of Broadcasters TV code board's new guides on cigarette ads "a step in the right direction."

But, the chairman of the Senate Commerce Committee also warned he intends "to carefully examine the actions taken by the various groups such as the television and radio industry to determine whether additional legislation may be necessary in this field." A few

months ago Senator Magnuson introduced a bill requiring all cigarette packages and advertising to display notices of tar and nicotine contents (BROADCASTING, Aug. 1.)

The proposed NAB guidelines (BROADCASTING, Oct. 10) would seek to curb cigarette advertising appealing to young people, prohibit the use of sports figures and persons in uniforms in advertising and allow factual nicotine and tar statements, among other things. Senator Magnuson also reiterated a previous stand on the matter. He has said any adult should have "the right to choose his own poison," but that he also had the right to know the risk he was taking.

Agency appointments . . .

■ Glamorene Products Corp., Clifton, N. J., has appointed Daniel & Charles Inc., New York, as agency for the company's line of rug cleaners, cleaning appliances, accessories and other household specialty products.

■ Pearl Brewing Co., San Antonio, Tex., has appointed Tracy-Locke Co., Dallas, to handle subsidiary Judson's candy advertising.

■ Warner Bros. Cosmetics Inc., division of Warner Bros. Pictures Inc., Burbank, Calif., appoints Erwin Wasey Inc., Los Angeles, to handle a new line of cosmetics to be marketed next Spring. Developed over 18-year period by

make-up department of the film company, cosmetics are said to be same professional product used by on-screen performers. First year's budget is estimated to be in excess of \$1 million.

■ Lincoln-Mercury Dealers' Association of the Los Angeles district appoints N. W. Ayer & Son, Los Angeles. Association includes 80 dealers in Southern California, Arizona and Southern Nevada.

How special lineup can outrate networks

Xerox Corp., Rochester, N. Y., last week claimed success for its hour documentary special, *Storm Signal*. The program was broadcast during prime time on an independently organized 105-station line-up during the week of Sept. 4.

Donald L. Clark, Xerox vice president for corporate advertising, quoted the A. C. Nielsen Co. to the effect that *Storm Signal* was available to 92.1% of the nation's television homes and reached 38% of them. Mr. Clark also said the show achieved the fourth highest rating among the 56 documentaries televised in 1966—12.1-million homes, with a total audience rating of 22.1. During the average minute, the show was tuned in by 9.55-million homes for an average audience rating of 17.4.

Mr. Clark said: "This record proves once more it is possible to assemble a group of stations and present a program to a national audience as large and good as that delivered by any network. We plan definitely to follow the same procedure under similar circumstances in the future."

A Xerox spokesman in New York commented that even if Xerox was able to buy prime network time, as it was not for *Storm Signal*, "we might decide this fourth network was the best way anyway."

Storm Signal, winner of the first prize for TV documentaries at the Venice Film Festival this year, was produced for Xerox by Bob Drew Associates. The show deals with the daily life of a young couple addicted to heroin.

Rep appointments . . .

■ KGEE Bakersfield, Calif.: Bernard Howard & Co., San Francisco.

■ KDEO San Diego: H-R Representatives, New York.

■ WAHI Greenfield, Mass.: Nona Kirby Co., Boston.

■ KDAV Lubbock, Tex.: Savalli/Gates Inc., New York.

■ WKNR Detroit: Metro Radio Sales, Detroit.

**Last week, we flew
Walter Cronkite to Frankfurt.
Perry Mason to Seattle.
Leonard Bernstein to Tokyo.
Marshal Dillon to
San Francisco. Ed Sullivan to
Melbourne.
Paladin to Boston.**

**No, we're
not an
airline.**

Worldwide distribution of the best film programs in all television—that's our line. From the ground up, it's a first-class operation.

Case in point: our Operations Department. It's the best in the syndicated film business. Also the largest. And the most experienced. And the most completely automated. There's expert domestic and international routing from both U.S. coasts. Plus direct telex to overseas offices... painstaking print quality

control... automated master inventory control... inventory maintenance in Toronto, London, Zurich, Sydney, Tokyo, Sao Paulo, and Miami, as well as Los Angeles and New York. It adds up to superlative service. From sales agreement to print delivery to sales service to billing—smooth, professional, trouble-free.

So buy CBS Films for the best syndicated product *and* the best service. Come air time, you'll be flying high!

CBS Films

TV exhorted to run harder

Chicago retailer, about to begin extensive color tests, cites TV's strong points but points to areas where newspapers are doing better job

The chief advertising executive of Carson, Pirie, Scott & Co., major Chicago department store, called upon television last week to put forth much more effort in helping retailers make the transition into the newer medium.

Richard B. Schlesinger, vice president for sales promotion and advertising at Carson's, told the Broadcast Advertising Club of Chicago that newspapers have run circles around broadcasters in both serving and servicing the marketing needs of retailers. But after all, he admitted, the print medium has been around much longer and retailers are staffed with people steeped in print traditions.

Carson's this fall is undertaking an extensive test of color TV in cooperation with WMAQ-TV Chicago. Special low cost yet quality-image video tape commercials using a fast and flexible format have been devised by Carson's special television agency, Powell, Schoenbrod & Hall, for use in the test that is expected to attract wide attention in the retail field as well as in broadcasting (BROADCASTING, Aug. 8).

There is a Difference • "We know well that television is the first true communications innovation since the invention of movable type," Mr. Schlesinger said, "and we know that television is today a relevant medium. What we ask is that you stop trying to sell us in the same way that you sell other advertisers."

He suggested that television "sell us with much more constructive ideas, against a background of your own thorough knowledge of department store merchandising and advertising problems."

TV must develop techniques that take into account "the very special problems" of the department store, he said.

Mr. Schlesinger explained that in using TV a department store must pay to reach many people who cannot conveniently go to the store or its often very few branches. "Further, we must pay to reach others who may live within our shopping areas but who are outside of the economic bracket we are set up to serve," he said.

Another problem in TV, and also in

radio, he continued, is how to create the equivalent of the double-spread newspaper ad containing 80 different products. The reader of the paper can read when he wants to and what interests him, he noted.

Even licking this, he said, another hurdle is to make the local TV commercial match the quality of the store image as well as the quality of other commercials. The big-budget national advertisers, he noted, can put a lot of money on just a few spots and use them a long time on the networks but the local store must make a great many spots whose life and exposure are very limited and do it with much less money.

Newspaper Offerings • "We hope you will understand how we come to wonder when we go into television just what we will use to take the place of the traditional newspaper tear-sheet," Mr. Schlesinger observed. "What are we going to use instead of the other point-of-sale material which the newspapers have always provided for us?" he asked. "Will we have to produce something ourselves or will you give it to us as the newspaper does?"

He said retailers from experience can predict precisely the amount of sales

a page of newspaper advertising will generate. TV will have to come up with equivalent measures, he said.

Mr. Schlesinger hoped television would examine closely all of the varied marketing research and sales services that newspapers have given retailers "and then duplicate or even improve on those services." Suggesting broadcasters have no idea how extensive they really are, he explained "we often invite top-level newspaper personnel to key meetings at which basic development and planning is conducted."

Further, he said, "it is not unusual when we are informing the financial community of our progress and prospects, we bring along one of these newspaper ad experts, so highly regarded are their opinions. Obviously television has a long way to go before the opinions of their personnel attain similar respect."

Limitations of Newspapers • But newspapers are not the ultimate answer to the retailers' problems, he acknowledged, indicating perhaps why TV and especially color TV are getting a more favorable consideration.

"Newspapers are getting thicker in



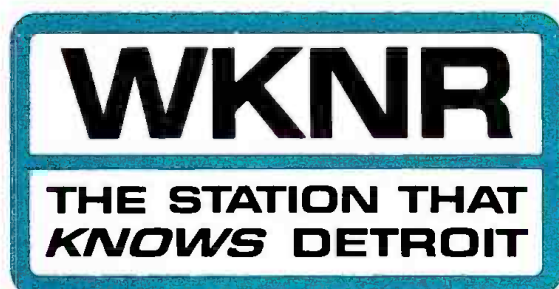
L to r: Roy C. Porteous, vice president, central sales, CBS-TV, and president of Chicago's Broadcast Advertising Club; Robert Lemon, NBC vice president and general manager of WMAQ-

AM-TV Chicago; Richard B. Schlesinger, vice president of Carson, Pirie, Scott & Co., Chicago, and Alfred G. Waack, ad director of Household Finance Corp. and BAC vice president.



**Welcome Bud Neuwirth, Bill Dallmann,
Harry Durando, John Brady, Pat Nor-
man, Jack Murphy, Dick Ullman, Mike
Wiener, Dick Hammer, Jack King, Kevin
Cox, Bob Williamson, Jim Fox, Mickey
Luckoff, Red Rizer, Glenn Gilbert, Carl
Lanci, Tom Marks, Gordon Copeland,
Bruce Johnson, and Ray Padden.**

It's good to have you on our team.



15001 Michigan Avenue • Dearborn, Michigan



47.88 a month? Look again.

Look under the "88." There, set in type for all the world not to see, are the words "semi-monthly." Ye gads! Semi-monthly! How many readers do you think would be tricked into thinking \$47.88 is a monthly payment? *Too many.*

Chalk one up to deception! Chalk up one more smear of guilt-by-association against the name of every honest man in your business... and ours.

Representing 22,000 franchised new-car dealers, N.A.D.A. is doing everything in its power to erase advertising like this. But we can't do it alone. We need the help of everyone in publishing, broadcasting and advertising.

You have the biggest eraser of all.

You can refuse to have anything to do with dishonest and deceptive advertising. It takes some doing. But in the long run, a "say no" policy will benefit you, the consumer, and the vast majority of new-car dealers who deal only with the truth.

Send for your free copy of "Recommended Standards of Practice for Advertising and Selling, Rental or Leasing of Automobiles" published by N.A.D.A. in cooperation with the Association of Better Business Bureaus International. Write to: N.A.D.A., 2000 "K" Street, N.W., Washington, D.C. 20006.

NATIONAL AUTOMOBILE DEALERS ASSOCIATION
Official organization of America's franchised new-car and truck dealers



content, increasing the competition for the reader's interest," he said, noting also that newspapers are getting proportionally smaller in circulation too. "They are increasingly unable to reach out to suburban areas where some of our stores are located," he said, and costs for ad space are rising.

"Finally," he said, "they are not able to capture any audience as large as that of TV, as you have told us."

TV-station research is blah

That's what 4A's says

in new report; networks,

TVB, reps score higher

Television stations were given poor marks as researchers in a report issued last week by the American Association of Advertising Agencies.

The report said research produced by the networks and the Television Bureau of Advertising "is generally well regarded" and that "certain station representatives" have also produced "some fine studies," but that "among stations, there are only a few whose research attempts are taken seriously" by agencies.

In fact, the report said, "perhaps the best use stations can make of their research budgets is to concentrate virtually all of it on the support of larger sample sizes for the syndicated rating reports covering their markets."

This, the report continued, would not

only permit better demographic and other breakdowns of rating figures but would also result in the research being conducted by organizations, "such as Nielsen or American Research Bureau," whose work has good agency acceptance.

Better Data ■ It would also give station salesmen "a lot more useful and acceptable data with which to make a sale and at the same time would give the buyer a much sharper tool for matching audiences and product users," the report added.

The report, "How Advertising Agencies Evaluate Various Types of Research Issued by Television Stations, Networks and Representatives," was prepared by a subcommittee of the AAAA research committee under the direction of Paul Keller of Reach, McClinton & Co. Copies are being made available to broadcasters through industry associations.

The report said agencies look to the TV industry to supply some types of research but not others, although they are glad to get the latter, too, if the work is done right.

"In general," the committee said, "the TV industry is looked to for help in areas germane to media evaluation and selection. Thus, development of coverage data, special audience studies and qualitative research investigations are—in that order—of most help to agency researchers and media people."

The committee also said:

"On the other hand, stations are not really expected to supply sales data, marketing facts and statistics. This is not to say that this type of information is not helpful. It is just that marketing facts and statistics are relatively easy to obtain from standard sources, and sales data are generally best left to the adver-

tiser or his agency."

The report stressed the need for standardization and called upon agencies to let broadcasters know what research they need and how they want it, particularly through a continuation of standardization work by the AAAA but with active support by broadcasters.

Filmexpress to speed up quality color film

Filmex Inc. announced last week it has formed a new division called Filmexpress to assure quality color prints and rapid delivery.

Robert Bergmann, president of Filmex, said the guaranteed service and priority treatment to Filmex clients is made possible through an arrangement made with the Universal Studio Optical Division and the new plant of Technicolor Corp. at Universal City, Calif.

New appointments to Filmexpress's staff are Stephen Kambourian, vice president; Patricia Linburn, general manager, and Jackie Vaden, head of client services department.

Also in advertising . . .

Music for spots ■ Randy Van Horne Productions Inc. has been formed at 4758 Lemona, Sherman Oaks, Calif., to produce music for radio-TV commercials, recordings, motion pictures and television programs. Officers are Randy Van Horne, president and treasurer, and Aime Vereeke, vice president.

More facilities ■ Video Editors, New York, has opened a second East Side annex at 30 East 40th Street, consisting of an editorial complex, a screening room and film storage room.

Are advertisers missing best bet in January?

Harrington, Righter & Parsons Inc., New York, contends in a revised presentation that the month of January is the top television viewing month but paradoxically advertisers reduce their budgets during this period instead of capitalizing on the high sets in use, a choice of top spot availabilities and a substantially lower cost-per-thousand. HR&P fashioned a similar presentation in 1960 that was less detailed.

The national representative firm, which has given the presentation to some agencies and advertisers, reports the information stirred the interest of media executives who had not fully grasped the implications of a January spot-TV drought during a period of high viewership.

HR&P points out that January 1965 and January 1966 were two of the lowest billing months in the past six years. In January 1965, the presentation states, there were 60% fewer dollars spent by national advertisers than in October 1965 although the January sets in use were 21% higher than the October level.

The presentation notes that January traditionally has been a slow advertising month because of the belief that families do not have post-Christmas budgets to invest in high-cost merchandise. But HR&P emphasizes that 82% of all products in spot TV are low-cost items that are purchased in either drug or grocery stores, and are not the big-ticket items advertised in the printed

media.

The representative firm plans to continue its efforts to urge advertisers and agencies to start their campaigns in January and has made its presentation available to the Television Bureau of Advertising. It estimates that as much as an added \$50 million could be directed into spot TV if its "start in January" campaign gains momentum.

During 1960-61 when HR&P made its original presentation on the need for a January beginning, more than \$15 million was added to spot TV during January 1961, according to James Parsons, partner. But when the effort abated, he added, the volume began to drop again. So HR&P plans a continuous campaign now.

Change is theme at AWRT meet

Radio-TV women hear of growing audience sophistication;
east-central conference panel also stresses creativity

The changing patterns of audiences and commercials as the broadcast media focus on more specialized and more personal communication were among topics explored before the East Central Conference of American Women in Radio and Television Oct. 8 in Chicago.

Everett Nelson, vice president and media director, Tatham-Laird & Kuder, Chicago, noted the importance to sponsors of listener and viewer sophistication in 1966 and said there is therefore a need for both better audience research and better use of that research in media planning. He also felt more information is needed on fundamentals such as the communications effect and advertising effectiveness.

Mary Porter, timebuyer at J. Walter Thompson Co., Chicago, noted too that audiences are becoming much more discriminating. She also pointed out the growing importance of the specialized audiences such as Negro and Spanish and how stations are programming to them to better serve their needs as well as those of advertisers.

The audience is many parts making up a whole, thus no longer mass, according to William Wyatt, vice president of A. C. Nielsen Co., New York,

who explained how modern research makes the significant delineations. Feature films in television are one example of how new program interest can shake habitual viewers as well as nonviewers out of their usual routines, he said.

Demonstrates Range ■ Carl Hixson, vice president of Leo Burnett Co., Chicago, screened typical current TV spots to demonstrate the great range of creativity in contemporary commercials. The musical minute today is like a Broadway musical compressed into 60 seconds, he noted, while the story-telling spots for small children are good educational material for our "consumer trainees." Since change is so constant he said his best advice is to "go do something new."

Carl Nelson, vice president of Wilding Inc., Chicago, explained that the positioning of a TV commercial can be important to the making of the spot in certain cases to achieve extra impact. He showed one for Purina Dog Chow featuring a school band which was used in the telecast of the film "Music Man" just before the "76 Trombones" number.

Dick Marx, head of his own Chicago commercial music firm, acknowledged

that music is not recommended for all commercials. But, he said, music can create an image or set a tone instantly when necessary.

The Toni Co.'s radio-TV director, Nancy Williams, related how the broadcast media have been a major tool over the past dozen years in winning acceptance for the home permanent and in selling her firm's products.

Kremlin Threat ■ Lucy Jarvis, television documentary producer for NBC-TV, related personal experiences in Russia making the special on the Kremlin. She said it took place during the Cuban missile crisis and when she got back to the U. S. she telegraphed "why didn't you wait?" to President Kennedy. She recalled he replied with: "I told Khrushchev if he'd take the missiles out of Cuba I'd take you out of the Kremlin."

Terry Turner, radio-TV director of the Peace Corps, cited how broadcasters' support of the volunteer program at both the network and station level is second only to their support of National Safety Council. He said free time last year alone was in excess of \$20 million for the cause.

Mr. Turner also reported the success of educational television projects, especially in Colombia. He said the use of the TV set in the classroom there is cutting down the student dropout rate sharply in addition to being an unusually effective teaching tool.

Percy wants more money for TV

Backers of Charles H. Percy for U. S. Senator from Illinois have asked voters for more contributions since it is very likely "much more" television time will have to be purchased.

They indicated this is because of the shortened campaign caused by the political moratorium following the murder of Mr. Percy's daughter. Republican Percy is running against incumbent Senator Paul H. Douglas (D-Ill.). The campaign was rejoined by both candidates last week.

The chairman of Mr. Percy's finance committee is Arthur C. Nielsen Jr., president of the A. C. Nielsen Co. The agency is Gerson, Howe & Johnson, Chicago.

In the Douglas camp, meanwhile, television buys of the best-available five-minute program openings on stations about the state "is status quo," no more and no less than originally planned, it was explained. The TV exposure will be concentrated in the final weeks before election day and as many as five shows will be bought on some outlets. The Agency is Frank McNaughton Associates.



Panelists talk things over with their hostess during the East Central Area Conference of American Women in Radio and Television. From left: Wil-

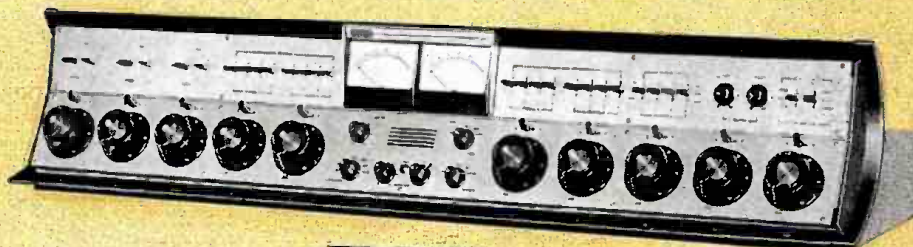
liam Wyatt, A. C. Nielsen Co.; Mary Porter, J. Walter Thompson; Kathryn K. Martin, president, Chicago AWRT chapter, and Everett Nelson, TL&K.

The soundest sound in Broadcasting is the new sound of GATES

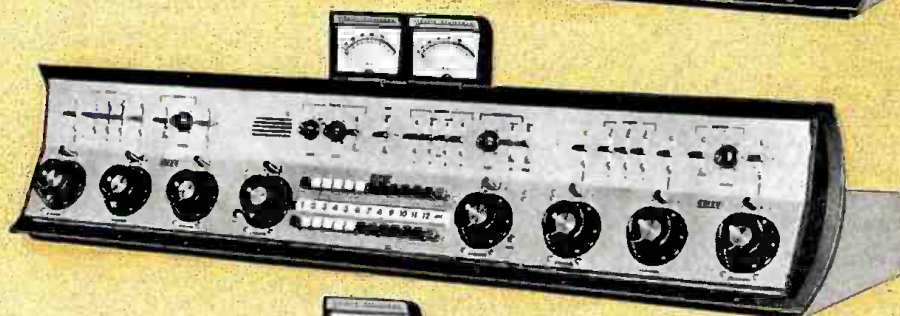
Gates Executive, 10-channel stereophonic, fully transistorized console, meets the critical needs of stereo or monaural dual-channel broadcasting.



Gates Diplomat, 10-position dual-program channel, completely transistorized console, provides all of the audio-system facilities of the Executive with exception of stereo.



Gates President, dual-channel, completely transistorized console, provides 8 input mixing channels, has totally new 12-position control center. Program selection is by individual illuminated touch-control keys for precise finger-tip control. Eight ladder-type mixers accommodate 28 inputs for exceptional versatility in AM, FM or TV dual-channel broadcasting.

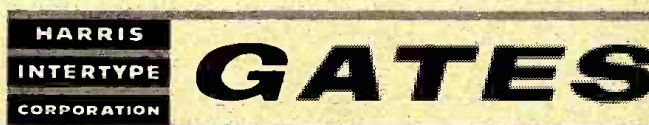


Gates Ambassador, completely transistorized 5-channel console. 22 medium- and high-level inputs are provided with input expansion potential to 30 by using all of the 3-position utility switches.



The "Solid Statesmen" of Broadcasting... Gates Fully Transistorized Consoles

Transistor amplifiers for superb sound reproduction. Precise finger-tip control. Ease and versatility of programming. These are the features you'll like in Gates Audio Control Consoles. And there are infinitely more. To name them all takes 24 pages in our four new illustrative brochures. "Must" reading for the progressive broadcasting engineer or executive. Write for "Solid Statesmen" console brochures.



GATES RADIO COMPANY • QUINCY, ILLINOIS 62301, U.S.A.
A subsidiary of Harris-Intertype Corporation

NCTA says AT&T violates antitrust

Claims telephone company is trying to strangle community antenna TV as independent business

CATV may be poised on the brink of its own "great leap forward" and some of the activities last week in the TV antenna industry point to a significant shift in the public position of cable leaders.

The direction in which CATV seems to be moving was implied in two of last week's actions. On the one hand, Frederick W. Ford, president of the National Community Television Association, once again sounded a call for CATV operators to begin originating "public service" programs. And in the other, the trade association filed a voluminous complaint against AT&T and its associated Bell companies, charging antitrust violations and attempts to strangle CATV as an independent business.

But in both Mr. Ford's speech at the first regional meeting of the association he heads, and in the NCTA complaint to the FCC—and in several other instances—a hint of the future of cable TV is seen.

Item: Mr. Ford vigorously defended the right of CATV systems to originate programs. Although he again referred to so-called public service programming, the thrust of his speech was that no inhibitions at all should be imposed on CATV originations.

Item: In its complaint to the FCC, the NCTA in a number of instances hints at the possible uses of coaxial cable for other than off-the-air TV program service. The implications are round-about, it's true, but they're there nonetheless. One of the principal charges is that the telephone companies prohibit CATV operators who lease telephone circuits, or use telephone company poles to attach their own cables, from engaging in pay TV or other communications services.

Item: In the little town of Lakewood in Southern California the town fathers are faced with a CATV application that implies pay TV. A real-estate developer aims to bring to his customers top professional sporting events, and he's going to give it to them free for the first year.

A New Course ■ But beyond the ac-

tions and events of last week are the reports that some CATV operators are prepared to urge the NCTA board, meeting in California this week, to chart a new course—a publicly declared policy that CATV can and should be used to furnish all types of services, including pay TV, advertising and even two-way circuits that might be useful for department stores, banks and other businesses.

Perhaps the most significant move taken by the CATV industry in years



Mr. Schildhouse (l), Mr. Ford
'No quick answers . . .'

was the challenge to AT&T in the complaint filed by NCTA last week before the FCC. In it the cable industry took on the Goliath of the communications industry when it asked the commission to order AT&T and its Bell affiliates out of the CATV business.

Even as the NCTA filed its charge, the FCC itself was ordering a hearing in California on many of the issues presented by the CATV industry. The California case involves the tariffs and practices of a subsidiary of General Telephone & Electronics Co.

The challenge to AT&T was made by the CATV industry's trade association in a petition to the FCC complaining that the Bell companies and AT&T were violating the antitrust laws.

NCTA also charged that some Bell

telephone companies had purposely dragged their feet on agreeing to permit CATV franchise holders to use telephone poles to attach their own cables, and in some instances had promoted competing CATV companies to lease circuits.

Cancel Tariffs ■ The NCTA pleading asked the FCC to cancel all Bell operating company tariffs for CATV, or, in the alternate, force the telephone companies to secure from the FCC certificates of convenience and necessity under the requirements of the common carrier section of the Communications Act. Presumably, this would enable CATV protagonists to seek and secure hearings in each instance where a telephone company proposes to furnish CATV facilities.

NCTA claimed that Bell and other telephone companies are now furnishing CATV service to 343 cable companies either on a leased or ownership basis, and that Bell operating companies are providing this service, or have contracted to provide CATV service on a leased basis only, to 175 CATV's.

The trade association said that there are 1,707 CATV systems now operating, with 346 under construction, for a total of 2,053.

Besides the Bell companies furnishing CATV circuits, other major telephone companies in both the leasing and ownership field are GT&E and United Utilities Inc. The NCTA complaint does not, however, allude to them.

As an example of the burgeoning CATV activity of the Bell system, NCTA relates that in September 1965 the Bell system had only two leased CATV circuits operating, one in Pulaski, Va., and the other in New Paltz, N. Y.

Two Issues ■ The complaint by NCTA raises two major issues against the involvement of AT&T and its operating companies in CATV. The first, and most significant, is the charge that the Bell companies are violating the antitrust laws, and most particularly the 1956 consent order. The second complaint is that the Bell systems have failed to comply with Section 214(a) of the Communications Act requiring certificates from the FCC.

In its charge that the entry of Bell systems into CATV violates the antitrust laws, NCTA maintained that "it provides a method whereby CATV underwrites the construction of coaxial cable capacity which can be converted to Bell System use, while at the same time producing profit to the Bell System; and it provides a method by which the Bell System can limit uses of coaxial cable to prevent present or future com-

CATV universe still expanding, even in major markets

Any idea that the CATV industry is withdrawing its promises of multiple TV programs, including those from outside the larger cities, is being dispelled as more and more franchises are granted and bids are made for the major markets.

Only two weeks ago a group of West Virginia business and professional men received a CATV franchise for Charleston in that state. The Charleston-Huntington area is considered 45th in the FCC's list of top-100 television cities.

And last Thursday, three applicants argued for CATV grants before the Indianapolis Board of Works. Indianapolis ranks number 18 nationally.

The entry of CATV into Charleston and potentially into Indianapolis (both among the top 100 markets restricted under the FCC's CATV rules from importing distant signals without special permission from that agency) is not new. Already such major metropolises as New York and Los Angeles have CATV grants outstanding, as have other top-100 markets like Dayton and Akron, both Ohio.

In Charleston the winning applicant, and in Indianapolis, two of the applicants, propose to bring in outside TV signals, the FCC willing.

The grant of the 15-year, nonexclusive franchise in Charleston was made by the city council Oct. 3. It went to Kanawa Television Cable Co., following a year-long proceeding that at one time saw over 15 ap-

plicants on file.

The city council asked all applicants to bid for the franchise. Kanawa's successful bid is based on a sliding scale that promises the city 8% of revenues when sales reach \$300,000 a year. One Charleston observer estimated that the city could be the recipient of \$100,000 a year in six or seven years.

Only two other applicants were under consideration when the council voted. One was G-M Cablevideo Inc., a joint venture by the *Charleston Gazette* and the *Mail*; the other was National Trans-Video of Dallas Inc., a multiple CATV owner.

The Owners ■ Kanawa Television has 15 stockholders, each holding equal shares. Among them is Joseph L. Smith Jr. of WKLS and WBKW(FM) Beckley, W. Va., a one-time owner of a UHF grant in Charleston, and M. William Adler, Weston, W. Va., CATV operator with interests in other cable systems.

The Charleston system, with an estimated top potential of 28,000 homes, plans to furnish its subscribers 12 channels from 140 miles of cable. The system will bring in not only the four "local" TV stations, but also, with FCC permission, other state television signals, as well as TV from New York, Philadelphia, Pittsburgh and Washington and the customary time-weather-news, and some local public service originations.

Bid Opening ■ The Indianapolis hearing ostensibly was for the pur-

pose of opening bids, submitted by three applicants for CATV there. None was publicly opened. The board instead heard pro and con arguments on the merits of permitting CATV in Indianapolis.

Applicants are GE Cablevision Inc. (multiple CATV owner), Circle City TV Inc. (Time-Life, also a multiple CATV owner), and Metropolitan Cablevision Inc., principally owned by Telesis Corp., Chicago (also a multiple CATV owner). GE and Time-Life are also broadcasters, with the latter the owner of WFBM-AM-FM-TV there.

Both Joseph Hanna, for GE Cablevision, and Eldon Campbell, Circle City, conditioned their applications on approval from the FCC permitting them to bring in outside TV signals. Richard Shiveley, the Telesis spokesman, said that he would be content with providing local signals to subscribers even if the FCC denied requests allowing the importation of outside signals.

Speaking in opposition to any CATV in Indianapolis were Robert B. McConnell, WISH-TV that city (a Corinthian station), John M. Slocum of WLWI(TV), an Avco station; theater interests, and TV-set retailers. Favoring CATV was the president of the Indianapolis Board of Education.

The president of the Board of Works committee, Hugh G. Baker, said that a decision would soon be reported to the city council.

petition for services which the Bell System presently offers or may offer in the future."

Among the specifications of restraint of trade, NCTA charged that the tariffs filed by the Bell companies require a minimum contract of 10 years; that if a CATV contractor wants to terminate before that period he is liable for the entire cost of the construction of the system, less amortization. Also that the tariffs require the CATV operator to reimburse the telephone company for its costs, equipment, cost of removal of equipment less salvage if the system is not completed.

Other Uses ■ NCTA also contended that although the burden of constructing the CATV circuit is on the CATV operator, who is strictly confined to providing traditional off-the-air TV programs plus certain other incidental services—music, time, weather—the telephone company may use the system

for other uses.

"There is a specific ban on use for pay TV," the NCTA complaint stated. "There is a specific ban on use of the system for the collection, transmission, or dissemination of other types of communications, and the resale of the use of any of the facilities is forbidden."

These same restrictions, NCTA noted, are contained in pole-line attachment agreements, where the CATV operator uses telephone company poles to string his own cables.

"These restrictions," NCTA contended, "are for the purpose of controlling present or future competition for services which coaxial cable can or will make possible." NCTA does not, however, specify what other uses CATV operators may intend to make of these capabilities.

Another restraining device, NCTA claimed, is the policy that only one pole-attachment contract will be entered in-

to in any given community. Since virtually all CATV franchises are non-exclusive, NCTA said, this puts the Bell company in the role of judge, because the Bell pole attachment agreements state that where more than one request is made for attachment rights, the telephone company will choose among the applicants. This restriction is used for market entry and foreclosure of competition, NCTA contended.

Equipment Monopoly ■ And furthermore, NCTA maintained, because the telephone companies are becoming major purchasers of CATV equipment, the specifications established by Bell Laboratories and Western Electric Co. go far to "freeze" design and have caused CATV manufacturers to design their equipment to meet these specifications.

In 1956, NCTA related, AT&T and affiliated companies signed a consent order with the Department of Justice. This order forbids AT&T and its com-

panies from entering into any business other than the furnishing of common-carrier communications.

The furnishing of CATV services violates this order, NCTA maintained. "The proposed tariff service [for CATV] constitutes essentially the entire means of doing business for the user," NCTA said. What happens, the association said, is that the telephone companies assert "virtual control over the business of the would-be customer, leaving to the CATV operator only the ownership of the equipment at the antenna site and permitting him to act as the collecting agent for the telephone companies vis-a-vis the subscribers." If this is successful, NCTA stated, "there will no longer be an independent and direct CATV industry."

There are already court decisions, NCTA said, holding that CATV is not a common carrier. The furnishing of CATV services, the trade association contended, is therefore prohibited by the consent decree.

FCC Certificates ■ In discussing the fact that the Bell companies have failed to secure certificates of convenience and necessity from the FCC, the NCTA claimed that in some communities Bell companies have built or are constructing systems for CATV operators who do not have franchises or permits from local authorities.

Among the examples, NCTA cited situations in Michigan, Maine and Alabama. These show, generally, that in some instances CATV operators are escaping the need to secure local authorization by contracting with the telephone company for the physical plant. In other examples, it is claimed that the lease-back venture is undertaken to thwart local councils that already may be considering applications for such franchises. The telephone companies claim, NCTA said, that their state franchises obviate the need for local permits.

The NCTA pleading indicates also

that in some instances the telephone companies allegedly failed to make quick decisions on pole-line attachment applications because another CATV operator is negotiating for a leased circuit.

Through its monopoly position in the telephone industry, NCTA said, the Bell system is attempting to "invade, take over and control coaxial cable used by CATV operators." And, NCTA continued, "if this advantage is being abused by attempts to extend the telephone monopoly," the antitrust laws are being violated.

FCC Tariff Hearing ■ FCC concern over the potential danger of telephone operations in CATV was indicated last week in a commission action ordering a hearing on a tariff of the California Water & Telephone Co. providing for CATV services.

The issues involve the technical question of whether the tariff conforms with the form and content requirements of commission rules, as well as the broader ones of whether it is just and reasonable and nondiscriminatory. The tariff, which was to have become effective Saturday (Oct. 15), was suspended until Jan. 15.

The commission acted after the California Community Television Association asked for an investigation of its charge that the tariff would permit the utility, a subsidiary of GT&E, to take control of the CATV industry, which "the FCC has ruled to be an extension of the broadcast industry."

The commission dismissed the petition on a technicality. But it permitted the state association to intervene in the hearing, and it framed the issues broadly enough to cover the association's allegations.

Significant Action ■ Commission officials made clear they considered the action significant, and said the hearing could have far-reaching implications as to commission policy dealing with the role of telephone companies in CATV.

Commission concern with the question has been growing steadily, with increasing reports of telephone company involvement in CATV, either through lease or ownership of systems. This concern erupted last April in the commission's decision to take jurisdiction over common-carrier tariffs providing for intrastate service to CATV customers (BROADCASTING, April 11).

That decision, in turn, made possible last week's hearing order, since the tariff involved provides for service within the state of California.

Commission officials said the questions raised by the California association in its petition are among those the commission feels should be studied.

The association, composed of "over 70 member companies" that own and operate more than 120 systems in the state, noted that access to the poles on which CATV systems string their wires is controlled by the telephone companies, and added:

"The real issue here to be decided is whether or not the telephone company, using the combination of its control of those poles, its common-carrier status, and its monopolistic powers, shall be allowed to gain absolute control of a noncommon-carrier industry, which industry the FCC has ruled to be an extension of the broadcast industry."

The association said the tariff at issue would give GT&E power to cancel pole-attachment agreements and to force CATV companies either to accept a leaseback operation or to sell to GT&E's CATV subsidiaries.

Discrimination ■ The company would also be in a position, the association said, to discriminate between CATV operators and to force CATV systems to subsidize construction of coaxial cable plant that would have more capacity than the system would need; "the balance . . . will be converted to the profit of GT&E subsidiaries."

The association also warned that if GT&E gains control of the CATV operation, whether by outright ownership or by restrictive control of a leased system, "GT&E will be in a position to exercise censorship of broadcast material by its choice of what will and what will not be allowed to be carried over the lines."

CATV's will not only relay programs but will originate them—that's clear "to all but the most naive," the association said. And to allow this medium to fall to the control of the telephone industry will be to give the telephone company a censorship power beyond present comprehension."

Copyright ■ Mr. Ford, addressing NCTA's first regional meeting in New York, struck at the provision of a House bill that would deny certain copyright exemptions to CATV systems should they originate programs of



At New York: L-R Messrs. Malin, Stern and Lee.

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Have your usual financing sources disappeared in today's tight money market? Have interest rates gone sky high? If they have, you should get in touch with ENTRON fast!

You know ENTRON's solid-state equipment . . . You know ENTRON quality and its system engineering and its turnkey capability! Now, ENTRON adds two finance programs, both with repayments designed to match the increase in system subscriber revenue. For qualified applicants, ENTRON can offer:

Turnkey Financing — If this is your first venture in CATV or if you are building another system from the ground up, call on ENTRON for a truly complete turnkey service. You can have six years to pay for a superbly engineered system. Terms:

Down payment:	20% of system cost		
Interest rate:	8% simple per annum		
Repayment:	Monthly, commencing 30 days after system completion . . . Annual principal payments are proportioned:		
1st year	9.0%	4th year	17.0%
2nd year	15.5%	5th year	19.0%
3rd year	16.5%	6th year	23.0%

Equipment and Cable Financing — If you are rebuilding or extending your system yourself, and if you need more than \$15,000 for equipment and cable, look to ENTRON for four-year financing. We would like to review your equipment layout, to assure you of quality performance. Further, our experts usually can achieve substantial cost savings for you. Financing terms:

Down payment:	20% of Bill of Material		
Interest rate:	8% simple per annum		
Repayment:	Monthly, commencing 60 days after shipments completed . . . Annual principal payments are proportioned:		
1st year	17.5%	3rd year	27.5%
2nd year	22.5%	4th year	32.5%

If you really want to get going today, send us your current financial statement and cash flow pro forma. Tell us what signals you will offer subscribers, and send us the best maps available. Our finance committee acts quickly!

Call our regional representative or contact John Russell, Vice President, Sales . . . Or send for detailed information on our two plans.

The Company Quality Keeps — ENTRON and CATV have grown up together!

The logo for ENTRON, featuring the word "entron" in a lowercase, stylized script font. The letters are connected, and there are horizontal lines extending from the left and right sides of the word.

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622-2000

their own.

The proposal in H.R. 4347 he characterized as a "punitive weapon" that would protect broadcast stations against the competition of public-service programming by CATV's at the expense of the public.

The NCTA president said it was suspicious to argue that CATV's originating programs would be taking unfair advantage of the stations whose programs they carried, using the audiences built at no copyright expense to watch their own originations. "When a new UHF station goes on the air," he asserted, "it capitalizes on the television audience built with copyrighted material, and no one claims they should pay the copyright owner of the programs on existing stations for the audience they divert."

At a panel discussion on public-service origination by CATV operators, Jack W. Lee, an NAB director and vice president and general manager of wsaz-tv Huntington, W. Va., argued radio's case against CATV's influence in the local community.

CATV, he said, competes with radio by importing distant TV and radio signals, and often originates program elements serviced by radio. Although radio welcomes competition, he observed, CATV's method of taking a product from one area into another to establish an economic base isn't fair and open. Without the "crutch subscription TV provides," CATV systems can't compete with radio for advertising and programs, he said. He added that regulating CATV goes beyond private interest right to the public.

Albin J. Malin, NCTA director, said radio's concern over CATV is premature, that the medium can adjust to any new service, and since it can do "innumerable things" a cable system cannot perform, it will never be supplanted. As a program originator he suggested CATV might be "a better mousetrap" than the nearest local broadcaster. The CATV system can tailor its programming to community needs, he said. Since CATV doesn't depend on ratings or advertising, he stated, it can program on a selective basis to the particular needs of the area it serves. Its multi-channel range permits local inserts into "black spots" or it can accommodate a politician who can't pay high metropolitan time rates but wishes to reach a CATV community.

Pay TV in Disguise? ■ The city of Lakewood in Southern California was asked last week to grant a franchise for what would amount to a CATV service — with strong pay television overtones — that would be offered to all comers free of charge for a year. Metropolitan Development Corp., a Beverly Hills-based subdivider and builder, said the CATV system would

Room for everyone

Sol Schildhouse, chief of the FCC's new CATV task force, advised the National Community Television Association that answers to all of its problems wouldn't be supplied quickly, but he said CATV is not "in need of deliverance," in spite of its difficulties with copyright, program origination and microwave.

In his first public appearance before the industry in his new role, at the New York NCTA regional meeting, he advised that although CATV's problems have their own urgencies, there are other national requirements imposing economies on the FCC, particularly satellite communication developments and the AT&T rate inquiry.

But, he told the industry, "there's room for everybody," broadcaster and CATV. "Television is a vast business and this is a big country," he added.

The very existence of problems, he concluded, "certifies to the genuineness of your status as a significant new force in America's communications network."

primarily broadcast top professional sporting events.

Louis H. Boyar, Metropolitan Development's chairman of the board, appeared before the Lakewood city council and said he intends to bring in various special events including major league baseball, professional football, heavyweight championship boxing bouts, and professional basketball, soccer and hockey not ordinarily available to commercial television viewers. Asked by a councilman whether the special events would include the broadcast of plays and movies, Mr. Boyar explained that he was not interested in providing such programming because it could be seen regularly on the commercial channels. He did, however, indicate that he would carry a continuous news and weather service with the information running in a ribbon across the TV screen.

The construction and real estate executive estimated that the cost of installing connections to TV receivers in a projected 19,000 Lakewood homes would be \$1.5 million. In his statement to the city council, Mr. Boyar said he would put the closed circuit television service into any resident's home free for a year as a way of giving people a chance to see if they liked what was being provided. At the end of the first year feeder lines into homes not wishing to continue the service would be dis-

connected. If enough residents decided to continue the service, Mr. Boyar guessed that they would be charged a monthly subscription fee of about \$10.

Questioned after the council meeting about details of the special events he will program, Mr. Boyar would not be pinned down. "I'm not in the position yet to allow the world to know exactly what I'm going to do, especially the competitors I'll surely have," he said.

John S. Todd, Lakewood city attorney, directed by the city council to adopt a resolution of intention to grant permission for Metropolitan Development to use the city streets so that a public hearing on the issue can be advertised. Mr. Todd indicated that the resolution would be ready within about two weeks.

Mr. Boyar was president of the Lakewood Park Corp., the company that built Lakewood, on what used to be bean-growing land, beginning in 1950. Lakewood is a city of some 86,000 population, northeast of, but contiguous to Long Beach. TV viewers in the community are able to receive all of Los Angeles TV signals without any unusual reception problems.

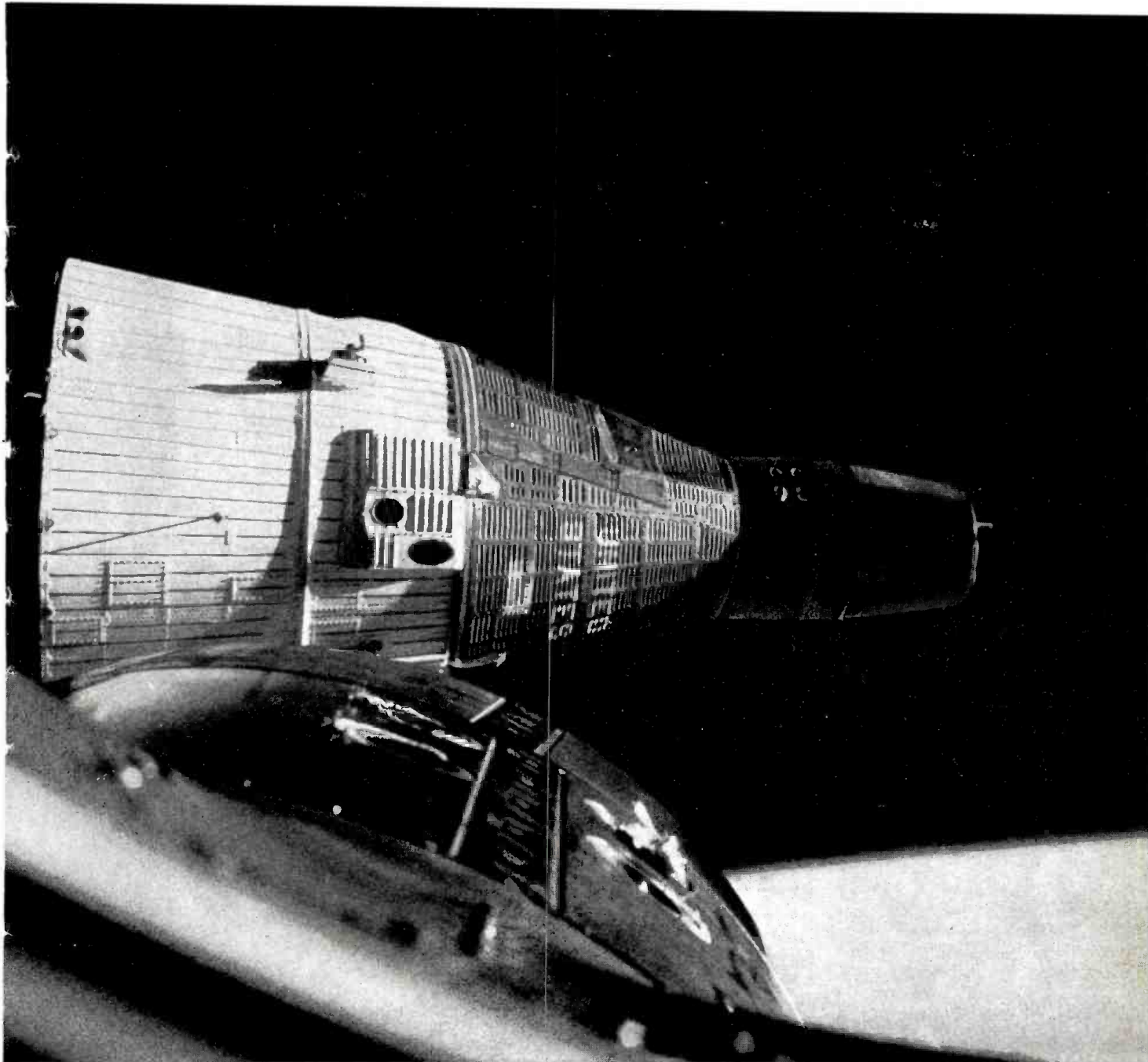
Mr. Boyar's firm is currently helping to develop Oak Park, a city about the size of Lakewood, located in Southern California's Ventura county. Metropolitan Development is said to have been granted a CATV franchise by Ventura county and reportedly is installing cable connector lines into homes at Oak Park.

Time-Life wants CATV decision reconsidered

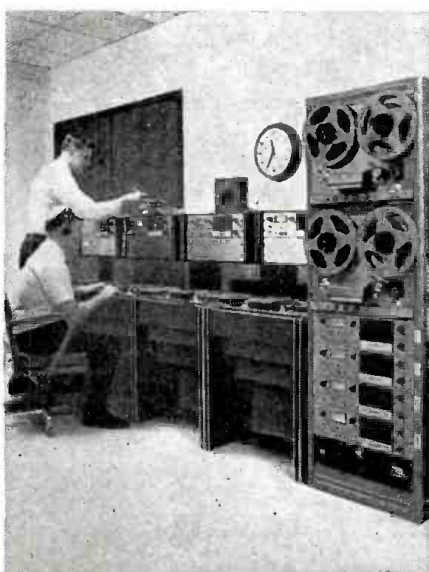
Time-Life Broadcast, group TV owner and wholly owned subsidiary of Time Inc., asked the FCC last week to reconsider a portion of a September order directing Jackson TV Cable Co., Jackson, Mich., to stop importing distant TV signals.

Time-Life specifically requested that the commission revise the order to permit Jackson's carriage of the signals of wood-TV (ch.8) Grand Rapids, Mich., which is licensed to Time-Life.

Jackson Cable currently is supplying signals from 12 stations (including two share-time outlets) to subscribers in the adjoining communities of Jackson and Blackman township, which form part of the Lansing, Mich., market, ranked 47th. The FCC order required Jackson to stop importing the beyond-grade B signals of stations in Detroit, Grand Rapids and Toledo, Ohio (BROADCASTING, Sept. 12), in alleged violation of the commission rule requiring CATV's to obtain permission in hearings before



"Now some recorded news from Gemini..."



THE NEW SOLID STATE AMPEX AG-350 IS THE MOST RELIABLE $\frac{1}{4}$ " RECORDER ON EARTH

Our 350 Series recorders span the entire ages of radio tape recording, and space travel. More than 18,000 are in use. Many with more than 90,000 perfect hours of logging time. Now six of the latest, advanced AG-350 design are at NASA Manned Spacecraft Center, Houston (see left). Prime responsibility: to record voices of astronauts in orbit for release to broadcasters and news services. The new AG-350 provides the prime reliability features for any broadcast use: Super-rigid Ampex plate mounted transport. 100% solid-state electronics with standard plug-in transistors. Plug-in equalizers. Non-wearing glass tape lifters. Straight line tape path. Easy-to-read

giant VU's. Volume-level lock. Low frequency equalization adjustment. Tension automatic by reel size. AG-350's are available now for rack mounting, portable or console; mono or stereo; with your choice of two-speeds. For details, contact your distributor or mail the coupon.

To Ampex Corp., Redwood City, California 94063.

☐ Yes, I want more news on the New Solid State AG-350.

☐ Have your distributor call me.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

AMPEX

relaying such distant signals into any of the top-100 markets. Holding that WOOD-TV's grade B contour did not penetrate into Jackson, the commission ordered the CATV to cease relaying the station's signals to subscribers in that city. The order, however, permitted Jackson's carriage of WOOD-TV's signals in Blackman township.

Time-Life claimed it would suffer economic damage if WOOD-TV's signals were not carried in Jackson and said that it was not adequately informed of the legal aspects in the dispute. Commission announcements prior to the order didn't mention that WOOD-TV and location of its grade B contour would be at issue in the subsequent proceedings, Time-Life contended.

The group broadcaster also argued that Jackson Cable should have been treated as a single system that provides an integrated service to the communities of Jackson and Blackman township, thereby allowing it to carry WOOD-TV signals to both. The commission had previously decided that although the communities are served by Jackson Cable from the same headend, the CATV apparatus serving each is a separate system for the purposes of the rules.

Hearing ordered on Buffalo CATV system

The FCC has ordered a hearing to determine the effect that CATV expansion in the Buffalo, N. Y., market will have on television service in that area.

The commission acted on the petition of Ultravision Broadcasting Co., an applicant for channel 29 in Buffalo, to halt the expansion of Courier Cable Co.'s CATV system in that city.

Ultravision's competition for the channel is WEBR Buffalo which, like the cable company, is owned by the *Buffalo Courier Express*.

Courier Cable has actually been blocked from expanding since April, when the commission issued a stay order. The stay was to remain in effect until the commission decided whether or not to hold a hearing (BROADCASTING, May 2).

In ordering the hearing the commission said that Courier could continue to connect subscribers to its cables already in place but could not extend its lines.

The commission vote was 5 to 2, with Commissioners Kenneth A. Cox and Robert T. Bartley dissenting. Commissioner Cox objected to placing on Ultravision the burden of proof regarding impact of CATV on television service and of demonstrating the limits that should be imposed on the cable system.

Commissioner Bartley restated the position he took in opposing the stay—that the system was "grandfathered in"

under the CATV rules and was free to extend its service without a hearing.

The system was operating before the Feb. 15 date on which the rules became effective. However, the commission said in adopting the rules that new systems should not be allowed to expand into new areas until questions of impact have been resolved.

California group opposes obscenity proposition

The board of directors of the California Broadcasters Association last week took a strong stand against controversial Proposition 16, the so-called antiobscenity measure up for vote in the state in November.

Meeting at San Diego's Del Coronado hotel, the 15 board members of the CBA, with member stations throughout the state, passed a resolution urging broadcasters to editorialize against the proposition, which would broaden the powers of censorship groups. The CBA feels the proposition is well-meaning, but poorly worded and not constitutionally able to accomplish what it has set out to do.

In a separate action, the board also appointed a special committee to establish an emergency state broadcasting network to be implemented in the event of any statewide disaster, including racial violence.

Are radio and TV the only mass media?

As periodicals—magazines and newspapers—in most metropolitan areas have evolved into specialized media, radio and television remain the only true mass media, according to Lawrence H. Rogers II, president of the Taft Broadcasting Co.

Before an audience of 300 industrialists, lawyers, bankers and businessmen

The dimensions of TV

According to R. H. Bruskin Associates, market researchers, New Brunswick, N. J., 95% of all American homes have a television set, and 29% of all homes have two sets or more. Bruskin also disclosed last week a finding that 12% of U. S. families own a color-TV set. The company said its figures were taken from a series of studies it conducts on a regular basis.

at an Oct. 8 dinner of the Newcomen Society in Cincinnati honoring the Taft Broadcasting Co. and Hulbert Taft Jr., the company's board chairman, Mr. Rogers hailed broadcasting as "the only form of communications that now permits a diverse and continuing dialogue between the people and all levels of their government in our self-governing society."

Speaking of the need for fairness in broadcasting, he observed that "the fairness doctrine is actually a reflection of what all responsible and thoughtful broadcasters have practiced instinctively from the very beginning. Being fair is about as basic as you can get. When you demonstrate an unwillingness to expose a contrary view you immediately reap the mistrust of your public," he noted.

After being introduced to the society by Bob Considine, syndicated columnist and radio commentator, who noted that "radio today is greater than ever, reaching more people than in the palmest days of FDR, *Amos 'n' Andy* and *Kraft Music Hall*," Mr. Rogers noted that much of the growth of Taft Broadcasting can be attributed to the "rejuvenation of [the Taft] radio stations."

License renewed, sale approved in Ohio case

An FCC examiner's August initial decision recommending approval of the transfer of control of WEOL-AM and WBEA-FM (formerly WEOL-FM) Elyria, Ohio, to the Lorain County Printing and Publishing Co. (BROADCASTING, Aug. 22) became effective on Oct. 6, the commission announced last week. Examiner Jay A. Kyle's recommendation that the stations' pending license-renewal applications also be granted became effective on the same date.

The commission on June 25, 1964, had approved the transfer of control, which involves the sale of 13.1% of the stock in the Elyria-Lorain Broadcasting Co. from the Loren M. Berry Foundation to Lorain County Printing. But the FCC set the grant aside and designated the application for hearing as a result of a petition filed by the *Lorain County Journal*, a competitor both of the stations and of Lorain County Printing's *Elyria Chronicle-Telegram*.

Principal issues in the Elyria-Lorain case were whether an unauthorized transfer of control of the stations to the publishing company had occurred and whether the grant would result in a concentration of control of media in the Elyria-Lorain area.

Dick Pinkham takes it home to read.

TELEVISION.

The magazine that is read, in depth,
by decision-making money allocators
in advertising management.

NAB gets land-mobile pitch

First fall conference hears business radio users appeal for more spectrum space; also reported: a split in public's attitudes toward live coverage

Manufacturers made another plea to broadcasters last week for "understanding and cooperation" in getting more land-mobile frequencies for business radio. Speaking at the opening fall conference of the National Association of Broadcasters, Robert M. Wertz, vice president, U. S. Steel Communications Co., chairman of the National Association of Manufacturers communication committee, continually reminded his small audience that the NAM represents big business. "We're your good customers," he repeated.

The NAB in turn said the business operators should be looking for frequencies that would not cause serious dislocation of existing operations. Douglas Anello, NAB general counsel, also hit at the possibility of frequency sharing as the answer, adding even some proponents of such plans have doubts of its success. Referring to the planned test of sharing channels 6 and 12 in Los Angeles, Mr. Anello said he couldn't understand "why the commission got on this kick of sharing V's. If you can share anything, it should be the UHF's. On this thing they've been blind."

The give and take on land mobile's desire for spectrum space came Thursday afternoon (Oct. 13) at the closing TV session of the first of eight fall conferences. There were 206 registered from 13 states on Thursday, but only about 20 TV operators attended the session.

The conferences continue this week in San Francisco and Denver.

Jump for Joy ■ Opening the conference Thursday morning, Vincent Wasilewski, NAB president, gave broadcasters cause to rejoice when he reported most people favor live radio and television coverage of congressional and city council meetings. He gave them cause to reflect in announcing that less than half of the public feels radio-TV should be allowed live coverage of courtroom trials.

The figures came from NAB's 2,500-person survey of public attitudes, information and behavior toward broadcasting. It was conducted in January and February by the National Opinion Research Center, Chicago, and prepared by Lieberman Research, New York. The report was labeled a continuing study designed to provide 'trend

measures . . . benchmark data against which changes in future years can be measured."

Pat on Back ■ In his opening remarks Mr. Wasilewski called the NAB's survey of "broadcasting and the public, 1966" one that will "solidly document broadcasting's importance to, and contribution to society." The survey was conducted at 75 sampling points to reflect attitudes and opinions in the 48 continental states.

Live congressional coverage was favored by about three-fourths of the respondents. Live coverage of city council meetings was supported by some two-thirds of the interviewees. But less than half felt cameras and microphones should be allowed in courtrooms for live coverage.

The NAB president noted that in the first two instances, where radio and TV "have had an opportunity to prove our case, we have done so to the satisfaction of the great majority." In the

case of courtroom trials, he said, "most people have obviously never seen or heard a courtroom trial covered by radio or television because of the restriction imposed by Canon 35. Therefore, they have formed an opinion without ever having experienced the actual results of such coverage."

This was not discouraging, Mr. Wasilewski said, because it is inevitable that the courtroom doors will be open to live broadcasts. But, he pointed out, "the figures do suggest that we broadcasters have a good deal of educating to do and, in the relatively few instances where we have the opportunity to cover court trials, we have a great responsibility to do an absolutely impeccable job."

Touching on the demographics of the survey, the NAB president reported that it was the better-educated people who have the "greatest reservations" about live radio-TV coverage. General opposition to live coverage of public events, he said, includes these reservations:

- The participants might be distracted.
- The dignity of the proceedings might be affected.
- The coverage might be biased.

Even in these feelings he found encouragement because they are not insurmountable—they can be dealt with.

Technical advances plus planning in advance, he said, can "minimize, and probably eliminate entirely, and distraction to the participants or any detrimental effect on the dignity of the proceedings." As for biased coverage, he added: "All we need here is a chance to show what we can do . . . Fair and honest reporting has been a watchword" in broadcasting.

Press Favored ■ Other aspects of the study, he said, show no sharp distinctions among the public between radio coverage and TV coverage. The study does show, however, that electronic media are "well behind newspapers in public acceptance of coverage of public events," with 89% feeling newspapers should have direct access to city council meetings and 83% affording newspapers this right in courtrooms.

These figures, Mr. Wasilewski said, reflect the decades newspapers have had to acclimate the public to their



Vincent T. Wasilewski, NAB president, tells how public is divided on broadcast access to courts.

coverage. "Thus the people who were voting to grant newspapers these rights were actually confirming a right already exercised for many years," Mr. Wasilewski said. "There is no reason why ultimately radio and television cannot also convince 90% of the people that they should be allowed to cover these proceedings."

Clamor for Space ■ If Mr. Wasilewski opened the conference with assurances to broadcasters, the mood of the meeting changed abruptly Thursday afternoon during the ill-attended session on land-mobile spectrum usage.

Also speaking for the land-mobile forces was Frank M. Smith, NAM communications committee executive, who told the broadcasters that they were not talking about an insoluble problem, but one in which "achieving the goal is vital to all of us." Tomorrow, he said, might see everyone—government, education, broadcasting and manufacturing—using the same channels.

Mr. Wertz laid part of the blame for the problem at the FCC's doorstep, charging that when the present allocations plan was developed 20 years ago, the FCC envisioned vast growth for broadcasting and apparently slight growth for land-mobile users. "We are both victims of the commission's lack of foresight," he said.

Even if channel sharing is feasible, he went on, it won't provide enough frequencies for business use. New frequency sources must be found, he said, adding it would be "an act of statesmanship" on NAB's part to help solve the problem. "We in industry depend on broadcasting," he added, "to put our messages before the public. We're your good customers. We ask your help in solving our problem."

Mr. Anello contended that the problem isn't solely in the laps of commercial broadcasters since many of the channels in question are allocated to noncommercial television. In the long run, he said, sharing isn't going to be the answer. He said the Los Angeles test would cost \$250,000 "for what? It'll have to be repeated all over the country."

The Cause ■ He charged the land-mobile forces have not helped their cause by requesting the lowest four UHF channels since those are most used and would cause the most serious dislocation. The NAB executive asked why business isn't looking toward middle parts of the UHF band where "maybe something can be worked out" on channel sharing possibly with a few channels set for east of the Mississippi and a few channels for use in the West.

"Even if we wanted to," he added, "we couldn't just say take these half-dozen megacycles."

William Carlisle, NAB vice president for station services, who moderated the session, said broadcasting "is somewhat unaware of this problem and its possible solutions" and he noted that "pressures on our portion of the spectrum are mounting rapidly."

The conference had a shiny new face this year. Instead of speeches and reports at the opening morning session, the mark of previous fall conferences, the Dallas meeting opened with a lively roundtable discussion, which in the past had been a sometimes listless closing item on the day-and-a-half agenda.

The broadcasters spent about half of the morning session on a timely topic as they questioned Douglas Anello, NAB general counsel, on the whys and wherefores of the FCC's fairness doctrine, Section 315 of the Communications Act, and political programming and advertising in general. There were no revelations in this area, which is a continually troublesome one for broadcasters. Listening in while the radio and TV men, most with many years experience in broadcasting, expressed their omnipresent confusion with regulations in this area were FCC Commissioner Lee Loewinger, who spoke the next morning and Robert Rawson, chief of the FCC's renewal and transfer division, which processes complaints on political broadcasting.

One question, which Mr. Anello labelled "one of the most misunder-

stood points" in political advertising, concerned the necessity of adding disclaimers to political spots. They are not legally needed, he said, although most stations use them. All that is required, he pointed out, is an identification of who pays for the spot.

Among the other items covered in the morning session were chances for longer licenses, questionable lyrics on radio, American Bar Association proposed restrictions on criminal-trial coverage and satellite broadcasting.

During the roundtable discussion, the NAB president said he felt the ABA's report went too far in its contempt recommendations against media (BROADCASTING, Oct. 3, 10).

Mr. Wasilewski also observed that the chances of gaining a longer term for broadcast licensees, probably five years, is "as good as our determination to get it." Although the original plan of attack was to seek seven-year terms, he said, most support at the FCC and in Congress has been for five years. He reminded the broadcasters that a grass-roots job was needed to convince the legislators of the validity of longer terms and that the next few weeks during the campaigning are "the ideal time" to get the point across.

Radio Report ■ Broadcasting has moved into a "one-radio concept" with FM no longer considered an "oddity" but now a partner with AM as a radio selling team, Sherril Taylor, NAB vice



Clearing up a few legal points, Robert J. Rawson (left), chief of the FCC's Renewal and Transfer Division, and

Douglas A. Anello, general counsel of NAB, take advantage of a break at the opening NAB conference in Dallas.

president for radio told the Thursday afternoon session.

National penetration is "conservatively estimated at 45%, a figure that would have been incredible just a few years ago," he said. He noted that more than one-third of the 24 million radios sold in the U. S. last year could receive FM and this year the one-out-of-three ratio is continuing.

There are more than 1,500 FM stations on the air, a 71% increase over 1960, he pointed out. Yet with all the new stations, there's "substantially more income—and even more profit." He said many stations, even those not required to separate AM-FM programming by the FCC rule, are programming separately and are going after new audiences with "creative new sounds and they are selling FM with vigor and believability."

He predicted radio is on the threshold of its ultimate form: "a mass medium with a solely personal message delivered in an individual environment by means of personal radios."

As the audience grows, Mr. Taylor said, radio will get bigger cuts of the advertising pie, and total advertising budgets for all media will rise faster than ever. "Rather than produce a financial squeeze," he said, "radio's inevitable growth will make it an incredibly effective advertising vehicle, unique among all mass media. It will balance its mass audience with limitless combinations of pinpoint audiences in specific selling environments. . . . Radio will be more flexible and economical than ever."

Research Tips ■ The seemingly simple task of finding out how many people are listening to a given station at a given time "is an extremely complex" task when done accurately, radio broadcasters were told at the Thursday afternoon session.

Howard Mandel, NAB vice president for research, went into "Do It Yourself Research" and unveiled the NAB's new 62-page *Broadcast Research Primer*, designed primarily for operators of small stations. The booklet, written by Joe Belden, president of Joe Belden Associates, Dallas, in cooperation with the NAB research department, is aimed at giving stations a basic manual on research.

It discusses in plain language how research can help in formulating policy, types of research that require outside professional help and those the broadcaster can do himself, and it spells out step-by-step how the broadcaster can conduct simple surveys.

Through research, Mr. Mandel said, a station can profile the people in its market learning their buying and living habits, likes and dislikes and other demographic information. It can also provide competitive data, tell what the audience's reaction is to programming

and develop marketing information.

He urged broadcasters to avoid the "difficult or complex areas" of surveys and cited "ratings" as the area to be most avoided. Ratings ought to be left to the professional rating services, he advised.

Public Relations ■ Leading off the radio session, John M. Couric, NAB vice president for public relations, described a "good station image" as one evolving from "a total communications program, one that embraces all the objectives of the full selling job—from deep in the heart of the business community, to the many special publics which make up our communities."

The people responsible for this program, he added, "must remain alert to both the direction and velocity of the winds of change" in the community for it becomes too costly to have a program "that is not in step with the times."

Discussing how public relations can help revenues, Cliff Gill, KRML Carmel, Calif., described how he had operated at KEZY Anaheim, Calif., and KCEE Tucson, Ariz., stations he has since sold. At KEZY, he said, the station went in the black in nine weeks with everyone trying "a little harder to make our commercials as well as our programs more listenable. Think how much the image of a station can be improved if occasionally a commercial actually entertains the listeners." In addition, he added, the station pushed community events, its personnel served on boards of charitable organizations and were members of local civic and social groups.

At KCEE, he said, the station had a sales staff of 45 persons on one day. They were 45 members of the Tucson civic chorus and they sold advertising for a full day's programming with all the money going into their own treasury. "That not only helped our image," he said, "it even had a direct effect on sales as some of the one-day sponsors became permanent."

Public Service Pays ■ David Morris, KNUZ Houston, described several ways in which his station performs a public service and makes money. However, he cautioned the broadcasters not to enter a PR program just to make money. Among the KNUZ approaches: a 60-second school news report sponsored by Pepsi-Cola with just a brief opening and closing jingle; a welcome home report that announces the names and high schools of servicemen home on leave; the use of the KNUZ mobile unit as a public-address system with turntables and records to charitable organizations.

A bright future for separately programmed FM stations was foreseen by William D. Greene, director CBS/FM, New York. Noting an increase in retail sales of FM receivers, he said he

expects FM revenue to make a real breakthrough in a few years and to those broadcasters who will conscientiously program their FM as a separate entity, he said: "You're going to make money with your new station."

FM, he said, "is about to explode. Advertisers can no longer overlook it."

Mr. Greene described the CBS/FM approach to separate programming in its "young sound" format. When the FCC announced its rule calling for 50% non-duplication two years ago, he reported, CBS began a "comprehensive program of research" to come up with a format for its owned properties. Music was chosen to exploit FM technical prowess and broad-appeal music was chosen to reach a large audience, he said.

A roundtable discussion on small-market radio potential and problems was moderated by Julian Haas, KAGH Crossett, Ark., a member of the NAB small-market radio committee.

Television Session ■ Roy Danish, director of the Television Information Office, told the NAB conference that the time and environment are appropriate today for television stations and local business enterprises to make possible the presentation of TV programming of a civic and social nature.

He prefaced this recommendation by noting that two of the main criticisms leveled at TV today are the "sameness" of programming and its reputed lack of appeal to the better-educated, affluent segment of the community. Mr. Danish challenged the accuracy of the latter allegation but acknowledged it has gained currency.

Mr. Danish traced the growing stature of television as a medium of news and pointed to a developing trend on the part of the nation's businesses to become more actively involved in the social problems of the community, and added:

"It seems to us that you have on the one hand a much-expanded capability to do information programming. On the other there is a growing desire among concerned and responsible leaders to make a contribution going beyond the sponsorship of entertainment for your viewers. I think ways can be found to translate that growing interest into informational programming—even controversial programming—in ways that will yield obvious benefits to both you and your advertisers."

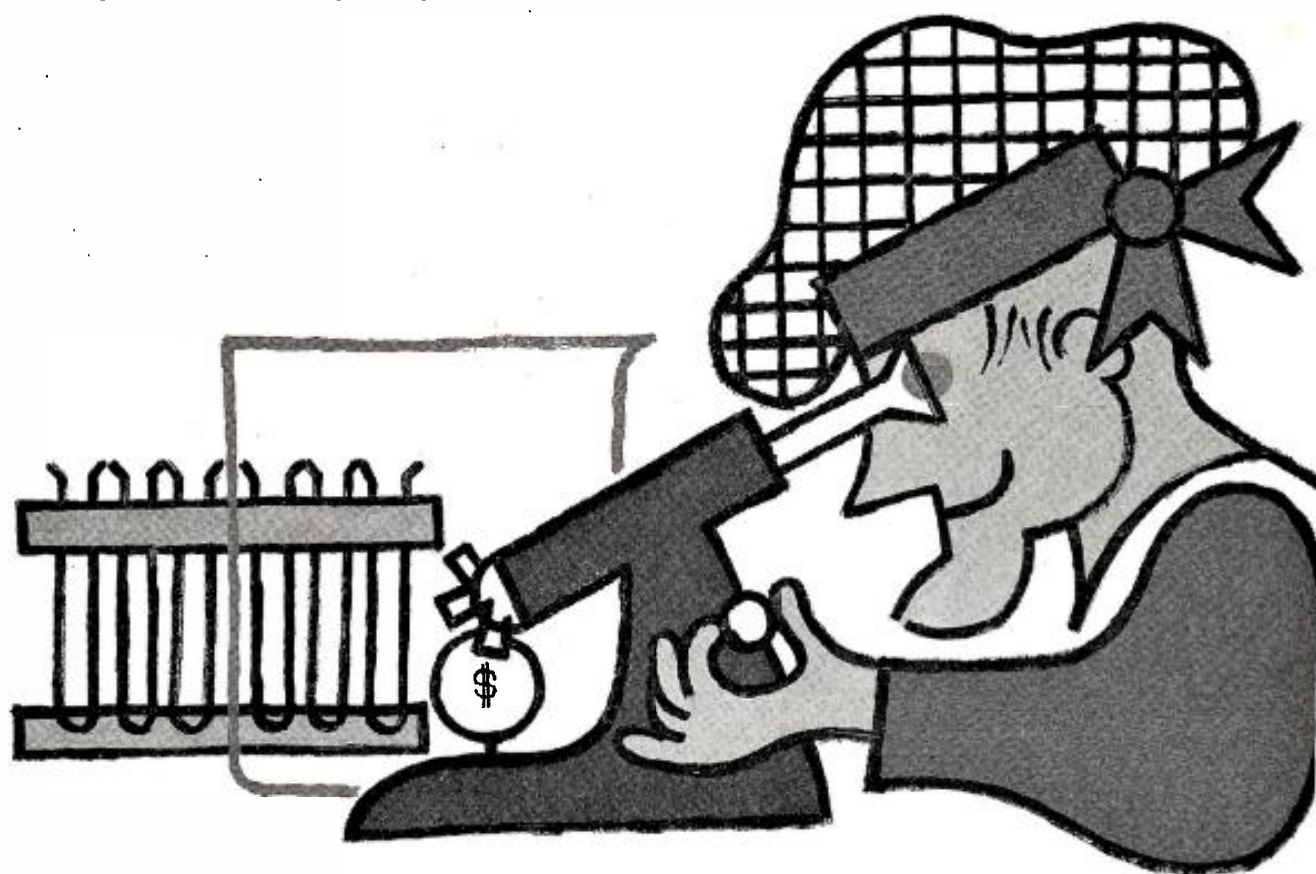
Help Wanted ■ The need for more recruits in broadcasting employment was pointed out by Roy Morgan, Wilkes-Barre, Pa., president of the Association for Professional Broadcasting Education. He told the Friday morning session that there are now over 101,000 people directly employed in the industry, about five times as many as 25 years ago. The yearly turnover in radio is about 33% and in TV about

Who keeps looking for better ways to keep electric service low in price?

The electric company people

—the folks at your investor-owned electric light and power companies,* who use every modern method to keep electric service one of your best family bargains. In fact, today the average American family pays about 15% less per kilowatt-hour than it did 10 years ago!

*Names of sponsoring companies available through this magazine.



28%, he said, noting that many were leaving broadcasting for other fields.

"There is considerable evidence," he said, "that ours is not the glamour business it was once, and consequently we are faced with a more difficult job in persuading young people to come into broadcasting." The number-one source for broadcasting talent, he added, is probably the more than 5,200 broadcasting students in colleges and universities. Even this number won't fill all the needs, he said.

Mr. Morgan said the climate between broadcasters and broadcast educators is "favorable." He pointed to an increase in internship programs covering work fellowships, scholarships, parttime jobs and summer employment. He also cited as weaknesses a lack of industry advisory committees and a lack of formal or informal in-service training programs.

Code trots out testimonials

In new recruiting pitch
code gets endorsements
from government, business

The National Association of Broadcasters Code Authority trotted out recruiting talk last week from key figures in government and advertising. FCC Chairman Rosel H. Hyde said the codes could be strengthened if there were "more code subscribers."

Mr. Hyde's remarks were presented as part of the code authority's "Something of Value" taped-slide presentation at the NAB fall conferences.

Howard Bell, director of the code authority, said representatives of government, advertising, broadcasting and education were sought out to learn whether the codes were valuable. The answer appeared to be a resounding yes, although the members of the advertising fraternity had some differences of opinion with the code on practice, not principle.

The FCC, Chairman Hyde said, "feels strongly that it should support efforts to improve broadcasting, and I would consider any action that discouraged membership in the code as being inimical to that purpose."

Referring to reports that the commission sometimes singles out code members for more rigorous examination than noncode subscribers get, he said that the FCC "has been misunderstood. Code members have voluntarily

assumed a high standard of performance and for this I congratulate them. We're re-examining our procedures because we do not want to penalize broadcasters who undertake to maintain high standards."

Government regulation can be kept down, the chairman implied, by broadcasters "exercising leadership and by exercising restraint and eliminating or discouraging any demands for regulation. Once you have done that, my problem will be simplified and freedom of expression will be well understood and appreciated."

The public should know more about the code, Mr. Hyde said. Broadcasters should "receive credit in the public mind for their interest in maintaining codes," he added, "and I think the public will recognize efforts to improve standards."

Boosts from Congress ■ From Capitol Hill, Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, described broadcasting as a mature industry.

"The government itself should not censor," Senator Pastore said. "We should not intervene or interfere in this area. This is the responsibility that belongs to the industry itself. They should police it; they should have strong codes and they should make sure, where relaxation has taken place, that these instances are cured. . . . I know that they have the quality and the statesmanship to carry out this great responsibility."

Representative Harley Staggers (D-W.Va.), chairman of the House Commerce Committee, saw self-regulation as a difficult task. He said he has been "heartened by the determination of broadcasters to find solutions" to such problems as program content, commercial scheduling and advertising time standards.

Buyers' Side ■ Self-regulation is an inherent responsibility of all businessmen, James Fish, vice president for advertising and marketing service of General Mills, said in his taped comments. Although some parts of the NAB codes seem to advertisers to be "a little arbitrary or unduly restrictive," he said, "the very fact that you have hammered out a code is most commendable."

Business, Mr. Fish said, must do more than it has in the past in the area of self-regulation because presently "we're fighting a rear-guard action and I think we're actually losing ground" to the various bureaus and departments in Washington.

He, too, supported membership in the NAB codes especially for those who disagree with parts of the codes. "Make yourself known and bring these things out in the open," he urged. "It may be that modifications are truly needed, but merely to stand in the background, and carp and criticize and not join the

forces, is not to me a way to make forward progress in this area of self-regulation."

Agencies don't always agree with code rulings, especially if they affect one of their commercials, but James Crichton, president of the American Association of Advertising Agencies, said the 4A's does agree with the principles of the codes and of self-regulation. However, he noted, "there will inevitably be questions of taste, questions of our changing contemporary scene which have to be arbitrated, adjusted case by case."

Peter Allport, president of the Association of National Advertisers, called the NAB codes an "important and invaluable" element of self-regulation. He noted there have been instances when the ANA "has not been at the forefront of those who applauded the NAB. . . . As far as advertisers are concerned, the NAB code, on occasion, comes closer to regulation, perhaps than self-regulation. And it comes closer in a very sensitive area—namely, the company products and the product claims."

When the NAB code asks for a commercial to be withdrawn or modified radically, he added, ANA feels this is more regulation than self-regulation since "we are not party to the NAB any more than the NAB is party to ANA. So that you are telling us what to do; and because the code has become virtually a universal thing, it is a very strong and effective instrument." In time, he said, these problems will

Ford revising ETV plan

A revised Ford Foundation plan for a TV domestic satellite is reported in draft form—and the estimate that its system can produce \$30 million yearly for ETV is being reduced to \$15 million.

At the same time, it's understood, Ford is raising its estimates of the yearly operating cost of its proposed satellite system from about \$20 million to \$30 million.

Ford originally proposed a special satellite system for TV, with the profits going to educational television, last August (BROADCASTING, Aug. 8).

The revised figures, it's understood, come from a series of conferences during the last 30 days with technical experts of the Communications Satellite Corp.

Ford is expected to submit its new figures when it files reply comments with the FCC. These are due Nov. 30.

THE WORD IS OUT!

We Can't keep it a secret anymore!

**THE TIME HAS COME TO
ANNOUNCE THE EMERGENCE OF**

T B C

A new color network broadcasting to principal stations
across the United States.

*We wish to thank our many
friends here and abroad who
have helped keep the last
seven months of operations
classified "Top Secret"*

In the next issue we will announce due dates of

T B C's

controversial programming produced with a totally
new philosophy.

We hope you will follow this series of ads ex-
plaining our policies and unique programming.

TBC . . . TRANSWORLD BROADCASTING (CANADA)

probably be worked out.

Among other speakers via tape were: Thad Sandstrom, WIBW-AM-FM-TV Topeka, Kan., who found the "code can make you money" when he reduced the number of commercials in a news block and wound up with a larger audience and increased billings; Ralph Stufflebeam, KYTV(TV) Springfield, Mo., who has found that keeping within code commercial limitations has drawn more viewers and produced advertising that is "effective—far, far more effective"; Peter Bardach, vice president of Foote, Cone & Belding, who writes to TV stations that join or withdraw from the code because "we wanted to be sure that stations realized that agencies and clients do indeed pay attention to which stations do and which stations do not choose to or are not able to meet the standards" of the codes; Dr. Bruce Linton, University of Kansas, who has found "more broadcast educators and students think more highly of the code than do the broadcasters themselves" because the codes "stand for professionalism."

Carnegie group's lips are sealed

The Carnegie Corp.'s special commission, set up last winter to conduct a major inquiry into the current and future status of educational television, met in Beverly Hills, Calif., last week (Oct. 13-15) for three days of deliberations and appraisal. The meeting, attended by all 12 commission members, was held at the Beverly Wilshire hotel behind a curtain of secrecy that would do the Central Intelligence Agency proud. Commission and staff participants were under strict orders not to make any comments about the subjects being discussed.

Among those participating in the discussion sessions was commission head, Dr. James R. Killian Jr., chairman of the corporation of the Massachusetts Institute of Technology. Also present were the three members who are associated with broadcasting: Oveta Culp Hobby, president of KPRC-AM-TV Houston and of the *Houston Post*; J. C. Kellam, president of Texas Broadcasting Corp. (owned by the Lyndon Johnson family); and Dr. Lee A. DuBridge, president of the California Institute of Technology and also board chairman of KCET(TV) Los Angeles, an educational station.

The original commission consisted of 13 members. John S. Hayes, president of Post-Newsweek stations and executive vice president of the *Washington Post*, was one of the charter members, but last month Mr. Hayes was sworn

in as ambassador to Switzerland (BROADCASTING, Oct. 10) and as a result resigned from the ETV study group.

Dr. Killian said last week that no successor to Mr. Hayes has been named and that "it would be my anticipation that there will be no replacement at this late date."

There have been reports that the Carnegie commission hoped to present its recommendations by the end of this year.

WXHR sale hit a snag at FCC

The proposed sale of WXHR-AM-FM-TV Boston-Cambridge, Mass., to WKBG Inc., owned by Kaiser Broadcasting Corp. and the Boston Globe Newspaper Co., for \$1.75 million has run into problems at the FCC.

An initial complication is whether the commission should grant the exception that would be needed to its policy of requiring hearings on applications which would result in a broadcaster owning more than three television stations in the top-50 markets.

This has been compounded by apparently conflicting representations concerning the efforts of Harvey Radio Laboratories, owner of the properties, to sell to persons without top-50 market problems.

The policy would come into play in connection with Kaiser, because of its UHF stations in four major markets—Los Angeles, Burlington, N. J., Philadelphia, Detroit and San Francisco.

The commission staff had recommended the sale to WKBG Inc. without a hearing, in part because of Harvey's representations that it had attempted without success to sell the properties to persons without top-50 market problems.

Disagreement ■ In the commission's first discussion of the item two weeks ago there was considerable disagreement as to whether the exception should be granted. It was noted that three exceptions had already been granted and that no hearings had been ordered on sales to multiple owners. There was some concern, officials indicated, as to how many exceptions could be granted without the policy withering away.

The situation became more complex when the commission received a wire from Aaron J. Katz, WPHL-TV Philadelphia, one of those Harvey Laboratories mentioned in relating its efforts to sell the station.

Mr. Katz said his talks with Frank Lyman, head of Harvey, had been limited to merger and that he would be willing to buy the station. He said he was offered the opportunity to buy in the event the station was put up for

sale.

Mr. Lyman, in response, wired the commission that he didn't recall saying Mr. Katz would be offered an opportunity to buy the station. In any event, he said the earlier talks had shown him and Mr. Katz so far apart in their conception of the value of WXHR assets "as to make future discussions useless."

He said he doesn't understand commission policy to require negotiations with a third party "which we reasonably regard as wholly fruitless before permitting sale to WKBG Inc."

Last week, Mr. Katz sent the commission a letter elaborating on the points he made in his earlier wire and saying others could corroborate his account of his conversations with Mr. Lyman. But he didn't mention any price he would offer for the station.

And the commission discussed the case again last week, but to no conclusion.

Burden of proof in WLBT case in court

The United Church of Christ has asked the U. S. Court of Appeals in Washington to place the burden of proof on WLBT(TV) Jackson, Miss., in the FCC hearing on the station's license-renewal application.

The church, along with Mississippi civil-rights leaders, pressed the fight leading to a court order last March directing the commission to hold a hearing on the renewal (BROADCASTING, March 28). The hearing issues primarily involve charges that the station discriminated against Negroes in its programming and violated the commission's fairness doctrine.

The church, Aaron Henry, Robert L. T. Smith and the United Church of Christ at Tougaloo, Miss., went back to court after the commission refused to revise its hearing order placing on them the burden of proof on most issues (BROADCASTING, Sept. 14). The court has retained jurisdiction over the proceeding.

The church said that the commission "has failed to grasp the significance of the court's statements in its opinion that a renewal applicant must 'run on his record' and must bear the burden of reconciling the public interest with that record."

The church also noted that the court in its precedent-setting opinion had opened the doors to members of the public wishing to be heard in license-renewal hearings. "If public intervenors are to have the whole burden of proceedings such as these thrust upon them," the church said, "public participation will be discouraged and will be rendered ineffective."

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ETV stimuli outlined by agency president

Four ways in which the commercial television networks could stimulate the development of noncommercial educational television were suggested last week by Charles R. Standen, president of Tatham-Laird & Kudner, New York.

Mr. Standen made the proposals in a speech as an open letter to Newton N. Minow, former chairman of the FCC. He addressed an International Radio & Television Society's newsmaker luncheon in New York. He said his letter was addressed to Mr. Minow "only because you seem to be a symbol of those who criticize commercial television while seeming to ignore the progress and increasingly significant contributions."

Mr. Standen said he felt commercial television has improved considerably in programming and mentioned a number of dramatic and cultural presentations that networks have presented or will carry. He suggested that it was not fair for commercial networks to present programs that often go unsponsored and reach a minority audience. He observed that educational TV was set up to appeal to the "selected few."

He proposed that each of the net-

works carry a 12-hour telethon to raise funds for National Educational Television (NET) and its affiliated stations; commercial networks lend some of their key production personnel to educational TV outlets for sabbatical periods of three to six months; TV networks and the Advertising Council provide publicity assistance to educational TV to reshape its image, and commercial networks carry on joint promotion of important noncommercial programs.

Changing hands . . .

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

■ **KTXL(TV)** Sacramento-Stockton, Calif.: Majority interest in construction permit sold by Jack F. Matranga, Foster A. Bullock, Charles L. Bowman and Irving J. Schwartz to Community Cablecasting Corp., Pacific Palisades, Calif., for out-of-pocket expenses plus commitment of \$550,000 for construction. Consideration starts with 60% interest and includes option to acquire 15% additional over period of time. Financing is by Electronics Capital Corp., San Diego (Charles Salik, former San Diego broadcaster, president). Community Cablecasting (Leon Papernow, presi-

dent) is the parent company for multiple CATV operations, including two systems in Florida, three building in Ohio, and 10 franchises in Washington state. KTXL holds construction permit for channel 40.

■ **WCNS and WCNO(FM)** Canton, Ohio: Sold by Mrs. Agnes J. Greer to Donald C. Keyes for \$275,000. Mr. Keyes is programing chief of the McLendon Stations. Mrs. Greer also owns stations in Dover, Ohio; Morgantown, W. Va., and Pittsburgh. WCNS, founded in 1947, is daytimer on 940 kc with 500 w. WCNO began operating in 1961 and is on 106.9 mc with 27.5 kw. Broker: William T. Stubblefield.

■ **KATY-AM-FM** San Luis Obispo, Calif.: Sold by Maynard F. Marquardt and Glenn O. Porter to W. John Grandy, former vice president of KDAL-TV Duluth, for \$200,000. KATY is on 1340 kc with 1 kw day and 250 w night. KATY-FM is on 96.1 mc with 3.8 kw. Broker: Blackburn & Co.

■ **WJZZ** Christiansburg and wvvv(FM) Blacksburg, both Virginia: Sold by A. H. Griffith and associates to Fletcher Smith, Robert Hilker and James Keel for \$127,500. Messrs. Hilker and Keel also have interests in WZKY Albemarle, WCGC Belmont, WEGO Concord, WFTN Valdeese and WPEG Winston-Salem, all North Carolina. The sellers own WLLI Lynchburg, Va. WJZZ operates daytime only on 1260 kc with 1 kw. Wvvv is on 104.9 mc with 2.9 kw. Broker: Blackburn & Co.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 86).*

■ **WPTR** Albany, N. Y.: Sold by Patroon Broadcasting Co. (Schine interests) to William Rust Jr. for \$1,250,000. Mr. Rust's broadcast holdings include WHAM and WHFM(FM) Rochester, N. Y., and WAEB-AM-FM Allentown, WNOW-AM-FM York and WRAW Reading, all Pennsylvania. Commission, with Commissioner Robert T. Bartley abstaining, and Commissioners Kenneth A. Cox and Kenneth Johnson not participating, did not pass on initial decision of last July recommending renewal of station's license (BROADCASTING, July 25). The initial decision becomes effective Oct. 19. Renewal of the license of WPTR was challenged by the commission because of antitrust violations in which Schine interests were involved. WPTR operates fulltime on 1540 kc with 50 kw.

■ **KSFR(FM)** San Francisco: Sold by H. Allen Levitt to Metromedia Inc. for \$380,000 plus \$240,000 to Mr. Levitt as salary for five years as general manager and vice president of MM's Metropolitan Broadcasting Radio Division. In addition, Mr. Levitt will receive \$25,-

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000 a year for five years as consultant. With acquisition of KSFR, MM has maximum of seven FM stations. It also now holds its maximum of seven AM stations, and has four television properties (all VHF). Commissioners Robert T. Bartley and Kenneth A. Cox dissented; Commissioner Nicholas Johnson abstained. KSFR went on the air in 1958 and operates on 94.9 mc with 35 kw.

Missouri ex-broadcaster loses in Supreme Court

A newspaper publisher and former broadcaster received a setback in his defense against alleged libel suits when the U. S. Supreme Court last week declined to review a lower-court ruling.

The publisher is William H. Weldon of the *Jefferson City* (Mo.) *Capital News* and *Post-Tribune*. Mr. Weldon at one time owned KWOS and KRCG(TV) Jefferson City and KMOS-TV Sedalia, also Missouri.

Two years ago, the Weldon newspapers carried an editorial protesting tactics used by the city council in issuing a CATV franchise. One of the men named in the editorial brought an action for libel and won an award of \$1,000 actual damages and \$50,000 punitive damages. Thereafter, three city councilmen, also named in the editorial filed suits, asking \$200,000 in both actual and punitive damages. Mr. Weldon fought these new actions on the ground that he was being put in double jeopardy for the same single publication of the editorial. He asked that the councilmen's suits be blocked. A lower court refused. The refusal by the Supreme Court to accept the petition for review affirms the lower court ruling.

Copley Press getting full ownership of KGU

Sale of KGU Honolulu to a newspaper group was reported Oct. 7. The new owner, subject to the usual FCC approval, will be Copley Press Inc.

The transfer of station ownership is part of a transaction involving Copley's withdrawal from minority ownership in *Honolulu Advertiser*, present owner of KGU. Copley, which owns 34% of *Advertiser*, is selling a portion of stock to the publishing company and the remainder to Thurston Twigg-Smith and family. Total consideration to Copley is estimated at \$1.8 million plus KGU.

Copley Press directly and through subsidiaries owns newspapers in California and Illinois.

KGU, founded in 1922, operates fulltime on 760 kc with 10 kw, and is affiliated with NBC.

Pay-TV picture still scrambled

Supreme Court gives green light for California systems, but principals there are still in battle disarray

Although the Supreme Court's refusal to review the California pay-TV question gives a green light for subscription plans in that state, a review of the situation finds that all systems are far from go.

Subscription Television Inc., New York, welcomes the Supreme Court move but has no funds available to start anew a pay-TV operation in California.

This was the position offered in New York last week by an STI spokesman, John N. Steele, secretary of the firm. Mr. Steele indicated, however, that STI would continue with negotiations to acquire Shasta Telecasting's assets (KJEO [TV]) Fresno, Calif., and Shipstads & Johnson "Ice Follies" in return for which Shasta would become a substantial owner in STI, and presumably also administer the pay-TV firm (BROADCASTING, March 28).

Mr. Steele also said STI intended to press a \$117-million damage suit against theater owners who fought against pay TV and for the state referendum. The suit charges antitrust violation in the

theater-owners' campaign against pay TV. STI holds that the theater owners conspired to put it out of business by financing the anti-pay-TV campaign in California. STI has also sued the state for \$14 million in damages.

STI's arrangement in the U. S. District Court for the Southern District of New York last February with unsecured creditors to come out of bankruptcy, has been confirmed by the court.

STI reportedly has assets that include some 25,000 program selectors (conversion devices), two computer systems for use in billing and viewing information, grid systems that had been installed in San Francisco and Los Angeles and an inventory of programs acquired for pay-TV use that's said to be worth more than \$1 million as well as exclusive rights to the Skiatron Electronics and Television Corp. patented pay-TV system. (The latter rights include both on-air or wired use in the U.S.)

Sylvester L. (Pat) Weaver Jr., who had led STI during its battle with Cali-

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fornia theater interests, resigned as its president last March. A former NBC president, Mr. Weaver is executive producer of CBS-TV's *Garry Moore Show*.

According to observers close to the STI operation, the company now has several avenues open to it. Among these, in addition to refinancing or reorganizing through a route such as the Shasta negotiation, would be to lease the system under its franchise, sell the equipment or assets it now has or resume at some later date with the Los Angeles and San Francisco systems it gave up on in November 1964.

Though the court's termination of the appeals process seems to have cleared at least the legal way for the resumption of pay television in California, Shasta Telecasting Corp., Palo Alto, STI's heir-apparent in the state, is also far from ready to move. Conditions that would permit subscription TV and Shasta to go ahead with an arrangement for the reorganization of the pay-television company still are not resolved after some six months of negotiations. Under this tentative arrangement, STI would absorb Shasta's UHF station, KJEO(TV) Fresno, and its Shipstad & Johnson "Ice Follies." In turn, Shasta was to acquire 25% control of Subscription TV.

Some of the major obstacles to this accord have been overcome. STV's filing of an application to the FCC for assignment of the license of KJEO(TV) was approved. STI's bankruptcy situation is on its way to solution, with unsecured creditors approving a reduction in their claims from \$1.8 million to \$600,000. Yet the financial conditions of the agreement continue to be uncertain.

Shasta was to buy STI stock below the current market price from the company's major shareholders. After the Supreme Court's ruling, STI stock jumped 1½ points on the over-the-counter market to 3½ bid from 2. Other partners in the tentative deal include Lear-Siegler Inc., equipment manufacturer, and Reuben H. Donnelley Corp., directory publisher and direct-mail house. Each of these companies, original shareholders in STI, would have 8.7% of the stock at the completion of the deal.

Shasta Telecasting said late last week that it can't speculate about future pay-TV plans until it actually gets into the subscription business. It hoped to have concluded the STI deal by Sept. 1 but now is aiming at a Nov. 1 deadline. Still the company gives indications that the agreement may never come off as planned. Says Shasta Vice President Russell K. Olson: "We have to look at this thing based on the situation as it is today and not the way it was back in March."

Shasta Telecasting is principally owned by George C. Fleherty, president

and general manager, and Carl R. McConnell. Besides the TV station and the ice show Shasta owns the franchise rights for the new national hockey league team in Oakland-San Francisco. If the STI deal goes through as currently negotiated it would not involve the sports franchise.

The refusal of the court, issued last Monday (Oct. 10), to review the California pay-TV question let stand a ruling of that state's supreme court that the ban on subscription TV was unconstitutional.

The petition for review was filed by Frank M. Jordan, California secretary of state. He sought reversal of the March state supreme court decision upholding a lower court ruling that a resolution passed by state voters in 1964 is a violation of the First and 14th Amendments (BROADCASTING, March 7).

By denying review, the U. S. Supreme Court in essence upheld the California state supreme court, as well as the ruling of the lower court.

Meanwhile at the FCC

Pros and cons of establishing off-air pay TV are received

The FCC should abandon its proposal to authorize a nationwide system of over-the-air subscription television on the ground the pay-TV test underway in Hartford, Conn., demonstrates that subscription television lacks appeal and offers little that is not available on free television.

The commission should abandon the proposal, also, because pay television might succeed to the point where it would seriously weaken free television's ability to maintain its current standards of service.

With these seemingly contradictory arguments, filed with the commission last week, the networks, the National Association of Broadcasters, and motion-picture-theater owners resumed their 12-year-old fight against pay television. They were joined for the first time by the Association of Maximum Service Telecasters.

Support for the proposal came from the manufacturers of subscription systems who see the Hartford test as demonstrating that pay television would provide a "beneficial supplement" to

free television and not a threat to it. They were joined by 10 licensees and applicants, several of whom hope to engage in pay-television operations. The Screen Actors Guild and the American Civil Liberties Union also supported the proposal as a means of increasing the diversity of programming.

Latest Round ■ The commission last March, in the latest of a series of pay-television proceedings dating back to 1955, indicated it felt pay television "may well be in the public interest" and asked for comments on rules it suggested for regulating such a service on a regular basis (BROADCASTING, March 28).

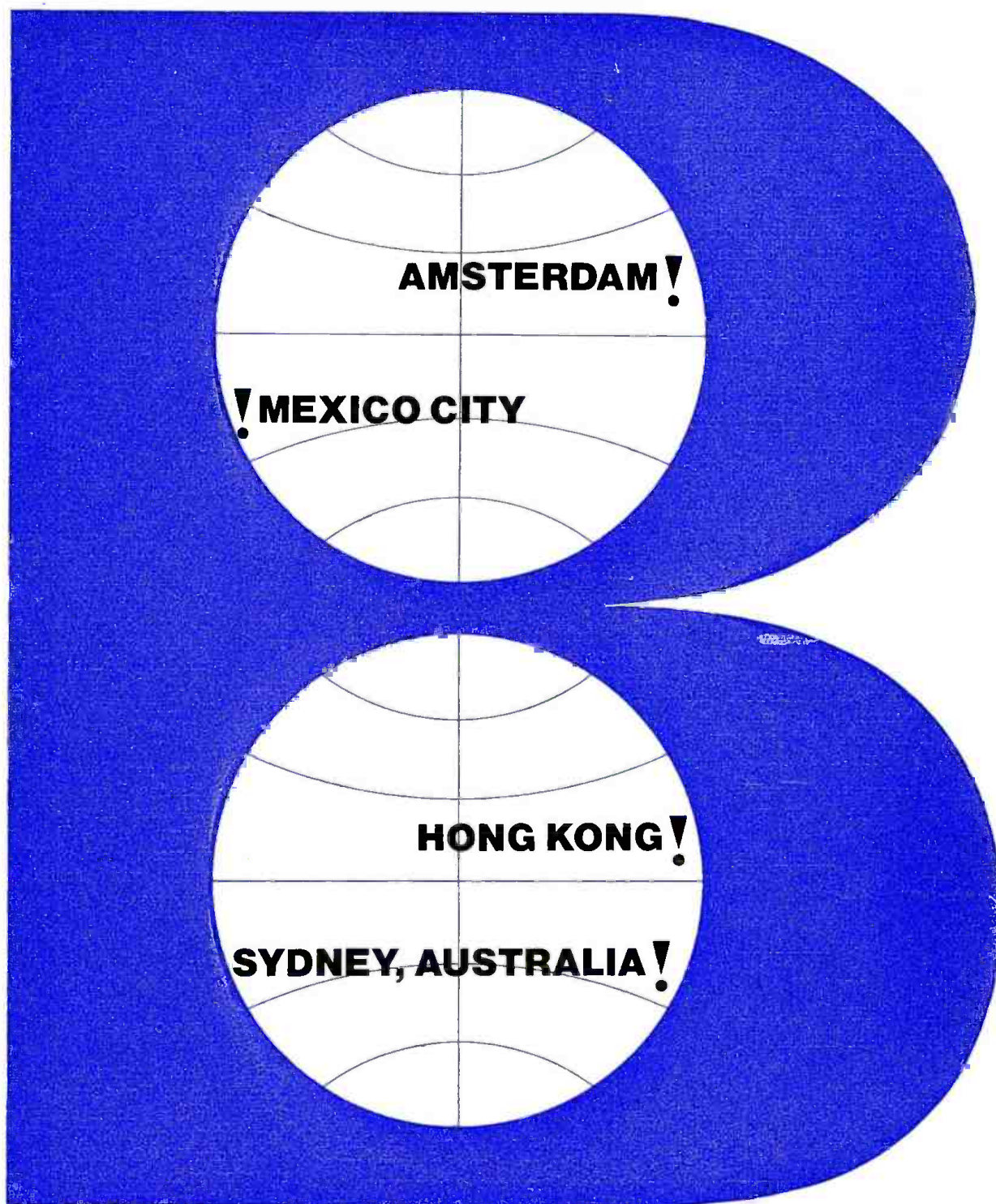
The rulemaking, issued at the request of Zenith Radio Corp. and Teco Inc. was based on evidence provided by the test in which RKO General Inc.'s WHCT (TV) Hartford, Conn., is using Zenith's Phonevision system of over-the-air pay television. The test has been underway since 1962. Last week Zenith and Teco Inc., which is a licensee of Zenith's system, said that "subscription has earned the right to now take its new service to the public market place."

But ABC, CBS, NBC, NAB, the Joint Committee Against Toll TV (the theater owners) and AMST argued that the Hartford test was too limited to prove anything. They noted that the maximum number of subscribers during the first three years was less than 5,000. (RKO General, which says it limited the number of subscribers during the first three years of the test, for "prudent" business reasons, now says the number is approaching 7,000.)

The Joint Committee flatly called the test a failure, asserting that it provided no indication of what an economically viable pay-television system would do to free television. The committee said Zenith's projections, based on the Hartford test, of a system with a 10% to 50% penetration of television homes, are no more valid than the calculations offered the commission in 1954.

And NBC, calculating that the average audience for all WHCT's pay-television programs was less than 1/50 of 1% of the television homes in the station's coverage area (151 out of 676,100 homes) said that establishment of a nationwide system of pay television would constitute a waste of frequencies. The commission's policy, the network said, is "that the widest possible use should be made of the limited number of television channels."

New Programing? ■ The opponents stressed also what they called the "duplicative" nature of the programing in the Hartford experiment. Where the commission talked of pay television as "a beneficial supplement," CBS said, the Hartford trial "shows that subscription television furnished programing aimed almost exclusively at the mass



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The network noted that 86% of WHCR's pay-television time was devoted to feature-length motion pictures (each one, "on the average broadcast more than 3½ times") and that much of the remainder of the time was devoted to sports. CBS noted that both categories are available on free television and that in the case of movies, increasingly recent and top-quality releases are becoming available on the networks.

But the key question disturbing AMST—the one invariably cited by pay television's opponents—is not whether pay television would fail but what will happen if it succeeds. Along with the other opponents, AMST expressed the fear that pay television, through revenues paid in by subscribers, would be in a position to outbid advertiser-supported television for many of the program staples—such as movies and sports—that the public has become accustomed to watching free. AMST said 10% penetration of TV homes in the top-100 markets would produce nearly \$500 million of revenue.

NAB, which said that "the bold promise" of unique programing once held out for pay television by its proponents, has proved, in Hartford and other cities where it has been tried, "more myth than reality," is nevertheless worried about a successful pay-

television system also. Such a system "would mean the complete destruction of the present system of free television." And, NAB said, although the commission says it would take steps to protect free television if it ever appeared seriously threatened, "once a system of pay television has been established . . . there can be no turning back. The camel will already be in the tent." NAB asked the commission to terminate the Hartford test.

Tight Rules ■ The opponents said that if pay television service is authorized the commission should adopt rules to protect free television. The theater owners suggested a regulatory pattern that would include rules requiring applicants proposing pay television in the top-100 markets to prove in hearings that free television would not be harmed.

Proponents of pay television, on the other hand, contend subscription television would be no threat to free television. Teleglobes Pay-TV, developer of several over-the-air and wire pay-TV systems, said subscription television would have no choice but to present programing different from that now offered; "no sane viewer will want to pay for present-day programs," Teleglobes said.

Furthermore, Zenith and Teco argued that pay television could never win a pocket-book war with advertiser-supported television. They said that based on 10% penetration of TV homes, pay television would earn \$125,125,000 for subscription programs; networks and their owned-and-operated stations in 1965 spent \$686,752,000 and the total television industry, \$953,251,000 on conventional programing.

They also said that the "historical mobility of talent" from one medium to another would prevent subscription television from "siphoning" such talent for its exclusive use.

Broad Rules ■ Skiatron Electronics & Television Corp., whose system of cable pay television was used by the ill-fated Subscription Television Inc. in Los Angeles and San Francisco, urged adoption of rules to encompass all existing systems and permit "unhampered development" of pay television.

Some of the talent who would be eyed by both advertiser-supported and pay television—members of SAG—said pay television is needed as an alternative to the present advertiser-supported system whose "inherent limitations . . . seriously restrict the quality, variety, scope and diversity of the programs which it is capable of offering." The limitations, SAG said, in a letter signed by its president, Charlton Heston, stem from the fact that commercial TV is an adjunct of the advertising business; it isn't pure entertainment.

ACLU said that pay television should

not be considered merely a "beneficial supplement" but an "independent system" of communications. Accordingly, ACLU urged the commission not to put any limit on the size market in which pay TV could operate—but said broadcasters should not be allowed to engage in both free and pay systems: The two should be operated separately so that each will have "the greatest freedom to develop," ACLU said.

Most proponents, however, based arguments on the belief that pay-television operations would be available as revenue producers for hard-pressed UHF and unaffiliated VHF stations. The assumption has been that broadcasters would be able to operate their stations part free and part fee. Teleglobes says such a system would be a boon to educational stations, which are always seeking new sources of support.

Hopefuls ■ And last week the commission heard from some broadcasters who already have firm plans for pay-television operations. Among those filing were RKO General Inc. (which, besides the Hartford operation, has options on the Zenith system for New York; New Haven, Conn.; Philadelphia; Washington, and San Francisco), Field Communications Corp. (which has a similar option for the Chicago area), Kaiser Broadcasting Corp. (which has one for Los Angeles) and Springfield Television Broadcasting Corp. (which has acquired franchises from International Telemeter Corp. for pay-TV systems in Boston; Worcester, Mass.; Providence, R.I.; Pittsburgh, and Washington).

RKO owns WOR-TV New York; Field owns WFLD-TV (ch. 32) Chicago; Kaiser owns KMTW-TV (ch. 52) Corona-Los Angeles, and Springfield owns WJZB-TV (ch. 14) Worcester, Mass., and WENS-TV (ch. 22) Pittsburgh. None of these is affiliated with a network.

Other broadcasters supporting the proposal were Taft Broadcasting Co., Communication Corp. of Indiana, an applicant for channel 43 in Richmond, Ind.; Acorn TV Corp., holder of a construction permit for a station on channel 22 in Clearwater, Fla.; Comet TV Corp.; applicant for channel 31 Denver; Beacon TV Corp., applicant for channel 41 Tulsa, Okla.; WAIM-TV (ch. 40) Anderson, S.C.; John M. McLendon, holder of a construction permit for a station on channel 16 in Jackson, Miss.; and Trigg-Vaughn Stations Inc. (KOSA-TV Odessa, KROP-TV El Paso, and KDTV-TV Dallas, all Texas).

A commission inquiry, issued along with the notice of rulemaking, as to what role the government should play in connection with the establishment and operation of wired pay television drew a variety of comments. CBS reasserted its position, stated in the com-

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mission CATV rulemaking proceedings, that the commission lacks jurisdiction over a wired system. Taft and Springfield Television said the commission should bar pay television from any connection with CATV; Taft wants to prevent pay television from "hitchhiking" on a wired system established to relay free television signals. Teleglobe said pay television should be authorized both over cable systems specially constructed for transmission of subscription programs as well as over CATV systems.

Jerrold Corp., manufacturer of electronic equipment and major CATV operator, also supported the pay-television proposal, and urged the commission to provide for cable as well as over-the-air systems. Jerrold, in addition, used the proceeding as a vehicle for urging removal of the commission rule banning CATV relay into major markets without a hearing.

Jerrold noted that that rule, based in part on the fear that CATV systems would convert to pay television, with adverse effect on competing TV stations, was adopted at almost the same time that the pay-television notice of rulemaking was issued, last March. And in the notice of rulemaking, Jerrold said, the commission expressed the view that even a 10% penetration of audience in major markets by pay television wouldn't hurt free television.

Jerrold said it was "improper" to have different standards for measuring impact by television and by CATV systems.

The comments made clear the question of commission jurisdiction remains a controversial one and will probably be taken to court in the event the agency authorizes pay television on a national basis.

The commission contends its authority stems from the fact that pay television is broadcasting. But ABC said that the Communications Act of 1934 defines broadcasting as the dissemination of radio communications intended for the public. Pay television doesn't meet that definition, ABC said. The network also thinks it unlikely that a Congress during the first 18 months of the New Deal would have given the broadcaster complete authority "to charge listeners whatever the traffic would bear, had it thought . . . it was conferring on [the commission] authority to substitute" a system of pay broadcasting. ABC said.

The theater owners said the court decision on which the commission relied in authorizing the Hartford test does not answer the question as to whether the commission may authorize regular pay-TV service. The legislative framework to support such a service, the theater owners argued, is far different from the kind needed to support a "small experiment."

NBC Radio affiliates convene in New Orleans

The NBC radio affiliates convention will be held at the Royal Orleans hotel in New Orleans today and tomorrow (Oct. 17-18).

Speeches will be given by Walter D. Scott, NBC board chairman; Julian Goodman, NBC president; Stephen B. Labunski, president, NBC Radio Division and A. Louis Read, president, WDSU New Orleans.

Delegates will hear a news-panel discussion today. Participating are Chet Huntley, NBC News; Barbara Walter, NBC Radio's *Emphasis* and NBC-TV's *Today*; Robert Kelly, president, KCRA Sacramento, Calif., and Russ Tornabene, manager, NBC Radio News. A service panel discussion tomorrow will feature Robert Wogan, vice president of programs for NBC Radio; Grover C. Cobb, vice president and general manager of KVCB Great Bend, Kan.; Michael Laurence, director of marketing and creative services for NBC Radio, and Ludwig Simmel, manager of sales, services and station clearances for NBC Radio.

Dr. Thomas Coffin, NBC research vice president, will give a presentation on cumulative radio audience method (CRAM) tomorrow.

FTC turns down background plan

The Federal Trade Commission has advised a radio station that its proposed plan to supply background music and in-store commercials to retail establishments would not meet the requirements of the Robinson-Patman Act.

Under the plan participating stores would pay for the music, depending on the number of speakers. Participating suppliers would pay retailers, depending on the number of persons exposed to the commercials and based on a fixed rate per thousand estimated weekly transactions with the consumers.

The FTC said the plan would be unlawful because it would not be available to all competing customers in a "practical business sense." In the opinion of the FTC the plan would discriminate against such retail outlets as drug and department stores because the products advertised would be primarily grocery store items. Secondly, retailers already receiving background music from other sources would find it difficult to participate in the plan. Finally, food stores not carrying all participating brands could not be expected to carry commercials of competing products.

Under the FTC's policy the identity of the station was not disclosed.

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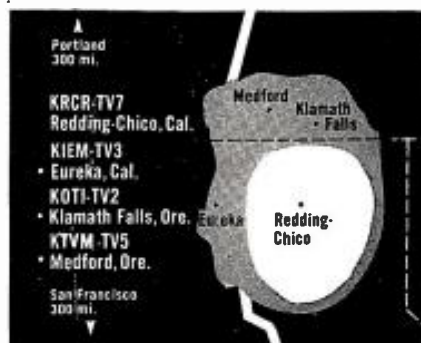


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The ratings: a photo finish

First Nielsens put networks in virtual tie
with NBC ahead followed closely by CBS
and ABC; agencies call new season dull

The first national Nielsen ratings had advertising agency program officials tuned up in full voice last week, but the song they sang sounded wondrous sad.

Dreadful, disappointing and dull are common adjectives being applied to the quality of new season programming and the dissatisfied tone seems to have been intensified by dissatisfying Nielsen numbers.

The first regular NTI report covering Sept. 12-25 made NBC the leader on average with an 18.4 rating. CBS was second at 18.1 and ABC third with 17.9.

An agency programmer, disgusted with "maniac devotion" to numbers, noted the difference separating the three networks fell within the statistical margin of error for any single program achieving a rating average of 20 over two weeks. That margin, acknowledged by Nielsen, is 1.1 rating points in either direction.

The same programming man, however, when asked how the season competition would end, said his agency expected CBS to "edge out" NBC for the leader-

ship, both finishing ahead of ABC.

The Big Movies ■ All agency officials questioned by BROADCASTING saw traditional network programming patterns being upset by the new emphasis on movies, blockbuster types as well as run-of-the-mill features.

One agency program vice president said the blockbuster movie has "drastically altered the normal new-program audience-building pattern." This, he continued, makes it harder than usual to assess full-season results.

One said that networks have muffed the chance to score hits with a couple of shows by being unsure of what direction they should take and what age group they should appeal to. "Going both ways is disastrous," he said and in this connection he mentioned *Tarzan* (NBC-TV) and *The Green Hornet* (ABC).

ABC was chided by the same program official for lack of continuity programming. Putting *The Time Tunnel*, *Milton Berle* and *12 O'clock High* in sequence on Friday night, he said, is an

example.

CBS was mentioned by several agency men as more consistent in this respect, generally blocking out two or three programs of the same nature, with situation comedy the old reliable backbone of such periods.

Dependence on movies by the networks took a number of sharp critical comments from the agency men in spite of their extraordinary ratings. The movies' rating success, led by a 38.3 for ABC-TV's *Bridge on the River Kwai*, was unquestioned, but as one program director said: "They've been detrimental to the healthy development of series programming this season." He thought the movie surge, coupled with attendant series declines might act as a "shot in the arm" that would shock networks into better program development.

CBS To Move Up ■ Most said it was too early to be definitive about results for the full season, but all thought CBS would eventually come to the ratings fore and win in full-season averages.

A Wall Street analyst of the television business, who also saw CBS as the season winner, called it a terribly dull season, and said it ought to be obvious that "the second season is now a television fact of life." The term "second season" was applied to a batch of new programming, led by *Batman*, injected into the ABC-TV schedule in midseason last year.

This analyst felt sure ABC would be going to a second night of movies before the current season ends. He thought they would be placed in the Wednesday night lineup.

He also noted that first Nielsen NTI figures show much more "leveling" of program strengths than earlier overnight rating reports from American Research Bureau and Trendex.

One agency program official, who predicted CBS would end the season with a 19.5, NBC with 18 and ABC with 16, said he was giving CBS that much advantage on the strength of its large number of returning programs with established audience appeal.

While ABC-TV took no general congratulations for its new series efforts

TV audience up slightly this year

Audience figures in the first two full weeks of this fall's network television season were running a bit higher than in the same period a year ago.

A. C. Nielsen Co.'s estimates on percentage of TV homes using television during an average minute in each hour from 7 p.m. to 11 p.m. this season ranged from 49.3% for the 7-8 p.m. period to 60.6% for the 9-10 p.m. hour, as against a range from 48.2% to 60.1% in September 1965. From 8 p.m. to 9 p.m. the average this year was 59.7% as against 58% last September, while between 10 p.m. and 11 p.m. the average declined from 52.9% to 51.6%. The estimates are from Nielsen reports for the two weeks ended Sept. 25, 1966, and Sept. 26, 1965.

For the four-hour span the per-

centage of TV homes using television averaged out to 55.3%, as opposed to 54.8% in September 1965. Since the number of TV homes has increased from 53.8 million a year ago to 54.9 million now, these percentages translate out to 30,359,700 homes viewing in the average minute this September as compared with 29,484,400 a year ago—an increase of almost 3%.

What does it mean? One network researcher, recalling that early season reports a year ago indicated a decline of about the same magnitude, summed up his view this way: "Reasonably intelligent people who didn't pay any attention to the so-called 'decline' a year ago are certainly not paying any attention to the 'increase' this year—both are so small as to be insignificant."



Dog bites man...that's news?

Yes, when rabies is a threat.

And aside from the straight news angle, the news media often perform a vital public service by alerting the community to the presence of the rabid animal. Lederle Laboratories, too, has its special assignment in such a news break...delivering the antirabies serum.

Because the rabies virus works with astonishing speed in the victim's nervous system, antirabies serum must be given immediately. Supplies of the serum are on hand at strategically located depots throughout the

country. And, if additional quantities are needed, the Pearl River headquarters is ready—night or day—to provide the serum as fast as planes can fly it.

Like many other public service drugs, the serum involves long and costly processes. And because such drugs are used on comparatively rare occasions, their sale is seldom adequate to cover invested costs in research, development, manufacturing or distribution. As it is with the news media, however, public service is an integral part of the pharmaceutical prescription business.

its *Rat Patrol* (8:30-9 p.m., Monday) was widely accepted as the most promising of all new shows on the networks. Its two-week Nielsen average of 25.1 and its share of 39.1 gave it second place among all new-season programs, topped only by *Bridge on the River Kwai*.

On the first Nielsen NTI book, NBC could claim to have won three programming nights—Tuesday, Wednesday and Saturday—while CBS took Thursday and Friday and ABC won Monday.

CBS which could claim 10 of the top 20 programs in the first Nielsen, also had 20 half-hour wins against 18 for NBC and 12 for ABC.

No Big Overhaul ■ The networks were cautious in reading wholesale show shufflings or substitutions into the early Nielsens. One network official's reaction was that, to the contrary, the report had calmed the nervousness of advertisers who saw "all kinds of things" on the basis of overnight ratings and the multimarket Nielsen reports.

Two shows this season have already been affected. ABC's *Tammy Grimes Show*, which started the season in the Thursday, 8-30-9 p.m. period, has been replaced with a game show, *The Dating Game*, a nighttime version of a show that achieved popularity in ABC's daytime schedule.

CBS said last week it'll replace *The Jean Arthur Show* on Dec. 12 with *To Tell the Truth* on Monday, 10-10:30 p.m., coupling it with another panel show, *I've Got a Secret*, that follows at 10:30. *Truth*, a veteran CBS panel show, was presented in the most recent years back-to-back with *Secret* on Mondays, starting at 7:30 p.m. Advertiser General Foods, through Young & Rubicam, had backed the *Arthur* show, which ranked in the bottom third in the Nielsens. It will also sponsor *Truth*.

ABC said no further shifts were pending at this time but that "some changes" could be expected in January. Officials refused to elaborate, noting they were not in a position to discuss "specific shows."

The network is known to have programming in the wings for possible substitution duty. Among these are the hour *The Invaders*, two British produced film series (the one-hour *The Avengers* and half-hour *McGill*), the one-hour *Off to See the Wizard*, and two half-hour Aaron Spelling-Danny Thomas productions: *Ringo* and *The Walter Brennan Show* (BROADCASTING, Sept. 12).

CBS Stands Pat ■ CBS spokesmen said its nighttime schedule appeared firm at this point. The *Garry Moore Show*, which came up with low numbers in the national Nielsen, is taking on a guest-star sheen. The Sunday, 9-10 p.m., variety show is being injected with such audience-building names as Phil

ARB's top-20 programs

Based on National Arbitron
rating estimates
week of Oct. 2-8, 1966

Rank	Program	Rating Estimates
1	Bonanza (NBC)	26.8
2	Tuesday Movies (NBC)	24.4
3	Red Skelton (CBS)	23.8
4	Thursday Movie (CBS)	23.7
5	Jackie Gleason (CBS)	23.2
6	Sunday Movie (ABC)	23.0
7	Andy Griffith (CBS)	22.8
8	Ed Sullivan (CBS)	22.3
9	Green Acres (CBS)	21.6
10	Beverly Hillbillies (CBS)	21.2
	*Rat Patrol (ABC)	21.2
12	Gomer Pyle (CBS)	19.9
	The Lucy Show (CBS)	19.9
14	My Three Sons (CBS)	19.0
15	Gunsmoke (CBS)	18.9
	Lawrence Welk (ABC)	18.9
17	Saturday Movies (NBC)	18.7
18	Peyton Place II (ABC)	18.6
19	Peyton Place I (ABC)	18.5
20	*Friday Movies (CBS)	18.4
	*Indicates new show	

Silvers, Dick Van Dyke and Jack Benny with back-up talent such as Ella Fitzgerald, Godfrey Cambridge, Barbara McNair, Myron Cohen and others. Moore, they said, was assured of its berth at least through the first quarter.

The network noted that *Mission: Impossible* (Saturday, 9-10 p.m.) appeared secure in the lineup. It also was reported that *Jericho* (Thursday, 7:30-8:30) had been renewed for another cycle. *Candid Camera* and *What's My Line?*, which appear weak in the Nielsen report, were said by CBS sources to be showing their usual "slow start" before a conventional build-up as the season progresses.

CBS's midseason potentials include *Smothers Brothers*, a one-hour variety series being produced, and a selection of *Perry Mason* one-hour shows that have not been released for syndication.

NBC appeared to be concerned mostly over its *Roger Miller Show* (Monday, 8:30-9 p.m.) and *The Hero* (Thursday, 9:30-10 p.m.) but there was no indication that decisions had been made on these or other shows. "No shows on the schedule have been cancelled," an NBC spokesman said. Among the most-mentioned replacement shows in the wings at NBC: The one-hour *Saint* series newly produced in color and the *Dick Tracy* series.

Also being watched closely is *Hey, Landlord* (Sunday, 8:30-9 p.m.), which is backed by Procter & Gamble.

The Nielsen nighttime list (6 p.m. to 1 a.m. EDT) follows:

Rank	Program and Network	Rating
1	†Bridge on the River Kwai (ABC)	38.3
2	Green Acres (CBS)	25.7
3	*Rat Patrol (ABC)	25.1

Rank	Program and Network	Rating
4	Bonanza (NBC)	24.9
4	Gomer Pyle (CBS)	24.9
6	Andy Griffith (CBS)	24.6
7	Saturday Movie (NBC)	23.6
8	Lucy Show (CBS)	23.4
9	Red Skelton Show (CBS)	23.3
10	Beverly Hillbillies (CBS)	22.4
10	Jackie Gleason Show (CBS)	22.4
12	My Three Sons (CBS)	22.1
13	*Family Affair (CBS)	21.4
14	The Virginian (NBC)	21.2
15	Thursday Movie (CBS)	20.8
16	*Felony Squad (ABC)	20.5
17	Man from U.N.C.L.E. (NBC)	20.2
17	*Occasional Wife (NBC)	20.2
19	I Spy (NBC)	20.1
19	Peyton Place (Monday) (ABC)	20.1
21	Bewitched (ABC)	19.8
21	Get Smart (NBC)	19.8
23	*Girl from U.N.C.L.E. (NBC)	19.7
24	*Friday Movie (CBS)	19.5
24	*Pruitts of Southampton (ABC)	19.5
24	Tuesday Movie (NBC)	19.5
27	Daktari (CBS)	19.4
28	*Love on a Rooftop (ABC)	19.3
29	Lawrence Welk (ABC)	19.1
30	*Pistols n Petticoats (CBS)	18.9
31	I Dream of Jeannie (NBC)	18.8
31	†Sunday Movie (ABC)	18.8
33	Ed Sullivan (CBS)	18.7
33	*Star Trek (NBC)	18.7
35	Peyton Place (Wednesday) (ABC)	18.6
36	Batman (Thursday) (ABC)	18.5
36	Gunsmoke (CBS)	18.5
36	Hogan's Heroes (CBS)	18.5
39	*Iron Horse (ABC)	18.3
39	*It's About Time (CBS)	18.3
41	The Fugitive (ABC)	18.2
42	Lost in Space (CBS)	18.1
43	Chrysler Theater (NBC)	18.0
44	F Troop (ABC)	17.8
44	†The FBI (ABC)	17.8
44	Lassie (CBS)	17.8
47	Big Valley (ABC)	17.7
48	Dean Martin (NBC)	17.6
49	*T.H.E. Cat (NBC)	17.5
50	*Man Who Never Was (ABC)	17.3
50	*Tarzan (NBC)	17.3
52	*Flipper (NBC)	17.1
52	*Road West (NBC)	17.1
54	*Run, Buddy, Run (CBS)	17.0
55	*The Monroes (ABC)	16.9
55	*That Girl (ABC)	16.9
57	Batman (Wednesday) (ABC)	16.8
57	Daniel Boone (NBC)	16.8
57	Petticoat Junction (CBS)	16.8
57	Run for your Life (NBC)	16.8
61	Gilligan's Island (CBS)	16.7
62	*Jericho (CBS)	16.5
62	*The Rounders (ABC)	16.5
64	Voyage to the Bottom of the Sea (ABC)	16.3
65	*The Monkees (NBC)	16.2
66	*Time Tunnel (ABC)	16.0
67	*Jean Arthur Show (CBS)	15.8
68	*Mission: Impossible (CBS)	15.5
69	Walt Disney's Wonderful World of Color (NBC)	15.2
70	Danny Kaye (CBS)	15.1
70	Hollywood Palace (ABC)	15.1
70	Please Don't Eat the Daisies (NBC)	15.1
73	*Green Hornet (ABC)	15.0
74	Wild, Wild West (CBS)	14.7
75	Combat (ABC)	14.5
75	Laredo (NBC)	14.5
77	Andy Williams Show (NBC)	14.4
78	*Roger Miller Show (NBC)	14.1
79	*Hey, Landlord (NBC)	13.7
80	*Milton Berle (ABC)	13.4
81	*The Hero (NBC)	13.2
81	Huntley-Brinkley Report (NBC)	13.2
83	CBS Evening News—Cronkite (CBS)	13.0
84	Candid Camera (CBS)	12.8
84	*Tammy Grimes (ABC)	12.8
86	*Hawk (ABC)	12.7
87	*Shane (ABC)	12.4
88	I've Got a Secret (CBS)	12.3

Rank	Program and Network	Rating
89	*ABC Stage '67 (ABC)	12.2
90	What's My Line? (CBS)	11.5
91	12 O'Clock High (ABC)	11.1
92	*Garry Moore Show (CBS)	10.9
93	†ABC Weekend News (Sunday) (ABC)	8.7
94	CBS Saturday News—Mudd (CBS)	8.5
95	CBS News Hour (CBS)	7.6
96	Asia Perspective (CBS)	7.1
97	†ABC Weekend News (Sunday) (ABC)	6.9
98	ABC Evening News (Jennings) (ABC)	6.5
99	†Gemini XI Wrap Up (NBC)	6.3
100	CBS Sunday News (Reasoner) (CBS)	6.0
100	†Gemini XI Report (NBC)	6.0
102	†Tonight Show (NBC)	5.5
103	†Scherer-MacNeil Report (NBC)	5.0
104	†Bell Telephone Hour (NBC)	4.7
105	ABC Weekend News (Saturday) (ABC)	3.9
105	Tonight Show (Saturday/Sunday) (NBC)	3.9
	*New program	
	†Telecast one week only	

Celler still balks at football merger

With the tenacity that earned him a reputation as guardian of this country's antitrust laws, Representative Emanuel Celler (D-N. Y.) continues to resist attempts to produce a bill that would clear the way for the proposed merger of the two major football leagues.

Representative Celler, whose House Antitrust Subcommittee is considering legislation that would exempt the merger from antitrust laws and prohibit the telecasting of Friday-night football games, clearly showed last week that he planned to scrutinize the bill to his satisfaction before letting his committee report on it. The committee chairman showed this resolution against the appeals of professional football and committee members during a sometimes heated hearing on the legislation.

National Football League Commissioner Pete Rozelle again stated his reluctance to proceed with the merger unless the bill, which already has passed the Senate, is approved by the House. He cited the threat of antitrust suits by the Justice Department and disgruntled franchise seekers as jeopardizing the financial structure of the league if the exemption is not passed. Representative Celler, however, said that although he would try to work out a compromise bill, "no great harm" would result if it did not pass before Congress adjourns, perhaps this week. Most observers give the bill little chance of passage this year.

During the hearing, questioning paid close attention to the television practices of football. The exchanges disclosed that although the league does not contemplate any pay-TV for the championship games, the individual clubs have reserved the right to use pay TV under certain circumstances. The club owners might try pay-TV or closed circuit theater television for home games that are blacked out. However, Mr. Rozelle said he was not seeking antitrust exemp-

tion for the league's pay-TV practices or any other policies. He said he was willing to specifically exclude pay TV from the proposed exemption.

Questions Unsettled — Mr. Rozelle also pointed out that certain arrangements still have to be settled over game schedules and television in areas that would have two teams in the combined league. These would be New York and San Francisco-Oakland. In the New York situation, the teams have agreed that the league would try to schedule one team at home and the other away in another time zone so the away game could be broadcast without conflicting with the home game. The San Francisco and Oakland teams still have to agree on such a plan. (Presently teams only broadcast games played away from their home cities.)

He also noted the league may have to use two television networks when the merger is finally accomplished. Currently the National and American Football League each have sold the TV rights to their games to CBS and NBC respectively.

It was over such uncertainties that Representative Celler and the subcommittee's staff counsel balked at giving approval to the merger legislation. They said the bill passed by the Senate and sought by the leagues would give football a blank check. They said the bill would immunize not only the merger itself, as the leagues say, but all the merger teams, which would include such broad issues as television, player drafts, territorial agreements and other antitrust questions.

Compromise sought — Mr. Rozelle and his assistants countered with the assertion that football seeks only to have the act of combining the two leagues exempted from antitrust considerations but not the agreements resulting from the merger. They said they would be glad to meet with the subcommittee staff to work out agreeable language, but it was evident that the two sides were making little headway.

Several subcommittee members have also sought to work out wording agreeable to Representative Celler only to be rebuffed. Representative William C. Cramer (R-Fla.) also chided the chairman for saying he wanted to proceed with the hearing but was in fact stalling. To this Representative Celler replied that "when two men ride on one horse, one of them has to be up front—and I'm leading this committee."

He also said he wanted to hear all sides of the controversy including those who opposed the merger and the legislation. He said he might call representatives of the Justice Department and Federal Trade Commission. No date was set for continuing the hearings.

In its report on the Senate version of the measure, the Senate Judiciary Committee said its bill was intended only to

permit the leagues to go forward with their merger plans. It added that it would "maintain close scrutiny" on the threat that professional telecasts pose for high-school games.

Abridging the 1st Amendment

That's effect of court rulings and ABA guide, says veteran newsman

A call for news media to unite in combatting "the forces pre-empting our prerogatives" was issued last week in Dallas. James A. Byron, news director of WBAP-AM-FM-TV Fort Worth-Dallas told a meeting of the Texas Association of Broadcasters that abridgement of First Amendment rights by courts, attorneys and law enforcement officials calls for "positive action in which our position is clearly stated."

Mr. Byron, a member of the Texas commission to study reporting of court proceedings, said an "alliance" of the National Association of Broadcasters, Radio-Television News Directors Association and Sigma Delta Chi, professional journalism society, would be able to accumulate data on First Amendment abridgements. This material could then be circulated among the media and be used "to generally publicize, editorialize, criticize, and eventually exorcise this unwelcome spirit."

The action of the courts and law-enforcement officials is "equally oppressive for newspapers and broadcasters," he said, and all must open up an editorial campaign serving "the dual purpose of informing the people of this country about what is happening and enlisting their support for corrective measures."

Mr. Byron was a panelist at a session on "The Relationship of Medical Examiners, Law Enforcement Officers, Attorneys . . . and the Press."

Aura of Fear — Recent court decisions ordering new trials because of trial and pretrial news coverage and the latest recommendation of the American Bar Association's Advisory Committee on Free Press and Fair Trial that would further restrict pretrial information, (BROADCASTING, Oct. 10), Mr. Byron added, have made most persons in law enforcement "afraid to speak or move except in the narrowest of circles lest the wrath of the ABA or Supreme Court descend upon him."

Henry Wade, district attorney of Dallas county, said the issue has be-



H. A. (Tony) Bridge (l.), KMHT Marshall, outgoing president of Texas Association of Broadcasters, and Roy Bacus (r.), WBAP-AM-FM-TV Fort

Worth-Dallas, new TAB vice president, hold an informal discussion with out-of-stater Charles Brakefield, WREC-TV Memphis.

come a clear one of a conflict between two constitutional rights, that of free press and the public's right to know and that of a fair trial. He said he didn't agree with ABA and court moves on limiting pretrial information, adding that the "courts have gone completely overboard" in this area.

Charles W. Tessmer, Dallas attorney, pointed out that the ABA for all its admonitions can enforce them only among member attorneys. "If the ABA tells you to do something," he said, "you don't have to do it because you're not a member." If a court rules there shall be no talking about a case, he added, it's not the newsmen who face contempt, but the defense and prosecution attorneys who are officers of the court.

The panel seemed in agreement that conviction reversals in courts and ABA rules are being taken too literally by most judges and law-enforcement officials and that eventually the Supreme Court will be called upon to spell out just how restrictive these sanctions must be to uphold both constitutional amendments.

Talbot Rain, Dallas attorney and chairman of the Texas Bar Association committee on trial-news coverage, said the attempts by the bar association to meet with media representatives is bearing some fruit.

However, he laid squarely in the lap of the news media, the responsibility for a convicted criminal walking the streets because a court has reversed his decision or ordered a new trial because of prejudicial publicity. The responsibility will be on the broadcast media and

press, he said, not lawyers who have pleaded for no pretrial prejudicial publicity.

For election of new TAB officers, see page 84.

GOP upset over LBJ's TV coverage

Lamenting the anticipated exposure President Johnson's Asian trip will receive on television during the crucial political period just before the election, the Republican Party has been seeking air time from the television networks.

Thus far, only NBC is making a half-hour program available to the Republicans. However, even that will be twinned with another half hour for the Democrats on Nov. 6, the Sunday before election day. Of the other two networks, CBS rejected the appeal and ABC reportedly is still considering it.

While maintaining an appearance of nonpartisan support for the administration's Vietnam war effort, many individual Republicans have been grumbling that the President is trying to upstage them in the news media with his Asian junket. They feel that while the activities of the President and the cabinet members can justifiably be classified as news, they also anticipate that Republican statements will not be given as much weight or exposure during that critical period.

The Republican party therefore purchased five minutes time on *What's My Line?* for \$14,000 recently. And party leaders wrote the networks asking for

special efforts to insure that Democrats would not dominate the air because of their activities and news value. They also say that a preliminary survey has estimated that Democratic spokesmen and positions have been getting 10 to 15 times more exposure.

Ah, so, Led Baabaa to do pray-by-pray

Red Barber, veteran play-by-play baseball broadcaster, whose contract for next season was not renewed by the New York Yankees was back in the catbird seat last week—at least temporarily.

He has been signed by ABC Sports to cover the Los Angeles Dodgers-Yomiuri Giants baseball game in Tokyo, to be carried on the network's *Wide World of Sports* Oct. 29 (5-6:30 p.m.).

Mr. Barber has indicated that several major league baseball teams have expressed interest in his services for the next baseball season, but he has received no definite commitments.

Political-contribution bill passes Senate

A tax bill that includes an amendment that its sponsor claims will solve the problem of equal television time for presidential candidates passed the Senate last week.

The amendment, which Senator Russell B. Long, (D-La.), majority whip and chairman of the Finance Committee, says would end the equal-time dilemma, was attached to a bill relating to tax credits on foreign investments. The amendment would allow taxpayers to donate \$1 automatically with their tax return, thereby creating a treasury fund of from \$60 million to \$70 million to be spent by major presidential campaigners.

The candidates would be eligible to funds for each vote above 1.5 million their party received in the previous presidential election. It is felt that only major parties would thereby become eligible for the funds, which would be enough to defray any TV advertising expenditures. Opponents argued the amendment was not relevant to the bill under consideration. But the Senate defeated efforts to eliminate the proposal and passed it along with the bill. The entire package now goes to a Senate-House conference that will work to iron out differences between the two bills. The House version did not include a provision similar to Senator Long's.

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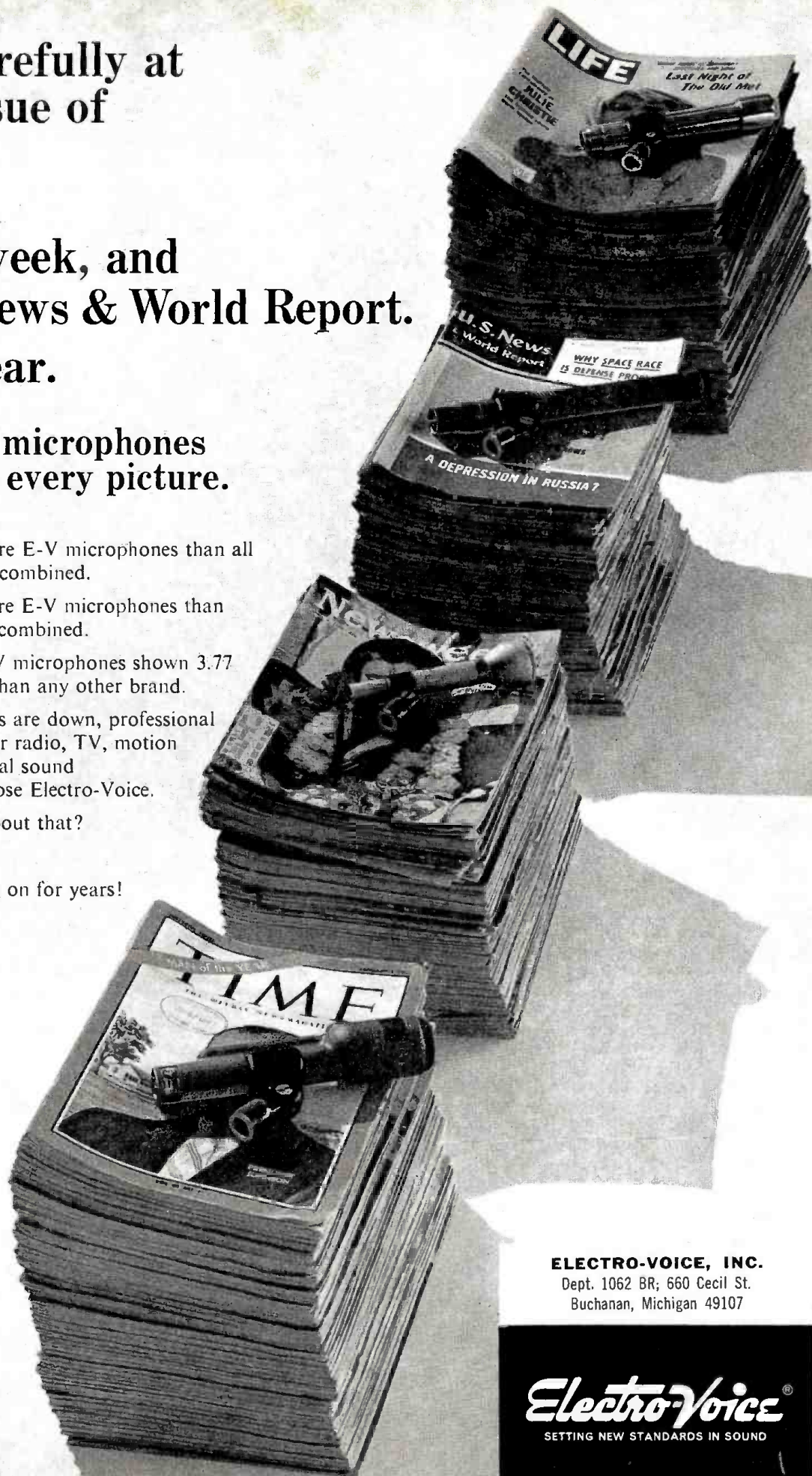
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Computers readied for the fastest vote count in the West

California newsmen and wire service representatives were given an advance peek at the electronic election coverage of the future at a news conference held by executives of the News Election Service in Los Angeles last week. J. Richard Eimers, executive director of NES, a co-

operative vote-collecting and tabulating agency formed by ABC, Associated Press, CBS, NBC and United Press International, demonstrated how the organization will use twin computers to tabulate election returns from 11 western states on Nov. 8.

Mr. Eimers pointed out that the

system to be used to report and tabulate returns on the coming senatorial, gubernatorial and congressional races is a prototype of a plan that will be used to cover the entire country during the presidential elections of 1968. It's expected to result in the fastest and most accurate vote counting in history.

Also attending the news conference and demonstration was Frank J. Jordan, NES board of managers member and manager of election planning for NBC. Mr. Jordan explained that NES will have a reporter in each of the 411 counties of the 11 states and in each of some 24,000 precincts. Under the new NES system each of these reporters will phone information and vote-count tabulations directly to two large collection centers in Los Angeles, instead of to the individual state capitals. Twin RCA 301 computers, located at Tabulating Consultants Inc., Los Angeles, will digest the information and, through a network of seven high-speed teletypes, relay the latest count (every five minutes) back to the individual states and to NES subscribers.

NBC is responsible for NES coverage of California and for operation of the computer center in Los Angeles. Responsibility for organization and coverage in the 10 other western states is divided among ABC, AP, CBS and UPI.



Standing before newsmen, Frank J. Jordan (l), NBC's manager of election planning, and J. Richard Eimers, executive director of the

News Election Service, explain the technical hookup for reporting the Nov. 8 vote tabulation from 11 western states.

Program notes . . .

Problem, please man back ■ John J. Anthony, whose *Goodwill Hour* was once carried by several hundred stations on Mutual network, was signed last week to a regular program on KLAC Los Angeles. Mr. Anthony, who will have a weekend evening show, was first given a several weeks tryout by the Metro-media-owned station (CLOSED CIRCUIT, Sept. 12).

Vietnam ■ The U. S. Pacific Fleet, San Francisco, has announced that sounds of the U. S. Navy at war in Vietnam are now available as a series of 10 five-minute radio public-affairs programs. The reports were recorded on location in Southeast Asia by the radio team from Pearl Harbor.

Whiteman encore ■ WPBS Philadelphia brought Paul Whiteman out of semi-retirement for a four-hour salute to the King of Jazz on Pat Landon's *Big Bandwagon* Oct. 15. The 76 year-old Mr.

Whiteman is now semiretired and lives in Bucks county.

Radio series sales . . .

John Doremus Show (Functional Media Inc.): WLDR-FM Traverse City, Mich.; KNXR Rochester, Minn.; WCMF-FM Rochester, N. Y.; WBT-FM Charlotte, N. C., and KVSO Ardmore, Okla.

Easter the Beginning and July 4, 1776 (Woroner Productions): WAVA Washington, D. C.

Tips on Tots, Points on Pets and Your Green Garden (Woroner Productions): WECL Eau Claire, Wis.

Americana Library and Thirteen Days (Woroner Productions): WHCU Ithaca, New York.

The First Christmas (Woroner Productions): WAVA Washington, D. C. and Radio Trinidad.

The World of Money (Signal Pro-

ductions): KTRM Beaumont, Tex., and WMIX Mount Vernon, Ill.

Doctor's House Call (Signal Productions): WBMI Meriden, Conn., and KODY North Platte, Neb.

Point of Law (Signal Productions): KIJV Huron, S. D.; WLEC Sandusky, Ohio; KATY San Luis Obispo, Calif., and WDBO Orlando, Fla.

Bird Watching Society (A.R.B. Productions): WKBN Youngstown, Ohio; WRRR Rockford, Ill., and WPTF Raleigh, N. C.

Jimmie Fidler Hollywood News (Jimmie Fidler): WPAW East Syracuse, N. Y.; KGNO Dodge City, Kan., and KXOL Fort Worth.

Joe Pyne Show (Hartwest Productions): KORO San Diego.

Barry Farber Show (Syndicated Features Inc.): KIZZ El Paso; KUDL Kansas City, Mo.; KERG Eugene and KLIQ Portland, both Oregon.

AN OPEN LETTER TO CAPITAL CITIES BROADCASTING

(Owners of WJR-Detroit, Michigan; WKBW-Buffalo, New York; WPAT-Paterson, New Jersey; WTEN-WROW-Albany, New York; WTVD-Durham, No. Carolina; WPRO-Providence, Rhode Island; WSAZ-Huntington, West Virginia; and KPOL-Los Angeles, Calif.)

Tom Murphy, President

Dear Mr. Murphy:

It is with a great feeling of disappointment that we address this letter to you. We of AFTRA had high hopes that once your company assumed the management of radio station KPOL in Los Angeles, sanity would once again be the order of the day, and that the almost paranoid dedication to anti-unionism, displayed over the past 18 months by the former owner and manager, would be replaced by sound business judgment.

Your company and AFTRA have established good relations in other markets and we had reason to believe that the same policies would be extended to Los Angeles. In reliance thereon, we withheld appeals to new sponsors on KPOL hoping not to prejudice them against your new management.

Unfortunately, we are now advised that a policy of decentralization prevents you from entering into normal, friendly relations with the only union representing radio performers in Los Angeles. Frankly, we find this attitude almost inconceivable. A company of your stature cannot balance its reputation on each of its toes separately.

AFTRA is obliged, as long as the station's hostility to unions endures, to appeal once more to all sponsors and advertising agencies to refrain from patronizing KPOL. A commercial on KPOL is now an identification with anti-unionism and elicits resentment from all pro-union consumers who are acquainted with the facts. Many thousands of Southern Californians have acquired the impression that KPOL is an unpopular four letter word. If this continues unchanged, will not KPOL become increasingly a bad buy for advertisers? You know it will.

We offered, and we now renew our offer, to sit down with you to work out a long-range policy designed to restore collective bargaining to KPOL; and once that is done, AFTRA will do its best to help restore a favorable consumer image of KPOL. Until then, you leave us no alternative but to resume the informational campaign that once reduced the paid spots on KPOL by 50%. That can be done again.

We offer peace and cooperation; but until you concur, we must urge all of our friends in the industry and the buying public not to buy products advertised on KPOL. Will Capital Cities pursue the course plotted by the previous owner and manager, or will you bring to the Los Angeles area your proven enlightened labor relations policy?

Sincerely,

**AMERICAN FEDERATION OF TELEVISION
& RADIO ARTISTS**

Donald F. Conaway,
National Executive Secretary, and
Claude L. McCue,
Los Angeles Local Executive Secretary

How to succeed in TV: stations get some tips

Accent at management/programming seminar is on local, nonnetwork problems and operations

Television station officials from High Point, N. C., and Yakima, Wash., exchanged views with executives from Bangor, Me., Honolulu and points in between at a management programming seminar held in New York last week under the auspices of TV Stations Inc.

The two-and-a-half-day meeting, billed as a "shirt sleeve" conference covering various phases of station operations, consisted of panel discussions spotlighting specialists in particular areas and subsequent bull-session periods in which the 120 registered station executives asked questions, offered criticism and voiced suggestions.

Herb Jacobs, president of TV Stations, program consultant and market analyst firm, framed an agenda with the assistance of the organization's member stations to advance the conference theme: "What makes a station a success? And what it must do to achieve it." The panels covered the subjects of station image; news; agency/client/representative; local origination; future program supply and trends, and promotion.

Wasilewski Speaks ■ The keynote address of the seminar, which was held Oct. 10-12, was given by Vincent T. Wasilewski, president of the National Association of Broadcasters. On Tuesday evening Donald H. McGannon, president of Westinghouse Broadcasting Co., was the man on the spot during a discussion-in-the-round in which he fielded a series of questions that ranged over a wide spectrum of industry topics.

Mr. Wasilewski said the seminar represents, "the best impulses of broadcasters, not only to run their stations better, but in the larger sense, to improve broadcasting through improving themselves and their stations.

"Your participation in this seminar," he said, "is documentation that you in your stations have not been willing to stop growing. You and your stations are committed to progress."

The NAB president noted that the nation's 60 million TV sets are turned on an average of five hours daily, to receive television's "most important product," programming.

The picture gets to the screen through engineering miracles, he said, and sales keep it there. But, he continued, it must

be remembered that it is the "picture itself that has determined television's phenomenal success and it is the picture which will determine television's future role."

Lou Friedland, vice president for syndication for MCA-TV, reported that a study made by his company shows there are 582 feature films still unreleased to TV from major studios but he indicated that at least 150 cannot be distributed because they are mediocre or are films with unclear rights. He stressed that the vast majority of major studio features will be channeled to networks, and stations will have to rely on off-network features; movies from libraries that have been issued in the past and to a growing number of films made especially for TV.

James T. Victory, vice president, domestic sales, CBS Films, predicted that off-network syndicated product will be in short supply over the next few years because of the high rate of casualty of product on the networks and the soaring prices of residual talent payments. He urged TV Stations members to consider the problem of residuals and to think in terms of a new formula that could make such payments more equitable and thereby lead to a larger supply of off-network product.

The outlook for production of first-run syndicated programming lies in the area of modestly budgeted programs aimed for daytime or even fringe periods and not for prime-time, high-cost series, according to W. Robert Rich, executive vice president of Seven Arts Television. The era of the expensive, action-adventure series of the mid 1950's cannot be revived at present, he stated, but pointed out there are opportunities for personality shows, animation programs, musical telecasts and entertainment and documentary specials.

Hal Golden, president of ABC Films, indicated there will be more product available to U. S. television from abroad, but he cautioned that the amount would be modest in the foreseeable future. He added that producers in Europe and other parts of the world are eager to co-produce with their American colleagues to take advantage of U. S. technical know-how.

A panel on promotion consisted of

David Linden, administrator, client presentations, NBC-TV; Kenneth Philo, art director, KYW-TV Philadelphia, and John H. Taylor, president, Taylor-Walker Associates, New York. Mr. Linden spoke on the elements needed to create an effective presentation to a client; Mr. Philo, on the value of a TV station symbol or trademark and Mr. Taylor, on the variety of free programming materials available to stations.

A tight focus on local "network quality" news, public-affairs and service programs marked the opening sessions. In a seminar on community involvement, Eldon Campbell, vice president and general manager of WFBM-TV Indianapolis, noted that community activity is a responsibility of "broadcasters who have been too modest too long about their influence. We are stage center in American life today, and I only hope we don't blow our lines."

Grams Agrees ■ Mr. Campbell was joined by Harold Grams, general manager, KSD-TV St. Louis, in praising community involvement as "good business." He pointed out that strong, locally oriented programming "can make a bad network season a problem instead of a disaster." Mr. Grams stressed the importance of a strong local news operation, stating that this helps build viewer habits and is a key to station leadership.

Richard Borel, president, WBNS-TV Columbus, Ohio, and George Comte, general manager, WTMJ-TV Milwaukee, were also on the panel, moderated by A. Louis Read, president, WDSU-TV New Orleans.

In a question period, executives who agreed in principle with the major-market station executives' emphasis on community involvement and local origination nevertheless asked them how big their news departments were. The lowest number of fulltime staffers cited was 20. At that point, a member of the seminar remarked from the back of the room: "Hell, I wouldn't have a news staff of 20 if I counted my stringers and my wife's relatives."

The problem of local origination with limited resources was covered in another session that spotlighted a presentation by Rush Evans, executive vice president, KKTU-TV Colorado Springs-Pueblo. With color slides and kinescope, and staff and financial data, Mr. Evans displayed high quantity and quality production with a news staff of one full-timer and costs of "about \$4,000-a-month, including film processing." KKTU shares a mobile reporter-photographer and a car with a local radio station and employs parttime a retired brigadier general to cover the area's extensive military news.

Professor William A. Wood, Columbia Graduate School of Journalism, New York, spoke of his trip around the country to survey TV news operations

for a forthcoming book. He cited "a breakthrough in quantity and quality of local news in the last two or three years. It has become the key to stations' local individuality, the basis of their image." He found a trend away from "tabloid-type TV journalism. The ratings show this trend is what audiences want."

Broadcast editorials as a means of community involvement were discussed by John O. Gilbert, vice president for ABC-TV affiliate relations and a former editorializer on ABC-owned stations in Detroit and New York. "They [the editorials] don't hurt the station with sponsors," he said. "Rather, they result in the kind of community respect and identification that can sell more advertising." The panel, which also included John Corporan, news director of WDSU-TV New Orleans, was moderated by Bill Leonard, vice president of CBS News.

Westinghouse Broadcasting's Mr. McGannon answered a wide range of in-

plete solution since an organization such as Westinghouse requires 100 new films a year to replenish its present supplies.

"I don't see any easy solutions," Mr. McGannon observed.

In reply to a question on the potential for success of a fourth TV network, Mr. McGannon said that programming is the key and station clearance is a vital factor. He indicated that a fourth network would face a formidable challenge and he referred briefly to the old Du Mont Television Network, which he once served as a top executive, as an example of a fourth network plagued by programming and station clearance problems.

In a panel on "What the customer wants," Arch O. Knowlton, media director, General Foods Corp., and Albert J. Petcavage, media vice president of Doyle Dane Bernbach, New York, agreed that what advertisers want is flexibility and freedom.

They favored piggybacks and cut-ins

tion made the point that, "whether you like it or not, your continued economic health is tied to research." He said many stations were "overlooking the sales value of their own independent research."

Both DDB's Mr. Petcavage and General Food's Mr. Knowlton agreed on the need for "more independent qualitative research by stations, of the kind we're getting from the other [print] media."

James Schiavone, general manager, WWJ-TV Detroit, during a panel look at opportunities in local program origination emphasized the "20%-50% reduced costs of do-it-yourself," and "the improved image resulting from a local focus."

"Film is out, and 'fill' is a dirty word," asserted Carl Fox, manager, KYTV(TV) Springfield, Mo., in a presentation of "Ozark ingenuity vs. limited resources."

He ran down more than 20 "short



A. Louis Read, president, WDSU-TV New Orleans (speaking) moderated a panel on "station leadership" which consisted of (l. to r) Eldon Campbell,

vice president and general manager, WFBM-TV Indianapolis; Richard A. Borel, president, WBNS-TV Columbus, Ohio; George Comte, vice president of

WTMJ-TV, Milwaukee; and Harold Grams, general manager of KSD-TV, St. Louis. Involvement in community affairs was stressed.

dustry questions during a bull session following a dinner meeting on Monday evening. He spoke at length about the dilemma of local stations whose source of feature film programming is being reduced because of the developing trend of selling and offering major-studio features initially on network TV.

Mr. McGannon said a "significant problem" was emerging insofar as the supply of features is concerned. He noted that prices are escalating constantly and recent packages are averaging anywhere from twice to seven times the amount they commanded only a few years ago.

He pointed to one approach that Westinghouse and other groups are utilizing—the co-production of features with domestic and overseas producers. He indicated this may not be a com-

but opposed clutter and juxtaposition of competing products' commercials. They were perhaps most constructively in agreement on the commercial value of local news.

They were seconded by Jack Fritz, Blair-TV vice president, who praised news as "the most salable local product, in terms of product compatibility, demographics (mainly adults) reach, especially attracting the quality audience, its local orientation, and its stable audience pattern."

Mr. Fritz opposed piggybacks and "too-low prices for cut-in services," however, and urged the establishment and firm adherence to "reasonable trade standards."

Cris Rashbaum, research vice president, Harrington, Righter & Parsons, New York, in a documented presenta-

cuts and cheats on high cost" that his station used in becoming "the home station." KYTV identification slides, for example, are simple overlays of the station logo on 35 mm color slides of "the beautiful Ozarks at all times of year. And they cost about \$2.50 each. Hell, we have more than 200 ID slides.

"We don't have an art department," he said, "because the salesmen were giving it away free—'just another slide,' a client says. 'Sure,' the salesman says. Well, we can't give them another slide now, because we don't have an art department. But we have the biggest collection of magnetic cut-out letters in the world, and we can make slides of their artwork for about \$4 apiece."

Robert Guy, general manager, Storer Broadcasting stations division, said "the future of television depends on the ef-

forts of local stations. Local TV must develop, must localize. The very *idiom* of television is waiting for you to develop it."

Richard C. Dreyfuss, program manager, WPRO-TV Providence, R. I., and director of program development for Capital Cities Broadcasting, spoke on the "Large Individual Station Effort," stressing his reliance on "the three 'P' formula: people, product, and promotion," in developing new programs.

Radio-TV get most seats at Sheppard trial

Eight of the 14 seats assigned to newsmen at the hearing on the change of venue petition by Dr. Sam Sheppard in Cleveland were occupied by broadcasters. The other six seats went to

the wire services and the two Cleveland newspapers.

The hearing on the Sheppard petition began last Wednesday, Oct. 12. A ruling was scheduled to be issued Friday (Oct. 14).

In imposing stringent news-coverage rules, Criminal Court Judge Francis J. Talty banned outright from the courthouse itself all cameras, tape recorders and microphones. He also prohibited private telephone lines, or teletype machines in the courthouse and forbade any interviews with Dr. Sheppard, lawyers, court attendants, witnesses or police officers. In banning interviews, Judge Talty went much further than Chief Judge Roy McMahon last month who had indicated he would permit interviews, but only by reporters taking notes with pad and pencil (BROADCASTING, Sept. 12).

Each of Cleveland's three television

and five radio stations were permitted to send one reporter to the trial. Two seats each went to the *Cleveland Press* and the *Cleveland Plain-Dealer*, and one seat each to the Associated Press and United Press International.

Dr. Sheppard's conviction in 1954 for the murder of his first wife was overturned earlier this year by the U. S. Supreme Court, which held he had been denied a fair trial due to the "circus" atmosphere of the trial.

Imperial TV formed; Frieberg is president

The formation of Imperial Television Inc. as a producer and distributor of feature films and syndicated product to TV was announced last week. Hardie Frieberg, formerly president of

Loevinger: TV's strong points outweigh weaknesses

FCC Commissioner Lee Loevinger, who makes no secret of his own low opinion of television, used some finely honed phrases last week in suggesting that most of those who criticize the medium don't know what they're talking about.

"It seems to me that there is more nonsense, garbage, and hogwash spoken, written and printed about television than about any other single subject with the possible exception of sex."

He called television the "golden goose that lays scrambled eggs" and said it's futile to beat it "for not laying caviar. Besides," he said, "more people like scrambled eggs than caviar."

Commissioner Loevinger talked on "The Limits of Technology in Broadcasting" at the New Jersey Broadcasters Association, in Atlantic City. He concluded that the system of broadcasting is already approaching the limits of a technically perfect system, but that the limiting factor for broadcasting in the future is not technology anyway—"it's human appetite and endurance."

And as for quality of programing, he asserted that while there will probably be more programing appealing to minority tastes, "the general quality of most programing will be about what it has been and will change only as the public taste changes—for better or worse."

What TV Is — Commissioner Loevinger feels this is natural, given what he perceives television to be—

and not to be. "Television is not and has no prospect of being either the salvation or the damnation of mankind," he said. "It will not and would not take the place or perform the function of the school, the church, the home or even the parents—though it is sometimes a most useful babysitter."

"The significance of television is that it is a mass medium; and it has become a mass medium because it purveys primarily entertainment, and secondarily news and advertising. To deprive television of its mass is to destroy its significance."

He said television is not for him. But he sees it performing a vital function as "the literature of the illiterate; the culture of the lowbrow; the wealth of the poor; the privilege of the underprivileged; the exclusive club of the excluded masses."

Common Man — In his view, the piece of realism that all those who comment on radio and television should keep in mind is that "the common man has every right to be common . . . to prefer and demand entertainment that meets his common taste."

"In the current lingo," he said, "television is the cool of the squares and it cannot exist if inverted. The square of the cools equals nothing."

Commissioner Loevinger had some kind words for radio, which he personally prefers to television. He conceded that some music on radio "is abominable to my ears." But he finds enough that is pleasing, he

said, adding: "Radio soothes my nerves and brings me news without straining my eyes. It doesn't strain my brain either—but it does permit me to get mental exercise by reading (a practice I commend to those who are concerned about their minds)."

He suggested a new aphorism to characterize radio: "Radio is the opiate of the middle-classes."

The commissioner, who has written and talked frequently on scientific subjects, cautioned his audience not to adopt "the myth of this age, that science and technology will solve all mankind's problems."

In suggesting that broadcasting is approaching the limits of technical perfectability, he pictured a system that would provide for the broadcasting of three-dimensional pictures in color and of stereophonic sound, with the quality of reproduction as perfect as human senses can detect; one that would provide for the recording and instant replay of the broadcast; one that would not be subject to a significant limitation of channels; and one whose cost would be minimal.

"If we examine how close we are to these limits and what effect further advances toward them will have," he said, "it becomes apparent that technology will not solve or eliminate the problems, the pseudo-problems or the complaints. These, being human dissatisfactions with human action, must be met by human decisions and human responses." the commissioner concluded.



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Telesynd, a division of Wrather Corp., has been named president of Imperial TV.

The company is distributing 52 half-hour animated color cartoons, *Frankie Future—Super Jetter*; 15 foreign-produced features including such performers as Vittorio de Sica, Lili Palmer and Curt Jergens and a travel-adventure series, *Faces of Man*. In production is a series titled *Women of the World* with John Daly as host-narrator. The company is at 635 Madison Avenue, New York.

TV series to study federal government

Plans for a series of 60 educational television programs depicting the machinery of the federal government were announced last week in Washington by Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co., and a group of congressional wives that worked for three years to create this project.

The series, the first 30 programs of which will be ready by the fall of 1967, will be produced at a cost of slightly under \$250,000, according to Mr. McGannon. The series will be broadcast on Westinghouse stations and be made available without cost to TV stations throughout the country. In addition, a film version and textbook will be available for classroom use.

This project is the outgrowth of efforts by the wives of several congressmen, a Supreme Court justice, members of the executive branch assisted by a political-science professor and congressional aides.

Heading this group were Mrs. Charles A. Vanik, wife of a Democratic representative from Ohio, and Mrs. Gerald Ford, wife of the House Republican leader from Michigan. The group, known as Operation Government, was aided by Mark E. Talisman, administrative assistant to Representative Vanik, and Nick Zapple, communications counsel for the Senate Commerce Committee. They and other group members worked for some three years on the project. They were also counseled by WETA-TV, the educational station in Washington.

The series may mark a significant breakthrough in that congressional sessions and House hearings may be filmed and broadcast for the first time. Although details have not been worked out, House Speaker John W. McCormack (D-Mass.) hinted this may be possible. He added, however, that there can be "an exception without being a precedent." Both chambers prohibit photographs or films of sessions



(L to r): Mrs. Charles A. Vanik, Donald McGannon, president of Westinghouse Broadcasting and Mrs. Glenn R. Ford.

and the House also forbids such coverage of committee hearings.

A team of political scientists will serve as consultants. The series will be produced for Westinghouse by Michael Sklar under the supervision of Richard M. Pack, senior vice president for programming of Westinghouse. Mr. Sklar has produced documentaries for National Educational Television, CBS and Westinghouse.

Although many details still have to be worked out, the series will explore the functions of the three branches of government, revealing many behind-the-scenes aspects.

CBS-TV sets Burnett series for fall '67

CBS-TV last week pinned another TV star to its program development board, announcing the signing of Carol Burnett to appear in a one-hour musical variety series in the fall of 1967.

The show will be produced in Hollywood under the supervision of Joe Hamilton, Miss Burnett's husband, who has produced most of her specials. The series will be a coproduction of Bob Banner Associates and Burngood Inc., in association with CBS-TV.

The star has a long-term contract with CBS. She has been in six specials during the past several years. In the negotiation for the series, Miss Burnett and the Bob Banner firm were represented by Ashley-Famous Agency.

'Griffin' station list hits 60 mark

The signing of 11 more TV stations in six weeks has brought the total carrying the *Merv Griffin Show* to 60 in the U. S. and Canada, Jack E. Rhodes, vice president and general sales manager of Westinghouse Broadcasting Co.'s program sales, announced last week in New York.

Latest to sign for the WBC variety program are: WCTV(TV) Tallahassee,

Fla.; WGAL-TV Lancaster, Pa.; WMCT-TV Memphis, Tenn.; WCSH-TV Portland, Me.; WLBB-TV Bangor, Me.; WFBC-TV Greenville, S. C.; KGNB-TV Pembina, N. D.; WFAM-TV Lafayette, Ind.; KTNT-TV Tacoma, Wash. These nine stations will be programming *Griffin* five days a week, WBC said, adding that another two stations, WSIX-TV Nashville and WHTN-TV Huntington, W. Va., have signed for six shows per week (includes one selected replay).

The *Griffin* show has been in production a little more than a year.

Affiliates to receive CBS's VPA analysis

CBS outlets will receive by affiliate-relations teletype service the full data and analysis print-out of CBS News' Voter Profile Analysis (VPA) system for their election-night coverage Nov. 8.

VPA was developed after the 1960 elections by CBS News, Louis Harris & Associates, and the IBM Corp. as a means of predicting election results from a small number of key returns.

"As VPA information is processed by analysts," said Av Westin, executive producer of the CBS News Election Unit, "it will be delivered to affiliates' newsrooms almost as quickly as it is to Walter Cronkite at the other side of our election studio." CBS affiliates will be able to use national and state VPA information in their own seven-minute local segments at 23 and 53 minutes past the hour.

LBJ pickup from Manila on the doubtful list

Hope that President Johnson's appearance at the Manila conference next week could be televised live via satellite to U. S. viewers has been dashed with the definitive launch schedule of the next communications satellite.

The satellite, which is planned for the Pacific Ocean, will be launched Oct. 26. Because it usually takes two or three days to position the satellite properly in its synchronous orbit, it may very well arrive on station just at the tail end of the President's swing through the Far East.

And, Communications Satellite Corp. sources emphasize, there's no certainty that the satellite launched Oct. 26 will be stationed over the Pacific; because of various factors, it may find itself over the Atlantic instead (BROADCASTING, Oct. 3). It had been hoped that the launch could be made on Oct. 19, which would have allowed plenty of time for Oct. 24-25 Manila conference.

But the National Aeronautics and

Space Administration balked at over-time that would be required for the launch crew, which has been on the West Coast preparing for a meteorological satellite launch.

Other factors that made the proposal problematical from start: transportation of ITT's portable satellite sending and receiving station from Nutley, N. J., to Manila and payment for shipping; and modification of the Hawaiian ground station and payment.

L.A. plans to counter NYC's producer lures

Los Angeles has taken steps to counteract New York City's recent determined efforts to woo the television and motion-picture film industry to the East Coast. Councilman Paul H. Lamport, chairman of the Los Angeles Economic Development Board, appointed a special motion picture-television subcommittee to study how best to help the TV and movie film industries solve some of their cost and logistics problems in the city.

Mr. Lamport claimed some film-pro-

duction studios, particularly 20th Century-Fox and Metro-Goldwyn-Mayer, are being "caught in a residential squeeze" that may force them to sell their property and find larger quarters elsewhere. With this situation in mind, the subcommittee also is studying the possibility of constructing a special film-production center somewhere in Los Angeles. The center would house the major studios and would provide all the facilities they require, such as heliports, film-processing laboratories, offices and sound stages.

Explaining his concern, Councilman Lamport said: "It would be a travesty if the pioneer industry that made this the second largest metropolis in the U. S. left because city government didn't do all in its power to help them to stay."

Sheets sets up Kristom

Barr Sheets, who recently resigned from Walt Disney's Buena Vista Distribution Co., has formed his own production and syndication organization.

Kristom Productions Inc., with Mr. Sheets as president, has established offices at 5800 Sunset Boulevard, Holly-

wood. According to Mr. Sheets, the new corporation will be involved in both television and motion-picture production, and will handle the syndication of tapes and films for television.

Mr. Sheets formed Kristom after five years as general sales manager for Buena Vista and 17 years with CBS.

Burrud reorganizes

Creation of two separate divisions within Bill Burrud Productions, Hollywood, one to handle film production and the other to handle video-tape production, was announced last week. The move is said to be the result of Burrud Production's considerably expanded activity in both tape and film syndication. Under the new setup, Milas Hinshaw has been promoted to director of production on all Burrud programs. Video-tape operations will be supervised by W. Bothwell Henderson.

Burrud Productions now has eight programs in syndication. Seven are distributed by Teledynamics Corp., New York. The eighth, *The American West*, is distributed by Sandy Frank.

FINANCIAL REPORTS

RCA 3d quarter sets records

9-month net is 28% over like '65 period; quarter shows 22d consecutive gain

RCA greeted stockholders last week with a report showing earnings had increased for the 22d consecutive quarter over comparable previous-year figures. The report indicated nine-month profit had gained 28% over the same period last year.

Both sales and earnings were at record highs for the third quarter and nine months. Profits after taxes for the third quarter were ahead of last year's third period by 29%. Gross revenues for nine months were up 20%.

Elmer Engstrom, chairman of the executive committee, and Robert Sarnoff, president, cited sustained growth in all aspects of the color-television-equipment business and record sales and earnings for NBC as two factors contributing to the record totals.

Other sales-and-earnings growth boosters mentioned by the RCA executives included government sales and the com-

pany's components-and-devices business as well as international communications and electronic services.

They said RCA has more than doubled its color-TV-set-production capacity since the middle of 1965 with additions to its Bloomington, Ind., color-receiver plant.

The company indicated it was "in excellent position," to meet an expected record demand for home-entertainment products in the final months of this year.

It was noted that RCA's electronic data processing business had an operating loss in the third quarter, the first such loss since the last period of 1963.

Domestic orders for RCA computers, however, were at an all-time high.

Nine months ended Sept. 30:

	1966	1965
Earned per share	\$1.44	\$1.13
Sales	1,798,200,000	1,495,600,000
Operating cost	1,637,800,000	1,373,000,000
Net profit	85,900,000	67,100,000
Average shares outstanding	59,203,000	58,808,000

Swiss bank offers to buy Columbia stock

A Swiss bank has announced that it is offering to buy 350,000 common shares of Columbia Pictures at \$33 a

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share. The tender offer brought a reply from Columbia management advising stockholders to "go slow" in accepting the proposal.

The Banque de Paris et des Pays Bas, Geneva, said it was making the offer for its own account. The 350,000 shares represent approximately 18% of Columbia Pictures' outstanding shares.

A. Schneider, Columbia president, said the company does not know who is behind the Swiss bank's offer. He added that "the true value of the company's assets are far in excess of the value which the offer price would indicate." The stock is traded on the New York Stock Exchange and its closing prices have ranged from 30 to 32 in recent weeks.

The offer expired Oct. 14, unless it is extended. Shares will be taken on a prorated basis if less than all shares tendered are purchased.

Columbia Pictures is the parent company of Screen Gems Inc., producer and distributor of TV programming.

Subsequently the Swiss bank assured Columbia Pictures that the tender offer for the stock was for investment only. Mr. Schneider later said he was accepting the bank's statement "in good faith."

Columbia net improved by Screen Gems TV activity

Consolidated net earnings of Columbia Pictures for the fiscal year ended last June rose comfortably over the previous year, the company reports.

A. Schneider, president, attributed the gains to the success of several feature films and the continued high earnings from its television activities through Screen Gems. Columbia did not reveal its worldwide gross for the year.

For the year ended June 25:

	1966	1965
Earnings per share	\$1.11	\$0.97
Income before taxes	4,896,000	4,292,000
Net income	2,292,000	2,268,000

McCall stock offering would convert into ABC

McCall Corp., which owns a reported 332,000 shares of ABC stock has filed with the Securities & Exchange Commission in anticipation of a \$20 million preferred stock offering that would be convertible into the broadcasting company's common shares.

McCall intends to sell 200,000 preferred shares that would be convertible into ABC's common over a 10-year period beginning in November 1968. The publishing company's holding in ABC had a paper value of more than \$21 million last week. With the expect-

ed merger of ABC into ITT the stock would be convertible into ITT shares.

The underwriting is headed by the Wall Street house of Goldman Sachs & Co.

McCall said it plans to use the funds raised in expansion of its printing plants.

The McCall interest in ABC was acquired within the past several years while industrialist Norton Simon of the McCall finance committee was understood to be aiming for a seat on the ABC board of directors and perhaps eventual control of the company. Such speculation ended when ABC announced its plan to merge with ITT.

Seven Arts' proxy reveals Stark contract

A proxy statement accompanying the notice of the annual meeting of stockholders of Seven Arts Production Limited, Toronto, spelled out in detail last week the settlement conditions made with Ray Stark, who resigned last June as executive vice president and director.

Mr. Stark, who was paid at the rate of \$125,000 a year until May 31, is employed by the company for the period June 1, to Dec. 31, 1966, at a salary of \$86,500 to serve as producer for the motion picture, "Reflection in a Golden Eye," which Seven Arts is making for an unnamed studio. The proxy noted that if Mr. Stark produces the feature within a set budget, he will receive an additional sum of \$65,000. In addition, Mr. Stark's agreement with Seven Arts also calls for his employment as a parttime consultant at \$50,000 per year for five years, starting Jan. 1, 1967.

The proxy also points out that Eliot Hyman, Seven Arts president, is employed at a salary of \$125,000 a year through May 31, 1968. His agreement calls for him to serve as a consultant for a period of eight years thereafter at a salary of \$50,000 per year.

The annual meeting will be held in the Royal York hotel, Toronto, Nov. 9 at 2:30 p.m. Stockholders will vote on the establishment of a pension plan for fulltime employees and on the election of a board of directors.

Four Star has red ink for fiscal year

Four Star Television, North Hollywood, reported last week a net loss of more than \$1.5 million in the fiscal year ended June 25. The loss was incurred after a \$1,085,000 tax credit had been effected. In the preceding fiscal year, by comparison, the television

production and distribution company showed a net profit of more than \$350,000.

In their annual report sent to shareholders, Thomas J. McDermott, president, and George A. Elber, executive vice president, attributed the loss (despite an increase in gross income) to the "high cost of developing and producing film shows for network television and to a more conservative evaluation of the company's film library which resulted in a substantial write-off."

Shareholders, however, were told that domestic and foreign syndication remains profitable. Additional profits also are expected for the current fiscal year through the second season sale of *The Big Valley* series to ABC-TV, the renewal of the comedy game show *PDQ* by the NBC-TV-owned stations and the distribution of *Winchell-Mahoney Time* and *Something Special* programs.

For the fiscal year ended June 25:

	1966	1965
Earnings per share		\$0.54
Gross income	20,402,729	18,101,568
Net profit (loss)	(1,540,995)	358,638

Video Color owner loses bakeries

Noramco Inc., Queens Village, N. Y., a bakery firm that owns Video Color Corp., Inglewood, Calif., a flat-TV-tube developer, last week closed three of its bakeries while negotiating for funds from factoring concerns to pay long-term debts.

The company the week before had filed in New York for court protection to continue operations under Chapter II of the Bankruptcy Act. Charles L. Lewis, president, said Noramco's petition was made because "our factors cut off the money over the weekend."

In the filed petition, Noramco estimates its assets at \$4,880,000 and liabilities at \$6,150,000. (In September, Noramco reported a net operating loss of \$946,078 for a 36-week period ended June 11. Its long-term debt reportedly amounts to \$2,116,999.)

The Chapter II petition does not relate to subsidiary Video Color Corp., which continues to operate profitably, according to Mr. Lewis.

PKL earnings up 10%

Papert, Koenig, Lois, New York advertising agency, reports a 10% increase in per-share earnings through the first nine months of 1966.

Nine months ended Aug. 31:

	1966	1965
Earnings per share	\$0.42	\$0.379
Gross billings	29,044,340	22,747,340
Commissions and fees	4,343,623	3,561,454
Net income	337,243	300,027

World TV writers compare problems, pay

U.S. HEADS THE FEE LIST WITH CANADA CLOSE BEHIND

A five-day examination of mutually shared problems of pay scales, censorship, production quotas, credits, translation rights and fees, copyrights and frozen currency occupied the delegates to the first world congress of the International Writers Guild held in Hollywood last week (Oct. 11-15). Delegates from 13 countries including the U. S., attended the congress. Alexis Kapler, secretary of the Soviet Cinematographers Union and president of the USSR Screen Writers Union, and Budimir Metalnikov, head of the Moscow Film Writers Guild, sat in during the sessions as observers. The Soviet Union currently is not among the 17-member nations of the IWG.

The total of some 50 delegates and observers attending heard talks by Fitzgerald Smith, president of the Writers Guild of America/East; Christopher Knopf, president of the Writers Guild of America/West and James R. Webb, president of the IWG. Mr. Webb, who was reelected to an unprecedented second term as president of the global organization, said that Hollywood was chosen for the site of the first convention because "there is still magic left in the name." He was quick to add that "knowledgeable people in the entertainment industry throughout the world still want to see the place and not for the same reasons they want to see the ruins of ancient Rome."

Pay Scales — Each of the member nations gave an account of working conditions for writers in their country. In Australia TV writers get \$300 for an hour dramatic script and \$200 for a half-hour play. Canada pays \$1,000 to \$4,000 for a half-hour film on a network and \$4,000 to \$6,000 for an hour film. There's no firm minimum scale for TV writers in Finland. British writers get \$2,100 for an hour play, \$2,800 for a 90-minute play, \$700 for writing a half-hour series segment and \$1,400 for an hour series. In France writers receive about \$1,500 for a half-hour teleplay, \$3,000 for an hour. Czechoslovakian writers were said to receive about the same pay scale as French TV writers. In Holland TV writers get \$200 for a half-hour play and \$500 for an hour. Japanese writers get as much as 5% of the production cost of the TV script they write. Danish TV writers get about \$1,000 for 45-

minute TV plays. Guild TV minimums recently established in Sweden call for writer fees of \$1,200 for 45-minute dramas and \$1,700 for longer scripts.

The U. S., of course, by comparison, was shown to have by far the highest minimum scale for writers. Ernest Kinoy, a former president of the Writers Guild of America/East, reported that WGA's contract sets \$2,400 as the minimum for an hour script and a \$1,321 minimum for half-hours. For practical purposes, though, the going rate is \$4,500 for an hour and about \$3,000 for a half-hour.

The WGA/W and the WGA/E were cohosts for the international meeting. They provided an interpretation system that translated the proceedings into Russian, Japanese and French.

Nations represented at these sessions included Australia, Canada, Czechoslovakia, Denmark, Finland, France, Great Britain, Holland, Israel, Japan, Sweden, USSR, Yugoslavia and the U. S.

Brazilians don't like

TV Globo-Time-Life deal

The Brazilian Association of Radio and Television Broadcasters (ABERT) has approved by a two-thirds vote a motion condemning a financial agreement between Brazil's TV Globo and Time-Life Inc.

Joao Calmon, the association's president, a federal deputy and part owner of the country's largest media group, which competes with TV Globo, opened the ABERT national convention with an attack on the infiltration of foreign capital into the country's media. Later, the convention adopted the motion criticizing the Time-Life-TV Globo arrangement and urging Brazilian President Castelo Branco to expedite a final decision on the matter.

A parliamentary commission and the CONTEL (Brazil's FCC) have already ruled against the arrangement but a presidential fact-finding committee suspended a 90-day order for corrective action pending a decision by the president (BROADCASTING, Sept. 26). During the convention, however, CONTEL Chairman Quandt Oliveira indicated that the Time-Life-TV Globo controversy would not be settled by emotion, but by facts, in an obvious reference

to Mr. Calmon's campaign against the agreement.

Saul Haas, chairman of the board of KIRO-AM-FM-TV Seattle, who was an invited observer at the Brazilian meeting, reported that among the voting delegates there were two predominant schools of thought on the issue. The decided majority, while not against foreign capital in general, supports Mr. Calmon in his contention that foreign influences should be kept out of Brazilian mass media.

The second school agrees that foreign interests should have no measure of control in domestic media but foreign capital offered in ways that do not entail control should be welcome, as in other sectors of the Brazilian economy. Both groups criticize the existing law on the subject and new legislation is suggested that would encourage financial assistance without direct control.

Ouimet to relinquish

CBC presidency in '67

J. Alphonse Ouimet, president of the Canadian Broadcasting Corp., has confirmed his plans to resign as chief executive some time in 1967.

Mr. Ouimet's intentions were revealed in a letter to Canadian Prime Minister Lester Pearson in which the CBC president stated that he would remain in his \$40,000-a-year position until proposed legislation to revise broadcasting becomes effective. He said that he hoped this would be "early next year," and added that if the proposed legislation was delayed for some reason, he would have to consider leaving before it was passed.

Mr. Ouimet said that he had told the government of his intention to retire at the time of his reappointment to another seven-year term as CBC president last year.

Mr. Ouimet, who is 58, said he would like to "return to a more normal private and family life." He stated that in view of his personal plans, it would be "unfair" to the CBC and himself to accept the responsibilities which the new legislation will impose on the president's office.

The proposed legislation is an outgrowth of a government white paper issued last July which called for radical revision of CBC functions (BROADCASTING, July 11).

Mr. Ouimet has served the CBC and its predecessor, the Canadian Radio Broadcasting Corp., for 32 years, nearly half of those years as chief executive.

CBS signs with Israel for TV system

CBS will help Israel build a television system, under a two-and-one-half-year, \$300,000 contract signed by CBS in New York and effective Nov. 1. Officials of the Israel Broadcasting Authority, a public corporation formed last year along the lines of the BBC, had already signed the agreement in Jerusalem.

Israel plans to build a television station in Jerusalem with microwave relays on Mount Carmel, in Haifa and in Beer-sheba. The authority by 1968 expects to telecast two-and-a-half hours daily (two hours in Hebrew, 30 minutes in Arabic) with 100,000 sets available. Initially, programs will include news, public affairs, and service broadcasts, but no entertainment.

After surveying Israeli needs, the CBS-TV Stations Division will provide a full range of technicians, programming, management and training advisers.

Israel's present TV facility consists only of a closed-circuit educational pilot project. Some 30,000 sets said to be in use in the country receive broadcasts from neighboring Arab countries. A spokesman for the broadcasting authority said in New York that an additional estimated 70,000 sets would be assembled in Israel from parts imported from Europe.



CBS's Merle Jones (r), president of the CBS Television Stations Division signs agreement as Nachum Shamir, Israel's economic minister in the U.S., watches.

Radio-TV in 5 nations reviewed in new journal

A study of five European broadcasting systems by Dr. Walter B. Emery, professor of radio and television at Michigan State University, is contained in the first issue of *Journalism Monographs*, published by the Association for Education in Journalism.

The study in the new publication of

the professional organization of college teachers and researchers is part of a book on European broadcasting Professor Emery is working on. It covers governmental broadcasting in Belgium and Portugal, commercial broadcasting in The Netherlands and behind the Iron Curtain in Hungary and Yugoslavia.

The history and evolutionary development of both radio and television broadcasting in each country, together with legislation and other forms of regulation, the size and nature of the audiences, programming, commercial aspects and future outlook are reviewed for each nation.

The new publication is edited by Professor Bruce H. Westley of the University of Wisconsin and financed by a grant from the University of Texas offered by Dean DeWitt C. Reddick of its school of journalism who is president of the association.

Compton adds Venezuelan agency

Compton Advertising Inc., New York, reports it has added a 16th international partner, Alberto Betancourt y Compania S.A., and has renamed it Alberto Betancourt-Compton S.A.

The Caracas agency, fourth largest in Venezuela, with billings of \$2,025,000, handles accounts for Procter & Gamble, Plough Inc., The Mennen Co. and Electric Storage Battery.

Compton's acquisition was said to place it in seventh place in international billings among U.S. advertising agencies.

Compton billed a total \$135 million in the U.S. and abroad in 1965. Its offices are in Chicago; Toledo, Ohio; Los Angeles; San Francisco, and Honolulu. Partner agencies are operated from London; Brussels; Paris; Heidelberg, West Germany; Rome, Melbourne and Sydney, both Australia; Tokyo; San Juan, P.R.; Santo Domingo, Dominican Republic; Mexico City; and Jamaica, Barbados and Trinidad, all British West Indies.

Coverage 'interference' prompts CTV resignation

Peter Reilly, executive producer of news and public affairs for CTV television network in Canada, has resigned because, he said, of interference from a CTV director.

Mr. Reilly charged that John Bassett, a CTV director who is also president of CFTO-TV Toronto and publisher of the *Toronto Telegram*, had asked that reporting of author Isobel LeBour-

dain for CTV be shared with the *Telegram*. The particular assignment sought involved coverage of the Supreme Court rehearing of a murder conviction of Truscott Stevens, about which Mrs. LeBourdain wrote a book said to be responsible for the high court rehearing.

Mr. Reilly said that CTV had arranged exclusive rights for Mrs. LeBourdain's reporting from the court and refused Mr. Bassett's request. The *Telegram* claimed that earlier agreement for double coverage had been arranged in exchange for research and other help, but that Mr. Reilly later reconsidered and told Mrs. LeBourdain she could not work for the paper.

Mr. Reilly charged that Mr. Bassett threatened to withhold certain programming and facilities from CFTO-TV from the network.

Gordon Keeble, president of CTV, said it was difficult to understand the resignation since the network had backed Mr. Reilly's decision. He also noted: "We have a contract with Mr. Bassett and I have no reason to believe he won't honor it."

Bonded Service begins overseas distribution

An overseas expansion project is in progress at Bonded Services, New York, with the establishment of Bonded Services International, New York, to handle the physical distribution, storage and servicing of TV syndicated programs abroad.

Chester M. Ross, president of Bonded Services, reported that offices have been opened in Mexico City and Sydney, Australia, and another branch will be established in Hong Kong shortly. A European office has been functioning in Amsterdam for the past several weeks to fulfill the requirements of program producers and syndicators operating in Europe, Africa and the Near East.

Donald Hine, who resigned in August as director of sales for Screen Gems International, has joined Bonded as vice president for sales and marketing and will supervise development of the company's foreign operations. Mr. Hine said that Bonded Services International will move gradually into the TV film commercial field abroad and subsequently into the educational, religious and public service film program areas.

Mr. Hine observed that Bonded's expansion was prompted in part by the emergence of color TV in overseas markets and the ensuing need for centralized locations in strategic areas to store, ship and perform post-production func-

tions speedily on programs and commercials.

Bonded Services, which has been a program and film commercial handling and storage company in the U.S. for many years, is a division of Novo Industrial Corp., listed on the American Stock Exchange.

Religious programing big business in Japan

Religious broadcasting fills 88 hours weekly on Japan's 45 commercial radio networks, according to a survey by the Nissoshwa Advertising Agency of Kyoto, reported by the Maryknoll Fathers in New Jersey.

The Maryknoll Fathers, an American Roman Catholic missionary society, is the first-ranking religious broadcaster, with 22 hours weekly. Those hours are given almost exclusively to two five-minute service spots, *The Light of the Heart*, and *The Smile of the Sun*.

Second and third-ranking religious broadcasters are the Lutheran Church, broadcasting 20 hours, and the Bud-

dhist Church, 12 hours weekly.

The 45 radio networks covered by the survey broadcast on more than 200 stations with an estimated reach of almost all of Japan's 97 million people.

Xerox TV specials praised by UN official

The United Nations' desire to "stimulate and foster" productions with international and UN-related themes was underlined by Jean D'Arcy, director of radio and visual services for the UN office of public information, at an international conference of radio, television and film writers in New York.

Mr. D'Arcy cited the "customary naivete and frequent boredom" of UN-sponsored productions and praised the TV specials sponsored in past seasons by the Xerox Corp. as "remarkable and worthy efforts."

Mr. D'Arcy was seconded by Roberto Hurtematti, associate director of the UN's development program, who promised "information and materials, liason and facilities in countries around the world, and help with sponsors and dis-

tributors" to independent productions dealing with his agency's program.

In another session of the conference, John McCarthy, president of the Television Program Export Association, New York, spoke on the obstacles to distribution of U. S. programs overseas. Legal and "gentlemen's agreement" quotas on foreign programs, capricious and arbitrary decisions by government buyers, and "ideological problems in the [Communist] bloc countries" were the most important, he said.

The conference, dealing with international understanding through radio and visual media, was sponsored jointly by the International Film and Television Council with the International Writers Guild, organizer of the event.

International film sales . . .

Charlie Chaplin Comedy Theater (Prime TV Films): Australia Television Network, Sidney; New Zealand Television Corp., Wellington; Telesistemas Filmes Import. & Exp. Ltda., Sao Paulo, Brazil; Tele-Organizacion Americiana S. A., Buenos Aires; Tele-Sistema Centro Americano, Central America and East Germany.

FANFARE

'Hypo' charges still ring

WNEW-TV promotion

furor rages on in New York

The to-do over an audience-promotion contest by Metromedia's WNEW-TV New York (BROADCASTING, Oct. 10) bubbled on last week.

WNEW-TV was presenting announcements that invited participation in the contest but also made clear that viewers didn't have to watch WNEW-TV in order to win. The winning numbers, it was explained, would not only be carried on the station but also be published in newspapers.

This move was clearly intended to answer charges that the contest would "hypo" ratings by requiring viewers to watch the station if they wanted to win. It did not satisfy at least one competitor, however.

WPix(TV) sent a letter to the Broadcast Rating Council saying that "while this [newspaper publication] might make the contest technically legal," the

contest would "still be contrary to the spirit" of BRC regulations unless WNEW-TV makes "a reasonable effort to notify all homes that received the contest material that it is no longer necessary to view WNEW-TV in order to win." WPix suggested this might be accomplished in a second mailing to all homes that received the original material.

No RKO Letter - A number of other stations, including network-owned outlets, have submitted informal complaints. However, earlier reports of a protest by attorneys for RKO General, owner of WOR-TV, proved incorrect, although it was noted that the RKO re-

search department had written to the rating council regarding the contest.

The WPix letter, by Martin McAndrew, research director, told the council that the contest could have repercussions "going far beyond the New York market" because the O. E. McIntyre direct-mail firm, a subsidiary of Metromedia, not only handled the mailing of contest numbers for WNEW-TV but is also the source from which come the rating samples used by both the A. C. Nielsen Co. and the American Research Bureau.

Spokesmen for Metromedia, and WNEW-TV meanwhile contended that

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charges of "hyping" were "like the patient screaming before the needle hits the arm". They said the contest dates, Oct. 18-31, coincide with Nielsen and ARB rating periods only by accident and that in any case WNEW-TV is "measured every day" by the overnight rating services of those companies, so that it would be impossible to pick a date on which the station was not being rated.

They said that in distributing the contest numbers WNEW-TV "took a free ride" on mailings that McIntyre was making for advertisers. The advertisers, they said, picked the addresses and the mailing dates, and the mailing dates dictated the choice of contest dates because WNEW-TV wanted to allow time to give viewers not on the mailing list a chance—through on-air promotion—

to write in for their own set of contest numbers.

This promotion started Oct. 7 and with it an explanation that winning numbers would be published in newspapers as well as flashed on WNEW-TV ID's.

Drumbeats . . .

Award to Pullen ■ Annual Distinguished Service Award of the Radio-Television News Directors Assn. has been presented to Weston C. Pullen Jr., president of Time-Life Broadcasting, New York, for a series of three conferences and resulting books on various aspects of TV news conducted by Time-Life and RTNDA. Frederick Gilbert, T-L Broadcasting executive VP-general manager, accepted award for Mr. Pullen at

RTNDA's Chicago convention (BROADCASTING, Oct. 3).

McKenna cited ■ James A. McKenna Jr., with law firm of McKenna & Wilkinson, Washington, has received the 1966 John Dubois Medal from Mount Saint Mary's College, Emmitsburg, Md. Award is for Mr. McKenna's efforts in the communications field and as a Catholic layman.

Nessen honored ■ In a ceremony at Walter Reed hospital, Washington, Ron Nessen, NBC News correspondent wounded under fire in South Vietnam, has been presented with an honorary Combat Infantryman's Badge by the commanding officer and men of Army unit, First Battalion of 327th Airborne Infantry, which he covered.

EQUIPMENT & ENGINEERING

Live TV set for first Apollo shot

When that first manned satellite reaches the moon, American astronauts may have a TV camera with them, and people at home will be able to view "live" the era's greatest exploration scene.

This was the implied promise of the National Aeronautics and Space Administration last week when it became known that a TV camera is to be included in the first of the three-man Apollo flights, an earth orbit scheduled to be launched in mid-December.

The word was first given by William McAndrew, president of NBC News. It was quickly confirmed by Julian Scheer, NSA public affairs chief.

The TV camera to be carried in the Apollo space capsule will be operated on a slow scan—320 lines at 10 frames a second. At Cape Kennedy, these signals will be put through a scan converter to produce pictures with the standard 525 lines, 30 frames a second. These will then be furnished to the television networks for transmission to the public. There is the possibility, Mr. Scheer said, that a five-second tape delay will be imposed on release of the pictures to the networks.

Cape Kennedy is the only NASA ground station equipped with the scan device for converting the TV pictures to commercial standards. The TV pictures from Apollo, however, will also be received at three other North American points (Goldstone, Calif.; Corpus Christi, Tex., and Guaymas, Mexico), but their recordings will be shipped to Cape Kennedy for conversion. If the new Pacific communications satellite is

operating at this time, it is believed the Apollo TV signals could be transmitted to Kennedy more quickly.

RCA has big backlog for color-TV cameras

RCA expects that more than 300 of its four-tube studio live color cameras (model TK-42) will be in broadcast service by the time of the National Association of Broadcasters convention and equipment exhibit on April 2, 1967.

C. H. Colledge, vice president and general manager of the RCA Broadcast and Communications Products Division, said there's a current backlog of \$30 million in orders for the cameras. Mr. Colledge's estimate was given last week in announcing that the 100th camera was delivered to WLBW-TV Miami for the station's new color studios. The camera is priced in the \$80,000 range.

Mr. Colledge said the present backlog and the rate of new orders indicated a "continuing high level of color-camera business, along with other color broadcast equipment, at least through 1967." He noted that RCA's camera-assembly and test facilities in Camden, N. J., have been enlarged twice to keep pace with demand.

Westinghouse wants digital meters

Westinghouse Broadcasting Co., licensee of six AM, two FM and five TV stations, urged the FCC last week to amend the AM, FM and TV rules so that broadcasters would be able to use digital meters, printers or other nu-

merical readout devices in the metering of broadcast transmitters.

Westinghouse said that a revision of the rules is necessary because present regulations "don't clearly authorize licensees to use the newer and more accurate metering instruments, particularly in connection with remote control and automatic logging where improved accuracy is desirable."

ABC asked the FCC last April to institute rulemaking proceedings relative to indication instruments. Westinghouse suggested that the rules be amended according to the form proposed in the ABC petition.

KRON-TV abandons hope for San Bruno tower

After a 10-year battle, Chronicle Broadcasting Co., licensee of KRON-TV San Francisco, last week asked the FCC to dismiss its application for a new tower on Mount San Bruno, also in San Francisco.

Chronicle said it would not file an appeal with the U. S. Supreme Court and would abandon its quest for a tall tower because there is "no reasonable possibility" that the Mount San Bruno application could be granted.

The case goes back to 1956 when both KGO-TV San Francisco and KRON-TV sought to increase the height of their respective antennas. The commission set both applications for hearing and then in 1961 a division of the newly organized Federal Aviation Agency ruled that the proposals were aeronautical hazards. A formal hearing before the FAA resulted in a 1964 administrative report holding that the KGO-TV proposal was acceptable, but that the KRON-TV application was not. KGO-TV

Films head for old soldiers' home as TV tape takes over

Remember those old training film sessions at basic training in the 1940's? And how men used to fall asleep when the lights went out? No more. The Army's using TV now and the lights never go out completely.

This is what came out of one of the presentations at the meeting of the Army of the United States Association in Washington last week. In place of the old World War II training films, the Army is using video tapes transmitted to standard, commercial 23-inch TV sets and has found them more effective than films.

They're fantastic attention holders, according to Brigadier General Frank Meszar, who's in charge of individual training at the U. S. Continental Army Command (CONARC). "Even when a trainee drops his pencil," the general said the other day, "he'll bend down and pick it up without taking his eyes off the TV screen." Something to do with American youth today having been brought up on TV, the general observed.

More than 80,000 Army recruits a year are being trained to perform

their military specialties through the use of this specialized version of ETV. The Army has 24 video-tape-equipped installations, ranging from basic training camps to technical schools where Army enlisted men and officers are taught the complexities of computers, rockets and radar. As well as how to drive a truck. Each installation has a seven-channel system, although some have several systems—up to the 21 channels available at Fort Gordon, Ga., where the southeastern signal school is located and where the Army military police and civil affairs school as well as the Army Training Center are also located.

Until very recently only seven ETV-equipped Army installations were in existence. Last year, Ampex Corp., Redwood City, Calif., won a \$1.6-million contract to wire up 17 installations and also to build and equip five mobile video-tape production centers. This project, which involved full, turnkey installations, is almost completed.

Previously, the Army had invested about \$4 million for seven installa-

tions, including that many production centers. The Army's ETV program began in 1953, and its tape catalogue now contains 1,300 titles.

The advantages of video tape and televised instruction, according to General Meszar, are extreme flexibility and "fast production." When a TV tape is made of an exercise, for example, he said, it can be played back almost instantly; there are no waits for processing as in film. Also, he added, when a change in a training program is made, a new tape of that segment can be made, and spliced into the old tape.

So successful has the program been, General Meszar said, that the Army is exploring the possibility of establishing a nationwide network (via leased lines), and the use of video-taped instruction for ROTC and Army reserve units.

During the presentation of a program on the Army ETV program at the Washington meeting, an instantaneous replay of the talk by General Paul L. Freeman Jr., CONARC commander, was viewed by more than 100,000 enlisted men and officers throughout the country.

thereupon asked for a grant without a hearing, and this was done in February 1965 (BROADCASTING, Feb. 15, 1965). Chronicle requested that the FCC reconsider its decision: but the petition was denied, which prompted Chronicle to file an appeal with the D. C. Court of Appeals. The court upheld the FCC's action and denied the appeal last July.

In the grant to KGO-TV, the commission required the ABC station's tower on Mount Sutro to be made available to all other TV stations in the area on an equitable basis.



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Granik has new vote tallying system

An electronic system of instant vote taking is being introduced by Theodore Granik Enterprises, New York. A prototype version of the "Granik Televote System" has been demonstrated in New York.

At one such demonstration last week, GTS was employed to record, on tape that can be then "read" by a computer, the votes of an audience. The process was completed in seconds.

According to Mr. Granik and Ira Kamen, the system's developer, it has application for broadcast studio use on an opinion-taking program, for vote tallying by networks or stations or by independent pollsters. It also could be adapted for program or TV commercial testing.

The system can be used within a studio or as an opinion-taker of people who are at home. The in-home application is achieved through connection of the system with the home telephone.

The Granik firm has licensed the system from Charger Electronic Systems Inc., New York, and, Mr. Granik said, the company seeks to lease GTS

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to users. Mr. Kamen is Charger's president and Harold Walker is a company vice president.

The basic components of the system include a "voter box," a central receiving center, a scanner rack and a datalog recorder. The latter may be a telepunch device, and arrangement of electronic counters or a magnetic memory-tape system, according to the system's developers.

Using a sequential system, tallying may be obtained of a multiplicity of installations with data collected at the receiving center. It was said that GTS would have the capability of scanning a group of 2,400 respondent signals in 16 seconds, or a total of some 12,000 in 80 seconds.

Mr. Granik's CATV Enterprises holds the franchise for a CATV system in the Riverdale section of the Bronx in New York City. Mr. Kamen, an electronics engineer, is active in CATV and broadcasting.

Technical topics . . .

Portable lights ■ Motion Picture & Television Division, Berkey Technical Corp., Burbank, Calif., has available two new 30-v battery-operated quartz-iodide Colortran lights: multibeam

"30" for full focusing from spot to flood, and quartz-king "30" for medium flood with fixed focus. Both are supplied with a new Colortran 30-v nickel cadmium battery and detachable recharger for 30-minute operation.

Visual in Atlanta ■ Visual Electronics Corp. has opened a southeastern regional office at 4246 Peachtree Road, Atlanta. Telephone: (404) 237-9202.

Marine TV ■ JFD Electronics Co., Brooklyn, N. Y., announces its specially designed JFD Marine TV Antenna for pleasure boats. The unit is an off-set, omnidirectional V-dipole unit, equipped for side or top mounting. Maximum signal is produced through a six-position clarifier and interference from ignition and motor is suppressed by a 25-foot shielded coaxial cable. The model (MTV-222) sells for \$27.95 with mounting bracket.

Broadband UHF amp ■ Jerrold Electronics Corp., Philadelphia, announces a new, fully solid-state UHF amplifier, featuring flat gain across entire UHF band. The unit, Gibraltar Model 5330, can be used as a broadband amplifier and as a companion for the company's UHF amplifier for store systems, apartments and schools. The UHF amplifier

can be cascaded both at the headend and for line reamplification when required.

TV camera viewer ■ "Add-a-Vision," a newly developed electronic conversion pack that replaces standard optical viewfinders on movie cameras with a TV picture, is being offered in the U. S. by The Livingston Group, Communications Division, North Watford, Hertfordshire, England. Priced at \$27,000, the pack contains a zoom lens (Angenieux 24 mm-240 mm), electronic viewfinder, electronic unit, interconnecting cables and video signal processing unit. Using a Plumbicon pick-up tube and a 7-inch flat-faced picture tube, the equipment can check focus and framing, and provide instant playback on a video tape recorder. The unit provides capability to allow producers to follow the filming action on TV monitor screens.

Lots of color ■ Meredith Broadcasting Co. has ordered three PE-250 live color cameras from General Electric Co. for WHEN-TV Syracuse, N. Y. It also ordered five GE PE-240 four-vidicon color film cameras; two of them going to WHEN-TV and one each to WOW-TV Omaha, KPHO-TV Phoenix and KCMO-TV Kansas City, Mo.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Lynch



Mr. Phillips

Richard C. Lynch, president, named board chairman of Lynch, Phillips & Waterbury Inc., St. Louis, previously Richard C. Lynch Advertising Co. **Robert B. Phillips**, executive VP at LP&W, succeeds Mr. Lynch as president. **Jackson D. Waterbury**, formerly with Batz, Hodgson, Neuwoehner Inc. and D'Arcy Advertising, both St. Louis, joins LP&W as executive VP.

William T. Dawson, president of National Bank of Commerce at Los Angeles, resigns to become VP and administrative director of Brewer/Holzer/Taylor Inc., that city.

Bruce Butler Jr., supervisor of office services at KMOX-TV St. Louis, appointed national sales service manager.

Paul O'Bryan, account executive at KVTv(TV) Sioux City, Iowa, named

sales manager.

Philip Zoppi, broadcast sales executive, joins WHCT(TV) Hartford, Conn., as commercial sales manager.

Henry R. Scheck, art director, Dreher Advertising Inc., New York, named senior art director in charge of entire studio.

Jack E. Sausman, manager of local sales for WTVC(TV) Chattanooga, appointed commercial manager.

Philip Benblatt, director of television research, Adam Young Inc.; **Joseph T. Hoffman**, senior media analyst, J. Walter Thompson, and **Eugene P. Klimek**, senior research analyst, ABC-TV, all New York, join Edward Petry & Co., same city, as group research managers.

Kenneth G. Fuller, sales representative, NBC Spot Sales, San Francisco, rejoins The Katz Agency, same city, as office manager. He succeeds **Franklin Wheeler**, who joins KHVH-TV Honolulu.

Don Sawyer, group products manager for Max Factor & Co., joins Erwin Wasey Inc., Los Angeles, as account executive.

Wallace Littman, executive art director of Hicks & Greist, New York, appointed senior art director for La-

Roche, McCaffrey and McCall Inc., that city.

James P. Gillis, account director, McCann-Erickson, New York, elected VP. He has been in account service and radio-TV programing.



Mr. Conklin

William B. Conklin, creative director of BBDO, San Francisco, named VP.

Sanford E. Reisenbach, associate media director, Grey Advertising, New York; **Randall W. Hackett** and **Stephen K. Zimmerman**, account supervisors, and **John A. Adams**, manager, Detroit office, elected VP's.

John E. Meegan, appointed national advertising manager for Admiral Corp., Chicago. **Richard C. Glaw**, with Norge division of Borg-Warner Corp., Chicago, succeeds Mr. Meegan as national sales promotion manager. **Philip S. Nelson**, merchandising planning manager for General Electric's Hotpoint division in Chicago, joins Admiral there as sales promotion and advertising manager for firm's distributing branches.

Jerry Zarin, research manager for

Lever Brothers Co., New York, appointed advertising analysis manager. **John Burke**, research analyst with Lever, and **Mike Naples**, account executive with Schwerin Research Corp., named research managers for Lever Brothers.

L. Roy Wilson Jr., account supervisor at Ketchum, MacLeod & Grove Inc., Pittsburgh, elected VP and assistant group manager.



Mr. Wilson

Sylvia Harris, senior account executive, Doyle Dane Bernbach, New York, joins Smith/Greenland Co., same city, as senior VP and account supervisor on Beaunit account.

Thomas Maney, local sales manager for KTTV(TV) Los Angeles, appointed general sales manager for WTTG(TV) Washington. Both are Metromedia stations.

Carl Tracy Thrumston, with KMJ Fresno, Calif., appointed sales manager, succeeding **Roy Swanson**, who becomes manager of KBEE Modesto, Calif.

Clifford N. Taylor, salesman at WHEB-AM-FM Portsmouth, N. H., appointed sales manager.

William J. (Pete) Peterson, with Mark VII Commercials, joins Campbell-Mithun, Chicago, as business manager of television department.

Irl W. Rose II, senior VP of Kastor Foote Hilton & Atherton, New York, joins Ruberoid Co. there as director of advertising and sales promotion.

Grady C. Pridgen Jr., sales representative for WBT(TV) Charlotte, N. C., named assistant sales manager.

Herb Moskowitz, sales promotion director, WNEW-TV New York, joins H-R Television, same city, as promotion manager. **Fred Cohen**, sales executive, Adam Young Inc., New York, and **Jim Bisagni**, sales executive, Venard, Torbett, McConnell, same city, appointed to western and eastern sales division, respectively, H-R Television, New York.

Paul Davis named account supervisor at Campbell-Ewald Co., Los Angeles, succeeding **Dick Mahoney**, who joins Major Market Radio.

Richard L. Munson, account supervisor at Needham, Harper & Steers, New York, joins Ross Roy Inc. there as marketing supervisor.

Joseph P. Foley, with Bernard Howard, New York, and **Frank DeMarco**, with Compton Advertising, New York, appointed television account executives

at George P. Hollingbery Co., that city. **Thomas R. Blose**, general sales manager of WFLM(FM) Fort Lauderdale, Fla., named account executive in Atlanta office of Hollingbery.

William R. Gerler, partner in PR firm of Healy, Baker, Bowden & Gerler, Chicago, and president of its advertising, sales promotion and special communications subsidiary, General Communications Inc., joins Racine, Wis., office of Geyer, Morey, Ballard as account executive.

Robert T. Aissa, with Broadcast Communications Group, New York, appointed account executive.

Joe Hildebrand, general sales manager at WJBK Detroit, joins WKBD-TV there as account executive.

Edwin E. Tracey, with KBUZ-AM-FM Mesa, Ariz., appointed account executive.

John T. Malloy, formerly with Harold Cabot & Co. and BBDO, joins Quinn & Johnson Advertising Inc., Boston, as account executive.

William E. Davis, account executive with Speer & Mays Inc., Los Angeles, appointed account executive with Martin Klitten Co., that city.

Harold I. Weinsheim, southern regional sales manager for Miller Brewing Co., Milwaukee, named administrative assistant to director of marketing.

Joseph Stuart, associate programing director, Benton & Bowles, Hollywood and New York, joins Compton Advertising, New York, to work on TV program supervision and development.

Morris Kinnan, from Needham, Lewis, Brorby, joins Sullivan, Stauffer, Colwell & Bayles Inc., New York, as television producer.

Rona M. Levein, with Fuller & Smith & Ross, New York, joins Foote, Cone &

Belding there as copywriter.

Shawn F. McGreevy, with The Katz Agency, appointed to sales staff of Storer Television Sales, Chicago.

Charles W. Young, director of personnel for Ogilvy & Mather, New York, joins Ted Bates & Co. there as VP in charge of personnel operations.



Mr. Young

Lea Glazer, with Silton, Callaway & Hoffman, Boston, joins Bill Creed Associates there as director of sales development.

Norman Alpert, with H-R Representatives, New York, joins sales staff of Robert E. Eastman & Co., that city. **Mark Hurd**, with KCBS San Francisco, joins staff of Eastman, that city.

MEDIA

Lewis H. Avery, VP and general sales manager of KYA and KOIT(FM) San Francisco, elected VP of parent Avco Broadcasting of California and appointed general manager of KYA and KOIT, as well as VP of Avco Broadcasting Corp.

O. P. Bobbitt, radio station manager and general sales manager of KTBC-AM-FM-TV Austin, Tex., also named senior VP. **Charles Howell**, TV station manager of local sales, named VP. **Elmo Brown**, administrative assistant, also appointed television operations director. **Joe Roddy**, news editor, named radio operations director. **Pat Nugent**, son-in-law of President Johnson, has been employed part time in administrative training program. Mr. Nugent is currently doing graduate work in business administration at University of Texas.

Adalbert von Gontard Jr., associate publisher of *Diplomat* magazine, named client relations VP for media divisions

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of parent Metromedia Inc., New York.

Roger C. Wilkins, executive VP of Broadcast-Plaza Inc., named vice chairman. **Leonard J. Patricelli**, VP and general manager, named executive VP. **Robert S. Tyrol**, VP, administrations, succeeds Mr. Patricelli. Broadcast-Plaza operates WTIC-AM-FM-TV Hartford, Conn.

Ronald A. Stratton, news director at WBEC Pittsfield, Mass., named VP in charge of station operations. He succeeds **Ira I. Hewey**, who resigns as station manager.

Charles E. Dunn, general manager of WHAP Hopewell, Va., named VP of parent Eastern Broadcasting Corp., Washington.



Mr. Bayliss

John F. Bayliss, general manager of WONE Dayton, Ohio, named VP - general manager of WSLR Akron, Ohio.

D. C. (Doug) Sutherland, general manager of KBLI-AM-TV Helena, Mont., joins KRIZ Phoenix, as general manager.

Dave Button, manager of KFIF Tucson, Ariz., named general manager of KSVP Artesia, N. M. **Mark Parr**, sales manager of KFIF, succeeds Mr. Button.

Robert Harris and **William Watts**, account executives with WSAZ-TV Huntington, W. Va., named co-managers.



Mr. Sherlock

named controller.

Pat O'Halloran, VP and general sales manager of KBOI-AM-FM Boise, Idaho, named manager.

William Nuzum, with WTRF-TV Wheeling, W. Va., named station manager of WTRF-FM.

Monroe Berkman, business manager of WRCP-AM-FM Philadelphia, named assistant general manager.

Leonard Mosby, program director of WJXT-TV Jacksonville, Fla., appointed assistant manager.

Thomas M. Mayers named manager of GT&E Communications Inc.'s CATV system at Angola, Ind.

Reynard A. Corley, promotion manager for WIS-TV Columbia, S. C., named

TAB officers elected

Ray Herndon, KMID-TV Midland-Odessa, elected president of Texas Association of Broadcasters at TAB meeting last week (see page 69). Also elected: **Roy Bacus**, WBAP-AM-FM-TV Fort Worth-Dallas, VP, and **Clint Formby**, KPAN Hereford, secretary-treasurer.

administrative assistant to general manager of WTOL-TV Toledo, Ohio. Both are owned by Cosmos Broadcasting Corp.

Richard McDonald of Moab, Utah, named manager of Sterling Community TV Co., Sterling, Colo., succeeding **Charles Pope**, who resigns.



Mr. Solomon

Norman Solomon, controller of Seven Arts Associated Corp., New York, also appointed treasurer.

Phillip J. Bahakel, formerly assistant general manager, and national and regional sales manager of Cy N. Bahakel Network, and manager of Bahakel's WKIN Kingsport, Tenn., leaves that organization. No future plans announced.

Edward Wooten, producer and national sales manager of Poole Productions, Atlanta, named administrative assistant to **Randolph S. Brent**, general manager of noncommercial WHRO-TV Hampton-Norfolk, Va.

Homer Harmon and **Andy DeSario**, with Malibu Cable TV, Sherman Oaks, Calif., named director of operations and manager of direct sales, respectively. **Douglas Shank**, chief accountant, becomes controller.



Mr. Moffat

Howard W. Moffat, manager of CATV division of Triangle Publications, Philadelphia, joins community operations division of Jerrold Electronics there as field representative on special assignment.

PROGRAMING

Robert Atkins, production manager of WJXT-TV Jacksonville, Fla., appointed program director.

Bill Ericksen, announcer at WFOX Milwaukee, named program director.

Jack Gillen, program director of WISP Kinston, N. C., appointed pro-

gram director of WICO Salisbury, Md.

Neil McIntyre, assistant program manager of KDKA Pittsburgh, appointed program director of Wowo Fort Wayne, Ind., succeeding **Jack Underwood**, who becomes operations manager of Wowo. Both are Westinghouse Broadcasting Co. stations.



Mr. Caldwell

Jordan Caldwell, executive producer for Elektra Films, New York, named VP.

Ben Norman, producer - director for Filmfair, elected VP.

Louise Crest, VP of Janus Films Inc. and president of Janus Films Library, joins Showcorporation, New York, as director of sales and services.

James C. Hilliard, with WIBC Indianapolis, named program manager for WFIL Philadelphia.

Charles Cohen, assistant advertising and publicity director, Allied Artists, New York, named to newly created post of advertising and publicity director, Official Films, same city.

Raymond A. Hellkamp, with WLBC-AM-TV Muncie, Ind., joins WROW-FM Albany, N. Y., as assistant program director.

Mel Phillips, with WALT Tampa, Fla., named producer for WRKO-FM Boston.

J. Nathan Tucker, assistant program operations manager of WBTV-TV Charlotte, N. C., named program operations manager.

William H. Shupert Jr., assistant program director of WEEI Boston, named director of broadcast operations.

Ralph Curtis, producer at WCBX-TV New York, appointed supervisor of production. **Richard Martin**, officer in charge of television division of Army Transportation School, Fort Eustis, Va., named associate producer. **Raymond Schultz**, facility coordinator with CBS-TV broadcast services, appointed assistant manager of broadcast operations at WCBX-TV.

Calvin A. Bollwinkel, director of programs and operations at KYW Philadelphia, appointed director of TV projects for KYW-TV.

E. V. Lewis, international representative, American Federation of Musicians, AFL-CIO, appointed assistant to president **Herman Kenin**, with headquarters in New York.

Hal Holman, assistant studio manager of Warner Bros. Pictures Inc., Burbank, Calif., named studio manager. Mr. Holman also named president of

two newly formed Warner subsidiaries: Warner Bros. Cosmetics Inc. and Warner Bros. TV Services Inc. Latter is community antenna TV firm.

Bruce Talford, with WHDH Boston, joins KEZY Anaheim, Calif., as operations manager.

Joni Baillon, program director, KJAM Madison, S. D., named women's director, KMA Shenandoah, Iowa.

NEWS

Ted Biggs, newsman with KARK-TV Little Rock, Ark., appointed director of news and public affairs department.

Thomas J. Dygard, chief of bureau, AP, Little Rock, Ark., named chief of Indianapolis bureau to succeed **William H. Richardson**, killed Sept. 30 in automobile accident (BROADCASTING, Oct. 10). **John R. Starr**, Arkansas news editor, follows Mr. Dygard as chief of Little Rock bureau. **Paul H. Finch**, chief of bureau, Caracas, Venezuela, appointed to Mexico City, replacing **Morris W. Rosenberg**, who was named chief of Paris bureau.

Alan Perkinson, with news department of WGBS Miami, named news director of WOCN, that city.

Pete Noyes, news director for KXTV (TV) Sacramento, Calif., rejoins news department of KNXT(TV) Los Angeles, as editor of station's *The Big News* program. **Rick Davis**, news reporter for KGO-TV San Francisco, named news correspondent of KNXT's newly established news bureau in San Francisco.

Robert L. Markowitz, writer-producer at WBZ-TV Boston, named associate producer in news department of WCBS-TV New York.

Henry Phillips, manager of RCA's special computer systems project, who was in charge of computer operations for Electronic Vote Analysis system used by NBC in election coverage, was injured in motorcycle accident Oct. 8 and is expected to need about six weeks to recuperate. **Albert Posner**, who has worked with him for past two years, has been named acting manager to handle EVA for Nov. 8 elections.

Ross Porter, sports director for WKY-AM-TV Oklahoma City, joins KNBC(TV) Los Angeles as sports reporter.

Ted Knight, from KHSL-TV Chico, Calif., joins news staff of KATU(TV) Portland, Ore.

Angela Smith, news reporter for WGN-AM-TV Chicago, joins news staff of KGW Portland, Ore.

Ted Wolfe, formerly with WCYB-AM-TV Bristol, Va.-Johnson City-Kingsport, Tenn.; WRDS South Charleston, W. Va.; and WCAW Charleston, W. Va., joins

news department of WOOD-AM-FM-TV Grand Rapids, Mich.

FANFARE

James K. Ward, with True Temper Corp., Cleveland, named publicity director for WJW-TV, that city.

Charles C. Coane, PR executive for The First National Bank of San Jose, appointed publicity director for KPIX (TV) San Francisco. **Barry Corten**, assistant promotion director for *San Francisco Chronicle*, named assistant advertising and promotion manager of KPIX.

Rayu Spruell, promotion manager of KTBS-TV Shreveport, La., joins WBRZ (TV) Baton Rouge, as promotion manager.

EQUIPMENT & ENGINEERING

Charles R. Rich appointed general manager of McCurdy Radio Industries Inc., Danvers, Mass. **Bill McFadden**, with McCurdy Radio Industries Ltd., Toronto, named sales manager at Danvers.

G. Carleton Hunt, DeLuxe Laboratories Inc., elected to serve two-year term as president of Society of Motion Picture and Television Engineers. Other officers elected for 1967-68: **Deane R. White**, E. I. du Pont de Nemours & Co., executive VP; **Rodger J. Ross**, Canadian Broadcasting Corp., editorial VP; **E. B. McGreal**, Producers Service Co., conference VP; and **H. Theodore Harding**, E. I. du Pont de Nemours & Co., secretary. Governors for 1967-68: eastern region: **Kenneth M. Mason**, Eastman Kodak Co., and **Arthur J. Miller**, Du Art Film Laboratories; central region: **William D. Hedden**, Calvin Productions, and **Hans C. Wohlrab**, Bell & Howell; western region: **Robert G. Huford**, Eastman Kodak Co., and **Herbert E. Farmer**, University of Southern California; Canadian region: **Gerald G. Graham**, National Film Board.

Matthew J. Lysek named national sales manager for Craftsman Electronic Products, Manlius, N. Y. Also appointed: **Bob Monroe**, Far West regional manager; **Robert Griner**, eastern regional manager; **Richard Spencer**, midwestern regional manager, and **Annette Andruszyn**, credit manager.

Dr. Emanuel R. Piore of International Business Machines Corp., appointed member of eight-man Joint Technical Advisory Committee (JTAC), succeeding late **Dr. William H. Radford**. JTAC is sponsored by Institute of Electrical and Electronics Engineers (IEEE) and Electronic Industries Association (EIA).

Richard J. Wakefield, manager of engineering and construction for RCA

Ballistic Missile Early Warning project at Riverton, N. J., joins Jerrold Electronics Corp., Philadelphia, as assistant manager of CATV construction division.

ALLIED FIELDS



Mr. Besosa

Charles W. Besosa, VP and account supervisor, national services, media research division, A. C. Nielsen Co., New York, named VP in charge of national services for that division.

Harold P. Fleig, service executive for Nielsen in Chicago, appointed account executive, national services, media research division.

Leo G. Willette, formerly with WWL-TV New Orleans, WBRC-TV Birmingham, Ala., and WLOS-TV Asheville, N. C., named head of radio-TV-motion picture section of bureau of outdoor recreation of Department of Interior, Washington.

Henry M. Teles, newsman for WWL-TV New Orleans, joins Tulane University there as head of corporate relations in office of sponsored projects.

Thomas W. Moore, president of ABC-TV, and **Connie B. Gay**, group

SPOTMASTER

RS-25



Tape Cartridge Racks

RM-100



... from industry's most comprehensive line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space; (modular construction permits table-top mounting as well); \$40.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges. Price \$145.50. Extra rack sections available at \$12.90.

Write or wire for complete details.

Spotmaster
BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

owner of Connie B. Gay stations, Silver Spring, Md., appointed by President Johnson to newly established National Advisory Commission on Rural Poverty.

INTERNATIONAL

John Rathbone, VP of Ogilvy & Mather Inc., New York, moves to London as chief publicity and PR officer of Conservative Party of Great Britain.

W. L. (Larry) Heisey, manager of advertising production division of Procter & Gamble Co. of Canada Ltd., named executive VP of Standard Broadcast Sales Co. Ltd., Toronto.

Donald McIntosh, marketing director of Lindo, Norman, Craig & Kummel

(Trinidad) Ltd., Port of Spain, Trinidad, appointed general manager of eastern Caribbean area for Norman, Craig & Kummel Inc., and assistant VP of agency. Mr. McIntosh will supervise all activities of this part of NCK's Caribbean network.

DEATHS

John E. Kane, 44, general manager of WHEB-AM-FM Portsmouth, N. H., since 1964, died Sept. 12 of heart attack. He joined stations over 20 years ago as news and sports reporter. He is survived by his wife, Shirley, one son and three daughters.

William J. Hooper, 58, VP in charge of sales for Colorvision International

Inc., New York, TV program distributor, died on Oct. 6 in Philadelphia following surgery.

Gray Delmar, 42, director CBS-TV daytime serial *Guiding Light*, was killed Oct. 9 when sports car he was racing at Bridgehampton, N. Y., track crashed. Mr. Delmar had been on production staff of the *Ed Sullivan Show* and had directed segments of *Lamp Unto My Feet* and *The United States Steel Hour*, all CBS-TV.

Thomas Reed Trewin, 23, staff writer at Washington headquarters of BROADCASTING, died Oct. 10 when his sports car overturned outside of Richmond, Va. His parents, Mr. and Mrs. A. G. Trewin of Pittsburgh, survive.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 6 through Oct. 12 and based on filings, authorizations and other FCC actions. (Several applications of Oct. 7 and 10 were not immediately available and will be reported next week.)

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

APPLICATIONS

Medford, Ore.—Liberty Television. Seeks VHF ch. 8 (180-186 mc); ERP 8.902 kw vis.; 1.78 kw aur. Ant. height above ground 376 ft; above average terrain 695 ft. P.O. address: Box 518, Medford. Estimated construction cost, \$415,500; first-year operating cost, \$325,517; revenue, \$275,000. Geographic coordinates 42° 25' 56" north lat., 122° 58' 44" west long. Type trans GE TT-49-B. Type ant. GE TY-42-A. Legal counsel Fly, Shuebruk, Blume and Gaguine, consulting engi-

neer Silliman, Moffet & Kowalski.

Liberty Television is joint venture comprised of Liberty Television Inc. and Siskiyou Broadcasters Inc. Liberty Television Inc. is licensee of KEZI-TV Eugene, Ore. Edward Branchfield, Medford attorney, owns 100% of Siskiyou Broadcasting. Ann. Oct. 11. Medford, Ore.—Medford Printing Co. Seeks VHF channel 8 (180-186 mc); ERP 141 kw vis.; 28 kw aur. Ant. height above average terrain 3,231 ft. above ground 223 ft. P.O. address: Box 1108, Medford (97501). Estimated construction cost, \$490,954.63; first-year operating costs, \$614,500; revenue \$330,000. Trans. location, atop Mount Ashland. Studio location, Barnett Road, Medford. Geographic coordinates: 42° 04' 55" north lat.; 122° 43' 09" west long. Type trans. RCA TT-25DH. Type ant. RCA TW-9A8-P. Legal counsel, Cottone & Fannelli. Consulting engineer, Raymond E. Rohrer & Associates. Medford Printing Co. owns KJYC Medford and publishes *Medford Mail Tribune*. Ann. Oct. 11.

ACTIONS

Gary, Ind.—General Media Television Inc. UHF channel 56 (722-728 mc); ERP 263 kw vis.; 52 kw aur. Ant. height above average terrain 310 ft. above ground 361 ft. P.O. address: c/o Michael Eisenmenger, 230 N. Michigan Ave., Chicago 60601. Estimated construction cost \$293,117; first-year operating cost \$232,000; revenue \$200,000. Studio and trans. both to be located in Gary. Geographic coordinates 41° 33' 16" north lat., 87° 23' 54" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-30J. Legal counsel Miller & Schroeder, consulting engineer Lohnes and Culver, both Washington. Principals: Earl B. Glickman, Michael P. Eisenmenger (each 20½%), Jeffrey Smith (19½%),

Mitchell G. Heller (15½%), Charles Hausman and Frank Fowler (each 12%). Messrs. Glickman, Eisenmenger, Smith and Heller are all associated with Sound Studios Inc., sound recordings, and General Media Associates, radio-TV producers. Drs. Hausman and Fowler are both physicians. None of principals have other broadcast interests. Ann. Oct. 10.

Des Moines, Iowa—Stoner Television Co. UHF channel 17 (488-494 mc); ERP 500 kw vis.; 100 kw aur. Ant. height above average terrain 520 ft. above ground 487 ft. P.O. address: c/o Thomas H. Stoner, 1900 Delaware Ave., Des Moines 50317. Estimated construction cost \$521,500; first-year operating cost \$232,625; revenue \$171,912. Studio and trans. both to be located in Des Moines. Geographic coordinates 41° 39' 12" north lat., 93° 34' 47" west long. Type ant. General Electric TY-25-B; type trans. General Electric TT-57-A. Legal counsel Eugene F. Mullen Jr., consulting engineer Commercial Radio Equipment Co., both Washington. Stoner Television is 100% owned by Stoner System Inc., outdoor advertising which in turn is owned by The Stoner-McCray System. Stoner Television has no broadcast interests. Ann. Oct. 6.

Rawlins, Wyo.—Frontier Broadcasting Co. By memorandum opinion and order, commission (1) granted application of Frontier for new TV station to operate on ch. 11 in Rawlins, Wyo., ERP 12.6 kw vis. and 2.51 kw aur., ant. height 0 ft., to operate as satellite of its KFBC-TV, (ch. 5), Cheyenne; and (2) denied opposing petition by Harris-Scope Inc. (KTWO-TV, ch. 2), Casper. Commissioner Bartley abstained from voting; Commissioner Cox concurred and issued statement; Commissioner Johnson concurred. Ann. Oct. 6.

New AM stations

APPLICATIONS

Yadkin Broadcasting Inc.—Yadkinville, N. C. 1480 kc, 1 kw-D. P.O. address: c/o Harry D. Dunnagan, 15 Harbor Gate Drive, Mount Pleasant, S. C. Estimated construction costs, \$35,065; first-year operating cost, \$37,000; revenue, \$45,000. Principals: Dr. Carlisle B. Hughes Jr., M.D.; H. Smith Williams, lawyer (both 20%); Harry D. Dunnagan, account executive, WCIV-TV Mount Pleasant, S. C., and Bernice G. Dunnagan, housewife, (both 20%); Clyde G. Reavis, businessman, and Willa M. Dunnagan, housewife (10% each) and Douglas B. Johnson, engineer for WFMY-TV Greensboro, N. C. (4%). Ann. Oct. 6.

ACTION

Gordon, Ga.—Heart of Georgia Bestg. Inc. Granted 1560 kc, 5 kw-D, 1 kw CH. DA. P.O. address: Box 749, Macon, Ga. Estimated construction cost \$30,432; first-year operating cost \$40,000; revenue \$45,000. Principals: Voice of The Hills Foundation Inc. (66%), J. Robert Moon (33%) and Robert L. Rice (1%). President of Voice Foundation, nonprofit corporation, is Rev. J. Byrl Sessions. Ann. Oct. 6.

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E T

Existing AM stations

APPLICATIONS

WLIL Lenoir City, Tenn.—CP to change hours of operation from D to U using power of 250 w, 1 kw-LS; install DA-N. Ann. Oct. 10.

KEAN Brownwood, Tex.—CP to install former main trans. (Collins 300-G) at main trans. location, to be operated on 1240 kc, 250 w, for auxiliary purposes only. Ann. Oct. 10.

WLKE Waupun, Wisc.—CP to increase power on 1170 kc from 250 w to 1 kw. Ann. Oct. 11.

WULA Eufaula, Ala.—CP to increase daytime power on 1240 kc from 250 w to 1 kw; make change in ant. system (increase height); and install new trans. Ann. Oct. 10.

KPUA Hilo, Hawaii — CP to increase power on 970 kc from 1 kw to 5 kw; and install new trans. Ann. Oct. 6.

WCSR Hillsdale, Michigan—CP to increase daytime power on 1340 kc from 500 w to 1 kw; and install new trans. Ann. Oct. 6.

KGAL Lebanon, Ore.—CP to change from DA-1 to DA-N. Ann. Oct. 11.

New FM stations

APPLICATIONS

Birmingham, Ala.—McLendon Broadcasting Inc. 99.5 mc, 28.5 kw, ant. 229 ft. P. O. address: 1428 Fifth Avenue, Birmingham (35201). John M. McLendon (99.5%) owns WENN Birmingham and owns 99% or more of WOKJ Jackson, Miss.; KOKY Little Rock, Ark.; KOKA Shreveport, La., and WYOU Tampa, Fla., and 50% of WOKJ Jackson, Miss. He is also majority owner of CATV system in Jackson. Ann. Oct. 11.

Marshall, Minn. — Larry Willard Linder 100.1 mc, 2 kw, ant. 151 ft. P. O. address Box 777, Willmar, Minn. (56201). Estimated construction cost, \$18,280; first-year operating cost, \$7,500; revenue, \$5,000. Mr. Linder is licensee of KMUL Marshall, and has interests in KWLM-AM-FM Willmar, KTOE Mankato, and KDMA Montevideo, all Minnesota. Ann. Oct. 11.

Utah, P. R.—Central Broadcasting Corp. 104.1 mc, 5.6 kw, ant. minus 858 ft. P. O. address: Box 687, Utuado, P. R. (00613). Estimated construction cost, \$32,438; first-year operating cost, \$4,000; revenue \$6,000. Applicant is licensee of WUPR Utuado. Ann. Oct. 6.

ACTIONS

Cincinnati—B. F. C. Inc. Granted 102.7 mc, channel 274, 20 kw. Ant. height above average terrain 440 ft. P. O. address: 900 Tri-State Bldg., Cincinnati 45202. Estimated construction cost \$52,925; first-year operating cost \$35,000, revenue \$20,000. B. F. C. Inc. is wholly owned by Frank E. Wood, Mr. Wood is director of Minor Broadcasting Co., but has no financial interest in it. He has no other broadcast interests. Ann. Oct. 6.

Springfield, Mo.—Ozarks Broadcasting Co. Granted 98.7 mc, channel 254, 100 kw. Ant. height above average terrain 310 ft.; condition. P. O. address: 1121 S. Glenstone, Springfield 65804. Estimated construction cost \$78,576; first-year operating cost \$27,890; revenue \$31,360. Principals: Lester E. Cox (49.9%), Mildred L. Cox (.1%), R. D. Foster (33.8%) and R. D. and Harriet J. Foster as joint tenants (16.2%). Mr. Cox is 12½% owner of KOAM Pittsburg, Kan. Ann. Oct. 12.

Ownership cases

APPLICATIONS

KPCA Marked Tree, Ark.—Seeks transfer of one-third interest in Poinsett County Broadcasting Co. from L. V. Ritter Jr. to Mrs. Ethel S. Chester for \$10,000. Ann. Oct. 6.

WWIL-AM-FM Fort Lauderdale, Fla.—Seeks assignment of license from Florida Air Power Inc. to Van Patrick Broadcasting Inc. for \$350,000. Purchasers are Van George Patrick and Lorin E. Milner, 50% each. Mr. Patrick is director of sports for Mutual Broadcasting System. Mr. Milner is former 25% owner of WTAL Flint, Mich., and has applied to FCC for transfer of his 25% interest in KSO Des Moines, Iowa. Ann. Oct. 11.

KCGM Columbia, Mo.—Seeks assignment of license from Barrington Broadcasting Co. to Tiger Broadcasting Co. for \$135,000. Purchasers are (16.6% each): William M. Bryan, owner KGMO Cape Girardeau, Mo.; Robert Neathery Jr., manager KUKU Willo Springs, Mo.; Laurel R. Thompson, engineer, KWPM West Plains, Mo.; M. Richard Bailey, manager, Magic Circle Advertising Agency, Springfield, Mo.; Ralph J. Bitzer, minority owner WCVL Crawfordsville, Ind., and

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 13

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,072	18	75	395
FM	1,510	50	235	226
TV-VHF	474	20	24	197 ¹
TV-UHF	93	30	104	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 13

	VHF	UHF	Total
Commercial	519 ²	228	747
Noncommercial	70	83	153

COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31, 1966

	AM	FM	TV
Licensed (all on air)	4,059 ⁴	1,498	559 ⁴
CP's on air (new stations)	22	23	53 ⁴
CP's not on air (new stations)	74	261	122
Total authorized stations	4,157	1,782	740
Applications for new stations (not in hearing)	312	135	103
Applications for new stations (in hearing)	70	50	70
Total applications for new stations	382	185	173
Applications for major changes (not in hearing)	189	36	22
Applications for major changes (in hearing)	37	0	9
Total applications for major changes	226	36	31
Licenses deleted	0	0	0
CP's deleted	0	1	0

¹ Breakdown on UHF and VHF applications not available.

² Includes three noncommercial stations operating on commercial channels.

³ In addition, two AM's operate on Special Temporary Authority.

⁴ In addition, two licensed VHF's and two licensed UHF's are not on the air.

⁵ In addition, two VHF's operate with Special Temporary Authority.

KCIL Washington, Iowa, and St. Louis consulting engineer, and Louis W. Shelburne, motor-inn owner in Columbia. Ann. Oct. 11.

WBYM(FM) Bayamon, P. R.—Seeks assignment of license from Carlos Pirrallo Lopez and Manuel Pirrallo Lopez to Radio Aeropuerto Inc., Hato Rey, P. R. for \$75,000. Messrs. Pirrallo Lopez each own 37.5% of purchasing corporation. Jose Luis Pirrallo Lopez and Carmen Esperanza de Gaudier own 12.5%. Same group owns Abacoa Radio Corp., licensee of WRAI Rio Piedras, and WMIA Aricebo, all Puerto Rico. Carlos Pirrallo Lopez owns 10% of WAEL Mayaguez and 14.7% of WISO Ponce, both Puerto Rico. Manuel Pirrallo Lopez owns 86.75% of WAEL and 27.8% of WISO. Jose Luis Pirrallo Lopez owns 3.25% of WAEL and 7.2% of WISO. Ann. Oct. 11.

KOHN Logan Utah—Seeks assignment of license from KLGW Radio Inc. to Glacus G. Merrill for \$3,000. Consideration is for

license only of KOHN, which is off the air. Physical property of station is involved in lawsuit. Mr. Merrill is licensee of KSVI Montpelier, Idaho. Ann. Oct. 11.

KOWB Laramie, Wyo.—Seeks assignment of license from KOWBoy Radio Inc. to Curt Gowdy Enterprises Inc., 100% owned by Curtis E. Gowdy, for \$94,000. Mr. Gowdy is television sportscaster and owns WCCM-AM-FM Lawrence, Mass. He is also minority stockholder in Frontier Broadcasting Co., licensee of KFBC-AM-FM Cheyenne, and KQRS Rock Springs, both Wyoming, and KSTF(TV) Scottsbluff, Neb. Ann. Oct. 6.

ACTIONS

KSFR(FM) San Francisco—Seeks assignment of license from KSFR Inc. to Metromedia Inc. Metromedia is licensee of KEWB Oakland, Calif., KLAC Los Angeles; KMBC-AM-TV and KMBR(FM) Kansas City, Mo.; KMET(FM) and KTTV(TV) Los Angeles;

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WCBM-AM-FM Baltimore; WHK-AM-FM Cleveland; WIP and WMMR(FM) Philadelphia; WNEW-AM-FM-TV New York, and WTTG(TV) Washington, Consideration \$380,000. Commissioners Bartley and Cox dissented; Commissioner Johnson abstained. Ann. Oct. 12.

KCIN Victorville, Calif.—Granted assignment of license from Victor Valley Broadcasters Inc. to Top-Dial Broadcasters Inc., owned 100% by Clifton Paxson. Mr. Paxson is Bakersfield, Calif., businessman. Consideration \$86,000, and \$25,000 to Jerry Carr, minority owner of Victor Valley, as consultant's fee and agreement not to compete for five years. Ann. Oct. 7.

WILQ-AM Frankfort, Ind.—Granted acquisition of control by Vernon J. Kaspar through purchase of stock from Ray V. Hamilton; consideration \$72,156.54. Purchase price includes station WILQ-FM. Action Oct. 10.

KVOB Bastrop, La.—Granted assignment of license to Odessa R. and F. Bart Rainey Jr., d/b as Rainey Radio; consideration \$6,000. Ann. Oct. 10.

WNJU-TV Linden, N. J.—Granted relinquishment of de jure control of licensee corporation by Edwin Cooperstein, Mrs. Vera Braverman et. al. (original stockholders) through issuance of stock to Henry P. Becton et al.; consideration \$50,000. Ann. Oct. 10.

WBNO-AM-FM Bryan, Ohio — Granted transfer of control of licensee corporation, Williams County Broadcasting System Inc., from George E. Worstall (37.7% before, none after), Harry E. Worstall (23% before, none after), Gladys R. Worstall (5% before, none after), Lawrence M. Kimble (19% before, none after) and Helen H. Kimble (14% before, none after) to George Oleson. Mr. Oleson is owner of research and development company in Arlington, Va. He is also applicant for new AM in Lorain, Ohio. Consideration \$175,000. Ann. Oct. 11.

KELR El Reno, Okla.—Granted transfer of control of licensee corporation, C P Corp., from Charles L. Cain, Maurice Price, Bill B. Marshall and Clifton H. Gardiner (together 100% before, none after) to Victor E. Wickersham (none before, 100% after). Mr. Wickersham is 66 2/3% owner of KREK Sapulpa, Okla., and 23% owner of KVWO

Cheyenne, Wyo. He is also in insurance and investments business. Consideration \$100,000. Ann. Oct. 12.

KORC Mineral Wells, Tex.—Granted assignment of license from Action Broadcasting Corp. to Regent II Corp., owned by Sam B. Harbison (40%), Mary M. Morrison (50%) and Lucetta Harbison (10%). Mrs. Morrison is 30% owner of Morrison's Department Store in Graham, Tex. Mr. Harbison is general manager of Texas Electric Service Co., Graham. Mrs. Harbison is employee of Ibox Corp. Consideration \$85,000. Ann. Oct. 7.

WTM Hartford, Wis.—Granted assignment of license from Top Hat Enterprises Inc. to A-B-D Inc., owned by A. R. Ellman. Mr. Ellman is certified public accountant. He also has interests in WOKZ-AM-FM Alton and WGSB St. Charles, both Illinois. Consideration \$75,000. Ann. Oct. 11.

Hearing cases

FINAL ACTIONS

■ Review board members Berkemeyer, Nelson and Pincock adopted decision granting application of Oklahoma Press Publishing Co. to increase daytime power of KBIX Muskogee, Okla., on 1490 kc, U, from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Initial decision of March 21 looked toward this action. Ann. Oct. 11.

■ By memorandum opinion and order adopted Oct. 5, Commissioner Kenneth Cox, for unanimous commission, granted application by Ubiquitous Frequency Modulation Inc., for review of March 30 decision by review board which granted application of Nelson Broadcasting Co. for new FM station to operate on channel 249A (97.7 mc) in Kingston, N. Y., and denied application of Ubiquitous for a like facility in Hyde Park. Commission held that it was unnecessary to pass upon question raised by Ubiquitous since, assuming for purposes of this decision that 50 uv/m signal constitutes acceptable service to rural area and that engineering showing proffered by Ubiquitous is relevant and admissible under designated 307(b) issue, it nevertheless agreed with board's ultimate determination that assignment at Kingston constituted more efficient utilization of channel within meaning of sec. 307(b) of Communications Act than an assignment at Hyde Park; and affirmed grant of Nelson's application for Kingston. Ann. Oct. 11.

■ Commission gives notice that Aug. 17 initial decision that looked toward granting (1) applications by Elyria-Lorain Broadcasting Co. for renewal of licenses of WEOL-AM, engineering condition, and WBEA-FM (formerly WEOL-FM), Elyria, Ohio; and (2) transfer of control of that company from Loren M. Berry Foundation to Lorain County Printing and Publishing Co., became effective Oct. 6 pursuant to sec. 1.276 of the rules. Commissioner Bartley dissented. Commissioner Johnson did not participate. Action Oct. 12.

INITIAL DECISION

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward denying for default in prosecution applications of McCulloch County Translator Co-op for construction permits for new UHF television broadcast translator stations in Brady, Tex. Ann. Oct. 7.

OTHER ACTIONS

■ By memorandum opinion and order, commission granted petition of WWIZ Inc., which asked for stay of commission's decision and postponement of the Oct. 13 date for ceasing operation to extent that WWIZ Inc. is authorized to continue operation of WWIZ, Lorain, Ohio, until and including Nov. 12 and otherwise petition is denied in all respects. Ann. Oct. 10.

■ By order, commission (1) returned tendered application of Atlantic Broadcasting Co. to change facilities of WUST from 1120 kc, 250 w, D, to 1450 kc, 250 w-N, 1 kw-LS and move station from Bethesda, Md., to Washington, and (2) dismissed as moot its petition to consolidate for hearing its tendered application and application for renewal of license of WOL (1450 kc, 250 w-N, 1 kw-LS) Washington, in consolidated proceeding with pending proceedings on applications for assignment of license of WOL from Washington Broadcasting Co. to WOL Inc., increased power of WUST on its present 1120 kc frequency, renewal of WUST license, and Bethesda-Chevy Chase Broadcasters, Inc. for new station on WUST Bethesda facilities (Doc. 16706-8). Commissioners Lee and Johnson not participating. Action Oct. 5.

■ By memorandum opinion and order, review board, in Waterloo, Iowa, television proceeding (Doc. 16722), granted in part motions to amend, modify or enlarge issues, filed July 14, by WMT-TV Inc., and by Association of Maximum Service Telecasters Inc., and modified designation order to provide that burden of proceeding with introduction of evidence as to issue 1 is placed on parties respondent, but ultimate burden with respect thereto rests upon applicant. Board member Nelson dissenting with statement in which Board Member Kessler joins. Action Oct. 10.

■ Review board by memorandum opinion and order in Central Point, Ore., standard broadcast proceeding in Doc. 16525-6 granted joint request for approval of agreement, dismissed application of Faith Tabernacle Inc. (KRVC), retained application of James L. Hutchens in hearing status, and dismissed as moot motion to enlarge issues filed by Hutchens on April 1, and that portion of petition to enlarge issues filed by KRVC on April 4, not previously acted upon. Action Oct. 10.

■ Review board by memorandum opinion and order in Monroeville, Pa., standard broadcast proceeding Doc. 14082 and 14088, denied petition to enlarge issues filed on June 27 by Miners Broadcasting Service. Action Oct. 10.

■ Review board by order in Ridgefield, N. J., proceeding in Doc. 16800, ruled that initial decision of Hearing Examiner Chester F. Naumowicz Jr., became effective on Oct. 4, and terminated proceeding. Action Oct. 10.

Symphony Network Association Inc., Steel City Broadcasting Co., Birmingham, Ala.—Commission designated for consolidated hearing applications for new TV stations to operate on ch. 68. Commissioner Loevinger dissented to inclusion of issue 1(g) in circumstances of this case. Action Oct. 12.

■ By order, review board dismissed as moot petition to modify and enlarge issues filed on Aug. 18, by Max M. Leon Inc., in Camden, N. J., standard broadcast proceeding. Ann. Oct. 7.

■ Review board granted petition by Mount-Ed-Lynn Inc., for extension of time to Oct. 18, within which to file replies to opposition to joint petition for approval of agreement filed by KJRD Inc., and Mount-Ed-Lynn Inc., on Sept. 9. Ann. Oct. 7.

■ Review board granted motion filed on Oct. 6, by Radio Nevada for extension of time to Oct. 18 within which to file responsive pleadings to the motion to enlarge issues filed by WGN Continental Broadcasting Co., on Sept. 28. Ann. Oct. 11.

■ Review board granted petition filed on Oct. 7 by T. V. Broadcasters Inc., for extension of time to Oct. 20 within which to respond to Broadcast Bureau's comments on joint petition for approval of agreement and dismissal of application filed by T. V. Broadcasters Inc., and Tri-City Broadcasting Company Inc., on Sept. 27. Ann. Oct. 11.

■ Review board granted petition filed on Oct. 7 by Tri-City Broadcasting Inc., for extension of time to Oct. 20 within which to file oppositions to petition to enlarge issues filed by Broadcast Bureau on Sept. 28. Ann. Oct. 11.

WVCF Windermere, Fla.—Designated for hearing application to increase power from 1 kw to 5 kw, DA-D, continued operation on 1480 kc. Chairman Hyde dissented. Action Oct. 12.

Beacon Radio, Inc. Berlin, Wis.—Waived sec. 73.37 of rules and accepted for filing application for new daytime AM station to operate on 1090 kc, 500 w, DA. Action Oct. 12.

Jackson Missouri Broadcasting Co., Jackson, Mo.—Waived sec. 1.589(b)(3) of rules and accepted for filing application for new daytime AM station to operate on 1170 kc, 250 w, DA. Action Oct. 12.

WNYW Scituate, Mass.—Granted waiver of the rules and authorized operating schedule of international broadcast station on specified frequencies from Nov. 6 to March 5, 1967. Action Oct. 12.

■ By memorandum opinion and order, commission affirmed (with conditions) earlier grant of application of WXFM Inc. for change in trans-studio location and increase in ERP of WXFM(FM) Elmwood Park, Ill., denied in part and granted in part petition for reconsideration by Illiana FM Broadcasters Inc. (WLNFR-FM), Lansing, Ill., directed against above grant; and dismissed as moot WXFM's request for special temporary authorization. Commissioner Loevinger abstained from voting. Ann. Oct. 7.

(Continued on page 97)

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RADIO

Help Wanted—Management

Require immediate general manager with sales experience for local N. Y. daytime. Top salary. Box H-247, BROADCASTING.

Large group operator looking for management candidates. Dynamic sales manager to become manager in prime markets. Genuine opportunity with real future. Send complete resume, recent photo, proof of performance and references. Box K-152, BROADCASTING.

Manager wanted for country and western radio station. Individual only who is interested in participation of profits or owning part of station. Marion Jenkins, Carlsbad, New Mexico. Area Code 505 TU 7-5521 or TU 5-2179 or after 6 pm TU 7-3409.

Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

Group has opening for salesmen in two of south's hottest markets (Houston and Memphis). Full-time well accepted stations with good selling story. Excellent guarantee, commission, bonus arrangement. We're looking for "pro" salesmen who want opportunity to make top money. Box K-164, BROADCASTING.

Ambitious, creative salesman looking for a good future? Progressive #1 station in new England market has immediate opening. Give complete details. Box K-175, BROADCASTING.

Radio time salesman for really going small market station. We guarantee \$600 monthly; you should make \$800 to \$900. You must be up and at 'em and know your business. Reply in confidence with complete details. Box K-239, BROADCASTING.

America's original C&W needs experienced man with proven record. Group operation, top commission, incentives. Rush resume to KDAV, Box 270, Lubbock, Texas.

A good account list and plenty of prospects are waiting for you. Beautiful opportunity. You'll never want to leave us. WBYS, Canton, Illinois.

Experienced salesman-announcer wanted—WHVL, Hendersonville, North Carolina.

Need A-1 salesman, could be salesmanager or station manager combination for WFOA-FM, Trenton, New Jersey. Fast growing, in black. Selling involves also for sister station WHWH-AM in Princeton. Excellent opportunity right man. Herbert Hobler, Box 1350, Princeton, N. J.

Knoxville, Tennessee, WIVK-AM-FM needs two good announcer-salesmen, who like modern country music, to complete staff. (WIVK-AM will increase power to 50,000 watts by January 1st.) If you want to move up to a winner send complete resume of sales experience and tape of air-work to James Dick, Box 10207.

Ready to step up to 100,000 market? Ready to bust into the five figure income group? Northeast station has the opportunity. If you have the experience, ability and desire call 617-674-3535.

Announcers

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Immediate opening for announcer with first phone. East coast, near Baltimore. Send tape and photo. State salary. Box J-253, BROADCASTING.

Wanted—1st phone announcer. No maintenance. Better than average on news and commercials. Run tight board. Must have car. All replies confidential. Send tape, resume to Box J-281, BROADCASTING.

Midwest group now scouting for boss jocks and nosey newsmen. Send talented tape, resume and salary requirements to Box K-16, BROADCASTING.

Opportunity in one of nation's fastest growing markets for experienced announcer. Must have third class ticket. No rock or C&W. Top quality middle-of-the-road good music. Must be good commercial man. We have top news and will train you in news if you have the voice. Opening in top time segment. If meet requirements will start minimum \$125.00 week. Send picture, tape and resume to Box K-58, BROADCASTING.

Midnight to 6 top 40 dj. University city in midwest medium-large market. Above average salary for above average talent. Box K-70, BROADCASTING.

Afternoon drivetime, top 40, chance to do some TV if desired. Hops, money, retirement plan, life and health insurance. . . . In exchange for stable, professional, qualified air personality. Great Lakes. Box K-72, BROADCASTING.

Mid-day opening at contemporary station in quarter million plus midwest market. Send tape, & photo for full details on this opportunity. Box K-74, BROADCASTING.

Experienced announcer with first-class ticket for excellent small market top-40 daytime, located in N.E. Penna. Send resume and tape with reply to Box K-77, BROADCASTING.

Wanted: Controversial talk personality. Experienced. Send resume, tape, photo, salary requirements to: Box K-83, BROADCASTING.

Announcer for MOR station, northern lower Michigan. Well established network group; fringe benefits. Send resume audition tape and salary requirements to Box K-93, BROADCASTING.

Announcer-production supervisor starting \$450 and up monthly in Great Plains college community. Heavy talk, MOR, financially stable. Write Box K-104, BROADCASTING.

Mature voice New England market immediate opening for staff announcer. No adding—strict "Beautiful Music" format. Must have tight board. Salary \$130.00. Send tape and resume to Box K-108, BROADCASTING.

Announcer who can also do play-by-play. Impressive salary. Box K-109, BROADCASTING.

Rapidly growing group of independent stations in New York metropolitan area seeks experienced staff announcer. Must have pleasing air personality, polished news and commercial delivery. Middle of the road music format. Send complete resume, photo and air check in first letter to Box K-166, BROADCASTING.

Announcers—(cont'd)

Immediate opening Northwest Indiana single station market. MOR format. Paid vacation, insurance. Mid-morning or afternoon-evening available. Excellent opportunity for the right young man to really learn the business in above average market. Box K-178, BROADCASTING.

South Alabama station—opening, announcer with first ticket. Working and environment conditions, excellent. Send tape, resume. Box K-198, BROADCASTING.

Good announcer-salesman can make good money in the fastest growing station in Florida market of 100,000. Join the success trend of country radio. Box K-203, BROADCASTING.

First phone night dj. Must know C&W or rock. Opportunity for sales. Ideal sportsman climate. Send full info first letter. Box K-209, BROADCASTING.

Small-market east central Illinois station needs experienced announcer, 3rd class with endorsement. Send complete resume. Middle-of-the-road music. Box K-212, BROADCASTING.

You may have MOR, top-40 or C&W experience for his job with a good future in Florida. Tight but pleasant-sounding modern country format. Box K-216, BROADCASTING.

Young man with ambition. May be in a small market and want to move up. Must want to work for good future in Florida market of 100,000. Box K-225, BROADCASTING.

Wisconsin medium market MOR full-timer needs a good morning man and a good newsmen immediately. Salary open. Send resume. Box K-227, BROADCASTING.

Wanted—announcer/salesman with 1st ticket. No maintenance for 5 day, evening air-shift, and sales in midwest. Salary for announcing, liberal commission for sales. Box K-231, BROADCASTING.

Experienced broadcaster. Morning man wanted by small market station in Minnesota. We offer top wages and a wonderful community to live and raise a family. Box K-232, BROADCASTING.

Plus rated number one top 40 within 100 miles of NYC. . . . Adult oriented format jock and newsmen. Box K-240, BROADCASTING. Need is immediate.

Western Pennsylvania member of employee conscious group is systematically screening applicants for 4 to midnite tour. A draft exempt, bright individual who will take time to prepare his news and correctly handle a tight musical format will be selected. If you think you qualify send tape & resume to Box K-256, BROADCASTING.

Aggressive #1 contemporary southwest station seeks two first phone jocks. We have an outstanding organization. . . . Great working conditions . . . future. College town. Want professionals, creative, sharp. Rush resume, tape, references to KBIM, Roswell, New Mexico.

Experienced first phone, KLO, P.O. Box 1499, beautiful Ogden, Utah. Number one station—tape, resume.

Immediate opening for young announcer who wants a top 40 show to call his own. Show fully sponsored, need a good man. Write full details to KVBR, Brainerd, Minnesota.

Announcers—(cont'd)

First phone announcer, mature voice for CBS affiliated album station in Baltimore. Excellent opportunity for stable family man. No maintenance. WAYE, Baltimore.

Opportunity knocks for eager broadcasters. Highly respected station in city of 13,000 adding to present staff. Want to go places? Come along with us. WBYS, Canton, Illinois.

Needed now: Announcer with first class ticket. No engineering required. Must pull air shift late afternoon and night. Will accept a person with little experience if desire is present. Salary open. Call A. K. Harmon, WBSC, Bennettsville, S. C.

1st phone announcer. WCRM's newly remodeled daytime station, all new equipment, in the best living area in the world. Call or write George Devenny, WCRM, Clare, Michigan, 386-9907.

Chicago suburban: 1st class. Complete information, tape to WEAW, Evanston, Ill.

Wanted at once—Combo news director, announcer, day shift; also staff announcer. WIGS Gouverneur, N. Y. Phone 315-287-1230.

Immediate opening for cooperative announcer with 1st phone. WISZ, Glen Burnie, Md.

Announcer wanted by smart, established Illinois regional fulltimer. Will pay attractive salary, plus bonus and other liberal extras, for versatile, creative deejay. Best working conditions, sparkling, upbeat programming, advancement opportunities, generous increases, pleasant, prosperous community near Chicago. Station part of upbeat group. Write WKAN, Kankakee, Illinois, details of experience, references.

Immediate opening straight staff broad announcer. 3rd endorsed reqd. Some experience preferred. Must be available immediately. Network station. WLDB, Atlantic City, New Jersey.

Top station in Ohio vacation-land area needs experienced announcer who can also do play by play sports. Must be able to start work by Dec. 1. Send tape, photo and resume immediately to WLEC, Sandusky, Ohio.

Announcer opening. Nite man with third class ticket. Good music plus special rock program at nite. Send complete resume, picture, tape, salary expected in first letter. No phone calls. WMVA-AM-FM, Martinsville, Va.

Announcing in small market? Want to learn sales; do short air shift? Write Graham Jones, WODI, Brookneal, Virginia.

Grow with us! New small market midwest station needs announcers with 3rd, endorsed; strong on news coverage, earn extra through sales, varied format. Good opportunity for young man with ambition. Send tapes, resume to Radio, Box 1, Bowling Green, Missouri.

Midwest openings for announcers, newsmen and salesman. AM/FM separation and expansion. Can lead to administration. No phone calls. Resume first, tape later. Box 60, West Bend, Wisconsin.

Looking for first break in news? Edit your morning news-sheet and write afternoon radio news. Light experience ok but must be a good writer. Northeast station. Phone 617-674-3535.

Immediate opportunity. 1st phone announcer. 42 hour week. Night shift. Teenage rock show. Will train beginner. Call 217-446-1313, before noon.

Announcers earn extra money—agency needs top announcers. Cut commercials your studio. Good talent fees. Rush audition tape to Davis Enterprises, P.O. Box 981, Lexington, KY.

Wanted: Announcer with first phone, 36 hours a week. Excellent opportunity with pop music station in the Washington, D. C. market. Call 424-9292 area code 301.

Need immediately country and western announcer for new country-western radio station. Chance for advancement. Call Marlon Jenkins, Carlsbad, New Mexico. Area code 505- TU 7-5521 or TU 5-2179 or after 6 pm TU 7-3400. Do not apply unless can move immediately.

Technical

Engineer experienced AM-FM-TV first-class license. Must have maintenance experience in above. Overseas position minimum two year contract. Salary \$12,000 year. Box K-115, BROADCASTING.

Montana 1kw DA 2 remote needs chief engineer. Must be highly qualified to assume full responsibility of technical operation. Good working conditions. Excellent equipment. Some announcing ability preferred but not mandatory. Position available during the next three months. Send all details first letter including picture to Box K-199, BROADCASTING.

Engineer with first phone to maintain AM and FM stereo. Limited hours per week board shift for a limited time. Excellent working conditions. Medium southern market with all new equipment from ground up. Guaranteed growth opportunity. Starting salary \$7,800.00. Box K-204, BROADCASTING.

Central Indiana 5kw, DA 3kw FM. Immediate opening for 1st phone. Announcing desired but not required. Maintenance essential. Send resume and salary requirements to Box K-251, BROADCASTING.

Immediate opening for first phone at directional AM going stereo FM. Beginners considered. Contact Chief engineer, KCRC, Enid, Oklahoma.

Need engineer with first class license — transmitter and maintenance duties — no announcing. Will train if necessary. Contact R. J. Bitner, Chief Engineer, KRNV AM/FM, Lexington, Nebr. 68850. Phone 308-324-3271.

Wanted immediately; Chief engineer-announcer for non-directional 1000 watt station Artesia, New Mexico who can install new AM studio plus FM stereo. Friendly college town in green valley. Good steady income. Write Dave Button, 6909 Potawatami Drive, Tucson, Arizona any time before October 15 after this date write to KSVP, Artesia, N. M.

Chief engineer for WAMS, Wilmington, Delaware. 1st phone & background in studio and transmitter maintenance necessary. Present chief being promoted within company. Contact: Mr. Mungo, 414 French St., 302-654-8881, ext. 208.

First phone. Must be experienced in AM & FM. Capable of extensive studio maintenance. Our chief willing to train a beginner. Write or phone now: Sterling Reames, Chief, WAVI-WADO, Dayton, Ohio. 513-224-1137.

Engineer first ticket for transmitter duty. Experience not essential. Give background. WCED-WCED FM, DuBois, Pennsylvania.

1st class for transmitter duty. To learn directional 5 kw, DA-2 and 50 kw vertically polarized FM. All new equipment. Regional network operation with advancement opportunity. \$6,240.00 to start. Contact Don Knowles, WDEA, Ellsworth, Maine.

Chief engineer, suburban Chicago, Evanston, Ill. AM, 6-tower dir., 5-kw. FM, 180-kw, erp, 2 multiplex sub-channels. Salary to reflect experience and ability. Send resume to WEAW 2425 Main Street, Evanston, Illinois 60202.

Experienced first phone maintenance engineer. No announcing. WFTL, Fort Lauderdale, Florida. Area 305-566-9621.

Need immediately, 2 operators with first class license for radio/TV operation. Will accept those without experience. Pat Finnegan, C.E., WLBC AM-FM-TV, Muncie, Indiana 47302.

Board operator—3rd phone required. Steady in 2nd market area. WSBC, 312-666-9060, Chicago.

Need qualified first phone engineer for maintenance, some announcing. Contact WSYB, Rutland, Vermont.

Engineer with first class license, no experience required. Call Gordon Atteberry—609-882-7191.

NEWS

\$500 and up monthly for qualified news director in midwest college community of 25,000. Financially sound, stable MOR operation. Write Box K-105, BROADCASTING.

NEWS—(Cont'd)

Newsman. Good opportunity for all-around newsman in New York metropolitan area. Must have several years experience in gathering and writing news. Rapid advancement for man with administrative potential. Excellent salary. This is no small time operation. We employ fifty people. Only applicants sending complete biographical resume, air check, writing samples, salary requirements and photo will be considered. Box K-167, BROADCASTING.

Need news director for Illinois local day-timer. Heavy local. Must be able to write, gather and air. Resume, tape, recent photo. Will consider recent journalism graduate. Box K-205, BROADCASTING.

Good pay to start. Newsman . . . 3 man crew. Will train right man. Good opportunity for high school grad, or jock wanting to break into news. . . Nice town. . . 35,000 market. Warren Boldt, KROS, Clinton, Iowa.

Outstanding Indiana AP contributor in state 1964, winner population class last 3 years, will add newsman. City of 30,000 with that many local stories to gather. Must type. 3rd endorsed necessary. Send tape and resume to: Program Director, WCSI, 501½ Washington St., Columbus, Indiana 47201.

Newsman who can read crisp, brisk newscast with confidence and authority. Will pay for experience—but writing ability and eagerness to work for go-getting medium-market news operation will count heavily in absence of formal news training. Send short news tape, samples of writing, and complete resume. Durham Caldwell, News Director, WHYN, Springfield, Mass.

Immediate opening for experienced dedicated newsman, to gather, write & broadcast. Must be strong on actualities. Opportunity to expand into local commentary and talk programming. Salary up to \$140 weekly depending on experience. Send tape and resume to News Director, WRTA, Altoona, Pennsylvania. No collect phone calls.

Production—Programing, Others

Midwest medium market station wants to add a combination production manager & traffic director. Submit resume, photo, references salary. Small market applicant seeking advancement preferred. Box K-124, BROADCASTING.

Program director who is willing to work. Could be announcer or newsmen, who wants to work into programing. Must have some production ability. Must be willing to resume responsibility and carry through. Good starting salary. We want a working program director. Box K-137, BROADCASTING.

Ambitious top 40 trained young man who would like to move up to job as program director of full-timer in competitive market in south of 500,000. Ideas, gimmicks, contests, promotions, knowledge of music plus ability to produce selling spots important. Salary open with sizable bonus if you produce results. Box K-165, BROADCASTING.

Program director for adult music station. Mature voice for morning show. Must excel in production and music choice. Southern California multiple group. Box K-187, BROADCASTING.

Have immediate opening for qualified, imaginative continuity writer. Must be strong on writing hard sell, original, and all types of commercial continuity. Leading "top-40" station in North Alabama. Send resume, photo and sample copy to Henry Beam, WAAY Radio, P.O. Box 3347, Blue Spring Station, Huntsville, Alabama.

What do you have to offer? Aggressive station adding to its staff. Here's your chance to join with real go-getters. WBYS, Canton, Illinois.

Chief announcer—suburban Chicago, 1st class. Ability to supervise others. Complete information, tape, WEAW, Evanston, Illinois.

Production chief-copywriter — Versatile, imaginative, with good sense of punch-writing and spot production. Exceptional salary, with benefits. Leading adult station. Send background, photo, and sample copy to WFDF, Flint, Michigan.

Production—Programing, Others

continued

Farm director—Man should have 1 or 2 years experience in farm broadcasting or an extensive farm background, a working director to head up a revenue producing department. We are open on educational background but would prefer a college degree. We have no preference on age. Located in good midwestern farming area in southeastern Illinois. Send complete resume and tape to: C. R. Griggs, WVLN, P.O. Box "L", Olney, Illinois.

Unusual opening for creative production-announcer. If you have writing, news or first class ticket—all the better—although not requisite. 5 kw with FM. Call Dave Moss, or Herb Hobler, Princeton, N. J. 609-924-3600.

RADIO

Situations Wanted—Management

Looking for something different? Experienced radio man. 37, vet, family wants to move up into management or programing. Box K-127, BROADCASTING.

Sales trainer & leader: Want a top trainer of salesmen & great personal salesman? Earning twenty thousand. Accept base of fifteen plus overrides. 16 years radio. 40, family, Box K-170, BROADCASTING.

Manager, top salesman good collector. Liaison, all medias. . . . Send replies to Box K-177, BROADCASTING.

General manager: Capable complete responsibility. Managing dominant station large southwest market. Top salesman & trainer of salesmen. 16 years radio. Age 40, family. Currently twenty thousand income. Accept fifteen plus incentive. Box K-189, BROADCASTING.

Absentee owner. Problem property? Don't sell! This \$30,000 broadcaster can bring your station to full potential. Low salary. Percentage of net and capital gains. Box K-194, BROADCASTING.

Major market (top 3) personality announcer with management and sales background . . . even have an unused first class license. Guaranteed to lower your overhead and increase billing if I have to wear one, two or three hats. Want appreciative owner and pleasant permanent environment. Personable, mature family gentleman. Personal, professional and credit references. Box K-218, BROADCASTING.

Ten years in ownership, available as station manager. Box K-230, BROADCASTING.

Billing \$8,000-\$9,000 monthly in local business, handling regional and national accounts in medium market. Manager with ten years experience would prefer larger market. Finest references from past employers, associates, accounts, and competitors. Presently earning \$20,000. Prefer California or southwest, especially if incentive or stock options available. Write Box K-234, BROADCASTING.

Top announcer-writer-program-planner and what-have-you looks for opening as assistant to manager of radio station in Texas or southwest slanted good-to-medium music, news. Unbelievably versatile. At mike, was top news man clear-channel 50 kw station 5 years; so good at commercial, was tied up by then largest Texas radio news advertiser, exclusive for 13½ years. (Advertiser merged into national concern; so he's loose.) But also: 3 years head large station copy department, excellent writer. Ear for music, eye for programing, business common sense. Assist sports man at football, baseball, in a pinch. References, all former employers, advertising agencies, etc. . . . Salary requirements modest. Top personal character. Protestant, family man. (We worked with this man through many of the years above; know his selling power at mike; know how easy to work with; recommend him absolutely with qualification. He is a pro.) Couchman Advertising Agency, Highland Park Village, Dallas 5, Texas.

Sales

Southern California. High income successful broadcaster available January 1 for top station. Let's talk. Box K-195, BROADCASTING.

Sales—(cont'd)

Manager's right hand. Pay me \$100.00 a week to pull morning trick plus 15% on sales. 1st phone. Florida family man. Box K-207, BROADCASTING.

Situations Wanted—Announcers

Sports announcer—experienced, strong on play-by-play. New York, New Jersey, Conn. area. Box K-95, BROADCASTING.

Talk personality, volatile, controversial, well versed, mature, entertaining. Box K-111, BROADCASTING.

Experienced first phone announcer desires position with MOR station in top 100 markets. Prefer west. Box K-114, BROADCASTING.

DJ. Negro. Some experience. Married. Will relocate. No floater. Box K-147, BROADCASTING.

Highly rated personality announcer w/1st, MOR-rock-PD. Sell-News-\$175.00. Box K-159, BROADCASTING.

Young man—21 years old, interested in broadcasting, no experience. Box K-161, BROADCASTING.

Looking for warm winters. Experienced pd-announcer/announcer. Tight board, relaxed style MOR. Strong on all production techniques. If you need a boost in ratings, I'm available. Contact Box K-162, BROADCASTING.

Young man—24, married. 2½ years experience. Looking for announcing position. 3rd ticket. Box K-173, BROADCASTING.

Announcer anyone? Strong news smooth dj. Lite but good experience, much potential. 1st phone. Desire good pop music, news, indie plus lite engineering. Breakin tape, travel. Box K-174, BROADCASTING.

DJ-announcer, authoritative newscaster. Experienced. Willing to travel. Box K-180, BROADCASTING.

Beginner. Some experience. College graduate Communication Arts. Draft exempt. Third class endorsed. Desire work immediately 200 mile radius New York City. Box K-191, BROADCASTING.

Reasonably well informed. Pleasant sincere sound. Three & half years radio announcer and some TV experience. Service completed . . . 25, single. Wants to associate with good music radio or affiliate radio-TV station in populated area near Boston, New York or northeastern U.S. Box K-192, BROADCASTING.

Experienced sportscaster. All major sports. First phone. College. Box K-197, BROADCASTING.

AM/FM-PM drivetime jock/PD. Top top-40 rocker, production! Production! Production! Draft exempt and headed for top. Attn. Sharpees! Will trade my talent/skill for bread. Box K-200, BROADCASTING.

Pro-announcer-dj. personality, strong news, 3 years experience, best references, first phone, married, available now! Box K-202, BROADCASTING.

Experienced play-by-play sportscaster available early December. Currently with top 25 market 50KW. Looking to relocate permanently. College grad. Military completed. Resume and tape on request. Box K-215, BROADCASTING.

Major market mature R-TV personality wants out of jungle. Will consider any market except N.Y. Exc. refs. Box K-219, BROADCASTING.

Chicago area . . . Ex-network pro announcer now working for ad agency wants to keep hand in Saturdays, Sundays, mornings, afternoons, you name it. Will come for personal interview and audition. Box K-221, BROADCASTING.

Announcing, sales, copywriter, first phone. Present position 18 months. Want advancement. California. Box K-229, BROADCASTING.

Good first phone morning deejay. MOR. Repeat-Morning show desired. Box K-235, BROADCASTING.

Announcer-dj, 3 years experience, family, responsible, salesman, not a floater or prima donna. Box K-238, Broadcasting.

Announcers—(cont'd)

DJ/announcer operates tight board. Authoritative news and sports experience. 3rd phone, married, experience, deferred, 27, prefer Florida. Box K-241, BROADCASTING.

Rock and blues dj-announcer. Third license. Newscaster experience. Will relocate. Box K-242, BROADCASTING.

Versatile dj-announcer. 3rd endorsed. Draft exempt. Will relocate. Box K-243, BROADCASTING.

Announcer—3d phone beginner (2 months experience) middle of road and top 40. Young, hard working and ambitious, draft exempt. Prefer middle and north Atlantic states. Box K-245, BROADCASTING.

Experienced dj-announcer. Commercial, sales authoritative newscaster, not a star or floater. Family man. Box K-246, BROADCASTING.

Announcer—Authoritative newscaster. Experience, tight production, sales, draft deferred. Married. 3rd endorsed. Box K-247, BROADCASTING.

Young dj/announcer. 3rd endorsement, experienced. Bright sound, tight board. Desires relocate N.Y. area. 212-582-2652 or Box K-248, BROADCASTING.

Irishman—Single. DJ-announcer. Experienced. Very attractive voice. Authoritative newscaster. Will relocate. Box K-249, BROADCASTING.

Girl Friday. Well trained for air work + copy writing. Tape + resume available. Connie Fowler, 254 Sunset Lane, Munster, Indiana. Phone 219-TE 6-6266.

Announcer-pd. Now in small market looking for broader horizons. 2 years in radio—3 years liberal arts-broadcast school graduate. 26 years old, married & will settle anywhere with a future—experienced in production, announcing, remotes, newscasting, interviews and am interested in learning sales. Contact Tony Tallman, WIRA, Ft. Pierce, Florida 33450.

Jan. 1st! Young bright personality—network experienced—MOR/TP—Creative/dependable. North-east/west coast. Good offers considered. Air Mail—Savage, AFKN. APO San Fran 96259.

Long experienced sportscaster strong on sales, news. Third ticket. Relocate anywhere. Solid station. Andy Denonn, 135 Willow Street, Brooklyn, New York. 624-0088.

Technical

Consulting engineer seeks permanent position as working chief. Box K-98, BROADCASTING.

First phone presently employed. Wishing to relocate in southeast or middle-west preferred. Box K-168, Broadcasting.

Transmitter shift, 1st telephone, 2 yrs dir. experience. No announcing. Prefer west-south. Box K-179, BROADCASTING.

Engineer, announcer, sales—4 yrs experience, 25 years old, service behind, sober, reliable, hard worker, college, experience in all phases radio-TV announcing, maintenance—Presently employed combo in 500,000 market, number 1 station—Desire morning or afternoon shift with min salary \$125-150. Prefer smaller town with greater advancement potential. Box K-226, BROADCASTING.

NEWS

Attorney; 20 years extensive political and trial background. Some radio experience. Will supply weekly tape on news analysis with emphasis on politics. Authoritative and mature. Compensation secondary. Audition tape furnished on request. Box K-89, BROADCASTING.

Top copy, reporting, delivery. Experienced radio-TV newsmen available now, north-east-N. Y. area. Box K-139, BROADCASTING.

Newsman. College graduate. Experienced gathering, writing, ailing, editing. Box K-149, BROADCASTING.

NEWS—(Cont'd)

Director, special features. Cameraman, writer-editor, newsmen. Two awards, top references. Will consider asst. news director in major market. Ten years TV background, sales promotion, sales, news, special features, TV commercials and production. Box K-181, BROADCASTING.

Aggressive-sensitive writer-reporter-commentator record of journalistic-administration achievements. Editorial, documentary, news coverage and civic citations and awards. Seek association with major market radio-TV organization with means and desire to pursue the extraordinary in news. 31. degree, family, top references. Box K-201, BROADCASTING.

Experienced newsmen seeks position in station that is number one or wants to be. Good references, first phone, ability and desire. Box K-213, BROADCASTING.

Experienced newsmen available, currently in large market, versed all phases, appearance, excellent voice. Box K-224, BROADCASTING.

I'm a professional broadcast journalist seeking position with first-class news operation. Consider top ten markets only. Have excellent news delivery, and am hard working, capable reporter and writer. I'm 25 and would rather be small part of top notch organization where I can learn, than big fish in small pond. Can provide best local and national references. Prefer personal interview. Write Box K-233, BROADCASTING.

Top local newsmen in medium market seeks step up to solid radio-TV news operation. Age 27, married, college, 5-years radio news, 2-years newspaper, 3-years television correspondent including extensive film and S.O.F. work. Have built top reputation and news department in five years with same station. \$775/mo. current. Superior attitude. Write Box K-257, BROADCASTING.

Production—Programing, Others

Let my experience benefit your future. Programming—Personality. Currently employed. Box K-186, BROADCASTING.

Copywriter-announcer with agency and station experience. Commercial, news and good music background. Box K-228, BROADCASTING.

TELEVISION

HELP WANTED

Sales

Management position soon to be available sales department of Washington, D. C. Television station. Need go-getter who knows the Washington-Baltimore market and can turn up business, as well as fine service. All replies to Box F-300, BROADCASTING will be given strictest confidence.

Announcers

Position opening soon for experienced man to do on camera and booth announcing. Send picture, VTR, and resume to Box K-185, BROADCASTING.

TV staff announcer wanted. Experience secondary to ability, but must be capable of immediate adaptation to on-camera work. Rush all audition materials, including photo, to KTIV-TV, Sioux City, Iowa.

Radio-TV announcer 25-35 years old. Upbeat MOR air shift. News, sports or weather. Opportunity for good radio man to get into TV. Send audition including music show, complete resume, pix and salary requirements to WSA-TV, Harrisonburg, Virginia.

TV staff announcer needed immediately. Chance for own weather show. Good appearance. Midwest market. Contact P.D., Phone 419-225-3010.

Technical

Immediate opening for engineer with first class license in upper midwest full power VHF station, experience not required. Write Box J-123, BROADCASTING.

Technical—(Cont'd)

If you have years of TV transmitter experience and would like to earn good money and live in south Florida's first resort, send your application and salary requirements to Box K-1, BROADCASTING.

Experienced engineer, 3 to 5 years, for supervisory position in Florida. Send resume and recent photo to Box K-106, BROADCASTING.

Chief engineer—Excellent opportunity for an experienced chief engineer to take complete charge of engineering department of television station doing substantial local live color programing. We will offer an excellent starting salary and fringe benefits program to person selected. Send detailed confidential resume to Box K-157, BROADCASTING. An equal opportunity employer (M/F).

Immediate opening upstate New York TV station for studio/transmitter technician with first class license. Experience helpful but not necessary. Excellent opportunity for advancement. Send resume to Box K-188, BROADCASTING.

CCTV technicians: Group broadcaster needs young ambitious technicians with TV studio experience. Accent on operation and maintenance of new RCA transistorized studio equipment. Will be trained for complete technical responsibility. Mid-eastern location. Box K-206, BROADCASTING.

Experienced television broadcast engineer. Replies confidential. Send resume and phone number to Bob Anderson, KIMA-TV, Box 702, Yakima, Washington.

Immediate opening for experienced transmitter engineer. RCA TT25BL transmitter full power on Channel 5. Rocky Mountain region. Call collect Ken Renfrow, KOAA-TV, Pueblo, Colo. 303-544-5782.

KREX-TV has immediate openings at three western Colorado locations. 1st class required. Television studio and transmitter experience desirable but not necessary. Send complete resume to James H. Meyer, P.O. Box 789, Grand Junction, Colorado.

One permanent opening for television studio technician with first class license to work with newest RCA color equipment. Previous experience desirable, but not essential. Contact: E. M. Tink, KWVL-TV, Waterloo, Iowa.

Transmitter technician for high power midwest UHF group station. Full color, clean, high quality operation. Contact Jerry Merritt, WICS-TV, 2680 East Cook St., Springfield, Ill. 217-528-0465.

Studio engineer, experienced, first phone. VTR, operations, maintenance. Color equipped ETV operation; Position open January 1967. Apply Chief Engineer, WMVS/WMTV, 1015 North 5th St., Milwaukee, Wisconsin.

TV maintenance engineer—First phone, color experience, good references. Write Mr. J. G. Rogers, Manager of Technical Operations, WRC-TV, Washington, D.C. Give full background and references. Only capable maintenance experience considered.

WTOC-AM-FM-TV, Savannah, Georgia, has opening for first class engineer with experience. Reply by letter to Chief engineer, P.O. Box 858, Savannah, Georgia 31402.

New ETV station has openings for experienced TV engineers with valid FCC 1st. Send resume and salary requirement first letter to: Personnel Department, Spokane Public Schools, West 825 Trent Avenue, Spokane, Washington 99201.

NEWS

Need experienced newsmen to direct radio-TV news department of growing midwest station. Send resume, photo and radio tape or 16 mm film audition. State salary requirements. Box J-238, BROADCASTING.

A News Director is the key man in a television stations local image. An opportunity for the right news director will soon open at the prestige station in a three-station market. Write to Box K-18, BROADCASTING.

NEWS—(Cont'd)

Midwestern news oriented station has opening for on-camera newsmen. You must be recognized as a competent, professional on-camera newsmen as the market is highly competitive. Station is part of an aggressive, expanding group. Top salary is available. Send resume to Box K-31, BROADCASTING.

Midwest TV station seeks newsmen for expanding department. Will consider anyone except "phony fireballs". Send complete resume to News Director, Box K-90, BROADCASTING.

Production—Programing, Others

Art director wanted! Color-oriented, network affiliated, VHF station in medium-sized, highly competitive midwest market has immediate opening for artist with talent, enthusiasm, and organizational ability. Excellent opportunity. Send resume and salary requirements to Box K-171, BROADCASTING.

Personable, attractive gal wanted to do kid show and women's show daily for midwestern group TV station. Will also be assigned office duties. Send VTR or film if possible, or photo plus audio tape, as first step leading to personal interview. Excellent working condition, fringe benefits. Reply in full immediately to Box K-183, BROADCASTING.

Commercial artist to head 3-man department. Hand-art and scenic design. This is a television opportunity with salary dependent upon experience and training. Box K-190, BROADCASTING.

Weather man and commercial staff announcer—Major market location. Wide range of company benefits. Send resume in confidence to Box K-252, BROADCASTING. Please include a snapshot and video tape if available.

Production/operations manager—Excellent opportunity to grow with 2 year old Philadelphia UHF station. Desire man with basic knowledge of all phases TV—including production and direction assignments. Must be creative and have writing ability. Prefer good supervisor who knows how to handle people. Send full background information including photo, when available and expected salary to: Mr. William Vogt, General Manager, WIBF-TV, Benson East, Jenkintown, Penna, 19046.

TV director—Produce own shows. Heavy live, VTR production. Send resume, picture, salary requirements to P.D., WIMA TV, Lima, Ohio or phone 419-225-3010.

Need young, hard-working, experienced director/producer. Call or write: Production manager, WTCN-TV, Minneapolis, Minn.

New 2500 megacycle ETV installation needs producer-director to start immediately. Student help for studio and control room. City School District, Box 711, Newburgh, New York.

TELEVISION

Situations Wanted

Management

General Manager of station or group. Thoroughly experienced in administration, sales, programming, production and promotion in small and large markets. Television—13 years; radio—13 years. Have developed five losers into profitable, prestige properties in southeast and midwest. Now selling VHF for twice investment. Accustomed to much responsibility. Capable of developing profitable, quality, prestige station or group anywhere. Box K-7, BROADCASTING.

Well know manager available within 30 days due to sale of station. Complete knowledge of overall management, both VHF & UHF. Strong on administration, sales and programming. Budget minded. Twenty years experience top agencies, regional and national, reps and networks both radio and television. Box K-250, BROADCASTING.

Sales

Los Angeles area. Excellent metro sales record. Need new challenge. Box K-196, BROADCASTING.

Experienced and successful television salesman desires return to North Carolina. Box K-223, BROADCASTING.

Announcers

Although young, have television experience as creative director, producer, personality performer and writer. Box K-29, BROADCASTING.

Professional radio and television announcer-newsman seeking permanent position as TV newscaster-personality or in executive capacity. Sixteen years experience, major market AM-FM-TV, all phases. Thirty-six, married, 3rd ticket. College. Currently deejay at network O&O, Box K-169, BROADCASTING.

Announcer currently TV news broadcaster seeking good opportunity, comparable pay. Box K-217, BROADCASTING.

Major market mature R-TV personality wants out of jungle. Will consider any market except N.Y. Exc. refs. Box K-220, BROADCASTING.

NEWS

Experienced broadcaster-reporter. Solid all around background. Employed. Box K-43, BROADCASTING.

Technical

Chief engineer or assistant. Experience: Installation, trouble shootin', construction and microwave equipment. College engineering. Box K-236, BROADCASTING.

Assistant news director. Major market. Newscaster-reporter. Documentaries. 15 yrs. experience. Tape of net feed. Box K-160, BROADCASTING.

Broadcaster-reporter. Strong public affairs background. Mature, medium market preferred. Box K-244, BROADCASTING.

Production—Programing, Others

Creative illustrator, graphic and set designer, presently 2½ years as assistant A.D. with top eastern coast station; wishes relocation as art director. Strong portfolio. Box K-184, BROADCASTING.

Free-lance director specializing in sports. Network or local. Fully qualified as producer. Mature, reliable. Per diem or permanent. Box K-210, BROADCASTING.

Documentary producer-director-writer-narrator. Fourteen years all phases of TV both sides of camera. Heavy emphasis on sales & public service. Box K-211, BROADCASTING.

WANTED TO BUY

Equipment

Equipment wanted: two turntables and console. Box K-208, BROADCASTING.

New or good condition cartridge rewriter. State price and condition. Box K-222, BROADCASTING.

We need used, 250, 500, 1kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Needed now power amplifier tube, for 3kw Federal SM transmitter, 192-A. Tube number 7C26, telephone 826-4996, area code 207, Los Banos, Calif. Attn. Bookkeeper.

FOR SALE—Equipment

Co-axial cable—Heliast, Styroflex, Spirolite, etc. Also rigid and RG types in stock. New material. Write for list, Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

For Sale. 1 RCA TRT-1B monochrome tape recorder. Complete with plock. Will be available Jan. 1967. Call or write John A. Carroll, Chief Engineer, WNYC-TV, Channel 9, Shoppingtown, Syracuse, N. Y. 13214, 446-4780.

FOR SALE—Equipment—(Cont'd)

For sale: RCA type 5C, 5 kilowatt transmitter. Water cooled. \$1,000 FOB Farmington, Connecticut. For details, contact Greg Fortune, Radio Park, WRCH, Farmington, Conn.

Check our listings for your equipment requirements. . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tenn.

New QRK turntables, all models available. Cash or will trade for any type of used equipment regardless age or condition. Audiovox, 4310 S.W. 75th Ave., Miami, Florida.

Gates limiter, excellent condition, \$175.00; Fairchild stereo conax, like new, \$450.00. KCFM Radio, St. Louis, Missouri.

Four-bay Jampiro antenna used less than year like new. Adjustable to any frequency. Now 1.06 megacycles. T.C.A. Tower Company, 4325 Bankhead Highway, Route 1, Mableton, Georgia.

UHF television transmitter. One kw-\$9,500. Immediate delivery. Box K-182, BROADCASTING.

Raytheon TV microwave complete, RCA cameras, good videotape in bulk, and 5820 orths. 212-EN 2-5680, or Box K-214, BROADCASTING.

RCA LC1A duo-cone speakers, MI-11406A housings, BA-34B amplifiers—George McElrath, 8 East Trail, Darien, Conn.

ERCO 500T FM exciter for multiplex. Excellent condition. WGLI, Babylon, N. Y. 11704. Best offer.

Available at once—Western Electric 405-B2, 5 kilowatt AM transmitter, frequency modulation monitors and associated audio gear. Contact Joe Gill, WIS, Columbia, South Carolina.

Ampex professional audio equipment. New & Used. Other professional equipment also available. Financing arranged. Complete service facilities. Large stock of Ampex parts. Accurate Sound Company, 15 N. Tyler, San Angelo, Texas. Area code 915-949-1904.

CATV towers & installation—Don't spend too much. Call Swager Tower Corp., 219-495-2525.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc., \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service 1735 E. 26th Street, Brooklyn, N. Y. 11229.

Coverage, Maps, Station Brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Illinois 60515.

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

Available: Publishing Trademark, "TELEBRIEFS". Box J-46, BROADCASTING.

30 minute tape—"quickie" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

600 feet color film-production aids. 180 scenes for commercial leads, for any product or situation. \$250, 100 feet sample \$50 deposit. Davis Enterprises, P.O. Box 981, Lexington, Ky.

"The Weekly Prompter." Radio Division, 4151 West Lake Avenue, Glenview, Illinois. Seven sections sample script. Exclusive.

INSTRUCTIONS

FCC License preparation through quality training in communications electronics. G.I. Bill approved for home study or resident classes. Free information. Write Dept. 6-W, Grantham School, 818-18th St. N.W., Washington, D. C. or Dept. 6-H, Grantham School, 1505 N. Western Ave., Hollywood, Calif.

INSTRUCTIONS—(Cont'd)

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

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.

ELKINS has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully GI approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 120 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting October 19, January 4, & March 8. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting. Bond Bldg., 3rd Floor, 1404 New York Ave., N.W. Washington, D. C.

"Warning" accept no substitute. REI is #1 in — success — guarantee — lowest tuition — highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Nov. 14—Jan. 2—Feb. 6—Mar. 13. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

Help! Our placement dept. has more jobs than we can fill for 1st class FCC license technicians & combo-men. First phone training with proven results. Licensed by New York State—Approved G.I. bill. Earn while you learn. Also audition tapes for announcers at special rates. Contact: A.T.S., 25 W 45 St., N.Y.C. OX 5-9245.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory Class starting Jan. 3. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

Train for a career in professional broadcasting in exciting music city. Courses in announcing and station management. Financing plan, job guaranteed . . . Tennessee Institute of Broadcasting, 1811-A Division Street, Nashville, Tenn. 256-7622.

RADIO—Help Wanted—Sales

FM AND TV PRODUCT MANAGER

Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. BS degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer.

Box H-269, Broadcasting.

SALES ENGINEER BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-268, Broadcasting.

Radio or TV Sales-Manager or Salesmen . . .

Do you want to travel and see the United States? Are you tired of making \$800 to \$1,000 a month in a never ending fight? How would you like to earn \$25,000 to \$40,000 a year or more representing people like Julie London, Patti Page, Kay Starr, Peggy Lee, Connie Francis, Frankie Laine, Louis Armstrong, Vaughn Monroe plus 50 other great stars? For the first time in history, you can represent these people all under one group for radio or TV commercials for local and regional sponsors, booking engagements plus you can be at home every weekend with your family. We are an old and well-established firm who have been working with the top agencies for many years. We produce commercials and book stars in the United States plus 21 other countries. Men who are interested must have at least 3 years of broadcasting experience and be willing to travel from 3 to 5 states.

Call area code 502-583-0121 for Mr. Grady Sanders or write Star Ads., Taft Building, Hollywood, & Vine Streets, Hollywood, Calif.

Announcers

Midwest

Negro programed station has unusual opportunity for top-flight DJ. Must be swinger, with fresh/different programing ideas and complete knowledge of R&B format. If you are this and also desire part of operational management, send complete story, with tape and picture to:

Box K-14, Broadcasting.

OUTSTANDING OPPORTUNITY

for tight, swinging, M.O.R. DJ who is heavy on production, promotion and programming ideas. Metro midwest. Only pros who want a solid future and advancement need apply. Right man gets eventual promotion. Send resume, tape and picture to: Box K-258, Broadcasting.

Announcers—(cont'd)

ANNOUNCER

Immediate Opening

WHEC in Rochester, the 37th market in the country, has an immediate opening for a mature voiced announcer experienced in all phases of his trade. Send tape and resume to:

Manager
WHEC - Radio
191 East Avenue
Rochester, N. Y. 14604

Production—Programing, Others

WANTED

by Radio and TV Executive
a Girl Friday, between 20 and 30 years of age. Must have top short-hand and typing, pleasant personality, enjoy travel, be able to handle executive details.

This is a stimulating job involving travel throughout the U. S. and Canada. Salary \$600.00 per month. Send resume of experience and a recent photograph with application to

Box K-78, Broadcasting.

Situations Wanted—Management

Management-Money

Successful TV-Radio executive has money to invest in property. If you have other business interests and need capable management, let's discuss it.

Box K-237, Broadcasting.

NEWS

AWARD WINNING

News Director/Editorialist

Talk Show Personality

Fourteen years radio TV in major markets with top organizations. Will consider newsman's position with top company.

Box K-193, Broadcasting.

TELEVISION—Help Wanted

Continued

BUSINESS MANAGER

Expanding group broadcaster seeks man qualified to assume responsibility for Accounting Department at one of its television stations. Knowledge of broadcast accounting essential. Hospitalization, insurance and profit sharing plans. Salary open. However a resume of your qualifications, small photo, and minimum salary requirements should accompany your first letter.

Box K-132, Broadcasting.

Sales

Radio or TV Sales-Manager or Salesmen . . .

Do you want to travel and see the United States? Are you tired of making \$800 to \$1,000 a month in a never ending fight? How would you like to earn \$25,000 to \$40,000 a year or more representing people like Julie London, Patti Page, Kay Starr, Peggy Lee, Connie Francis, Frankie Laine, Louis Armstrong, Vaughn Monroe plus 50 other great stars? For the first time in history, you can represent these people all under one group for radio or TV commercials for local and regional sponsors, booking engagements plus you can be at home every weekend with your family. We are an old and well-established firm who have been working with the top agencies for many years. We produce commercials and book stars in the United States plus 21 other countries. Men who are interested must have at least 3 years of broadcasting experience and be willing to travel from 3 to 5 states.

Call Area Code 502-583-0121 for Mr. Grady Sanders or write Star Ads., Taft Building, Hollywood & Vine Streets, Hollywood, Calif.

Help Wanted—Technical

TECHNICIANS

Experienced technicians wanted by major network for testing new equipment. Must be thoroughly familiar with basic circuits and all types of audio and color video equipment.

Steady position, excellent salary and fringe benefits for those qualified.

Send detailed resume including salary requirements to:

Box B1830, 125 W. 41 St, NYC 10036

TELEVISION—Help Wanted

TV-RADIO PERSONNEL CONSULTANTS

RON CURTIS — EXECUTIVE DIVISION
JERRY JACKSON — LARGE MARKETS
BYRON HOLTON — SMALL MARKETS

Nationwide Broadcast Personnel Consultants

645 North Michigan Avenue
Chicago, Ill.

Area code 312 337-7075

EXCLUSIVELY COMPANY PAID FEES



TELEVISION—Help Wanted

Technical—(Cont'd)

\$10,000 — \$18,000

Immediate openings for all broadcast engineering personnel in TV, Radio, & Allied fields. Send resume today. Nationwide Broadcast Personnel Consultants 645 N. Michigan Ave. Chicago, Illinois
no placement fee

Production—Programing, Others

**WANTED**
(Very Live)

SCENIC DESIGNER
NOV. 1, 1966

IDENTIFYING MARKS
Imaginative • Practical
Experience • Shop Drawings
Renderings

ACTIVITIES
All Live Color Productions
Large Syndication Division

\$ REWARD \$
EXCELLENT SALARY

LOCATION
Nation's Number One Independent
Box K-100, Broadcasting

Large Eastern TV Station

Needs capable combination man—artist-scenic designer-set builder. Familiar with slide making procedures and titling with experience in color television.

Box K-253, Broadcasting.
An Equal Opportunity Employer

EMPLOYMENT SERVICE



PLACEMENTS

A courteous confidential service for Broadcasters
1615 California St., (303) 292-3730
Denver, Colorado 80202

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

ANNOUNCERS—COMBO MEN
We have good jobs available in Ky., Tenn., West Virginia, Alabama, Georgia, Mississippi, North Carolina, Missouri and Florida. Replies confidential. . . . Tape and resume to:

Personnel Placement Division
Tennessee Institute of Broadcasting
1811-A Division Street
Nashville, Tenn. Phone 256-7622

FOR SALE—Equipment

**Quality**
TRANSMITTERS

- AM Deluxe
- AM Dual Reliable
- FM Deluxe

CCA
CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
(609) 456-1716

EQUIPMENT FOR SALE

Two type G-24 Stainless 365.5 ft. Radio Towers guyed and insulated designed for 25 lb., 100 mph wind load, including insulated guy wires, CAA "A-3" lighting kit and mercury flashers. These towers are in excellent shape, hot dipped galvanized, disassembled and ready for shipment. \$4,000.00 Each.

400 feet type T453 Andrew 6 1/8" 51.5 ohm rigid coax—\$350. per 20 ft. section
Two 1053M 6 1/8" Miter Elbows 90 degree—\$180.00 each
Two 2053 end seals for T453 Line—\$95.00 each
400 feet type 452 Andrew 3 1/8" 51.5 ohm rigid coax—\$125 per 20 ft. section
Two 1052M 3 1/8" Miter Elbows 90 degree—\$65.00 each
Two 2052 end seals for 452 line—\$32.00 each
Forty horizontal supports for 6 1/8" line—\$20.00 each
Forty horizontal supports for 3 1/8" line—\$8.00 each

Above line in excellent shape and all bullets and hardware will be furnished with line, including O rings.

For information on any of the above equipment, please contact:

Glenn Callison, Director of Engineering,
The McLendon Corporation, Dallas, Texas
RI. 7-9311.

SOMETHING TO BUY OR SELL?

For Best Results
You Can't Top A
CLASSIFIED AD
in

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

WANTED TO BUY—Stations

Private Party Interested

in purchasing small to medium size radio station within 75 mile radius of Philadelphia. Please contact

Box K-163, Broadcasting.

WANTED TO BUY

Stations (Cont'd)

AM, FM or TV

Write or Call Arnold Malkan, Texas State Network, Box 1317 Fort Worth. (817) PE 7-6631. Your reply is confidential.

FOR SALE—School

BROADCAST SCHOOL FOR SALE

1965 Gross over \$76,000

Cash flow over \$30,000

Priced at \$75,000. 29% down-terms

Box K-176, Broadcasting.

FOR SALE—Stations

FOR SALE-CONTROL-UHF-TV

Smaller market, Midwest with valuable allied properties, now expanding into new markets. Unusual potential for an operator. About breaking even. Priced like a radio station.

Box K-101, Broadcasting.

FOR SALE

A \$40,000 net profit business.
A business you can run with
one hand tied behind your
back. Can be operated in
conjunction with your station.

No travel. No gimmicks. Not
jingles or syndicated pro-
grams, or any of that. It's
solid. Documented. And "no
baloney."

It calls for \$15,000 investment
plus \$5,000 operation capital.

Principals only.

Box: J-85

Broadcasting Magazine

1735 De Sales Street, N.W.

Washington D.C.

FOR SALE

Stations (Cont'd)

Southeastern Major Market
Daytimer
Just changed format.
Already grossing \$10,000 monthly.
Low down payment and long terms.
Box K-172, Broadcasting.

PACIFIC NORTHWEST
Profitable AM & FM
Major market \$40,000 down
Balance 10 years
Box K-255, Broadcasting.

TOTAL PRICE \$39,000
California stereo FM serving sophisticated area of 70,000 good music listeners with high average income. Grossing \$2,000 monthly with absentee owner. Low overhead operation. Ideal for man and wife team. Terms available.
Box K-254, Broadcasting.

La Rue Media Brokers Inc.
16 CENTRAL PARK, SOUTH
NEW YORK, N. Y.
265.3430

Ga.	small	profitable	\$ 67M	terms
M.W.	medium	UHF-TV	350M	cash
N.C.	medium	daytime	135M	29%
M.W.	metro	AM-FM	1.3MM	cash
N.E.	suburban	daytime	500M	terms

CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30309



G. BENNETT LARSON
BROKERS-CONSULTANTS
RADIO-TELEVISION
C.A.T.V. SYSTEMS
NEWSPAPERS-MAGAZINES

G. BENNETT LARSON, INC.

(Continued from page 88)

Routine roundup

ACTIONS ON MOTIONS

By the Office of Opinions and Review
■ Granted petition by Broadcast Bureau for extension of time to Oct. 14 to file reply to petition by Allen C. Bigham Jr. for reconsideration of order designating for hearing application for renewal of license of KCTY Salinas, Calif. Action Oct. 6.

By Chief Hearing Examiner
James D. Cunningham

■ Designated Examiner Millard F. French to preside at hearing in proceeding on applications of Lorain Community Broadcasting Co., Allied Broadcasting Inc., and Midwest Broadcasting Co. for new AM station in Lorain, Ohio; scheduled prehearing conference for Oct. 18 and hearing for Nov. 7. Action Sept. 26.

■ Designated Examiner Thomas H. Donahue to preside at hearing in proceeding on application of Hawaiian Paradise Park Corp. (assignor) and Friendly Broadcasting Co. (assignee) for assignment of licenses of KTRG-TV Honolulu; scheduled prehearing conference for Oct. 28 and hearing for Nov. 22. Action Oct. 4.

By Hearing Examiner Basil P. Cooper

■ In proceeding on AM applications of Nebraska Rural Radio Association (KRVN), Lexington, Neb., and Town & Farm Co. Inc. (KMMJ), Grand Island, Neb., extended date for filing proposed findings from Oct. 6 to Oct. 17 and replies from Oct. 24 to Nov. 4. Action Oct. 6.

By Hearing Examiner Thomas H. Donahue

Scheduled prehearing conference for Oct. 12 in renewal proceeding for Star Stations of Indiana Inc. (WIFE AM-FM), Indianapolis. Action Oct. 6.

By Hearing Examiner Charles J. Frederick

■ By order in proceeding upon applications of Adirondack Television Corp. and Northeast TV Cablevision Corp., both in Albany, N. Y., for TV construction permit (ch. 23), granted petition by Adirondack for leave to amend showing previously made in its application regarding financial qualifications, and accepted amendment. Action Oct. 5.

By Hearing Examiner Isadore A. Honig

■ In proceeding on AM renewal application of Continental Broadcasting Inc. (WNJR), Newark, N. J., granted petition by Broadcast Bureau for extension of time from Oct. 7 to Oct. 18 to file proposed findings and from Oct. 25 to Nov. 4 for replies. Action Oct. 7.

By Hearing Examiner H. Gifford Irton

■ On examiner's own motion, scheduled further hearing conference on Nov. 1 in proceeding on applications of Arthur K. Greiner, et al., d/b as Lebanon Valley Radio, Lebanon, Pa., et al. for new AM station. Action Oct. 5.

■ In proceeding on AM applications of Iowa State University of Science and Technology (WOI), Ames, Iowa, rescheduled hearing from Oct. 19, 1966. Action Oct. 10.

■ In proceeding on CATV application of Video Service Company, Atlanta, Ga., cancelled Nov. 2 hearing date and scheduled further prehearing conference for Dec. 15.

1966. Action Oct. 10.

■ In proceeding on FM applications of Porter County Broadcasting Corp. and Northwestern Indiana Radio Inc., both of Valparaiso, Ind., cancelled hearing dates of Oct. 11 and 18 and scheduled hearings for Dec. 12 and 19. Action Oct. 10.

By Hearing Examiner Jay A. Kyle

■ In proceeding on application of Wilkes County Radio, Wilkesboro, N. C., granted applicant extension of time until Oct. 3 to file its exhibits. Action Oct. 3.

■ In proceeding on applications of WTCN Television Inc. (WTCN-TV), Minneapolis, et al., rescheduled hearing from Oct. 10 to Dec. 5. Action Oct. 5.

■ In proceeding on AM application of Paul L. Cashion and J. B. Wilson Jr., d/b as Wilkes County Radio, Wilkesboro, N. C., rescheduled hearing from Oct. 7 to Oct. 17. Action Oct. 5.

■ On examiner's own motion, rescheduled hearing from Nov. 7 to Nov. 21 in proceeding on AM applications of Jupiter Associates Inc., Matawan, N. J., et al. Action Oct. 6.

■ In proceeding on renewal of license of WLBT(TV), Lamar Life Insurance Co., Jackson, Miss., rescheduled prehearing conference from Oct. 10 to Nov. 14. Action Oct. 7.

By Hearing Examiner Forest L. McClenning

■ By separate orders in proceeding on AM applications of Charles W. Jobbins, Costa Mesa - Newport Beach, Calif., et al., dismissed application of Bible Institute of Los Angeles Inc.; on his own motion rescheduled hearing from Oct. 25 to Nov. 21. Action Oct. 11.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ By memorandum opinion and order in license revocation proceeding involving Tinker Inc. (WEKY), Richmond, Ky., denied request of Tinker (made on record of prehearing conference for continuance of hearing which is scheduled to be held in Richmond, Ky. commencing Nov. 1. Action Oct. 5.

■ In proceeding on TV applications of Trend Radio Inc. and James Broadcasting Inc., both in Jamestown, N. Y., ordered procedural dates for November, including hearing Nov. 28 set aside; procedural dates scheduled for October and hearing Oct. 24 remain unchanged. Action Oct. 7.

By Hearing Examiner Herbert Sharfman

■ In proceeding on renewal of AM license of Arthur Powell Williams (KLAV), Las Vegas, rescheduled prehearing conference from Oct. 14 to Oct. 26, 1966. Action Oct. 10. Also denied petition for postponement of publication and broadcast requirements. Action Oct. 11.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on renewal of AM license of 1400 Corp. (KBMI); application for AM CP of Joseph Julian Marandola; and assignment of AM license of 1400 Corp. to Thomas L. Brennen, all of Henderson, Nev., scheduled further prehearing conference for Oct. 11. Action Oct. 10.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of Oct 11

WKYW (FM) Frankfort, Ky. — Granted mod. of CP to change ant.-trans. location, change type trans., change type ant.; increase ERP to 3 kw; ant. height 260 ft.; remote control permitted.

KTVT(TV) Fort Worth—Granted CP to add alternate visual amplifier to presently authorized alternate visual exciter to provide alternate main visual trans.

WKBS-TV Burlington, N. J. — Granted mod. of CP to change type trans., and for extension of completion date to April 11, 1967.

KWTV(TV) Oklahoma City, — Granted license covering changes in existing station (main trans. and ant.).

KOMO-TV Seattle—Granted license covering changes in existing station (main trans. and ant.).

KTIV(TV) Sioux City, Iowa — Granted license covering auxiliary trans. at main trans. and ant. location.

Actions of Oct. 10

WILQ-FM Ray V. Hamilton and Vernon J. Kaspar, d/b as Kaspar Broadcasting Co. Inc., Frankfort, Ind.—Granted acquisition of control of license corporation by Vernon J. Kaspar through purchase of stock from Ray V. Hamilton; consideration \$72,156.54 (BTC-5176).

KWRE, KD-9644-5, KG-4199-200, KAM-648,

FOR SALE:

5 SINGLE-STATION RADIO MARKETS can be bought immediately at less than \$100,000 each on terms.

(A) \$29,000.00 DOWN (C) \$29,000.00 DOWN
(B) \$21,000.00 DOWN (D) \$21,000.00 DOWN
(E) \$29,000.00 DOWN

\$129,000.00 DOWN makes you a multiple owner of 5 single-station radio markets

ATTENDING FALL N.A.B. CONFERENCES
SAN FRANCISCO—OCTOBER 17-18
DENVER—OCTOBER 20-21

G. BENNETT LARSON, INC.
6363 SUNSET BOULEVARD
R.C.A. BUILDING
HOLLYWOOD, CALIFORNIA Telephone HO 9-1171

Kaspar Broadcasting Co. of Missouri, Warrenton, Mo.—Granted acquisition of control of license corporation by Vernon J. Kaspar through purchase of stock from Ray V. and Susanne F. Hamilton; consideration \$27,843.46 (ETC-5177).

Fred E. Exum Jr. and Ralph F. Miles, d/b as Flamingo Broadcasting Co., Hialeah, Fla.—Granted CP for a new Class A FM station to operate on Channel 221 (92.1 mc) with ERP 3 kw, ant. height 93 ft. (BPH-5351).

WBBF Rochester, N. Y.—Granted CP to install alternate main trans.; remote control permitted.

WOPA-FM Oak Park, Ill.—Granted CP to install new trans., install vertically polarized ant.; increase horiz. ERP to 50 kw; ant. height 230 ft.; condition.

WHIS-FM Bluefield, W. Va.—Waived sec. 73.210 of rules and granted mod. of license to show studio site as Fincastle Turnpike, near Bluefield.

WBRK-FM Pittsfield, Mass.—Granted mod. of CP to change ant.-trans. location, change type trans., install dual polarized ant.; ERP 3 kw, ant. height 300 ft.; remote control permitted.

KRBC-TV Abilene, Tex.—Granted CP to install auxiliary ant. system at main ant.-trans. location; condition.

KNOE-TV Monroe, La.—Granted license covering changes in existing station.

Actions of October 7

WTVR Richmond, Va.—Remote control permitted while using non-DA.

WESC-FM Greenville, S. C.—Granted CP to install new ant. and increase ERP to 36 kw; condition.

WBSM-FM New Bedford, Mass.—Granted CP to install new trans. and dual polarized ant., make changes in ant. system, increase ERP to 50 kw, decrease ant. height to 285 ft.

Actions of October 6

WPUG(FM) Urbana, Ill.—Waived sec. 73.210 of rules and granted mod. of CP to permit location of main studio at 1241 South Euclid Avenue, Champaign, Ill., change ant.-trans. location, change type ant. and increase ant. height to 190 ft.; remote control permitted.

WIKI Lancaster, Ky.—Granted change in remote control authority.

KTLN Denver—Granted Mod. of CP to increase power from 250 w to 1 kw, change type trans. (auxiliary), change studio location and remote control point.

WHFM(FM) Rochester, N. Y.—Granted renewal of license covering FM station.

*WVHC(FM) Hempstead, N. Y.—Granted CP to make changes in trans. line of non-commercial educational FM station and increase ERP to 320.

Squaw Butte TV Club, Havre, Mont.—Granted CP for new TV translator station to operate on ch. 13 by rebroadcasting programs of KFBB-TV Great Falls, Mont.; condition.

Actions of October 5

South Dakota State University, Brookings, S. D.—Granted CP for a new Class D noncommercial educational FM station to operate on ch. 202 (88.3 mc).

WNYC-TV New York—Granted CP to install aux. trans. at main trans. and ant. location.

KMMT(TV) Austin, Minn.—Granted license covering changes in existing station.

*KANG(FM) Angwin, Calif.—Granted CP to change ant. system, install new trans. and new ant.; change freq. to ch. 210 (89.9 mc) with ERP 20 kw; ant. height 800 ft.

Twin City Area Educational Television Corp., Grand Portage, Minn.—Granted CP for new UHF TV translator station to operate on ch. 72 by rebroadcasting programs of *WDSE-TV Duluth, Minn.

Actions of October 3

Hoosick Falls Central School District No. 1, Hoosick, N. Y.—Granted CP for new VHF translator station on ch. 4 to serve Hoosick Falls by rebroadcasting programs of station WMHT(TV) Schenectady, N. Y.

Alabama Educational TV Commission Hamilton, Winfield and Guin, Ala.—Granted CPs for new UHF TV translator stations on ch. 70 to serve Hamilton, ch. 72 to serve Winfield, and ch. 74 to serve Guin, by rebroadcasting programs of WBIQ(TV) Birmingham.

Lemhi Television Corp., Salmon, Idaho—Granted CP for new UHF TV translator station on ch. 78 by rebroadcasting programs of KGVO-TV Missoula, Mont.

Action of September 21

WLBT(TV) Jackson, Miss.—Granted CP to change ERP to 95.5 kw vis., 19.1 kw aur.,

and increase ant. height to 2,050 ft. (main trans. and ant.), without prejudice to any action taken as result of proceeding in Doc. 16663.

Fines

■ Notified WTCM Inc., licensee of WTCM Ocala, Fla., that it has incurred apparent forfeiture liability of \$200 for various violations of rules including failure to provide data concerning equipment performance measurements. Station has 30 days to pay or contest forfeiture. Action Oct. 7.

■ By memorandum opinion and order commission denied motion of Allen C. Biggam Jr., licensee of KCTY Salinas, Calif., for dismissal of order designating his renewal application for hearing and for termination of proceeding. Commission held that factual and legal matter involved had been specified with sufficient particularity to be valid both as designation order and as notice of apparent liability for forfeiture. Commissioner Bartley dissented and issued statement; Commissioner Johnson did not participate. Action Oct. 12.

■ Commission notified KUSN Corp., licensee of KUSN St. Joseph, Mo., that its has incurred apparent liability of \$500 for violations of operator and logging requirements. Licensee has 30 days to pay or contest the forfeiture. Action Oct. 12.

■ By memorandum opinion and order, commission ordered Tri-Cities Broadcasting Corp., licensee of WCOY Columbia, Pa., to forfeit \$500 for violations of technical rules and operator requirements. This is amount specified in July 13 notice of apparent liability. Action Oct. 12.

Rulemakings

ACTION BY FCC

The commission, with Chairman Hyde, Commissioner Cox and Commissioner Loevinger issuing separate concurring statements, Commissioner Johnson absent, took the following action on Oct. 7.

By separate reports and orders commission adopted new television program form and amended program logging rules for television broadcast stations. New program form for AM and FM radio applicants and corresponding logging rules were previously adopted by commission on July 27, 1965.

Part I of new form requires applicant to state methods used to determine community needs, including identification of groups, interests and organizations consulted; description of those needs applicant proposes to serve, and illustrative programs that applicant proposes to meet those needs.

Part II requires statistical information for certain program categories on basis of composite week and description of typical programs broadcast during preceding year (excluding entertainment and news) to serve public needs and interests.

Part III requires like statistical information concerning proposed programming.

Parts IV and V concern past and proposed commercial practices, respectively.

Part VI deals with general station policies

and procedures.

Other matters and certification are covered in Part VII.

There is accompanying "Instructions, General Information and Definitions," for aid in preparation of section, with definitions of program sources, types of programs and commercial matter.

Copy of reports and orders and form will be sent to all commercial television stations.

New form will be used beginning Dec. 1 by applicants for new TV facilities, by assignees and transferees, and applicants for major changes in television facilities when required; Nov. 1, 1967 by applicants for renewal except that applicants for renewal that are due between Jan. 1, 1967 and Nov. 1, 1967 shall complete both new form and present form in part; Dec. 1, 1967 by assignors and transferors.

Logging rules as amended will become effective Dec. 1.

TV form and new logging rules are result of rulemaking and comments by interested parties, suggestions and recommendations by ad hoc committee representing communications bar, National Association of Broadcasters and FCC, supplemented by oral, en banc proceedings before commission. Ann. Oct. 7.

■ Commission invited comments to proposed rulemaking looking toward deleting ch. 22 from Pontiac, Mich., and assigning it to Mount Clemens, Mich. Action Oct. 12.

By report and order, commission amended its TV table of allocations to assign UHF TV ch. 36 to Fayetteville, Ark. Rulemaking was petitioned for by H. Weldon Stamps and assignment will give Fayetteville its first commercial TV channel. Action Oct. 12.

Call letters

APPLICATIONS

■ KRAS(FM), McCray Broadcasting Co., Long Beach, Calif., was KLFM.

■ WNAZ-FM, Trevecca Nazarene College Inc., Nashville.

■ KLHS-FM, Lewiston Senior High School, Lewiston, Idaho.

■ KATN-FM, Treasure Valley Broadcasting Co., Boise, Idaho.

■ WKHM-TV, Jackson TV Corp., Jackson, Mich.

■ WRBJ, Dittmer Broadcasting Co. Inc., St. Johns, Mich., was WJUD.

■ WKKR, Pick Radio Co., Pickens, S. C.

The call signs requested above will not be acted upon by commission earlier than 30 days from the date of this notice. Objections to these assignments may be filed within this period pursuant to sec. 1.550 of commission's rules. Ann. Oct. 10.

ASSIGNMENTS

■ WFCM, Forsyth County Broadcasting Co., Winston-Salem, N. C., was WFEG.

■ WSRV, William P. Hillgartner, Syracuse, N. Y.

■ WZST, Alpha B. Martin, Leesburg, Fla., was WBIL.

■ KOTO(FM), Leonard M. Rawles, Alamo-gordo, N. M.

■ KCJB-FM Big K Inc., Minot, N. D.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Oct. 12. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

■ Clinton, Mo.—Clinton Cablevision Systems Inc. (C. W. Kemper, general manager) has been granted a franchise.

■ Pleasant Valley, N. Y.—Pleasant Valley Cable Vision Co. has been granted a franchise. Dr. Ralph Tassini and Bruce Yerks are owners.

Rochester, N. Y.—First Illinois Cable TV Inc. has applied for a franchise. The firm is operating in Springfield, Ill. William Clancy, representative, proposed a \$20 installation fee and \$5 monthly charges. The firm also proposed a 12-channel system.

■ Bucyrus, Ohio—Crawford County Cablevision Inc. of Bucyrus and Direct Channels Inc. of Akron, both Ohio, have each received

franchises. Both firms offered a monthly charge of \$4.50.

■ Sewickley, Pa.—Color Cable Inc. has been granted a 15-year nonexclusive franchise. Monthly charge will be \$4.50.

Greenwood, S. C.—United Transmission Inc. (multiple CATV owner), has applied for a franchise. The company offered to pay the city 5% of its annual gross receipts. Other applicants: Jefferson-Carolina Corp.; Greenwood Cable Co.; General Cablevision of Carolina Inc., Greenville, N. C.; Lester Vanadore, Nashville, and General Cable Division of Carolina Inc.

■ Clarksville, Tex.—Cypress Valley Cable Television Service Inc. has been granted a 20-year franchise. Installation fee will be \$20 with a monthly charge of \$5.50. The company will pay the city 2% of their annual gross receipts.

King county, Wash.—Seattle Cable Vision Inc. has applied for a franchise.

■ Yakima county, Wash.—Evergreen Cable Co. has been granted a 15-year non-exclusive franchise. The city will receive 4% of the firm's annual gross receipts. Two other franchisees were granted to Sam Boyd for Selah, and to Roland Leenhouts for East Selah and Pamona. These franchisees are for much more limited areas than the one granted to Evergreen.

How come Hollywood never pictures an ad guy the way Jack Roberts is? In the movies, an actor playing an advertising executive role usually has chiseled features, smokes a pipe, talks glib, acts frenetic, swallows pills compulsively and is an All-American extrovert. John David ("nobody ever calls me anything but Jack") Roberts, partner and executive vice president and creative director of Carson/Roberts/Inc., Los Angeles, is good-looking enough to be in pictures and smokes a pipe but that's where the stereotype ends.

For the 46-year-old, graying ad executive is not the back-slapping, bamboozling bouncer the Bijou set loves to hiss. He's a thinking man in a gray flannel suit: a creative person who prefers to think fresh instead of safe; a salesman who reflects before he pitches.

The man's office is a striking reflection of the man himself. It's full of creations: drawings on a pin board, oils, sensitive photographs, publications, sculptures, designs, graphics. There's a rich, fertile feel about the place. For a visitor it's almost like standing on the banks of a quiet-flowing river.

This environment is neither act nor accident. Jack Roberts cares very much where and how he lives. He doesn't think of it as a head man's prerogative. He encourages all his people to build islands of sanity amidst the swirling commercial world around them.

People Directed ■ "We're a people-directed agency," Jack Roberts explains. "We believe in providing an environment attractive to creative people, in treating them with respect. We feel business will follow the good people we have and are able to keep."

And there's no arguing that business has been steadily trooping C/R's way. Its billings have grown from \$100,000 to more than \$20 million since 1950. These billings have more than doubled since 1962. This year alone, during a six-month hot streak, the agency picked up eight new accounts.

It's not difficult to figure out the why of the winning ways of Carson/Roberts. Advertising on the West Coast, like most everything else there, is in the jumping bean stage. It's on the move, won't be denied. Bouncing out of traditional patterns. West Coast-based, West Coast-oriented. West Coast-wise and witting Carson/Roberts, pouring out a steady flow of fresh, bright advertising, is the logical choice of small but growing, new but learning, limited but willing-to-take-a-chance western advertisers looking to stir up and broaden their regionally grown pea patches.

C/R, seemingly always ready to look at things in an off-beat, free-wheeling way, is a reflection of the creative environment that exists there. itself a re-

Free-wheeling creative adman is TV oriented

flection of the taste and sophisticated viewpoint of Jack Roberts. Decisions—campaigns—are not made by committees in the time-honored, hierarchal style. Instead the agency operates on the account group system. In controlled,

WEEK'S PROFILE



John David (Jack) Roberts—executive vice president and creative director, Carson/Roberts/Inc., Los Angeles; b. April 26, 1920, Portland, Ore.; attended University of Washington, Seattle, 1938-40; Art Center School, Los Angeles, 1945-47; pilot and group operations officer in Army Air Force, discharged as Major, 1941-45; did layout and design work for 'Arts & Architecture' magazine, 1945-47; joined art department of Murray, Dymock & Carson, predecessor company of Carson/Roberts/Inc., 1947-50; founded C/R with Ralph Carson, 1950; partner and executive vice president and creative director, C/R, 1950-present; m. Dian Barnes, Los Angeles, Sept. 14, 1947; children: Thane, 18, Stephanie, 16, Michele, 12, Kevin Carson, 9; member: Los Angeles Art Directors Club (president, 1954), Broadcast Music Inc., Western States Advertising Association, American Association of Advertising Agencies, American Institute of Graphic Arts, International Design Conference at Aspen (Vice Chairman 1960-63); Awards: AIGA's '50 Best Ads of the Year' and Printing for Commerce Awards, 'Graphics' Annual Award, AAW Award, New York and Los Angeles Art Director's Clubs Awards; American TV Commercial Festival Awards; Hobbies: photography, painting, writing.

but still laissez-faire fashion—that pays maximum respect to the human need to be concerned with what ultimately happens—a creative group for a client will see a television commercial through from start to finish, produce it as a team effort.

As creative director, Jack Roberts heads the biggest creative force in the West. It includes eight creative supervisors and two assistants, 15 copywriters and 22 art directors. Nearly half of the art directors are hyphenates, serving also as TV commercial producers, for Carson/Roberts steers more than 65% of its total billings into television.

Actually, C/R has grown almost stride for stride along with the medium and more particularly with Mattel Inc., now the leading toy advertiser on television.

The turning point for Carson/Roberts, which never started out to be the biggest agency in the West, was in 1955 when Mattel bought a quarter-hour, 52-week sponsorship of ABC-TV's *The Mickey Mouse Club* for \$500,000, five times what it had been spending on advertising and equal to the company's entire net worth at the time.

Jack Roberts, then a one-man creative department, wrote the commercials, did the story boards, directed them and even acted in a few, playing a train robber in one. Within six months, the daring C/R-Mattel decision to advertise all-year-around on television, when other advertisers were treating toys as a firecracker, once-a-year business, paid overwhelming dividends. Indeed, television created a bigger demand than Mattel was able at first to supply.

Power ■ Jack Roberts never has forgotten what television can do. Recognizing it as he does, he is sometimes frightened by television's power. A person who's keenly involved in politics away from business (C/R does not accept candidates or parties as clients), Jack Roberts thinks something has to be done to "equalize and make equitable" the "overpowering force" of television in the political arena. He feels television makes high office particularly available to the handsome, the wealthy and the articulate. He'd like to see all political advertising banned on the medium. Instead, he hopes for some kind of governmental subsidy to offset the cost of television's presentation of Nixon-Kennedy-type debates.

His interest in politics was keyed during college days at the University of Washington, where he was a political-science major studying under Harold Lasky. In those days, Jack Roberts wanted to be a political cartoonist, a fire of spring that still flickers in him.

Yet, Jack Roberts is no starry-eyed idealist. A self-styled cynic, he's all for the agency's slogan of "have a happy day." But he's ready to accept and face down the alternative.

Death in the test tube

ALL the arguments for and against the authorization of a national system of pay-television broadcasting have now been presented to the FCC. In our view, the arguments against it prevail.

From all the evidence at hand, primarily that collected by Zenith and RKO General in Hartford, Conn., one clear conclusion emerges: No pay-TV service could be developed on a national scale unless it acquired exclusive broadcast rights to the very programs that now command the largest audiences on free television.

The Hartford experience is conclusive. Only the hit attractions of established popular appeal—motion pictures of unusual star and story value, sports of major importance and variety shows with big names—drew meaningful numbers of subscribers. Hartford has proved that a pay-TV venture attempting to grow into a national medium would go broke offering programs that appeal only to minority audiences.

There is no way, it seems to us, that the FCC can allocate channels or channel usage for a national system of pay television that would add significant programming to that already available on the free system. If broadcasting franchises were made available for pay-TV use, they would be sought only by applicants with both the money and the expertise to start bidding for large audiences. Among these applicants, existing broadcasters would be bound to figure prominently. The stage would be set for the inevitable transfer of major attractions from free TV to pay TV. For a while the free system would retain both its weekly series that build habitual tune-in and its blockbusters, but in time the blockbusters would go to pay TV and to the audience that could afford admission charges. The audience of free TV would be left with the routine programming.

That prospect does not strike us as being in the public interest. The question here is not whether the FCC is to authorize a new mode of competition to the existing system, in the normal sense of entering the market with products or services that differ from those already being offered. The question is whether the FCC is to authorize an increase in charges to the public for programming it now receives at no cost save that of buying and maintaining its television sets.

The free-television service that has developed—and is still developing—within the allocations structure that the FCC designed would cease to grow and eventually wither if pay TV were allowed to go into business on the television channels in the spectrum that the FCC manages. Somehow that eventualities does not seem to square with the FCC's assigned duty to oversee an expanding use of broadcast frequencies in the public's interest, convenience and necessity.

Another myth exploded

THERE has been a lot of talk about the higher-income, better-educated viewer losing interest in television, and it turns out to be just that—a lot of talk.

As reported in BROADCASTING last week, figures drawn by NBC from the Nielsen Full Analysis study for July-August—latest period for which such information is available—show that in homes with family income of \$10,000 or more, viewing was 7% above comparable 1965 levels; in homes where the household head was college educated, viewing was up 6% and in homes headed by professional or white-collar men it was 4%.

These findings will not satisfy critics who are fond of citing the recent Lou Harris & Associates survey for WNDT-TV New York, a noncommercial educational station, that

purported to show a “boycott” of television among better-educated, higher-income people (BROADCASTING, Aug. 15). But, then, it has been argued that the Harris survey itself does not satisfy the most exact research standards.

It is not necessary to get into a debate here over the technical sophistries of research. It is enough to note that the Harris finding on this point is at odds with virtually all, if not all, of the recognized studies that preceded it, as well as with this subsequent Nielsen study.

One man's poison

FCC Commissioner Lee Loewinger last week opened the new chicken-and-peas luncheon season with a rather remarkable speech that was a sure-fire headline grabber because it labelled television as the “culture of the lowbrow”.

But there was much more to that speech than the sprinkling of droll phrases as catnip to attract the critics. What Judge Loewinger really said was that while he, personally, didn't like the TV fare appealing to the masses, he defended the right of broadcasters to program to please the majority rather than the minority tastes.

The serious thrust of Judge Loewinger's speech expounds solid philosophy with which no broadcaster can disagree. He believes fervently in free speech. He believes that the quality of programming will change only when the public taste changes.

You can't dislike Judge Loewinger for mixing his metaphors with logic and law.

Small anniversary

THIS issue marks our 35th birthday. The first issue of BROADCASTING appeared on Oct. 15, 1931. We were a semimonthly then; we became a weekly 10 years later.

We observe this anniversary with no hoopla, no special issue. It isn't that kind of anniversary. There's work to be done in keeping pace with the remarkable advances being made both in the technology and the service provided by our mass media.

We do take this occasion to thank our readers and our advertisers for their allegiance and their patronage and to rededicate ourselves to our free enterprise system.



Drawn for BROADCASTING by Sid Hix
"I'll tell you why we don't watch channel 13 on Fridays. We're superstitious!"

BEELINE COUNTRY . . . AWFULLY BIG IN AGRICULTURE



. . . and **BEELINE RADIO KMJ** is a proven way to reach this important market

There's a fast way to get to the top in Fresno, California. Just put your sales message on Beeline radio KMJ. This 9-county \$2.63 billion¹ market includes the Number One county in the nation in Gross Farm

Income² . . . and it is covered in depth by Beeline Radio KMJ. KMJ is only one of four Beeline stations — the key to California's rich Inland Valley and Western Nevada.

¹ Sales Management's 1966 Copyrighted Survey (Effective Buying Income)
² SRDS June, 1966



McCLATCHY BROADCASTING

THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE

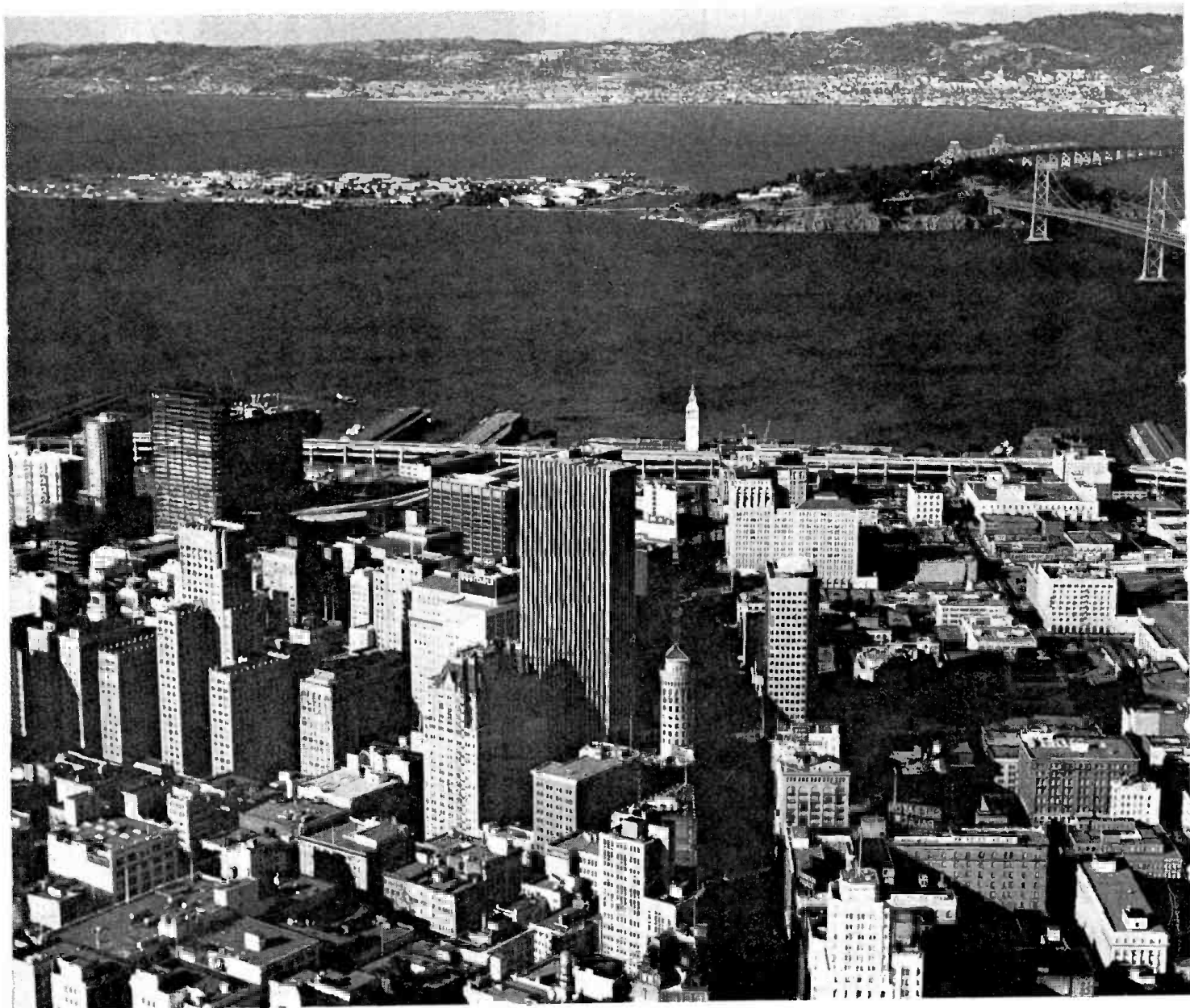
KMJ • Fresno

KOH • Reno

KFBK • Sacramento

KBEE • Modesto

If you lived in San Francisco...



...you'd be sold on KRON-TV