



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

New studies underscore power of radio advertising. p27
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What is an influencible?

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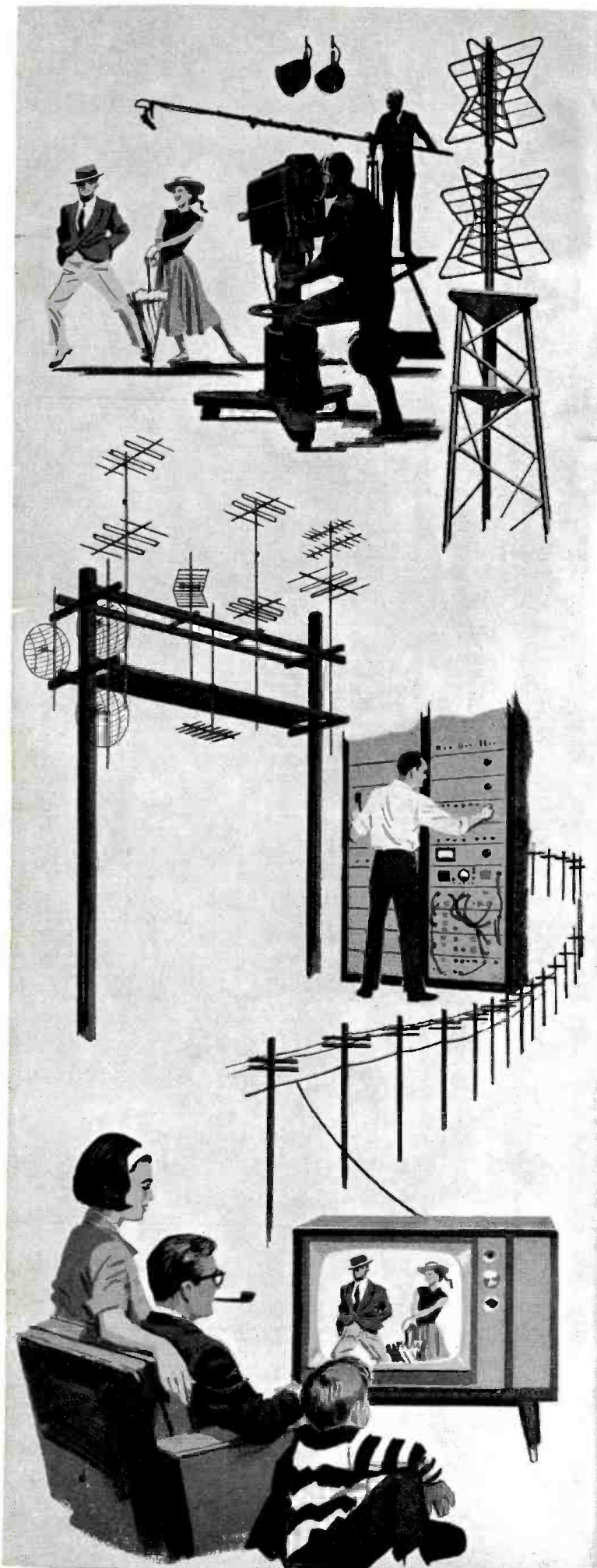
STORZ



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

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

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)



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Community-antenna system equipment by Jerrold lets you meet the increasing demands of CATV subscribers for expanded services, 12-channel capability, studio-quality color reception.

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INC-AM-FM-TV Amarillo, Tex., - acquired by Stauffer Publications (WIBW-AM-FM-TV Topeka, Kans.) for \$5.9 million, including considerable real estate, under agreement signed last Friday (net for stations is figured at about \$4 million). Acquisition will be from Whittenburg family who hold over 90%, with applications for FCC approval expected to be filed within fortnight.

WYO Lubbock, Tex., also owned by Whittenburgs' Plains Broadcasting Co., is not involved, however. KGNC-TV, on ch. 4, has been in operation since 1953 and is NBC-TV affiliated. KGNC, also affiliated with NBC, began operation in 1922 and is on 710 kc with 10 kw. KGNC-FM has been on air since 1958 and operates on 93.1 mc with 14.1 kw.

New England bids

Active bidders for ch. 6 WTEV(TV) New Bedford, Mass., reportedly are group owners Oklahoma Publishing Co. (WKY-AM-TV Oklahoma City; WTVT(TV) Tampa, Fla.; KTVT(TV) Fort Worth) and Rust Craft (TV stations in Steubenville, Ohio; Chattanooga: Augusta, Ga.; Rochester, N. Y., and Jacksonville, Fla.) New Bedford facility, which claims metropolitan Providence as its primary market, reportedly may be sold because of trusteeship-ownership problems. Talking price has been rumored in excess of \$4.5 million, exclusive of obligations and film commitments of more than \$500,000. WTEV(TV) is owned (55%) by E. Anthony & Sons Inc. (WNBH-AM-FM New Bedford; WOCB-AM-FM West Yarmouth, Mass.) and (45%) by New England TV Co. It is ABC-TV affiliate and began operation on Jan. 1, 1963.

Liability in monochrome

Some TV production companies holding distribution rights to film series that are still in network runs are in dilemma if series is in black and white. Profits, these companies say, come after series goes off network and into syndication. Question now being posed is this: How long can series run on network in black and white before its resale value in syndication depreciates? As networks go all-color and stations turn to more syndicated programs in tint, market will decline for off-network series whose episodes are all, or mostly, in black and white.

Hung up

WLBT(TV) Jackson, Miss., given one-year license renewal on grounds it discriminates against Negroes in its programming (BROADCASTING, May 24), remains controversial item within FCC. At latest report a further disagreement has developed over pending application of Lamar Life Insurance Co., once parent of station's licensee, to acquire all stock in station (BROADCASTING, June 14).

Chairman E. William Henry and Commissioner Kenneth A. Cox, who favored hearing on WLBT renewal application rather than one-year grant, are urging hearing on transfer application. Commissioner James J. Wadsworth, who didn't participate in earlier proceeding, has sided with them. But Commissioners Lee Loevinger, Robert E. Lee and Robert T. Bartley, who voted for short-term renewal, are for granting transfer application without hearing. And it's certain that Commissioner Rosel H. Hyde, who also was in earlier majority, will favor grant. He is now in Montreux, Switzerland, at international conference on frequency allocations, and there is good chance his balance-tipping vote will be secured long-distance. In that event, Commissioner Cox will be ready with dissent which he is already preparing.

Staying put

Speculation that's been talked around lately regarding Corinthian Broadcasting's national sales representation plans can now subside. After careful reappraisal, which is described simply as part of periodic review of operational policy matters, Corinthian has decided to keep its five television stations under H-R Television's sales banner. H-R has been Corinthian's exclusive national rep for past five years.

Corinthian has also reached another decision—one that could have far-reaching financial effects for other broadcasters as well. On advice of lawyers company has decided to appeal Chicago U. S. Appeals Court decision which made ruling that TV network affiliations may not be treated as depreciable assets for tax purposes (BROADCASTING, Aug. 23). Chicago decision, based on ground that affiliation contracts would seem to gain

rather than diminish in value and as practical matter have indefinite life expectancy, overturned tax-court ruling that would have allowed depreciation. Corinthian plans to file papers shortly asking U. S. Supreme Court to review Chicago decision.

Hot one coming

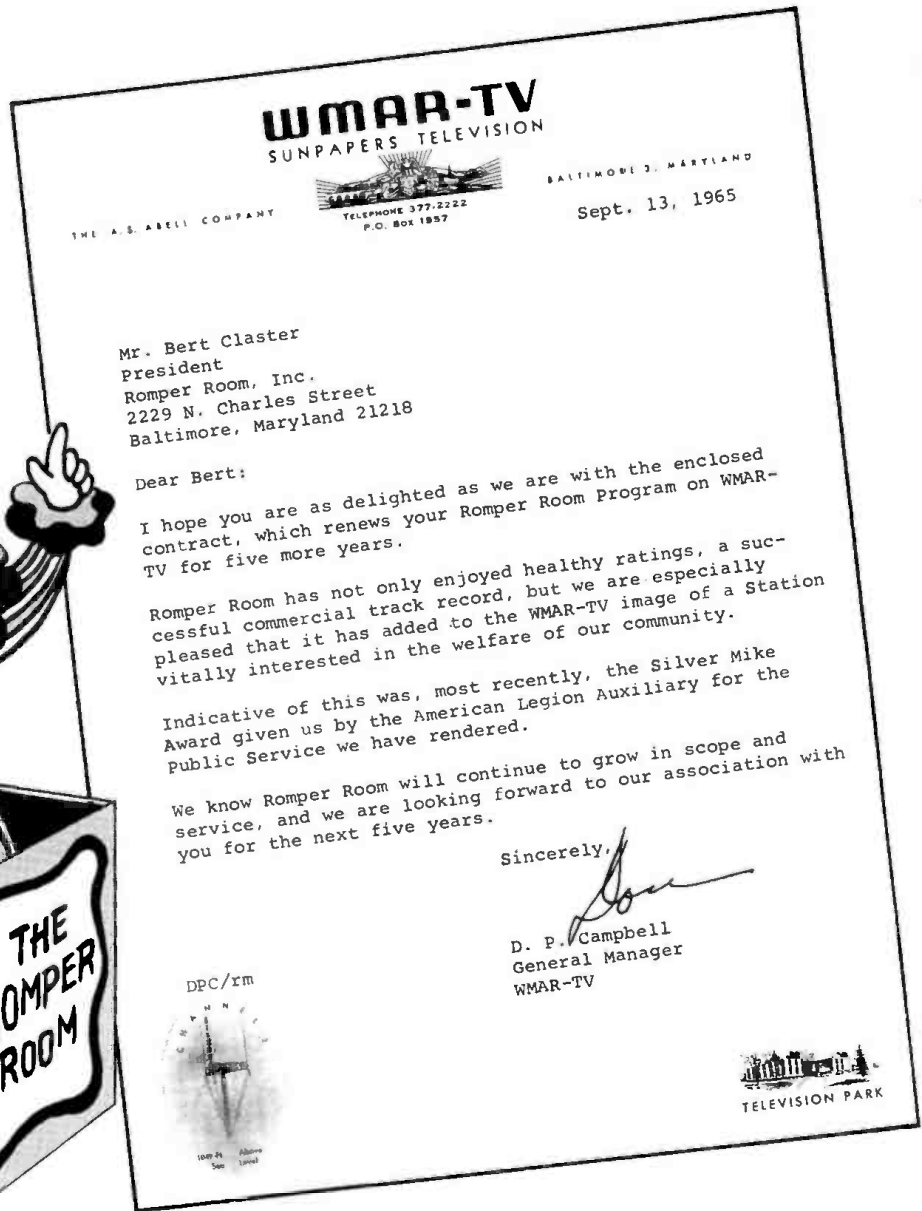
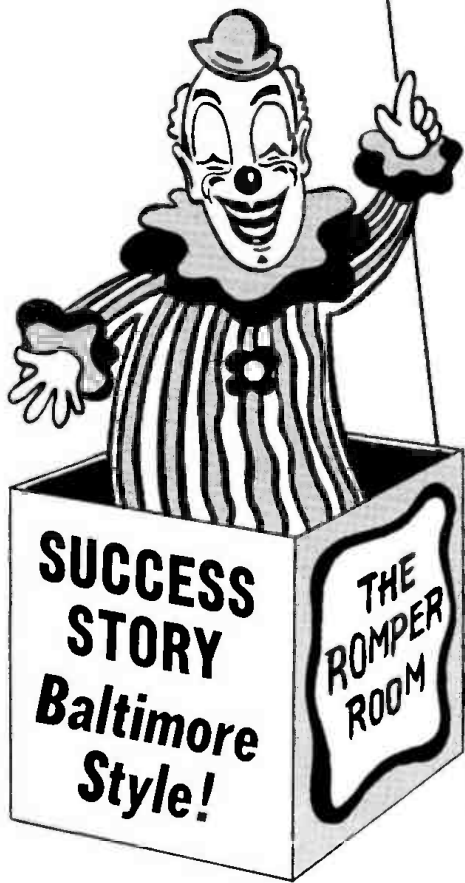
Rev. John M. Norris, controversial licensee of WGB Red Lion, Pa., who has been keeping FCC investigators busy, may soon force commission into some soul-searching. He wants to go into television and is planning to apply for UHF to serve Red Lion. If he does, commission will have to face squarely fact that WGB, as outlet for conservative views, is frequently in fairness-doctrine hot water (see editorial, page 98). Norris, for his part has already filed federal district court suit to have doctrine declared unconstitutional (BROADCASTING, Sept. 27).

Stretching the wire

CBS has made another move into foreign community antenna television systems. Canadian Department of Transport has approved CBS purchase of minority but substantial interest in small Quebec City system of 500 subscribers. It's operated by Tele-Cable in Quebec and is reported to have strong expansion potential. First Canadian system in which CBS invested, Canadian Wirevision, Vancouver, B. C., has approximately doubled in size since CBS bought in, now lists some 40,000 subscribers. CBS so far has no U. S. CATV interests.

Technical trap

Results of study of National Association of Broadcasters' engineering subcommittee are expected to show that TV and FM stations have been unwittingly violating FCC's technical rules because of deficiencies in monitoring equipment that FCC has approved. Equipment that FCC itself uses to monitor stations is said to be more sensitive than types FCC has okayed for station use. Hence FCC field men find variations in intensity of audio signals that stations themselves can't detect. Under consideration at NAB is petition for interim rulemaking to permit installation of station gear that would produce more accurate readings.



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WEEK IN BRIEF

Now its CBS, NBC and Mutual that have radio studies out or in works. Networks intent on showing value of medium when properly used. CBS and NBC studies stress importance of radio news. See . . .

NEW RESEARCH . . . 27

It cost radio and television networks about \$5.8 million to provide world with full coverage of Pope Paul's visit to New York. In ratings, NBC wins nighttime honors, CBS is daytime victor. See . . .

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Fundamentalist Protestant minister says networks giving all that time to Roman Catholic prelate's trip wasn't kosher. Rev. Carl McIntire claims networks should offer him free time to reply to 'propaganda.' See . . .

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CBS-TV's 'Slattery's People' and 'Rawhide' have had it. They're first casualties of new season. Replacements for black-and-white shows will be in color. ABC-TV, NBC-TV studying their lineups. See . . .

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Producers of 'Twenty-One' will get their day in court on Dec. 16, date FCC has set for hearing on renewal of WGMA's license. Court wants to know why WGMA was turned down and others were not. See . . .

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Revision of American Bar Association's Canon 35 gets strong support from editors and publishers at UPI conference. ABA's Kuhn says restrictions should be on courts, attorneys and public officials to insure fairness. See . . .

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London firm tells ARF of system by which computer helps determine media to be used in advertising campaign. Machine sorts out possible alternatives, with effectiveness of each, and gives best choice. See . . .

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FCC's interim group-ownership policy on TV's in top 50 markets is upheld by commission in rejection of group owners' request that policy be dropped. Commission says plan isn't to bar sales. See . . .

POLICY UPHELD . . . 40

Oren Harris would let broadcasters own VHF's and UHF's on sliding scale. Says groups have money to operate U's in best public interest. Chides FCC's top 50 market policy; says it has better things to do. See . . .

NEW IDEA ON OWNERSHIP . . . 48

Color TV and NBC are listed as strong contributors to RCA's record three-month sales of \$506.7 million. Nine-month sales of \$1.47 billion is increase of 10% over comparable 1964 period. See . . .

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°NCS 196

WBT RADIO
CHARLOTTE



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WBT WBT-FM WBTW WBTW Jefferson Productions

NBC is outraged by NCAA-ABC talks

Decision of National Collegiate Athletic Association to open negotiations with ABC-TV for future football rights—apparently to exclusion of other networks—brought response of outrage and protest from NBC-TV, current NCAA medium, late Friday (Oct. 8).

Carl Lindemann, vice president, NBC Sports, in telegram to NCAA TV program director Asa Bushnell, said he was shocked at "shoddy treatment" of NBC by NCAA and said it had taken "grave responsibility in awarding these games to ABC without knowing what final offers would be made by NBC, and presumably CBS."

NBC said telegram from Mr. Bushnell had simply stated that NCAA would open negotiations with ABC-TV while thanking NBC for its interest.

Reported reason for NCAA turning to ABC exclusively was to have games go to network which was not carrying professional football schedule as well.

NBC-TV is in first year of \$36 million five-year contract with American Football League and CBS-TV has \$28 million two-year deal with National Football League, now in final season.

Wiles Hallock, NCAA public relations director and TV liaison officer, said "it is clear enough to speculate on the promotional advantages of having the games appear on a network which could direct all of its football promotion efforts at the college games." Mr. Bushnell was not available for comment on rationale behind single-network negotiation decision. NCAA TV committee had been authorized by membership to either negotiate or hold open bidding but there had been no indication that committee would exclude any network from negotiations or bids.

Lindemann telegram to Mr. Bushnell said earlier communication from NCAA had stated "closed-to-one-network negotiation would not be in keeping with the spirit" of its directive from NCAA. Mr. Lindemann said NBC had spent "hundreds of thousands of dollars to bring the great majority of your games to the public in color, which we volunteered to do."

He suggested that if ABC had agreed not to seek NFL rights as requisite to gaining NCAA games, this information should be made public.

NBC-TV's two-year contract with NCAA, worth \$13 million in rights, expires with current season.

CBS official questioned Friday expressed surprise at NCAA decision and proclaimed continuing interest on part of his network in attaining rights to college games.

General Foods reports on heavy use of color TV

Details of first massive use of color TV by General Foods to promote Regular Maxwell House coffee were released today (Oct. 11) by company.

Color campaign already has been implemented and relies on tinted commercials on virtually all of Maxwell House's 13 nighttime and daytime programs on all three networks. Spot TV campaign in unspecified number of markets will make use of estimated 75% of color commercials. Spokesman said combined spot-network effort will

NBC-TV holds lead in Nielsen ratings

NBC-TV continued to lead in 30-market Nielsen average ratings, network sources disclosed Friday (Oct. 8). Ratings for third week of new season (Sept. 27-Oct. 3, 7:30-11 p.m. EDT): NBC—19.4, CBS and ABC both 17.5. National Nielsen report for first two weeks will be out today (Oct. 11).

CBS retained its top position for Thursday night alone (Oct. 7) in overnight services—26-city Trendex and National Arbitron. Rating average that night: CBS—22.8 in Arbitron and 20.4 in Trendex; NBC—16.0 in Arbitron

and 15.0 in Trendex; ABC—13.0 in Arbitron and 14.8 in Trendex (for earlier ratings, see page 64).

Top 40 programs reported in Multi-Network Area Nielsens are shown here without individual ratings:

1. Bonanza (NBC)
2. Get Smart (NBC)
3. The FBI (ABC)
4. Man from U.N.C.L.E. (NBC)
5. Wackiest Ship in Army (NBC)
6. Run for your Life (NBC)
7. Smothers Brothers (CBS)
8. F Troop (ABC)
8. I Dream of Jeannie (NBC)
10. Gomer Pyle (CBS)
10. Andy Griffith (CBS)
12. Gunsmoke (CBS)
13. Hazel (CBS)
14. Lucy Show (CBS)
15. Saturday Movie (NBC)
16. McHale's Navy (ABC)
17. Shenandoah (ABC)
17. I Spy (NBC)
19. Bewitched (ABC)
19. Dick Van Dyke (CBS)
21. Green Acres (CBS)
22. Hogan's Heroes (CBS)
23. Peyton Place I (ABC)
23. Tuesday Movie (NBC)
25. Please Don't Eat the Daisies (NBC)
26. Fugitive (ABC)
26. Gidget (ABC)
28. Lawrence Welk (ABC)
28. My Three Sons (CBS)
28. John Forsythe (NBC)
28. Virginian (NBC)
32. Peyton Place II (ABC)
32. Bob Hope (NBC)
34. Perry Mason (CBS)
35. Combat (ABC)
35. Jesse James (ABC)
37. Hullabaloo (NBC)
39. Dean Martin (NBC)
40. Flipper (NBC)
40. Thursday Movies (CBS)

Thursday, Oct. 7

	Arbitron		Trendex			Arbitron		Trendex	
	Rating	Share	Rating	Share		Rating	Share	Rating	Share
7:30					CBS Thursday Night Movies (N)	22.1	37	18.9	32
ABC Shindig (NP, NT)	8.5	17	9.5	22	NBC Laredo (N)	17.1	29	11.6	20
CBS Munsters (NP)	18.8	37	17.7	41	9:30				
NBC Daniel Boone (NP)	16.8	33	12.3	28	ABC Peyton Place II (NP)	18.1	32	23.7	41
8:00					CBS Movies (N)	22.0	38	19.8	34
ABC Donna Reed Show (NP)	9.7	17	11.2	21	NBC Mona McCluskey (N)	11.5	20	11.3	17
CBS Andy Griffith (Special)	24.4	42	22.2	41	10:00				
NBC Daniel Boone (NP)	19.7	34	16.8	31	ABC Long, Hot Summer (N)	11.5	22	11.4	21
8:30					CBS Movies (N)	22.3	43	20.3	38
ABC OK Crackerby (N)	11.5	19	12.4	23	NBC Dean Martin (N)	15.2	29	18.9	35
CBS Andy Griffith (Special)	27.1	46	26.5	49	10:30				
NBC Laredo (N)	16.1	28	13.1	24	ABC Long, Hot Summer (N)	12.0	23	11.7	22
9:00					CBS Movies (N)	23.0	44	19.1	34
ABC Bewitched (NP)	14.5	33	24.0	41	NBC Dean Martin (N)	15.6	30	21.2	42

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Monsarrat

man of review boards. In 1963 he was elected director of company, and earlier this year was appointed Chicago manager.

Edward P. Shurick, executive VP of H-R Television Inc., New York, elected president of firm, succeeding **Frank E. Pellegrin**. **Frank M. Headley** continues as chairman of the board of H-R Representatives and H-R Television. **Dwight S. Reed** continues as president of H-R Representatives and as executive VP of H-R Television (see page 36).

NBC last week elevated heads of five operating divisions to presidents of

John Monsarrat, manager of J. Walter Thompson Co., Chicago, elected executive VP. Mr. Monsarrat joined JWT's New York office in 1955 serving as a management supervisor on Liggett & Myers account, and chair-

their respective departments: **Walter D. Scott**, NBC-TV; **Stephan B. Labunski**, NBC Radio; **Raymond W. Welpott**, NBC Owned Stations; **William R. McAndrew**, NBC News and **George A. Graham Jr.**, NBC Enterprises. **Julian Goodman**, VP NBC News, was elected executive VP of division and **Thomas W. Sarnoff**, VP, West Coast, elected staff executive VP (see page 82).



Mr. Bergmann

organized by **Ely A. Landau** and **Oliver A. Unger**. Earlier Mr. Bergmann had been VP for Revlon Corp.; president of Parkson Advertising; VP, television of McCann-Erickson, and managing director defunct Dumont Television network.

Ted Bergmann, president of Charter Producers Corp., New York, named to newly created post of VP in charge of network TV for Landau/Unger Co., that city. Landau/Unger is a TV programming firm recently

For other personnel changes of the week see FATES & FORTUNES

result in "highest media weight" in history of brand.

Though cost of color campaign was not disclosed, it's known that General Foods is investigating more in TV for its Regular Maxwell House coffee brand in 1965 than in 1964. Last year approximately \$3.2 million was spent on network and spot TV advertising of brand, and figure should approach \$5 million this year.

Extensive use of color was initiated, GF spokesman said, to capitalize on "recent color boom" and was based on research which showed color commercials obtain "greater viewer interest" and provide "greater appetite appeal." Agency is Ogilvy, Benson & Mather, New York.

Miller urges increased use of pooled coverage

Chief executive of newspaper publishing firm with extensive broadcast holdings—who's also president of major wire services—urged broadcasters Friday (Oct. 8) to consider more use of pooling arrangements so that "each individual station can make its own mark by its method of presentation."

Recommendations were made to Florida Association of Broadcasters members meeting in Silver Spring by Paul Miller, president of Gannett Co. and of Associated Press.

Mr. Miller told broadcasters that competition doesn't have to be dog-eat-dog approach to news gathering and dissemination.

Radio and TV stations can be competitive in news presentation, he said, and "still take the time to be certain that something is accurate, complete, informative and delivered in the best interests of the public."

Pooling operation should be beneficial at times to all broadcasters, he said, citing Milwaukee example where broadcast pool has one newsman gathering police and other information for all stations.

Local pool of election results, similar to 1964 national pool, is being considered in Rochester, N.Y., he added. Gannett is headquartered in Rochester, where it owns two newspapers and radio-TV outlet.

AP to send RPI 'advisories'

Associated Press is sending "advisories" daily to its broadcast subscribers to radio wire starting today (Oct. 11) listing Radio Press Interna-

tional audio material being sent to RPI subscribers. AP said Friday (Oct. 8) that agreement with RPI was as service and that no financial consideration was involved.

Four advisories will be fed Mon.-Fri., and two on Sat. and Sun., approximately at end of RPI's audio feed. Advisories—or listings—summarize by topic matter what subscribers received from RPI on "major," or selected, feeds. RPI, operated by Straus Broadcasting Group, has about 150 subscribers in United States.

NYT, Guild end 23-day strike

Tentative Agreement was reached Friday (Oct. 8) in dispute between *New York Times* and New York Newspaper Guild that had led to 23-day shutdown of most major newspapers in area. Announcement by Mayor Robert F. Wagner said newspapers would resume publication "as soon as possible."

To fill void, TV-radio stations in New York area expanded their news coverage substantially, and radio particularly benefited from increased advertising (BROADCASTING, Sept. 27).

Compton expands into Mexico

Compton Advertising Inc., New York, is announcing today (Oct. 11) its purchase of substantial interest in Publicidad Ferrer, S.A., Mexico City, fifth largest advertising agency in that country. Sixty days ago, Compton made similar acquisition in Caribbean firm of Publicidad Badillo Inc.

That famous gall bladder

Installation of 25 radio and TV broadcast channels, 6,000 feet of cable, including coaxial cable for TV, and 250 telephones were part of massive preparations at Bethesda (Md.) Naval Hospital to accommodate newsmen covering President Johnson's gall bladder operation and convalescence.

Expanded facilities were put into use Thursday night when President arrived.

Bill Moyers, White House news secretary, noted that Friday (Oct. 8) telephone company technicians had time to set up lines after President's announcement of his planned operation earlier in week. Cost of added lines are borne by media, Mr. Moyers emphasized. He estimated news operations would probably be back to normal at White House early this week.

"CISCO KID"

RETURNS
in beautiful, dazzling **FULL**
COLOR!

The "Cisco Kid" is to Kid Shows what "Bonanza" is to Westerns. This all-time record-breaking rating leader is now ready for a brand new juvenile audience.

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WHBF STATIONS

RADIO & TELEVISION

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THE QUAD-CITIES'



STATIONS

IN

ILLINOIS-IOWA'S

NO. 2

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MARKET



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HOTTEST IN THE QUAD-CITIES

WHBF STATIONS

RADIO & TELEVISION

DATEBOOK

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

■Indicates first or revised listing.

OCTOBER

Oct. 11-13—Annual fall meeting and election of officers of Illinois Broadcasters Association. Pick Congress hotel. Chicago.

Oct. 11-14—New York Premium Show, sponsored by Premium Advertising Association of America, affiliate of Advertising Federation of America. New York Coliseum.

Oct. 11-15—Annual fall convention and exhibit of professional equipment of Audio Engineering Society. Barbizon-Plaza hotel. New York.

Oct. 12—Annual stockholders meeting of Meredith Publishing Co. to elect 10 directors and to consider and act on proposal to increase authorized shares of common stock from 1.4 million to 5 million, part of which will be used to meet one-for-one stock split voted by directors last August. Des Moines. Iowa.

Oct. 12—Conference of Premium Advertising Association of America, affiliate of Advertising Federation of America. Speakers to discuss "The Expanding Role of Premiums in Marketing." New York Coliseum.

Oct. 12—University of Wisconsin's 11th Wisconsin FM Station Clinic. University of Wisconsin. Madison.

Oct. 12-13—Annual fall meeting and election of officers of Kentucky Broadcasters Association. Speakers include Theodore Koop, vice president. CBS Washington. Brown hotel. Louisville.

Oct. 12-15—Board meeting of National Community Television Association, plus meetings of following committees: executive, budget and audit, utility relations, membership, standards, industry planning, rural services, by-laws and international liaison. Nassau Beach hotel. Nassau. The Bahamas.

Oct. 13—11th annual education-industry conference on public relations co-sponsored by the National Association of Manufacturers and the Henry W. Grady School of Journalism, University of Georgia. Athens. Featured speaker will be Ray Moore, director of news and local programming. WSB-TV Atlanta. Athens. Ga.

■Oct. 13-14—28th annual meeting of the central region of the American Association of Advertising Agencies. Featured speakers are William E. Steers chairman, Needham, Harper & Steers Inc., New York and chairman of the 4A's board, and William A. Emerson Jr., editor of the *Saturday Evening Post* and an all-day "Festival of the Unusual in Advertising." Continental Plaza hotel. Chicago.

Oct. 13-15—Annual fall meeting and election of officers of Indiana Broadcasters Association. Speakers include John F. Dille Jr., president. Communicana Group of Indiana, board chairman of National Association of Broadcasters; Walter Roberts Jr., vice president for advertising and sales. Miles Laboratories, Elkhart, Ind., and William Benz, advertising manager. Sterling Brewers Inc., Evansville, Ind. Sheraton, French Lick.

■Oct. 14—Meeting of Association of Broadcasting Executives of Texas. Speakers will be Stephen B. Labunski, vice president in charge of NBC Radio Network division. Marriott hotel. Dallas.

Oct. 14—Special stockholders meeting. Cowles Magazines & Broadcasting Inc., to consider changing name to Cowles Communications Inc., Des Moines, Iowa.

Oct. 14—Fred Friendly, president of CBS News, will be guest speaker at third annual San Francisco Press Club radio-TV awards dinner.

Oct. 14—Forum discussion, New York

chapter of National Academy of Television Arts and Sciences, "Television programming: Where from . . . where to?" Panel speakers are Michael Dann, vice president, programs, CBS-TV; Edgar J. Scherick, ABC-TV vice president in charge of programming, and Mort Werner, NBC-TV vice president, programs. Richard A. R. Pinkham, senior vice president, Ted Bates & Co., is moderator. New York Hilton.

Oct. 14-15—Fifth annual International Film & TV Festival of New York. Speakers include: Steve Krantz, president, Krantz Films; William Cooper Jr., director of film programming, WPIX-TV New York; Tom Jones, program director, Triangle Stations; Abe Mandel; president, ITC, and Eli Feldman, president, Focus Presentations. Workshop session on UHF to be directed by Ed Cooperstein, president of WNJU(TV) Newark, N. J. Americana hotel.

Oct. 14-15—Special board of directors meeting, Association of Maximum Service Telecasters Inc. Far Horizons hotel. Sarasota. Fla.

Oct. 14-23—Twelfth annual meeting of MIFED, Milano International Film, TV Film and Documentary Market, including first presentation of TV Pearl awards for best feature or serialized film and best short film produced for TV in 1964-65. During meeting MIFED is sponsoring EXCOT, Congress and Exhibition on World Progress in Electronics for Cinema, TV and Associated Industries.

Oct. 17-19—Annual fall meeting, West Virginia and Mid-Atlantic Community Television Association. Greenbrier, White Sulphur Springs.

Oct. 17-19—Annual meeting and election of officers of North Dakota Broadcasters Association. Grand Forks.

Oct. 18—Federal Communications Bar Association luncheon. Robert W. Hodgers, Western Union vice president, will speak on information systems and services. Willard hotel, Washington.

Oct. 18—The North Dakota Associated Press Broadcasters Association meeting. Grand Forks.

Oct. 19—Annual stockholders meeting, Four Star Television. North Hollywood, Calif.

Oct. 20—"Spot Television: Today's Marketing Equalizer" management conference conducted by the Katz Agency Inc., station representation firm. Speakers will include George W. Shine, vice president of advertising and public relations, Avon Products Inc. New York Hilton.

Oct. 20—Annual Pulse Man of the Year luncheon honoring Leonard Goldenson, president of American Broadcasting Companies. Plaza hotel, New York.

Oct. 20—Deadline for comments on the FCC's rulemaking proposal looking toward

NAB CONFERENCE SCHEDULE

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

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

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

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

Oct. 25-26—Statler Hilton, Boston.

Nov. 11-12—Sheraton-Chicago, Chicago.

Nov. 15-16—Brown Palace, Denver.

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

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



“A moment white, then melts forever...”

Robert Burns

The fate of a snowflake falling on a river was what the poet had in mind. Or was he describing a TV commercial?

Alas, too many of today's commercials have about as much

impact as a snowflake. A single minute on an evening network show may cost anywhere from \$35,000 to \$45,000. So you have every right to expect that your sales message will strike home.

We try hard to see that every Ayer commercial leaves a lasting impression on both the viewer and the client's profit statement.

The commercial is the payoff

N. W. AYER & SON, Inc.

ONE 1 number one 1 ONE 1

again

WSYR-TV . . . Overwhelmingly THE LEADER
In the CENTRAL NEW YORK MARKET in a

REPEAT PERFORMANCE

WSYR-TV DOMINATES

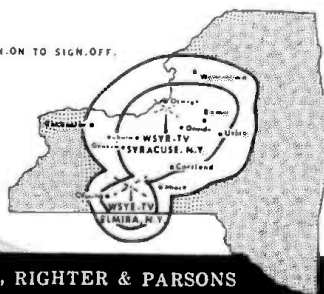
. . . because of EIGHT YEARS OF
UNBROKEN LEADERSHIP in the market,
in ARB REPORTS.

again

. . . it is NUMBER ONE in HOMES
DELIVERED—

- * 41% MORE THAN STATION NO. 2
- * 76% MORE THAN STATION NO. 3

* ARB FOR MARCH, 1965. SIGN-ON TO SIGN-OFF.
MONDAY THRU SUNDAY.



Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WSYR • TV

NBC
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

RAB MANAGEMENT CONFERENCES

Oct. 11-12—Pheasant Run Lodge, Chicago.

Oct. 14-15 — Hyatt House, San Francisco.

adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Original deadline was Aug. 20.

■Oct. 20-23—20th annual international conference of Radio Television News Directors Association. Fred W. Friendly, president CBS News, will be main speaker at Paul White Memorial banquet. John F. Dille, president of Communicana Group of Indiana and board chairman of the National Association of Broadcasters; Charles C. Barry, executive vice president for TV-radio at Young & Rubicam, New York, and Senator Vance Hartke (D-Ind.) will also speak during the convention. Tides hotel, St. Petersburg, Fla.

Oct. 21—Television Executives Society Inc. dinner with FCC Commissioner Kenneth Cox as chief speaker. Beverly Wilshire hotel, Beverly Hills, Calif.

Oct. 21—All-day conference dealing with "Profitable Road to Supermarket Marketing," scheduled by New York chapter of American Marketing Association. Speakers include Thomas E. Butler, president, Grand Union Co.; Peter Vold, board chairman, King Korn Stamp Co.; Michael J. O'Conner, Supermarket Institute, and others. Waldorf Astoria.

Oct. 21-22—NBC Radio Network Affiliates annual meeting. Speakers include Robert W. Sarnoff, NBC board chairman; Robert E. Kintner, NBC president, and Stephen B. Labunski, executive vice president in charge of NBC Radio. Continental Plaza, Chicago.

Oct. 21-23—Fourteenth annual celebration of WSM's Grand Ole Opry birthday. Andrew Jackson hotel, Nashville.

Oct. 21-31—San Francisco International Film Festival with special television competition for entertainment and documentary films. Masonic auditorium.

Oct. 22—Deadline for reply comments on FCC's rulemaking to provide machinery for establishing antenna farms to accommodate tall broadcast antenna towers, while protecting air safety.

Oct. 22—Senator Robert F. Kennedy (D-N. Y.) to be featured at newsmaker luncheon held by the International Radio & Television Society. Grand Ballroom, Waldorf-Astoria, New York.

Oct. 22—Deadline for comments on FCC's proposed rulemaking to allow remote control operation of VHF stations.

Oct. 22—Deadline for comments on the FCC's notice of inquiry to determine if stereophonic sound transmissions could and should be used in television broadcasting.

■Oct. 23—UPI Broadcasters of Wisconsin fall meeting. Park Motor Inn, Madison.

Oct. 25-27—National Electronics Conference, sponsored by the University of Illinois, Northwestern University, Illinois Institute of Technology and Institute of Electrical and Electronics Engineers. McCormick Place, Chicago.

■Oct. 27-30—Theater Owners of America convention. Ambassador hotel, Los Angeles.

■Oct. 28—Second annual forum on broadcast controls held at Indiana University radio-TV department. Panelists include A. Everette MacIntyre, Federal Trade Commission; FCC Commissioner Kenneth Cox; Sol Paul, publisher of TV Age; Douglas

■Indicates first or revised listing.

For the second consecutive week of the new season, the NBC Television Network was No.1 in average audience ratings*, its margin of leadership even greater than the week before. **A few other highlights from the most recent figures:**

- NBC had the biggest audiences six of the seven nights of the week.
- NBC won more half hours than the other two networks combined.
- NBC had eleven of the fifteen highest-rated half hours.

NBC TELEVISION NETWORK 

*Based on Nielsen MNA Average Audience estimates, 7:30-11:00PM EDT, week ending September 28. Subject to qualifications available on request.



**THE MIGHTY
HERCULES**

DELIVERS

91.2%

**SHARE OF
CHILDREN VIEWERS
IN BALTIMORE, MD.**

ARB (JUNE 1965) IN "LORENZO & FRIENDS" WJZ-TV

TRANS-LUX
TELEVISION CORPORATION
625 Madison Avenue, N.Y. • Plaza 1-3110
CHICAGO • HOLLYWOOD
Trans-Lux Television International Corporation
Zurich, Switzerland



**AUDIENCE
POTENTIAL:
nearly
1/2 MILLION
between
PITTSBURGH
and
HARRISBURG**

WJAC Radio
delivers broadest coverage
of the million dollar
MARKET in the MIDDLE!

Ask Meeker Radio
for the Pulse-ating
story of WJAC's
audience make-up

**10,000
WATTS**

Since 1925

WJAC RADIO
Johnstown, Pennsylvania

Anello general counsel, NAB, Bloomington.

Oct. 28-29—Fall convention of Ohio Association of Broadcasters. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters. The Christopher Inn, Columbus.

Oct. 28-29—Annual fall meeting of Missouri Broadcasters Association. Missouri hotel, Jefferson City.

Oct. 28-30—California Community Television Association semi-annual meeting. Vacation Village hotel, San Diego.

Oct. 31-Nov. 3—41st annual convention of the National Association of Educational Broadcasters. Sheraton-Park hotel, Washington.

Oct. 31-Nov. 5—Annual technical conference and equipment exhibit, Society of Motion Picture & Television Engineers. Reports will be submitted on color TV in Europe, new UHF transmitter design, cable distribution of UHF signals, research work on quadrature distortion correction, vertical interval testing and monitoring, automatic video switching, quality control procedures. Queen Elizabeth hotel, Montreal.

Oct. 31-Nov. 3—American Association of Advertising Agencies western region convention. Del Monte Lodge, Pebble Beach, Calif.

NOVEMBER

Nov. 1—Deadline for comments on FCC rulemaking relating to network programs not available to certain television stations.

Nov. 1—New deadline for comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of 10-kw community TV stations with 200-foot antenna limitation. Former deadline was Sept. 20.

Nov. 1—New deadline for comments on FCC inquiry into question of who besides international common carriers is an authorized user of satellite systems under Communications Satellite Act of 1962. Former deadline was Oct. 1.

Nov. 1-2—Annual fall meeting of Washington State Association of Broadcasters. Kennewick-Pasco-Richland.

Nov. 1-5—Seminar for senior corporate executives presented by Institute of Marketing Communications at Center for Continuing Education, University of Chicago. Marion Harper Jr., president and board chairman of The Interpublic Group, will be keynote speaker. University of Chicago.

Nov. 4-5—Second annual FM Radio Day and multiplex conference of Georgia Association of Broadcasters. Speakers include, Abe Voron, WQAL-FM Philadelphia, chairman of National Association of FM Broadcasters; James Schulke, president, Quality Inc., New York; Martin Hollinger, assistant vice president and media director, Burke Dowling Adams, Atlanta; Harold Kassens, FCC, Americana motor hotel, Atlanta.

Nov. 5—Annual fall meeting, Oklahoma-Kansas CATV Association. Frederick W. Ford, president of the National Community Television Association, will be the featured speaker. Holiday Inn, Oklahoma City.

Nov. 5—H-R Television, H-R Representatives annual promotion seminar. Shoreham hotel, Washington.

Nov. 5—Deadline for reply comments on FCC's proposed rulemaking to allow remote control operation of VHF stations.

Nov. 5—National Association of Broadcasters President Vincent Wasilewski will be featured speaker at the International Radio & Television Society newsmaker luncheon. Waldorf-Astoria, New York.

*Indicates first or revised listing.

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BROADCASTING, October 11, 1965

North Carolina's

largest

metropolitan market
is served best by

WSJS
TELEVISION

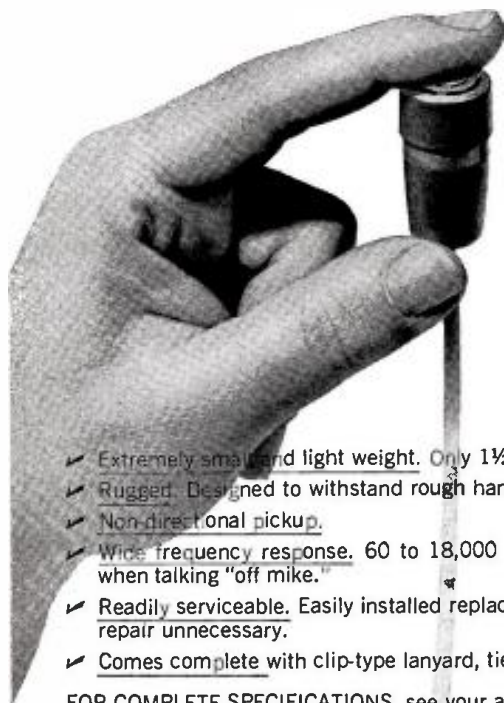
Winston-Salem
Greensboro
High Point

Peters, Griffin, Woodward, Inc.



If you think the RCA BK-6B
is a great lavalier mike...

TRY THE NEW BK-12A FOR SIZE!



1/3 smaller
Only 1/3 the weight
Extra rugged
Improved performance
Only \$900* more

- ✓ Extremely small and light weight. Only 1 1/2" long, 3/4 ounce.
- ✓ Rugged. Designed to withstand rough handling.
- ✓ Non-directional pickup.
- ✓ Wide frequency response. 60 to 18,000 cps. Excellent speech balance when talking "off mike."
- ✓ Readily serviceable. Easily installed replacement cartridge makes factory repair unnecessary.
- ✓ Comes complete with clip-type lanyard, tie-clip holder and cable clip.

FOR COMPLETE SPECIFICATIONS, see your authorized RCA Microphone Distributor. Or write to RCA Commercial Engineering, Department J13MC-2, Harrison, N.J. *\$95.00 optional distributor resale price.

RCA ELECTRONIC COMPONENTS AND DEVICES



The Most Trusted Name in Electronics

OPEN MIKE®

Keeping in touch . . .

EDITOR: . . . Thank you again for a superb publication. Without BROADCASTING being sent to me while overseas [as producer with American Forces Korea Network television in Seoul, Korea], I never could have kept up with the stateside broadcasting industry. —Donald R. Grady, program director, KCLU-AM-FM Rolla, Mo.

Free Red Cross aid

EDITOR: We were interested in the article entitled "Betsy fund" in the Sept. 27 issue quoting Mr. John Vath, the general manager of WSMB New Orleans.

In light of Mr. Vath's statement that "the only money available to the thousands whose possessions were lost is available at 3% interest," we wanted you and your associates to be aware of the Red Cross help already extended victims of hurricane Betsy and of our plans to assist the hurricane sufferers with further recovery aid until they are back on their feet.

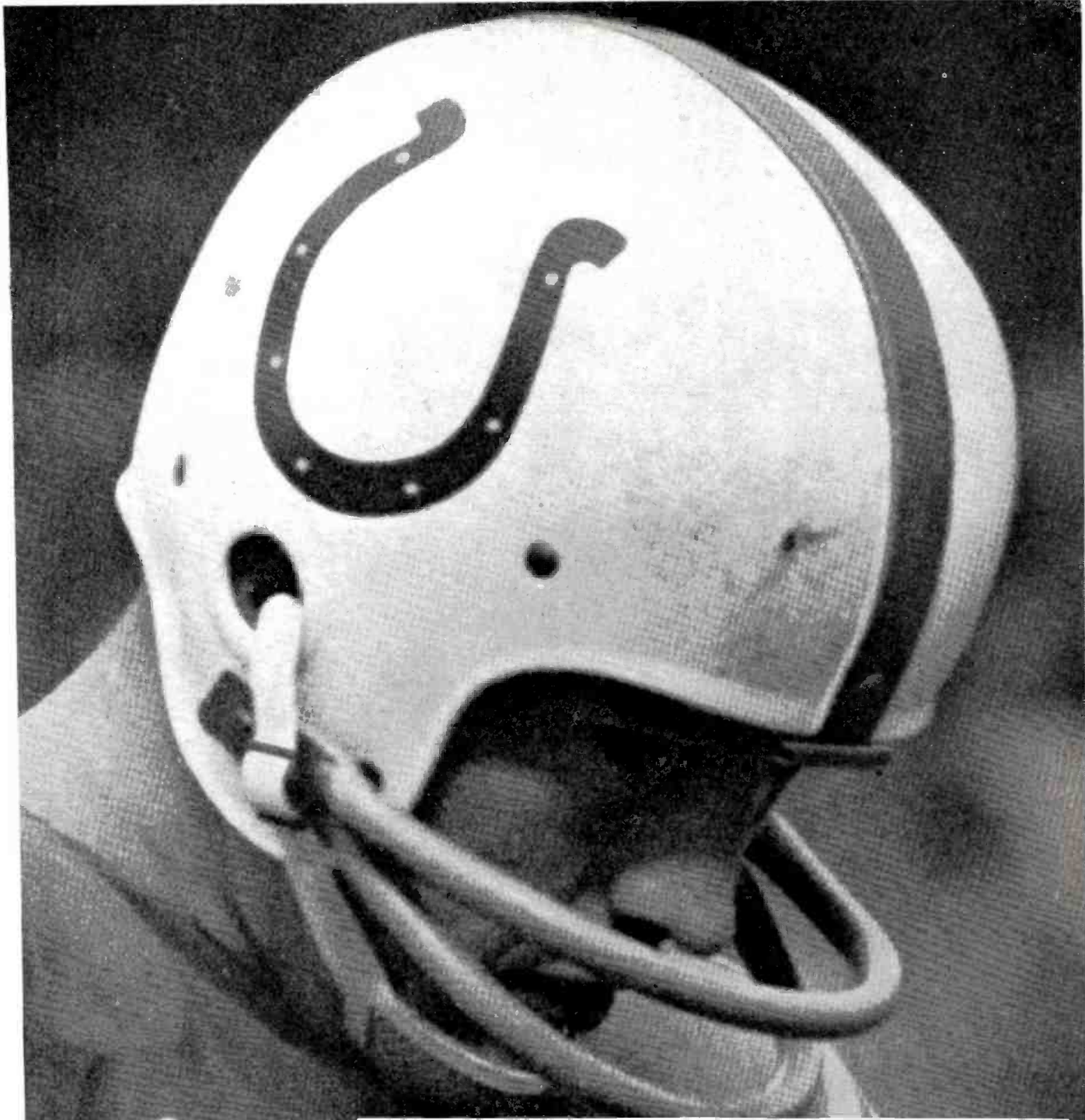
As you know, all Red Cross assistance is given free. During the height of the emergency Red Cross housed and fed 100,000 hurricane victims and has continued to care for victims during the days which have followed. We have to date expended \$5.5 million on emergency recovery assistance to hurricane Betsy victims and plan to continue such aid until families are back on their feet. We anticipate that the Red Cross will expend more than \$8 million in aid to those who suffered losses [as a result of the storm].

The American Red Cross is the channel through which the people of this nation give help to victims of natural disasters. Families now registered with the Red Cross total more than 29,000. Our workers will be on the job in the disaster-affected states for many weeks caring for those who need our help.—Neal English, national director, office of public information, American National Red Cross headquarters, Washington.

To spread word further

EDITOR: We request permission to reprint from BROADCASTING Sept. 27 the article, "Ampex Cue-Matic goes into production."—Warren Anderson, advertising/sales promotion, Ampex Corp., Redwood City, Calif.

(Permission granted)



**In Sports,
The Associated Press has been telling
it all for more than a century.**

Wherever the action is, AP is—fielding a team of sports experts that can't be matched in size, speed, skill or the will to win. For major events, AP provides inning by inning, score by score, blow by blow coverage. For regional contests, AP provides accurate, authoritative, colorful coverage. For every event, AP provides the words, pictures and results as fast as they happen. In sports there always has to be a winner. It might as well be your station with complete coverage by AP.

The Associated Press
FIRST IN THE WORLD



After 25 years, good music is still good business

In the midst of celebrating our silver anniversary as sponsors of the classical *Evening Concert* program on local radio, it is not an unhappy or totally modest opportunity to answer the question "Why?"

Mile-high tomes of research by our company, and others throughout the country dedicated to the service of the public, tell us that good relations with our customers are based on one chief factor—service. We are an investor-owned public utility and as such we are fully regulated and certified by state and local authority. That certification, authored by the authorities with the best interests of the public as its nucleus (indeed, its entire structure), makes us the only firms serving natural gas to homes and businesses in Southern California. Hence, the people in our serving territory are the mirror of our efforts to serve them.

We have been in business for nearly a century and between the two of us (Southern California Gas Co. and Southern Counties Gas Co.) are currently serving some 2.9 million customers. How many of those people do we reach with *Evening Concerts*? About 1.25 million a month.

Why Sponsor Concerts? ■ Back to the "why?" We know that our customers' feelings about us are shaped, for the most part, by expeditious courteous reaction to the simplest or most complex call for service; by sensible, stable rates (We even have had rate reductions and refunds on many recent occasions), and by maintaining our reputation with our customers through activities within their communities, and high caliber advertising and sales promotion dealing with natural gas and its uses.

So who needs a classical music program on radio which reaches a large but not overwhelming percentage of our customers? After 25 years, the answer is unusually simple. Six nights a week, two hours each, of excellent music on a fidelity station, equals public service. And, we feel this is the chief factor—the public service is available on a consistent, regular, high-quality basis, just like our other services.

Glamorous Radio ■ The history of *Evening Concert* might help point up our experience and satisfaction with the program. All major media except radio had been used by our company up until 1940. Radio seemed a glamor medium then. It appeared a little out of reach for our budget if it

were to be used profitably. But at this time, with a little original thinking by a few people representing our advertising agency, the management of KFAC-AM-FM, Los Angeles and our own company, we hit upon the notion that if we contracted for bulk time spread across the evening hours during the week and uniformly throughout the year, we could secure some audience acceptance by using only the best recorded classical music available.

Admitting in advance that perhaps such an audience would be long-haired and small, we held our initial broadcast Oct. 1, 1940, 8-10 p.m. The immediate public response to the program was a complete surprise because we found that the appreciation and appetite for classical music extended to all ages and economic groups. Our ideas about the character of the audience were completely revised.

In retrospect it's easy to conclude that the success of this radio program is based on several factors: the dependability of the time slot, the frequency, the character of the music (which never drops to the popular level), the balanced arrangement of each two-hour program, the commercials (which are limited to three at low pressure in the two-hour period), and the personality of the announcer.

Our announcer and program arranger, Thomas Cassidy, now in his 22d year with the program, is knowledgeable and accomplished in music itself and has the necessary talent, particularly in the pronunciation of foreign names and titles. This ability has been frequently commented on by those of foreign extraction. The lack of such ability has often been fatal to other classical programs.

A Good Image ■ One might ask whether good music is good business. As mentioned at the outset, periodic research consistently brings forth voluntary respondents from interviewees who are asked: "What comes to mind when you think of the gas company?" The highly complimentary radio program mentions of *Evening Concert* are always a significant find.

In 25 years of its existence, the *Evening Concert* program continues to find new listeners among the continuous migration to Southern California. Notwithstanding this growth in population and audience, we still hear from many of the original audience who write with considerable pride about the long years of their devotion.

The resources of KFAC's library are a basic element of the strength and good health of the program itself. More than 130,000 titles are available and the list is still growing. The programing is started two months in advance to arrange balance and time over 50 hours of broadcasting a month. In addition, the program for 18 years has broadcast the opening concerts of the Hollywood Bowl and the Los Angeles Philharmonic. Together these have been broadcast stereophonically over both the AM and FM facilities of KFAC. In fact, it was probably the first radio program in the U.S. to broadcast a major symphony orchestra stereophonically.

Two Cents a Year ■ Once in a great while we are asked if such a program isn't terribly expensive. A customer is almost incredulous when we tell him that a two-cent stamp more than covers the cost for each customer for an entire year. He generally agrees this is reasonable for 626 hours of classical music available in his home or automobile.



Now executive assistant to the vice president of sales and advertising of the Southern California Gas Co. after more than 30 years as advertising manager, J. S. Spaulding still maintains personal supervision over the radio concerts begun under his aegis 25 years ago. He was advertising manager for Fox Film Corp. in Australasia before moving to California, where he worked for several years in the advertising agency field before joining Southern California Gas Co. in 1930.

New research backs radio's reach

CBS, NBC studies support ABC survey released last week; Mutual offers figures on superiority; but all tend to guarantee medium as good advertising buy

A surge of new research trumpeting radio's superiority as an advertising vehicle appeared to be developing last week.

Radio's ability to reach masses of consumers and at the same time to penetrate—if not envelop—some of television's stronghold audiences was stressed in two new studies made public during the week.

One also pointed up radio's capacity for extending television's reach while concurrently reaching important segments into which television does not extend.

The studies were prepared independently for CBS Radio and NBC Radio. Both centered on radio news, one of the chief elements of contemporary network radio programming and also a staple of local radio.

▪ The CBS Radio study, by R. H. Bruskin Associates, found that 81% of U. S. adults listen to or watch more than four radio or TV newscasts on a typical day and placed radio's role at substantially higher levels than other, earlier research had indicated. Although TV outranked radio, newspapers and other media as a source of news, radio was shown to have high penetration and frequency in news listenership even among the most TV-oriented news audiences.

▪ The NBC Radio study, based on Brand Rating Index data plus Sindlinger & Co. audience estimates, showed that existing or recent TV campaigns of six leading soap and detergent products fail to reach from almost one-fourth to more than one-half of their "heavy user" prospects. But it also showed that these homes—along with those that the TV campaigns do reach—could be virtually inundated with commercial impressions through a relatively inexpensive campaign using network radio news.

The study by NBC Radio, which will be used in a major drive to bring soap

companies back into network radio on a broad scale, and the research for CBS Radio were regarded as evidence of renewed efforts by radio broadcasters to expand the documentation of radio's sales power.

They came on the heels of a far-reaching, year-long study for ABC Radio that offered elaborate documentation of radio's commercial effectiveness (BROADCASTING, Oct. 4), and it is known that other radio interests have new research projects under way involving various approaches.

The Mutual radio network, for one, has compiled and recently released some of the findings of a study dealing not only with total audiences but also with their demographic characteristics. This data was primarily competitive, pointing up Mutual's claimed advan-

tages over other networks, but it is known that Mutual researchers also are assembling information more applicable to radio generally.

The Radio Advertising Bureau also has several projects in progress. One that is expected to be ready for distribution in a few weeks deals, like the CBS Radio study, with radio's position as a primary source of news.

Challenges Roper ▪ The CBS Radio report specifically challenged the findings of the latest in the series of Elmo Roper & Associates studies for the Television Information Office. The Roper series, inaugurated in 1959, has traced the rise of television from a second-to-newspapers position as a source of the public's news to a position dominating all media (BROADCASTING, March 15).

In the CBS Radio study the Bruskin

Buick for 1966 featured in 100 markets

A heavy spot buy on radio stations in the top 100 markets plus radio network schedules were started to introduce the new 1966 line of Buick automobiles. The Buick division of General Motors also said that a long sequence of sports shows on TV will begin later this year.

In addition to the spot radio buy, Buick is using ABC and Mutual for the introduction push and continues *Lowell Thomas and the News* on CBS. Agency is McCann-Erickson, Detroit.

Buick explained that its radio buys follow a pattern established over the last two years, with radio being bought "in heavy, two-week waves spaced throughout the year and coordinated with similar emphatic waves in other media and with sales strategy." During the weeks of Oct.

10 and 17, the auto maker said, there will be more than 8,500 Buick spots on some 215 local stations, backed by network announcements on some 975 affiliates.

Gerald Millar, Buick advertising director, explained that the company is using TV "as a more selective medium than it is generally considered, rather than a big, mass medium to reach all. The sports interest programs upon which we have settled so far will reach large numbers of men."

Initial TV exposure starts Christmas Day with co-sponsorship of the *CBS Golf Classic* which runs through April 3. Co-sponsorship of the Sugar Bowl on NBC-TV plus a number of other sports specials on NBC-TV and *The Wide World of Sports* on ABC-TV will follow.

NEW RESEARCH BACKS RADIO'S REACH continued

organization asked the same question that Roper had asked—"Where [do] you get most of the news about what's going on in the world today?"—and received answers "essentially the same" as those reported by Roper.

Bruskin went further, however, inquiring specifically about individual listening habits. The answers reflected a degree of radio news listenership that, according to the report, showed radio's importance as a news source could not be accurately depicted by answers to the "source-of-most-news" questions alone.

Actually, the CBS Radio report said, so many respondents (in both Roper and Bruskin studies) refused to name only one "source of most news" that this question "does not appear to be very meaningful" from a research standpoint.

It was noted that on this question alone Roper had found that 58% of the respondents named TV as "source of most news" while 26% of the respondents named radio. On the same question Bruskin found that TV was named by 62.4% and radio by 33.5%.

More Questions ■ However, CBS Radio continued, more than four respondents out of ten refused to name only one source of "most news," although the question was "supposedly a single-answer question." Newspapers, for instance, were named by 56% in the latest Roper study and by 52.2% in the Bruskin study. Multiple answers involving these and other sources like magazines and "other people" brought the total percentage, not to 100, but to 156% in the Roper study and to 164% in the Bruskin research. In that sort of situation, CBS Radio contended, more detailed questioning is vital.

"By probing more pointedly toward how people use the broadcast media rather than the top-of-the-mind choices offered in the Roper-TIO type of questioning," the network's report said, "fresh and important news findings" were uncovered by Bruskin. The report continued:

"Many people who say TV is their 'source of most news' actually rely heavily on radio for news. Of the 62.4% of people who mentioned TV—either alone or in combination with other sources—as a 'source of most news,' more than half (53.3%) reported listening to one or more radio news broadcasts 'yesterday.'

"On a more rigid standard, among the 26.6% of the Bruskin sample who named TV alone as their single 'source of most news,' nearly one-half (46.6%) listened to one or more radio news broadcasts 'yesterday.'

"Perhaps the most important new finding is that—while TV undeniably

has become a major source of news at night—radio appears to be largely unrivaled as the dominant source of broadcast news during the daytime, and especially so in the morning.

"When questioned about actual listening to news broadcasts 'yesterday' morning, nearly half (45.8%) of the total CBS Radio study sample reported hearing an average of 2.28 different radio news broadcasts between getting-up time and noon. In contrast, only 14.7% reported watching an average of only

Long distance radio

WCBS New York has introduced "Dial-A-Station," a service which enables advertisers and agency timebuyers throughout the nation to telephone WCBS collect and listen to any of 11 major radio stations in that metropolitan market.

The service, a WCBS spokesman said, is designed to acquaint out-of-town timebuyers with the style and caliber of New York radio programming. It permits them to listen to a live pickup and evaluate before they buy and to monitor the purchase after sponsorship has begun.

An advertiser or buyer may place a collect call to (212) 586-0119 and ask to listen to the station of his choice. There is no limitation on the length of the call or the number of stations that may be heard. The stations that may be heard are WABC, WCBS, WHN, WINS, WMCA, WNBC, WNEW, WOR, WPAT, WQXR and WVNJ.

1.47 TV news broadcasts in the morning.

"... When morning, afternoon and evening figures are combined, a net of 56.9% of the total sample listened 'yesterday' to an overall average of 3.71 radio news broadcasts. This compares with a net of 62.7% of the total sample actually exposed 'yesterday' to an average of 2.01 TV news broadcasts.

While the 62.7% incidence of actual exposure to TV news is slightly higher than the 56.9% who listened to radio news, the difference is hardly in the magnitude of the 62.4% vs. 33.5% indicated by the 'source-of-most-news' question. It is also important that the listeners to radio news 'yesterday' heard an average of almost twice as many news broadcasts as the 'yesterday' viewers saw on television (3.71 vs. 1.01)."

More Particulars ■ The report also stressed that among men the number who listened to a radio newscast "yesterday" was equal to the number who watched news on TV (62% in both cases), but that "the average number of news broadcasts heard was just about double for radio compared with TV (3.52 vs. 1.87)."

Bruskin also combined its findings on radio and TV and found evidence that "underscores just how pervasive the two broadcast media taken together have become in the daily dissemination of news to the United States public."

"Impressively," the report said, "this tabulation shows 81% of the total nationwide sample of adults reported either hearing on radio or viewing on TV an average of more than four [4.16] different news broadcasts in the course of a single typical day."

In the mornings, 53.8% of the respondents heard or watched an average of 2.34 news broadcasts; in the afternoon 43.2% heard or watched 2.18 each, and at night (after 6 p.m.) 65% heard or watched 1.8 each.

The study was based on personal interviews with a nationwide cross-section of 2,678 adults (1,315 male, 1,363 female) in conjunction with Bruskin's nationwide AIM study last May.

NBC Radio's study centered on what six leading soap and detergent products are missing and what they're getting with their TV campaigns, and on how they can cover what they're missing—and expand what they're getting—by using comparatively inexpensive radio news campaigns.

Using Brand Rating Index reports in combination with Sindlinger audience data, NBC Radio researchers appraised the reach of the TV campaigns of each of the six products, then calculated what a four-week campaign on *NBC News on the Hour* would produce. All of the TV campaigns were in effect when the study was made last winter, and all of the products are still in television (although some may have changed their TV strategies).

The computations were in terms of "heavy-use homes" as established by the BRI marketing studies, with "heavy" use referring to a home's use of five or more bars of toilet soap each month or, in the case of detergents, use of a detergent at least three times a day.

The TV campaign of one toilet soap, according to the study, was reaching 39.2% of the heavy-use homes once or twice a month and 37.3% three or more times a month—but was not reaching 23.5% even once a month.

Big Impact ■ But by using NBC Radio's *News on the Hour*, the study asserted, the same advertiser in equivalent time—one month—could deliver 31.2 million commercial impressions to adult women in the 23.5% of homes not

More radio data soon: ARMS study promised within few days

A progress report on the All Radio Methodology Study (ARMS) and case histories from major radio outlets were presented at the Radio Advertising Bureau management conference in Rye, N. Y., last week (Oct. 4-5).

Miles David, RAB president, provided the latest information on ARMS, the \$250,000 joint project of the National Association of Broadcasters and RAB, which is designed to find the most effective way of measuring all radio. He told the group that ARMS data was expected to emerge from the computer within a few days, and that a status report on the study will be sent to advertisers, agencies and broadcasters shortly.

He noted that it would take several months to analyze the hundreds of pages and charts and to interpret them. This portion of the project is expected to be completed by January.

Mr. David added that a report from the ARMS technical committee would take several weeks thereafter to prepare.

ARF's Role ■ He reported that the Advertising Research Foundation has maintained liaison with the project, and said ARF field men checked on the performance of interviewers during the study.

Mr. David introduced Rod MacDonald, RAB's newly appointed director of sales—western states, who joined the bureau from Guild, Bascom & Bonfigli, San Francisco, where he was vice president in charge of media. Mr. MacDonald will open the new RAB Los Angeles office about the first of the year (BROADCASTING, Oct. 4).

Mr. MacDonald spoke briefly to the conference. He observed that at present, basic media decisions are "being made on higher and higher levels, necessitating that RAB reach the top decision-makers with its sales story."

Speaking to the major market ses-



Mr. David



Mr. Gates



Mr. Hepburn

sion of the conference, Lou Faust, vice president and general manager, WKBW Buffalo, urged station operators to maintain a close relationship with their national representatives. He suggested that stations provide reps with the latest and most complete information about their markets, and, in turn, demand from representatives a constant flow of information on national sales and a complete breakdown of the total media budget when an order is placed in their areas.

Incentive Plan ■ Charles E. Gates, general manager of WGN Chicago, which, he said, grossed \$6 million in 1964, reported on a compensation plan for its salesmen. He said a WGN salesman is paid a flat salary plus incentive. The commission is paid quarterly, and the salesman is assured full commissions for three quarters of the year, he pointed out.

"If, at the end of the year, however, he has not shown a 5% gain for the year," Mr. Gates remarked, "his commission for the fourth quarter is not paid."

Radio salesmen should be "well grounded in the facts of the medium" to deal effectively with the "half-truths and objections that many potential clients raise," Alfred E. Burk, general manager, WBAL Baltimore, told the meeting. He explained that

radio provides communication to the listener, and if a campaign doesn't work, the fault could be with the merchandise, its quality, its price or the way it's displayed in the store.

Ted Hepburn, vice president and general manager of WARM Scranton, Pa., described the success of his station in obtaining national dollars through reinforced local selling. WARM achieved this objective, he said, by stepping up its efforts to reach brokers, distributors, regional and district managers; coordinating this project with its national representative, which helped to supply a qualified prospect list, and by opening up a New York office to "nail down business that is upcoming in our market."

Speakers at the small market session in Rye, who had given similar talks at earlier RAB management conferences, were Steve Bellinger, general manager, WQZ Decatur, Ill.; Tom Harrell, vice president and general manager, WSTP Salisbury, N. C.; Philip Spencer, vice president and general manager, WCSS Amsterdam, N. Y., and Robert O. Moran, general manager, WBEL Beloit, Wis.

The final two meetings in the 1965 series of RAB conferences will be held in Chicago today and tomorrow (Oct. 11-12) and San Francisco on Thursday and Friday (Oct. 14-15).

reached at all by the TV commercials, and could also deliver around 46 million or more impressions in each of the two other groups, for a total of 123.4 million impressions in four weeks.

The figures indicated that another toilet soap was failing to reach 57.1% of the heavy-use homes with its TV campaign, another was missing 34.9%, and each of the detergents was said to be missing around 39% of its heavy-use prospects.

In addition to supplementing their

advertising impact in homes their TV messages did reach, the study reported, a four-week NBC Radio news schedule would take these products into the rest—the heavy-use homes not reached even once a month by the TV campaigns—with adult-women advertising impressions ranging from 31.2 million in one case to 71.6 million in another.

The radio news schedule would consist of 42 commercials a week at a weekly cost of \$23,373, which officials said would break down in these cases to

18 cents per thousand commercial impressions. The monthly radio cost, they said, would equal about two minutes of network prime-time television commercials per month.

These studies, buttressed by similar ones planned for other products, were said by NBC Radio officials to be a key weapon in what is planned as an intensive and continuing campaign to get soap-company advertisers into network radio on a scale more nearly akin to their pre-TV dominance of the medium.

A meld of mind and computers

British firm tells ARF how its system is used to assess media strategy

A computer system that evaluates human judgment as well as media facts in selecting "the most effective and economic" TV and radio programs and print availabilities for an advertising campaign was reported last week at the Advertising Research Foundation's 11th annual conference.

The conference, held Tuesday in New York, was told that the system was developed by London Press Exchange Ltd., and has been in use by that agency in England since 1964. Dr. Simon Broadbent, computer specialist for LPE, said the system had already influenced the spending of close to \$10 million and has "almost paid for itself in increased efficiency and better agency-client relations."

The system is used primarily to assess different media strategies or schedules.

"In the past," Dr. Broadbent explained, "computers would select media

based on facts and statistics which had been fed to the electronic system. Judgment on how, when and what to do with the selected media was the domain of the client, agency and media. Human judgment would determine whether monochrome or color commercials would be most effective, whether they would be shown at the beginning, middle or end of a program; or whether they should be 15-, 30- or 60-second commercials."

On these judgmental points, Dr. Broadbent noted, there are always differences of opinion that often require a great length of time to be resolved, leaving the people with less time to explore other alternatives.

How It Works ■ The new system, known as Computer Assessment of Media (CAM), solves this problem by letting the various representatives of media, agency and client put their own numerical values on judgmental factors and then feeding these into CAM along with the customary statistical data.

"The system weighs the relative importance of the various judgments and can determine whether a specific factor would have any bearing on the effectiveness of the campaign," Dr. Broadbent said.

"CAM then prints out the most effective media for reaching a target, based on judgment. It also offers several alternatives which can be considered when different weight is given to some areas of judgment. The value of

this system is that it saves so much time. It hastens the ability to explore alternatives more quickly and speeds up the final decision."

In addition, he said, instead of requiring separate computer programs for each medium under consideration, CAM "prints out the most effective press, radio and TV media through one programming, including evaluation of judgment and alternatives," and can "reliably plan mixed schedules so that one medium reinforces or complements the other."

In another report the ARF conference was given details on a system of measuring a viewer's "interest" in the commercials or other messages he sees and thus of determining how one commercial or one part of a commercial compares to another in the extent of "interest" generated.

The technique is called "the operant rate of responding to a stimulus by a foot treadle."

"If [the subject] depresses the foot treadle he will either hear sound or illuminate the screen with whatever we have programmed the apparatus for him to hear or see," according to James C. Becknell Jr., director of advertising and marketing research for D'Arcy Advertising, Chicago.

"The rate at which [he] will work in order to hear or see is predetermined. The individual must work at that rate or faster in order to obtain a discernible sound or a comfortably recognizable



COMMERCIAL PREVIEW: Centura tableware

Corning Glass Works, Corning, N. Y., packs its Centura tableware into a washing machine to churn up

a lot of clattering, banging and tumbling instead of suds in a 60-second commercial, first scheduled for the

NBC-TV *Today* show Tuesday (Oct. 12).

The commercial begins with nine-year-old Janice Notaro carefully placing pieces of Centura into an automatic clothes washer. As the machine automatically shakes through cycles, the girl explains Centura's features: beauty, durability and three-year breakage guarantee under normal use. With the "wash" done, the girl retrieves each piece, unbroken and clean.

With its agency Carl Ally Inc., New York, Corning thought up the washing machine test while watching a company test of Centura cups bouncing around a wire cage. By not seeing the tableware tumble, they reasoned, a dramatic element of suspense is created with the viewer wondering whether the glassware will break. Although watching the action, the viewer can only hear what's going on.

Corning advises its customers to avoid duplication of the test, calling attention to its guarantee—under normal household use.

MORE PRIME TIME COLOR ON CHANNEL 7

than any other Dayton area station



(November 15 Huntley-Brinkley in color)

	6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
SUNDAY	20th Century	WHIO-TV Reports	Lassie	My Favorite Martian	The Ed Sullivan Show		Doranza		The Wackiest Ship in the Army	
MONDAY	3 Star News & Sports	Huntley-Brinkley Report	Candid Camera	The Rogues		The Lucy Show	The Ardy Williams Show		Run For Your Life	
TUESDAY	3 Star News & Sports	Huntley-Brinkley Report	National Velvet	Laredo		The Red Skelton Hour		Petticoat Junction	I Spy	
WEDNESDAY	3 Star News & Sports	Huntley-Brinkley Report	Bachelor Father	Danie' Boone		The Beverly Hillbillies	Bob Hope Theatre		The Danny Kaye Show	
THURSDAY	3 Star News & Sports	Huntley-Brinkley Report	Leave It To Beaver	The Munsters	Gilligan's Island	My Three Sons	The Thursday Night Movies			
FRIDAY	3 Star News & Sports	Huntley-Brinkley Report	Battle Line	The Wild, Wild West		Hogan's Heroes	F Troop	Mr. Roberts	The Man From U.N.C.L.E.	
SATURDAY	Rising Generation	Andy Griffith Show	Dick Van Dyke Show	The Jackie Gleason Show		The Trials Of O'Brien		The Loner	Gunsmoke	



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

Household paper product TV spending up 19.3% in '64

Almost 70% of advertising in the household products paper field in 1964 was allocated to network and spot TV, according to a report issued today (Oct. 11) by the Television Bureau of Advertising.

In a summary of media investments by the category's 11 major companies, which account for more than 90% of the advertising in this classification, TVB pointed out that television spending rose to \$35.3 million, up 19.3% over 1963. Investment in magazines in 1964 amounted to \$9.9 million and in newspa-

pers, \$5.7 million.

Albin Nelson, TVB account executive for paper products, noted that TV appears to be headed for another increase in 1965. TV expenditures in the first six months approached the \$20 million mark. The gain was paced by American Can which billed over \$4.3 million in the first six months of 1965, more than the \$3.5 million it spent in the entire year in 1964. He stressed that the TVB reports considered only the advertisers' household paper products (facial and toilet tissues, paper

towels, foil food wraps) and not other types of paper products.

The growth in TV advertising parallels the expansion in the household paper products field, Mr. Nelson observed. He cited a recent report issued by ABC in its "Marketing and Media Facts" newsletter, which estimated that between 1950 and 1964 toilet tissue dollar volume has increased 141%; paper napkin sales, up 134%; cleansing and facial tissues, up 97%, and paper towels, up 433%.

Expenditures for 1964:

Household paper products
leading TV advertisers
(Ranked by total 1964 TV expenditures for
all types of household paper products)

Company	1964 Network TV	1964 Spot TV	1964 TV Total	1963 Total	% Chg.	1964 Magazines	1964 Newspapers	1964 Media total	TV % Share
Scott Paper	\$ 2,615,500	\$ 4,435,500	\$ 7,051,000	\$ 7,169,600	- 1.7	\$4,114,500	\$2,154,700	\$13,320,200	52.9
Kimberly-Clark	1,661,990	3,473,400	5,135,300	5,113,900	+ 0.4	1,704,400	937,100	7,776,800	66.0
Procter & Gamble	355,700	4,414,700	4,770,400	3,770,500	+ 26.5	—	—	4,770,400	100.0
Dow Chemical	2,964,600	666,800	3,631,400	2,525,100	+ 43.8	523,200	63,100	4,217,700	86.1
American Can Co.	—	3,506,500	3,506,500	714,900	+390.5	2,322,500	924,900	6,753,900	51.9
Colgate-Palmolive	1,199,900	2,234,500	3,434,400	3,890,400	- 11.7	424,800	—	3,859,200	89.0
Reynolds Metals	2,215,800	37,500	2,253,300	2,422,200	- 7.0	269,900	185,600	2,708,800	83.2
Union Carbide	—	1,873,600	1,873,600	880,200	+112.9	185,200	180,200	2,239,000	83.7
Aluminum Co. of Amer.	1,204,100	208,800	1,412,900	657,800	+114.8	131,700	177,000	1,721,600	82.0
Hudson Pulp & Paper	—	1,407,800	1,407,800	1,703,400	- 17.4	—	471,500	1,879,300	74.9
Crown-Zellerbach	—	847,000	847,000	771,200	+ 9.8	263,700	641,800	1,752,500	48.3
TOTAL:	\$12,217,500	\$23,106,100	\$35,323,600	\$29,619,200	+ 19.3	\$9,939,900	\$5,735,900	\$50,999,400	69.3

picture. . .

"Apparently, from data which has been collected, people will overwork for things they are very interested in, and they seem to have no hesitancy in showing preference for silence or blank screens for things in which they have little interest. . . . There is also data indicating people will work harder to see commercials which have been shown to sell products in tightly controlled experiments than they will to see commercials which did not sell products."

Dillon on Research ■ In another of the 13 reports and speeches at the all-day meeting Thomas C. Dillon, president of BBDO, contended that too much research is concentrated on less important issues in decision-making. "In my opinion," he said, "for the last 25 years advertising researchers have been technique-oriented and not decision-oriented."

"What I am saying is that I think that advertising research is at a standstill because it lacks a hypothesis that will account for the behavior of the total advertising system," he asserted. "I think that unless such a hypothesis is developed, advertising research is likely to be confined to a dreary data-producing function occupied with putting micro-

meters on the tails of gnats to produce data that will distinguish them from elephants.

"Worse than that, there is a real possibility that present advertising research may actually be contributing to lessening the efficiency of advertising. Much of the research applied to the content and execution of advertising is based on the assumption that optimizing the measurable communication values of an advertisement will increase its efficiency. There is good reason to believe that stressing this function may frequently reduce" an ad's persuasive factors.

Keep computers in their place

Computers are fine in their place, but they will never be able to give broadcasters, agencies or advertisers a "better understanding of individual people" and that information is becoming increasingly important, Stephen Dietz, executive vice president of Kenyon & Eckhardt, New York, said last week.

Speaking to the Connecticut Broadcasters Association convention in Moo-

dus last Monday (Oct. 4), Mr. Dietz noted that advertisers and agencies have gotten "so involved in techniques, sounds, noises, colors, and rating books that we have forgotten that ultimately



Mr. Dietz

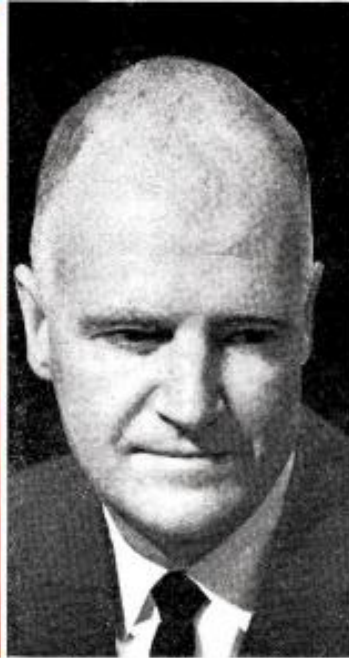
we are talking to individual people with individual problems and individual needs."

Broadcasters, he said, are far behind sponsors and agencies in understanding the problems of "matching audience segmentation to market segmentation" and "in thinking about real people instead of average statistics." He accused broadcasters of too often trying to duplicate the advertiser's market research and failing to initiate research that would give "a better understanding of your audience, its preference and its needs."

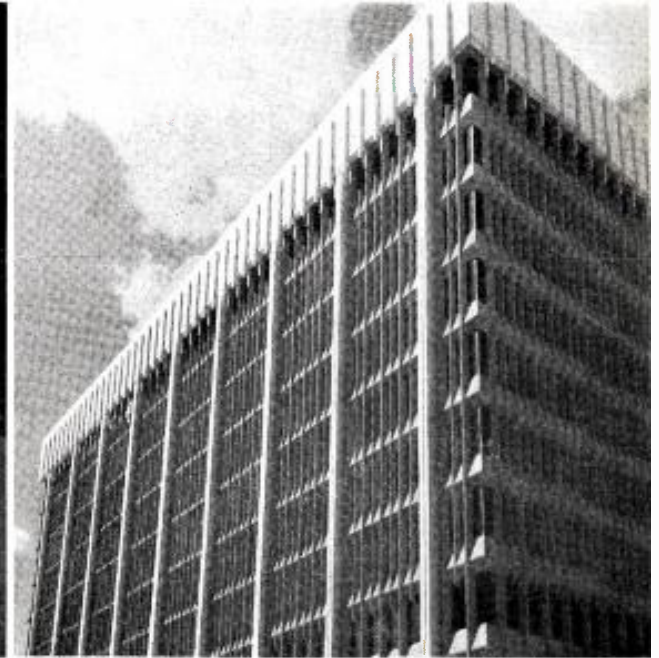
Mr. Dietz said media buying, whether for broadcast or print, is going to move into the cost-per-thousand area and is "actually doing so now at a very fast pace."

He said the demographic date that

Why WZZM-TV, Grand Rapids Bought Volume 10 of Seven Arts' 'Films of the 50's and 60's'



William C. Dempsey



Old Kent Bank and Trust Company building, one of ten rising in the Grand Rapids downtown urban renewal area.

Says William C. Dempsey:

Executive Vice President & General Manager, WZZM-TV, Channel 13, Grand Rapids, Mich.

“To give our TV station a new lease on life by building excitement into our program fare!

We are stepping out briskly with new programming and flexing our muscles with outstanding, quality feature film product from Seven Arts' 'Films of the 50's and 60's.' I previously had an excellent opportunity to study and observe the profitable results of programming this fine product. That's why we're buying Seven Arts now for WZZM-TV.

Under our new ownership, the station is a real contender in this market. With our new studio facilities, new equipment, expanded news coverage and Seven Arts' feature film programming, WZZM-TV is moving along with the resurgence sweeping Western Michigan, as epitomized by the massive urban renewal plan of downtown Grand Rapids.

An added plus for us in buying Volume 10 was the high percentage of prime time quality features available for colorcasting. We start local colorcasting in 1966, and it's good to know we will have available such excellent

'money-in-the-bank'

titles, as: 'The Seven Year Itch,' 'Love Is A Many-Splendored Thing,' 'Daddy Long Legs,' and 'A Man Called Peter.' ”



Seven Arts

ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD. NEW YORK: 200 Park Avenue, YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105 DALLAS: 5511 Royal Crest Drive, EMerson 3-7331
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

have been used for some time are the "crudest" and "not truly definitive" measures of market segments. This trend toward segmentation, he said, has placed a new emphasis on the individual consumer's characteristics compared to the average man.

"At long last," he noted, "we are back to talking of people as people, not as statistics. We are back to having our copy people talk to small groups of consumers and exchange ideas with them. We are no longer content to confine our contacts with consumers to the reading of research reports and the studying of numbers and averages."

He said broadcasters have a "major responsibility" to provide better knowledge of individual audiences as distinguished from total audiences and the relationship of these audiences to the market segments. "The broadcasters who develop this information first," he added, "are going to have a persuasive edge in selling time to our agency."

H&H Productions plans to go nationwide

A production company specializing in audio-video products for the Southeast, H&H Productions, Tampa, Fla., now plans national expansion and has introduced a complete package of radio ID jingles, "The Swingin Set."

The firm is headed by Charlie Harder, formerly at WYNR Chicago, and Phil Kempin, formerly with WJRL Rockford, Ill. The company provides services for all phases of commercial production, from radio spots to client and station jingles. Also produced are color products, on-location and animated TV commercial films.

The firm also supplies script writing and production from fact-sheet services, film documentaries and assistance with agency presentations.

What ad agencies think of NAB codes

Growing recognition and acceptance of the National Association of Broadcasters codes by agencies and advertisers was noted last Monday (Oct. 4) by Howard H. Bell, director of the code.

Speaking to the New Jersey Broadcasters Association in Morristown (also see page 66), Mr. Bell reported that the code surveyed agencies and advertisers asking if the code is "an important factor in their consideration and evaluation of a station's performance and attractiveness in buying of time."

The code director said 107 time-

Bank of America buys Bolshoi TV special

The Bank of America, San Francisco, will sponsor two prime-time showings of the Bolshoi Ballet in three California markets. The 90-minute taped show, condensed from six hours of recordings made during the Bolshoi's 1959 trip to the U. S., will be shown in San Francisco, San Diego and Sacramento.

The program will be on KPX(TV) San Francisco on Nov. 1 and Nov. 25 from 7-8:30 p.m. It will be shown the same nights from 7:30-9 p.m. on KXTV (TV) Sacramento. In San Diego, it will be telecast from 7-8:30 p.m. on KOGO-TV on Oct. 30 and Nov. 27.

Johnson & Lewis Inc., San Francisco is agency for the Bank of America.

buyers and media executives responded with "very interesting, thoughtful comments on the importance that they attach to self-regulation in broadcasting and to an effective code effort. . . . The results demonstrated that not all advertisers agree with all code policies, they respect what we are striving to achieve in maintaining high standards. They recognize such standards are in the best interests of advertising as well, and they want their clients to be identified with stations which support such standards."

More toy commercials get TV code stamp

The National Association of Broadcasters Code Authority has approved 65 more toy and game commercials representing 15 manufacturers. Added to the 125 originally approved this season (BROADCASTING, Sept. 6), the code has now okayed 190 spots for 33 manufacturers.

Of the newly approved TV commercials, 20 are integrated and one is a piggyback.

The 65 commercials showing the manufacturer, spot identification number and products advertised.

Aerosol Corp.-3-60, Crazy Foam.
Milton Bradley-TB-110, Time Bomb (10").
Deluxe Reading Corp.-BA-1-60, Baby Brite; 80-6-60, Baby Boo "Nighttime"; **JE-6-60, Johnny Eagle guns; **JX-7-60, Johnny Express & accessories; JS-1-60R2, Johnny Seven OMA; **PB-1-60, Penny Brite "Jingle"; **PB-3-60, Penny Brite "Phone Talk"; **PB-5-60, Penny Brite "Xmas"; XN-68, Nancy Nurse; YN-54, Battlewagon; 35-X-60, Crusader 101; 43-X-65, Betty's Beauty Parlor; 92-Y-60, Suzy Smart "Playing School."

Emenee Industries-Electric Magic Banjo, Elec-

tronic Rifle Range.

A. C. Gilbert Co.-GAF-3-60, All Aboard American Flyer; GPS-3-60, Pit Stop & Power Steering; **Revised, Chem Labs.

Hassenfeld Bros., Inc.-**TP3-609, Snow Cone Machine/Tressy Hair Dryer; **TP3-610, Mickey Mouse Talking Telephone/Tressy Hair Dryer; **TP3-611, Snow Cone Machine/Mickey Mouse Talking Telephone.

Ideal Toy Corp.-IG-174, Mousetrap; 198-60R1, Motorific Torture Track; **207-60R2, Tammy Misty Make-Up; 214-60, Betsy Baby; 217-60, Tammy Grows Up.

Kenner Products Co.-CCR, gun combat set; EM, Easy-Bake oven; K, Give-A-Show projector (30"); **KK, Give-A-Show projector/Super Show Projector; L, Easy Show movie projector; O, See-A-Show stereo viewer; **Q, bridge & turnpike combination building sets; **WB, Whiz-Fizz soda fountain/Bubblematic & Bubble Jet; WW, Whiz Fizz Soda Fountain; Z, Girdematic.

Lakeside Toys-**DS-65-2, electric drawing sets.

Louis M. Marx & Co.-MT-139R, Big Job; MT-156-R, Zoomobile; MT-158, Big Boss; MT-162X, Kooky Kombo; **MT-163R, Western Figures; MT-164, Stony Sky Commando; MT-165, Flashy Flickers.

Mattel Toy Co.-AL-3-60, Animal Yackers; AY-4-30, Animal Yackers; MTRB-60R2, Motor Bike; MTRB-2-30R2, Motor Bike; PST-60-R2, Power Shop Tool; SESA-60R, See 'n Say; VBE-30R1, Vroom Booster Engine; X15-60R1, X15; X15-60R2, X15; X15-2-30R1, X15; X15-2-30R2, X15.

Mego Toys-**—Dino Tracing Slate/Dino the Friendly Monkey.

Multiple Toy Co.-James Bond 007 Kit.

Remco Industries-**613R2, Screaming Mee-Mee Rifle & Pistol; **614R2, Fat Cat Truck & Jeep; **617R, Blippo Choo-Choo/Blippo Builder; **618R, Thimble City Union Station/Thimble City; **619, Heidi & Accessories.

Transogram Toys-TTD-204, Daredevil Trik-Trak. (*—Integrated) (**—Piggyback)

Marschalk gets three from Minute Maid

The Minute Maid Division of Coca-Cola, New York, announced last week that it is transferring advertising responsibilities for its Hi-C and Real Gold fruit drinks from Dancer-Fitzgerald-Sample to the Marschalk Co., both New York.

According to a D-F-S intercompany newsletter issued last week, Coca-Cola Co. has expressed "dissatisfaction" with D-F-S's association with the subsidiary of a competitor—the Frito-Lay division of Pepsi-Cola in Dallas. D-F-S had handled the account before Frito-Lay was acquired by Pepsi-Cola earlier this year.

Minute Maid also announced that advertising for its Minute Maid frozen concentrates was being transferred from McCann-Erickson, New York, to Marschalk. Both agencies are part of the Interpublic Group of Co.'s, also New York. McCann-Erickson also handles the parent Coca-Cola Co.

It is estimated the three products bill about \$3 million in TV.



Have you felt our January Pulse?

FROM 6:00 A.M. to 6:00 P.M., WDAY Radio has 105% more adult listeners than the next station—almost *twice* the total audience! That's 45.4% of all radios in use!

Yes sir!—and from 6:00 A.M. to 12 noon, our share is 50%! (All figures from Pulse, January, 1965.)

Tain't as if this will be any surprise to any

of our regular advertisers — it's been going on like this for *generations!*

But what about you boys and girls who haven't really discovered Fargo and the fabulous Red River Valley yet? You think us Hayseeds ain't got no *money?* The truth is that we have more dough to spend than *many* "larger" markets. Ask PGW for the facts. Please!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

Pellegrin out at H-R Television

Shurick succeeds him after reported dispute in policy matters at representation firm

Edward P. Shurick was named president of H-R Television Inc., New York, last week, succeeding Frank E. Pellegrin, one of the co-founders of the TV station representation firm and its radio associate, H-R Representatives.

The action was taken by the H-R board of directors at a special meeting on Sunday (Oct. 3), reportedly after Mr. Pellegrin refused to resign in a dispute over policy matters (CLOSED CIRCUIT, Oct. 4).

Frank M. Headley continues as board chairman of both H-R Representatives and H-R Television, while Dwight S. Reed, head of Chicago operations, remains as president of the radio company and executive vice president of the television company. Messrs. Headley and Reed were co-founders of the old Headley-Reed rep firm and, with Mr. Pellegrin, formed the H-R companies about 15 years ago.

Mr. Shurick had been executive vice

of H-R Representatives and secretary of both that company and the TV firm. But it was understood that his separation from the company included those posts as well as the TV presidency.

Mr. Pellegrin was director of broadcast advertising for the National Association of Broadcasters in 1940-42 and, after World War II service, in 1945-47. He built and managed KSTL St. Louis in 1948 and was sales vice president of Transit Radio, Chicago and New York, in 1948-50 before joining in the formation of H-R.

FTC orders change in Geritol ads

The J. B. Williams Co., New York, was ordered by the Federal Trade Commission last week to stop "misrepresenting the effectiveness" of its Geritol liquid and tablets, in its advertising. These final findings agree, for the most part, with those published in the initial decision by Hearing Examiner Abner E. Libscomb (BROADCASTING, May 25, 1964).

Geritol ads, written by the Parkson Advertising Agency, New York, a division of Williams, bill \$4.9 million in network television and \$500,000 in spot. The FTC said these advertisements falsely claim that a tired feeling indicates an iron or vitamin deficiency in the blood, and the effective remedy for such symptoms is Geritol.

Chairman Paul Rand Dixon said that the FTC's studies have shown that these symptoms of tiredness can be caused by almost any disease and "the number of people in the total population who are tired because of iron or vitamin deficiency is infinitesimally small."

Further findings conclude that iron deficiency in the blood cannot be self-diagnosed but must be determined through medically supervised tests, and that this fact is misrepresented in the Geritol ads. Also disproved was Geritol's claim it could cause all over improvement within 24 hours of the first dosage. And, the presence of vitamins in the formula was dismissed as having no effect on improving a deficiency of iron.

Of the initial charges, only one was discredited. There was not enough evidence to sustain the statement that Geritol may "mask" the symptoms of

the more serious causes of iron deficiency in older women, and men of all ages.

J. B. Williams Co. and the Parkson Agency said they were "highly gratified that the FTC dismissed the charge that taking Geritol might mask signs and symptoms of some serious ailment." They also said that the commission's other decisions are based on differences of interpretation in the meaning of the advertisements and "these issues will be submitted to the courts for judicial review."

Business briefly . . .

Falstaff Brewing Co., St. Louis, through Dancer-Fitzgerald-Sample, New York, will be one-third sponsor of Atlanta Braves radio-TV games in 1966. Stations in six-state area will carry 162 games on radio and 18 road games on TV.

Dawn Bible Students Association, through William Gleeson & Co., both Rutherford, N. J., has renewed sponsorship of Mutual's *Frank and Ernest* program (Sunday, 12:05-12:20 p.m., NYT) for 15th consecutive year.

Bali Brassiere Co., through Fletcher Richards Co., both New York, has scheduled spots on WNEW, WNBC-TV, WABC-TV and WCBS-TV all New York, beginning Nov. 13 for 13 weeks. Campaign follows a 10-week TV schedule in Cleveland, which began last week. Commercials on WNEW represent company's entry into radio.

Beech-Nut Life Savers Inc., New York, through Benton & Bowles, there, begins month-long national spot-TV campaign for its new candy roll (Hot Shots) on Nov. 1. One-minute color spots feature young animated quartet of characters in "big beat" style.

Parker Brothers Inc., Salem, Mass., through Badger and Browning & Pacher Inc., Boston, has allotted \$1 million for national spot TV campaign in 39 top markets through Christmas period. About one-third of budget will be devoted to company's lead game for 1965, Booby Trap.

The Humble Oil and Refining Co., Houston, through McCann-Erickson, Houston-New York, sponsored *The Flying Scot*, a half-hour color program on the career of auto racing driver Jimmy Clark, on a lineup of 90 stations arranged by Sports Network Inc., on Sunday (Oct. 2).

Rep. appointments . . .

■ KMOR Murray, Utah: J. A. Lucas Co., Los Angeles.

■ WETZ New Martinsville, W. Va.: Times Sales Inc., New York.



Mr. Pellegrin



Mr. Shurick



Mr. Reed



Mr. Headley

president of H-R Television since last July. He joined the company as senior vice president in charge of station relations and forward planning in 1963 after serving as executive vice president of the Blair-TV representation organization for five years. Before that, he was station relations vice president for CBS-TV and held earlier executive posts with a number of stations and rep firms.

Announcement of the H-R changes made no mention of a successor to Mr. Pellegrin as executive vice president

America's Newest Import



vision programs from abroad. Something new. Something excitingly different. Now, for the first time, local American television
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STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of October 23, 1962: Section 4369, Title 49, United States Code).

1. Date of Filing: October 1, 1965
2. Title of Publication: **BROADCASTING**
3. Frequency of Issue: Weekly
4. Location of Known Office of Publication: 1785 DeSales St., N.W., Washington, D. C. 20036
5. Location of Headquarters or General Business Office of the Publishers: 1785 DeSales St., N. W., Washington, D. C. 20036
6. Names and addresses of the Publisher, Editor and Managing Editor
 Publisher—Sol Taishoff, 1785 DeSales St., N.W., Washington, D. C. 20036
 Editor—Sol Taishoff, 1785 DeSales St., N.W., Washington, D. C. 20036
 Managing Editor—Art King, 1785 DeSales St., N.W., Washington, D. C. 20036

7. The owner is:
 Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C. 20036; Betty Tash Taishoff, Washington, D. C. 20036; Lawrence B. Taishoff, Washington, D. C. 20036; Joanne T. Cowan, New York City.

8. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

9. Paragraphs 7 and 8 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the amount's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner. Names and addresses of individuals who are stockholders of a corporation which itself is a stockholder or holder of bonds, mortgages or other securities of the publishing corporation have been included in paragraphs 7 and 8 when the interests of such individuals are equivalent to 1 percent or more of the total amount of the stock or securities of the publishing corporation.

10. Circulation:

	Av. No. copies each issue preceding 12 mos.	Single Issue Nearest to Filing Date
A. Total No. copies printed (Net Press Run)	27,262	27,300
B. Paid Circulation		
1. To term subscribers by mail, carrier delivery or by other means.	25,625	25,744
2. Sales through agents, news dealers, or otherwise.	143	143
C. Free Distribution (including samples) by mail, carrier delivery, or by other means.	1,232	1,094
D. Total No. of copies distributed. (sum of B1, B2 and C).	27,262	27,300

I certify that the statements made by me are correct and complete.

MAURICE H. LONG
 Vice President and General Manager

. . . about paid circulation

The surest barometer of the reader acceptance of any publication is its paid circulation. People read business and trade papers for news and ideas that will help them in their jobs, not for entertainment.

The purchase of a subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber buys the publication and anticipates news and features to keep him abreast of developments in his own business. He expects the publication to reach him regularly throughout the subscription year. If reader interest is not maintained, paid circulation is directly affected.

BROADCASTING delivers more paid circulation annually than the combined paid circulation of the four vertical competitive publications.

A move to stop double billing

Proposed rule by FCC would forbid licensees to bill in false amounts

The FCC will consider soon, possibly this week, a rule to outlaw double billing—a practice about which the commission has received complaints for years.

The commission has not yet discussed the proposed rule—which has been on the agenda for several weeks—but indications are the FCC will approve it, at least in some form.

The notice of proposed rulemaking was issued for comments on March 25, 1964, by six commissioners without a dissent (BROADCASTING, March 30). And the draft rule presented for adoption by the staff follows closely the original proposal.

The commission moved toward a rule after a policy statement in 1962 apparently failed to halt the practice by which stations and local retailers profit at the expense of national and regional advertisers that provide cooperative advertising funds.

Double billing takes many forms, but one of the most common works this way: A station sells time to a retailer at a price which the client pays directly to the station. The station then sends

Agency appointments . . .

■ Tensor Corp., New York, originator of the high-intensity lamp, has named Carl Ally Inc. to handle its advertising effective Jan. 1, 1966. Gusty Wilson Inc., will continue to handle the account, estimated to bill \$500,000, until then.

■ California Soft Pretzel Co. and subsidiary, Ice Palace, maker of fruit ices, moves to M. J. Beckman Associates, Los Angeles, to promote products for regional supermarket sale and national franchises. Media plans call for use of radio, television, newspapers and outdoor.

■ Lehn & Fink Products Corp., New York, has named Richard K. Manoff, there, to handle its Lysol products and Noreen hair coloring. Total billings for the products are approximately \$4.5 million, with about \$4 million of this amount in spot TV. Firm also named Kenyon & Eckhardt, New York, to handle Medi-Quik first aid products and an undisclosed new product, effective

an inflated bill to the client who sends it on to the national advertiser for reimbursement out of co-op funds.

The proposed rule would prohibit licensees from issuing bills falsely stating the amount charged for the advertising time. One change from the original rulemaking makes it explicit that the licensee won't be held responsible for double billing activity of his staff if he can demonstrate he has exercised supervisory diligence. The rulemaking referred to licensees "knowingly" engaging in double billing.

Adoption of the rule would afford the commission greater flexibility in dealing with double billing by enabling it to levy fines for the practice. The commission's forfeiture authority is limited to cases involving violations of statutes, commission rules, cease-and-desist orders and conditions of license.

At present the commission has only one punishment for double billing—license revocation. The commission has never sought to revoke a license for that one cause alone, although double billing has often been cited along with other violations of policy or rules in license-revocation proceedings.

New Montana agency

Marketing Advertising Associates, headed by a retail advertising veteran, Will Olson, has been opened as a new advertising agency in Missoula, Mont., at 340 West Main Street. Firm has been retained by Western Broadcasting Inc. to serve its broadcast clients. Western operates KGVO-AM-TV Missoula and KCAP Helena, both Montana.

Jan. 1, 1966, Medi-Quik billings are estimated at \$1 million with \$900,000 in network TV. All of the accounts had previously been with Geyer, Morey, Ballard, New York.

■ Standard Home Products Inc., Holyoke, Mass., has appointed Ingalls Associates Inc., Boston, for all Lestoil brands; Wilson, Haight & Welch Inc., Hartford, Conn., for all Bon Ami brands, and Remington Advertising Inc., Springfield, Mass., for Red Cap air fresheners, Scuffy shoe polishes and One-Wipe dust cloths. Remington is also agency for company's institutional products. All appointments become effective Jan. 1, 1966.

■ The Aluminum Association, New York, with members from domestic primary producers of aluminum, major fabricators, foundries and smelters, has named Foote, Cone & Belding, that city for advertising expansion of its marketing program.

This man isn't fighting for peace just every hour on the half hour.



U Thant is working every minute of the day to keep our world from exploding. His successes or failures are news. News that affects your life. News that you shouldn't have to wait an hour or a half hour to hear. The work of U Thant and other men of peace is one of the reasons WINS Radio 1010 New York and KYW Radio 1060 Philadelphia are broadcasting "all news all the time". Both WINS Radio and KYW Radio utilize the creative, managerial and news gathering resources of Group W. We are proud that people can tune to these stations and get news the minute they want it. It demonstrates how Group W keeps New York and Philadelphia informed every minute of every day.

NEW YORK **WINS 1010** PHILADELPHIA **KYW 1060** **GROUP W**
WESTINGHOUSE BROADCASTING COMPANY

No easing of anti-group policy

FCC refuses Council for TV Development's request for reconsideration of its restrictive measure

The FCC last week rejected a request that it abandon its interim policy aimed at restricting the growth of multiple ownership of television stations in the top 50 markets.

The request was made by the Council for Television Development, which includes owners of more than 100 VHF and UHF stations.

They have joined together to fight the commission's proposal to tighten up the multiple-ownership rules.

The council's principal target is the proposed rule to limit ownership in the top 50 markets to three TV stations, no more than two of them VHF's. The interim policy, which will remain in effect until the rulemaking is concluded, requires a hearing in virtually all cases in which a group owner proposes to acquire stations in excess of the proposed limit, to determine whether the acquisition would be in the public interest.

The policy, adopted June 21 at the same time the notice of rulemaking was issued (BROADCASTING, June 28), superseded one adopted Dec. 18, 1964, which required a hearing in cases in which an owner would acquire a second

VHF in the top 50 markets.

Reasons • The commission last week said it was denying the council's request for reconsideration for the same reasons that it denied petitions for reconsideration of the old interim policy.

In both cases the council argued that the interim procedure was improper and that the policy should not be adopted without giving interested parties a chance to comment.

But the commission said that the purpose of the policy is not to bar sales but to require hearings to determine whether or not the public interest would be served. It added that the policy is necessary to "prevent the compounding of situations which we believe to be contrary to the public interest." The commission expressed concern about a "trend toward concentration."

In a related development last week, the council's executive committee met in Washington to receive progress reports on the research being done in preparation for its presentation to the commission on the proposed rule.

United Research Co. of Cambridge, Mass., has been retained for the research project, which is expected to as-

sume massive proportions before it is completed.

The report will examine the underlying problems of competition in TV and relate them to the proposed rule. It is expected to be completed by "late spring," according to a spokesman for the council. If so, this would require another extension of the deadline for comments, which is now set for April 1, 1966. The original deadline was Oct. 1.

Small Stations becomes the Mid-America Group

The Small Stations, Midwest broadcasting group with newspaper interests, has been reorganized as the Mid America Group. The announcement last week from owners Burrell L. Small and Len H. Small also listed changes in administrative responsibilities.

The Mid America designation applies to WIRL-AM-TV Peoria, WKAN Kankakee, WRRR Rockford, WQUA Moline, all Illinois, and WIRE Indianapolis. K10A Des Moines is to join the group, subject to FCC approval of its purchase by the Small brothers.

Licensee name of WIRL-TV has been changed from Twelve Ninety Radio Corp. to Mid America Media. WIRL already is Mid America Radio Inc. WKAN's license will be revised to Mid America Audio-Video Inc.

All broadcast operations will be supervised by Burrell Small as president except WQUA and K10A. The latter, upon acquisition, will be supervised by Len Small as president. WQUA will be jointly supervised by the brothers.

In the newspaper operations, Len Small has become editor of the *Kankakee Daily Journal* and the *Ottawa (Ill.) Republican Times*. Burrell Smith is now editor and publisher of the *LaPorte (Ind.) Herald-Argus*.

Stock ownership by the Burrells in the various enterprises remains equal. Where Burrell Small is president of a company, Len Small is executive vice president and vice versa.



The executive committee of the Council for Television Development met last Wednesday in Washington to receive reports on the research project the council is sponsoring. The council was formed to oppose the FCC's proposal to limit the ownership by a single entity of TV stations in the top 50 markets to no more than three, of which no more than two can be VHF. At the meeting (l to r): Dan Calibraro, WGN-TV Chicago; Roger W. Clipp, Triangle Stations; Richard C. Block,

Kaiser Stations; John E. McCoy, Storer Broadcasting; Q. B. Smith, Pierson, Ball & Dowd, Washington; W. Theodore Pierson, Pierson, Ball & Dowd, Washington; Hathaway Watson, RKO General Broadcasting; Lawrence H. Rogers II, Taft Broadcasting; Wallace J. Jorgenson, Jefferson Standard Stations; Hulbert Taft Jr., Taft Broadcasting; George B. Storer, Storer Broadcasting; William Geoghegan, Pierson, Ball & Dowd, and Ward Quaal, WGN-TV Chicago, chairman of the group.

Conn. CATV hearing stresses cost factor

The implication that applicants for Connecticut community antenna TV franchises would have to demonstrate to the Connecticut Public Utilities Commission the advantages of their constructing and maintaining facilities rather than leasing them from the Southern New England Telephone Co., was brought out as the cross-examina-



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white giant above, for example, have brought sharp cuts in rates for volume shipments of grain. But giant or regular size, covered or open, freight cars carry everything—including more than 6 million tons of newsprint and printing stock each year. They are truly the transportation workhorses for America today. And they're out to do a still better job tomorrow.

ASSOCIATION OF AMERICAN RAILROADS

tion phase of hearings resumed Oct. 4 in Hartford.

PUC Chairman Eugene S. Loughlin told Monroe Rifkin, president of Laurel Cablevision: "We hold no brief with the telephone company, but it is our responsibility to see that the public gets the most economical CATV service." He said that Mr. Rifkin and other applicants ought to compare for the commission the costs of constructing their own plants with the costs of using telephone company-provided facilities.

Mr. Rifkin said that his company was preparing such a study and that he hoped to submit it to the commission in a week or so.

Mr. Rifkin also told the commission that the Laurel stockholders had already subscribed \$250,000 in cash and government securities. He was followed to the stand by several stockholders who offered proof of their financial ability to provide their share of the \$1 to \$1.5 million equity capital projected by the company.

Examiner finds no change in Estes' case

An FCC hearing examiner recommended that no change be made in the findings and conclusions of the commission's Feb. 4, 1964, decision which denied a license renewal for WMOZ Mobile, Ala., and revoked the license of WFFA Pensacola, Fla. (BROADCASTING, Feb. 10, 1964). The stations are owned by Edwin H. Estes.

After the commission refused to grant Mr. Estes' petition for reconsideration the U. S. Court of Appeals in Washington ordered that the case be remanded for further hearing (BROADCASTING, March 1). The hearing was ordered to receive the testimony of Jordon Ray Jr. and Lester Foster, former employes of WMOZ, who claimed they had evidence to back up Mr. Estes' contention that there had been a conspiracy to submit false logs to the commission and ruin him.

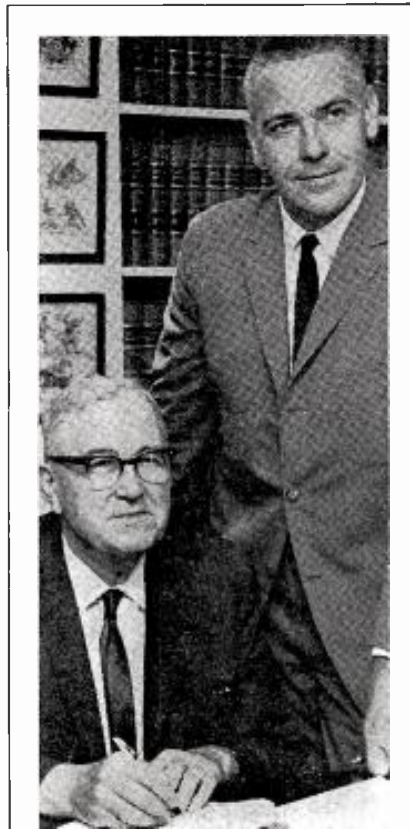
Hearing Examiner Herbert Sharfman found that Mr. Ray's testimony that there was a conspiracy between Mr. Ray, Mr. Foster and Robert Grimes (vice president of rival station WGOK Mobile) is "inherently incredible." He said that Mr. Ray's story about a telephone call from A. J. Crawford of WGOK suggesting that Mr. Ray testify falsely is completely uncorroborated and must be rejected.

The examiner concluded that, on remand record: "There was no credible evidence establishing that anyone other than Estes submitted false logs to the commission, or that there was a conspiracy among other persons to do so."

FCC sets WGMA hearing

Commissioners will hear oral argument after court remand

Counsel for Jack Barry and Daniel Enright will have an opportunity to argue before the seven FCC commissioners that the agency was inconsistent in denying the license-renewal application of the Barry-Enright station, WGMA Hollywood, Fla., while granting renewal



On the dotted line

Signing the contract whereby General Electric Co. is buying WSIX-AM-FM-TV Nashville for \$9.5 million (BROADCASTING, Oct. 4) are (l to r): Louis R. Draughon, president of the Nashville stations, and Reid L. Shaw, vice president and general manager of the General Electric Broadcasting Co., licensee of WGY, WGFM (FM) and WRGB (TV) Schenectady, N.Y. The WSIX purchase is the first move in an expansion program in broadcasting by GE.

applications of NBC, Westinghouse Broadcasting Co. and General Electric.

The commission last week decided to hold an oral argument on the case which was remanded by the U. S. Court of Appeals for an explanation of how the WGMA decision was consistent with the standards established in those other cases (BROADCASTING, April 12). The argument is set for Dec. 16.

The commission denied the WGMA license-renewal application because of the participation of Messrs. Barry and Enright in the rigged quiz-show scandals that rocked the television industry in the late 50's.

But the court, acting on the station's appeal, asked the commission how it could deny WGMA's renewal application one week and then, a week later, grant renewal applications for NBC, which had carried Barry-Enright shows. The applications were for the Philadelphia stations the network then owned. (BROADCASTING, Aug. 3, 1964).

The court also noted that although GE and the WBC parent corporations had been found guilty of antitrust violations, both had been granted license renewals for their stations; yet Messrs. Barry and Enright, who had not been convicted of a crime, were denied their application for renewal.

Active Counsel ■ The order for the oral argument came after the WGMA counsel filed three letters with the commission, two of them requesting a hearing, either formal or informal, on the matter. One requested a chance to discuss the "interrelationship" of the WGMA and NBC, WBC and GE cases. The other asked for an opportunity to comment on a presumably confidential staff document dealing with the WGMA case reported in the trade press.

That request followed publication of portions of the document—a general counsel's office memorandum—recommending that the commission issue a supplemental decision in the WGMA case suggesting the arguments to be used in distinguishing the WGMA case from the others mentioned by the court.

Fairness Requested ■ The WGMA counsel, Marcus Cohn, said that, as "a matter of fairness," he should be permitted to comment on the memorandum before the commission acted on it. He said the publicity given the memorandum would make it difficult for the commission to consider the case with an "open mind."

But the commission, in ordering the oral argument, abandoned the general counsel's memorandum and its recommendations. The decision will now be written by the office of opinions and review, on instructions from the commission, following the oral argument. This procedure reportedly was urged by Commissioner Lee Loevinger.

The third letter conveyed a request



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powerful ideas, powerful results ... experienced, effective help selling **Meredith**
Phoenix, Syracuse, Omaha and the Kansas City markets. **bunch**



MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV; PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV
BROADCASTING, October 11, 1965

that the commission obtain and place on public file the provisions of the NBC-RKO General Inc. agreement under which RKO General dismissed its appeal from the commission decision last year in the Philadelphia channel 3 case.

In that decision, the commission renewed the licenses of the Philadelphia stations then owned by NBC on condition that the network swap those properties for WBC's Cleveland stations. RKO had hoped to acquire the Philadelphia stations, but the commission was determined to unscramble a 1955 trade it said had been forced on WBC.

Mr. Cohn also asked the commission to reduce to writing and make public the basis for the commission's decision in agreeing to the NBC-RKO General agreement, as well as a description of the manner in which the agreement was brought to commission's attention and received its approval.

Mr. Cohn, noting that none of these matters has been made public, said that if the commission ultimately affirms its decision to deny WGMA's renewal application, the station might file another court appeal. And if it did, he said, it might want to refer to the RKO dismissal of its appeal, he said.

WGMA, in seeking reconsideration of

the commission's decision in May 1964, had asked for a consolidated hearing in which the similar aspects of the WGMA and NBC cases could be aired. Messrs. Barry and Enright also asked for an opportunity to sell the station.

But the commission, in denying the petition for reconsideration, said that its conclusions "must depend upon the facts as developed in each record and upon the application of appropriate legal standards to such facts."

Hearing sought on sale of KARK stations

The Arkansas Citizens and Advertisers Protest Committee last week asked the FCC to designate for hearing the application for the sale of KARK-AM-FM-TV Little Rock because of the committee's concern about the proposed financial transactions. The committee, formed to oppose this sale, said 100% of the purchase price is to be obtained from borrowed capital.

The proposed sale, is from T. K. Barton, Mrs. Madeline M. Barton and Clark N. Barton, to John C. Mullins, owner of KBTR and KBTW(TV) Denver. The purchase price is \$3.75 million

(BROADCASTING, Aug. 9).

The committee fears that the effects of the proposed debt will be: (1) Advertisers "will be required to bear the burden of providing the earnings to retire the debt imposed upon this licensee"; (2) The viewing public will have "to sit through one of the most commercially loaded broadcast days on any broadcast station in the United States."

The committee said it appears that the transferee's program proposals may not be based upon the laws of competition, supply and demand, but instead on the need of the transferee to retire a debt. The commission is therefore justified in asking the transferee how it intends to serve the public interest and operate in the manner proposed, according to the committee.

Changing hands

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

■ **WSUN-AM-TV** St. Petersburg-Tampa, Fla.: Sold by the City of St. Petersburg to H. Y. Levinson, owner of WCAR Detroit, for \$1,130,000 (CLOSED CIRCUIT, Sept. 13). City commission approved sale last Thursday. Contract is expected to be signed this week. Mr. Levinson's bid was higher of only two received for city's broadcast properties. Lee Gorman, representing New England interests, bid \$911,500. WSUN operates fulltime on 620 kc with 5 kw and is affiliated with ABC. It was founded in 1927. WSUN-TV, on channel 38, with 200 kw lost its ABC-TV affiliation Sept. 1 to channel 10 WLCY-TV. Existing studio facilities on Municipal Pier must be vacated shortly but transmitter site is available for five years. St. Petersburg-Tampa now has three VHF outlets: in addition to WLCY-TV, there is WFLA-TV on channel 8 and WTVT(TV) on channel 13. Educational, noncommercial WEDU(TV) is on channel 3.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 85).*

■ **WDOK-AM-FM** Cleveland: Sold by Northeastern Pennsylvania Broadcasting Inc. to Westchester Corp. for \$2.18 million. Northeastern Pennsylvania is composed of stockholders of the now defunct Transcontinent Television Corp. which sold off all its holdings except the Cleveland stations in 1964. Westchester Corp. is principally owned by the Valentine Macy family. WDOK, founded in 1950, is fulltime on 1260 kc with 5 kw, with a CBS affiliation. WDOK-FM went on the air in 1954,

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BEVERLY HILLS

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C. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
374-8151

Henry visits pay TV

FCC Chairman E. William Henry dropped in on WHCT(TV) Hartford, Conn., last Monday (Oct. 4) for an inspection and briefing on the workings of the pay-television test being conducted on the station.

The chairman, on his way to the fall convention of the Connecticut Broadcasters Association in Moodus, was one of the few commissioners who hadn't seen the nation's only pay-TV system in operation.

Commissioner James J. Wadsworth who joined the commission in May, hopes to visit the RKO General Inc.-owned station shortly.

The commission is considering a request for rulemaking to establish a nationwide system of pay TV. The petition was filed by Zenith Radio Corp. and Teco Inc., which, with RKO General Inc., are conducting the Hartford pay-TV test.

operates on 102.1 mc with 31 kw.

■ **WEEZ** Chester, Pa.: Sold by Ogden R. Davies, Clyde Fry and others to Ernest Tannen for \$250,000. Mr. Tannen owns WDMV Pocomoke City, and holds a majority interest in WYRE Annapolis, both Maryland. He also operates Media America, a consulting firm in Silver Spring, Md. Mr. Davies is general manager of WKAP Allentown, Pa. WEEZ operates fulltime on 1590 kc with 1 kw.

COMMUNITY TELEVISION

■ **Ocala, Fla.:** Sold by Cosmos Broadcasting Co. to William L. Matheson and associates for \$600,000. System, serving 1,500 subscribers, brings in five TV signals—WFGA-TV and WJXT(TV) Jacksonville, WFTV(TV) and WDBO-TV Orlando, and WESH-TV Daytona Beach, all Florida. B. M. Tibshirany, local manager of Video Corp. of Ocala, will remain as vice president and general manager, the new owners announced. Cosmos Broadcasting is a group broadcaster and CATV operator. Broker: Daniels & Associates.

Media reports . . .

■ **NBC affiliate** ■ **KORK** Las Vegas, has joined NBC Radio as an affiliate. KORK, licensed to the Southwestern Broadcasting Co., is on 1340 kc with 1 kw-day and 250 w-night.

■ **Back with Mutual** ■ **WwGM** Nashville,

Tenn., has reaffiliated with Mutual after a short period as an independent station. WwGM, a daytimer on 1560 kc with 10 kw, was a Mutual affiliate from April 1963 to June of this year.

■ **One family** ■ Georgia's four educational stations, WGJV(TV) Athens, WXGA-TV Waycross, WVAN-TV Savannah and WJSP-TV Columbus, have become an interconnected network, operated by the Georgia State Department of Education. These stations reach approximately 650 schools, and by the beginning of 1966, when five new stations are added, will have state-wide coverage.

■ **Broker move** ■ Jack L. Stoll and Associates Inc., media brokers, has moved to larger quarters in Los Angeles. New office is located at 514 Hollywood Security Building, 6381 Hollywood Boulevard, 90028. Firm also has offices in New York and Washington.

City to own CATV system after 20 years

The first community antenna television system which will revert to the city free, lock, stock and barrel after 20 years, was franchised by the city of

Asheville, N.C., last week.

In a unanimous action, the city council voted to accept the offer of Asheville Cablevision Inc. to establish a 12-channel CATV system in that city. Asheville Cablevision is principally owned by Robert O. Hofland of Chelmsford, Mass. (BROADCASTING, Sept. 6).

The Asheville council voted to accept Mr. Hofland's offer, after sealed bids were opened Oct. 1 and Mr. Hofland's was found to be best. Other bidders were Reeves Broadcasting and Community Cable Co. of Ocala, Fla.

The Hofland offer: 16% of the first \$600,000 gross; 50% on all the gross above \$600,000, with reversion of the system to the city at the end of 20 years.

Mr. Hofland said last week he hopes to serve the potential 18,000 homes in Asheville with 10 TV signals off the air, plus a weather channel and FM. He said he hopes to bring into Asheville TV signals from the two Asheville stations, and from Charlotte, N. C.; Greenville and Spartanburg, both South Carolina; Knoxville and Johnson City, both Tennessee, and Bristol, Va. He estimates that construction of the 150-mile-system will cost from \$600,000 to \$800,000. He said he has a \$1 million

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commitment from Kellogg Credit Corp., a subsidiary of ITT.

Mr. Hofland until this month was employed as a sales engineer with Spencer-Kennedy Laboratories of Boston. Spencer-Kennedy is a manufacturer of CATV equipment. A native of Racine, Wis., Mr. Hofland has been with RCA and with Raytheon as a field engineer, and has been a teacher in El Paso and Andover, Mass. He joined Spencer-Kennedy 18 months ago.

Mr. Hofland said that at the invitation of city officials he has made an offer to Decatur, Ill., similar in many respects to his bid for Asheville.

After 9-month fight, WBOX will be sold

Ralph Blumberg, owner of WBOX Bogalusa, La., has been offered \$70,000 for his 1-kw daytimer by a Louisiana oilman, and he plans to file for a transfer of license with the FCC within a few weeks.

Last week Mr. Blumberg said he had held out as long as he could. But, he continued, the local merchants aren't returning as sponsors and the members of the business community "are just as frightened [of the Ku Klux Klan] as they've ever been."

For nine months the Bogalusa broadcaster has been keeping his station on the air as the sponsor list dwindled to next to nothing. Currently the only accounts on WBOX are B-C Headache Powder and Pearl Brewing. At one time the station had 70 to 75 accounts a month.

The sponsor cancellations began last January when Mr. Blumberg and a group of local citizens attempted to bring former Arkansas congressman Brooks Hays, a Baptist layman and racial moderate, to speak in Bogalusa (BROADCASTING, March 22 et seq.).

As the advertisers began to leave the station, Mr. Blumberg said he began receiving threatening phone calls. The cancellations and threats were said to be the Klan's work. Broadcasters in other areas bought time on his station and pledged support, but eventually that money ran out.

'Real Beating' ■ Mr. Blumberg bought WBOX in 1961 for \$80,000, and he said with the pending sale he's "going to take a real beating. But the one thing I don't want to do is declare bankruptcy, and the \$70,000 is the best offer so far."

"I won't have any money to buy another station," he said, "so I'm looking for a job. I've got 20 years experience in broadcasting in all fields except engineering."

Although he said that when the



Capitol Hill huddle

A group important to broadcasters gathered in Washington last week when (l to r) Chairman Warren G. Magnuson. (D-Wash), of Senate Commerce Committee; Dr. Frank Stanton, president, CBS, Inc.; Leonard Reinsch, president, Cox Stations, and Senator Vance Hartke (D-Ind), a member of the Senate Commerce Committee and outspoken foe of Section 315, equal-time provision of the Communications Act, met at a wedding anniversary party. The party, in the Senate Commerce Committee hearing room, celebrated Senator and Mrs. Magnuson's first wedding anniversary.

trouble began he was angry. "after a while you look at the problem rationally and find you're just a victim of the times."

As for his trouble with the Klan, Mr. Blumberg said he would fight it "no matter where I go. It's not the organization itself, it's the method of operation. It's getting bigger because people laugh at the Klan and call its members 'kooks.' But they're not, and suddenly a town finds itself taken over."

NAB regionals bring big registration

More than 1,000 broadcasters have registered so far for the eight fall regional conferences of the National Association of Broadcasters. About 200 radio and TV men from eight states are expected to attend the opening day-and-a-half conference in Louisville, Ky., Thursday and Friday (Oct. 14-15).

Senator Thruston B. Morton (R-Ky.) will be featured speaker at the opening day luncheon, and James J. Wadsworth, newest FCC commissioner will speak at a joint radio-TV assembly on Friday morning.

Black Hills blasts ex parte charge

Black Hills Video Corp. has asked the FCC to reject the "libelous, indecent and scandalous" petition accusing the corporation's executives of attempting to bring political pressure to bear on the commission.

Duhamel Broadcasting Co., licensee of KOTA-TV Rapid City, S. D., filed the petition in proceedings involving Black Hills' application for renewal of microwave facilities to serve community antenna television systems in Rapid City and Victoria, both Texas, and Exeter and Poplar Bluff, both Missouri.

Duhamel said Black Hills had attempted to solicit off-the-record help of members of Congress in connection with its petition for reconsideration of a commission order that granted renewal but attached nonduplication and carriage conditions Black Hills regards as burdensome.

Black Hills said the letters were perfectly proper and were intended to request legislators for the kind of on-the-record assistance permitted by law and commission procedures.

The Duhamel charges were based mainly on letters in the commission's public file that George R. Morrell, vice president and general manager of Black Hills, had written to Senators Stuart Symington (D-Mo.) and John G. Tower (R-Tex.) and Representative Hale Boggs (D-La.).

'Help Requested' ■ Each of the letters complained of the conditions attached to the renewal, and ended with the phrase, "I hope you can help." The commission's Broadcast Bureau has supported Duhamel's request for an inquiry to determine whether Black Hills attempted directly or indirectly, to bring ex-parte pressure to bear on the commission (BROADCASTING, Oct. 4).

But Black Hills said it had "the right and duty" to seek the kind of help it did of legislators whose constituencies would be "adversely affected" by the commission's order. (Rep. Boggs, however, doesn't represent a district affected by the commission's order.)

Black Hills said it wanted the legislators to request the commission's permission "to appear and make an appropriate statement or argument as to the impact of the commission's order upon the service to their constituents, either upon the rehearing or the oral argument en banc which was requested."

Black Hills said such appearances are provided for in the procedures of numerous administrative agencies, in-

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Harris has new idea on multiple ownership

"I would like to see multiple ownership put on a sliding scale with UHF and VHF so that if a person owned, say three VHF facilities, he would have to operate so many UHF stations, and if he owned five V's then more U's." This opinion was expressed by Representative Oren Harris (D-Ark.) last night (Oct. 10) on *Metromedia's Opinion in the Capital*.

He added that if a person would operate more U's, he should be rewarded with an additional VHF or two. He feels this is the best way to use all the available TV frequencies because the "large group owners are the ones who have the money to operate the UHF channels to the best interest of the public."

Representative Harris, at the end of 25 consecutive years in Congress has accepted an appointment as federal judge for the eastern and western districts of Arkansas (*BROADCASTING*, Aug. 16). He said that the "multiple-ownership rules regarding the acquisition of stations in the top 50 markets are "not as much trouble as the industry has indicated," because only 10 or 15 companies are really affected. But he said that "the FCC could better spend its time with other measures of more importance to the general public."

He defended former commission

Chairman Newton N. Minow's statement that television was a "vast wasteland" by saying that he feels Mr. Minow "had good intentions but was grossly misunderstood."

He also spoke up for the industry as a whole saying: "American broadcasting is the finest in the world." New developments and techniques "keep us ahead of everybody else," he added.

In a comment on cigarette advertising which he said is placed on programs with large appeal to children (*BROADCASTING*, Oct. 4), "the industry should assume its responsibilities with regard to these matters but "commercial broadcasting has provided programing and services better than any other country."

Regulate, Not Control ■ Mr. Harris does feel, however, that there is room for improvement, but not from the commission. "The FCC should regulate, but not control programing," he stated.

"Control would give the type programing that is today present in Great Britain [under the British Broadcasting Corp.] and tests have shown in that country that 57% of the people prefer commercial television and radio to that which is government controlled."

On this season's new TV shows Representative Harris said there was

"some improvement."

He said that the structure of the FCC is good, but its authority "should be clarified in many areas."

As to the talk of longer licenses, the congressman said that there is "no magic" in three-year terms. He wouldn't object to five-year licenses, but he commented that the length of licenses "should be reviewed from time to time to see the problems and advantages of longer or shorter license terms."

Mr. Harris said he would leave Congress to assume the judgeship in late March or early April of next year (*CLOSED CIRCUIT*, Oct. 4). He took issue with reports that he was staying on to "break in" his successor as chairman of the House Commerce Committee, Representative Harley O. Staggers (D-W. Va.).

Mr. Harris said that Mr. Staggers had been in Congress for 18 years "and he doesn't need any breaking in."

Asked if the ratings industry, which he once investigated, has now cleaned itself up, Representative Harris said: "It has improved but it still has a long way to go." Before he leaves, he added, "a report on the ratings industry will be issued."

In response to a question regarding current sports programing, the

cluding the FCC.

It added that the Duhamel petition, in effect, accuses "one of the country's leading citizens," C. Hamilton Moses, as well as Mr. Morrell, "of committing a crime." Mr. Moses is president of Black Hills and principal owner of that company's parent corporation, Midwest Video Corp. Duhamel's petition noted that Mr. Morrell, in his letters, said he was writing at Mr. Moses' suggestion.

Mr. Moses, Black Hills pointed out, has served as secretary to three governors of Arkansas, was president of the Arkansas state chamber of commerce, served for many years as president and chairman of the Arkansas Power and Light Company, and has been honored as "Arkansas Man of the Year" and as "Man of the South."

Black Hills said the Duhamel petition should be denied and the commission files "purged of the libelous, indecent and scandalous matter."

The commission two weeks ago denied Black Hills' petition for reconsideration, except to the extent of

slightly modifying the nonduplication and carriage protection the CATV's served by the company will have to afford local stations (*BROADCASTING*, Oct. 4).

Black Hills and Midwest Video have launched a court fight to overturn the commission order adopting CATV rules. The suit alleges that the commission lacked the authority to adopt the rules and did not follow proper administrative procedures. The suit also says the rules are unreasonable (*BROADCASTING*, June 28).

Delayed reaction to a 'routine' proposal

A proposed FCC rulemaking regarded as routine when it was issued is beginning to cause some uneasiness among communications attorneys who regard it as dangerously vague. Some also see in it a potential violation of the constitutional guarantee against self-incrimination.

The proposed rule, issued for comment on Sept. 22, is designed to make explicit the commission's authority to levy fines on licensees who fail to respond promptly and truthfully to commission inquiries. It also makes explicit that licenses and permits can be revoked for untruthful answers.

Thus far only one comment has been filed with the commission, from the Washington communications law firm of Cohn and Marks, which suggested that the proposal be modified in a number of ways. The firm said it should apply only to written inquiries from the commission and staff, not oral questions as well, in order to avoid misunderstandings.

It also said the commission should not be authorized to penalize an applicant or permittee for not replying to an "oral request for information" on time.

The firm said that language in the proposal covering all inquiries "helpful in the proper execution" of the commission's business is too broad. This would make it a crime for a person to give a commission staff member "misinforma-



Representative Harris (l.) and Mr. Evans

congressman replied that he is "an ardent fan of sports." He said the public "should appreciate the technical developments that bring the games into the living rooms every weekend."

He restated his position against pay TV and said he feels commercial broadcasting's coverage of Pope Paul VI's visit to the U.S. was a case for the role that current commercial broadcasting performs in the life of America." The coverage was wonderful," he said.

The program was taped last week

at Metromedia's WTTG (TV) Washington, and was to be shown on WNEW-TV New York; KTTV (TV) Los Angeles; KMBC-TV Kansas City, Mo.; other Metromedia stations and radio affiliates; the Armed Forces Radio Network, and 14 educational television stations.

Appearing on the program with Representative Harris were Mark Evans, vice president for public affairs for Metromedia Inc., and Leslie Carpenter, head of the Carpenter News Bureau in Washington, and syndicated newspaper columnist.

tion as to the efficiency of the messengers."

The firm also recommended that the commission include in the rules either a specific minimum time period within which replies must be filed or a standard period of time which would apply to all letters. The comment said commission staff members should not have the latitude it said the proposal would give them for setting time limits—particularly when penalties can be imposed for not meeting those deadlines.

Attorneys concerned about the constitutional aspect of the proposal note that the commission would be able to compel licensees and permittees to submit any information or face fine or revocation. In criminal law, they note, an individual can't be punished for refusing to testify against himself.

The deadline for comments is Oct. 24. But some attorneys say that many licensees will be reluctant to express opposition to the proposal. "It's hard to oppose truth and promptness," the attorneys say.

Supreme Court asked to review Miami ch. 10

The U. S. Supreme Court has been asked to review the FCC's 1964 grant of a full license to WLBW-TV Miami. Submitting the petition for a writ of certiorari last week was South Florida Television Corp., one of the four applicants for the channel 10 facility in Miami (BROADCASTING, Oct. 4).

South Florida claimed that the FCC erred in its award to WLBW-TV because of the commission's "consistent practice . . . to favor an incumbent licensee seeking renewal of its license. . . ."

The FCC's 1964 decision had been upheld last July by the U. S. Court of Appeals for the District of Columbia, with one of the three-judge panel dissenting (BROADCASTING, July 12). The dissent, by Circuit Judge J. Skelly Wright, maintained that the FCC erroneously favored licensees in renewal proceedings where other applicants were seeking the same facilities.

WLBW-TV had been one of the original four applicants for the VHF channel in Miami which culminated in 1953 with the FCC award to National Airlines. Following allegations of improper pressures on the FCC during that original hearing, the commission in 1960 revoked the National Airlines' grant, disqualified all but WLBW-TV for improper activities, and awarded a four-month license to WLBW-TV.

At the end of the four-month period, WLBW-TV filed a license renewal application. Three other applicants filed for the channel in Miami. The commission issued its decision in 1964, renewing the WLBW-TV license for a regular three-year term, and denying the other three applicants. In addition to South Florida, which had been recommended for the grant by the hearing examiner, other applicants were Miami Television Corp. and Civic Television Inc.

The petition for certiorari was filed for South Florida by Scott W. Lucas, former Democratic senator from Illinois, and Joseph B. Friedman, Washington lawyer.

Radio code list grows; TV adds two, loses two

In the July 15 to Aug. 15 period, 36 stations were added to the National Association of Broadcasters radio code list and 25 were deleted. In the same period, two stations were added to the TV code and two were deleted.

Radio stations added: KCKN-AM-FM Kansas City, Kan.; KDEF-AM-FM Albuquerque, N. M.; KIOA Des Moines, Iowa; KIST Santa Barbara, KNEZ Lompoc, KRLA Pasadena, KSAY San Francisco and KWUN Concord, all California; KONO and KITY(FM), both San Antonio, KVLI Beaumont, KPAC-AM-FM Port Arthur, KSEL-AM-FM Lubbock and WTAW-AM-FM College Station, all Texas; KJR Seattle, KNEW Spokane and KUEN Wenatchee, all Washington; KRMG Tulsa, KTJS Hobart and KWCO Chickasha, all Oklahoma; KSOP-AM-FM Salt Lake City; WSEN Baldwinsville and WGSU (FM) Geneseo, noncommercial, both New York; WISV Viroqua, Wis.; WJBI (FM) and WSAI, both Cincinnati; WLNH Laconia, N. H.; WLST Escanaba and WTIQ Manistique, both Michigan, and WQXI Atlanta.

Radio stations deleted: KBAB Indianapolis, Ind.; KBOR Brownsville, Tex.; KFHA Lakewood Center, KGA Spokane and KXA Seattle, all Washington; KFLW Klamath Falls, Ore.; KLMS Lincoln, Neb.; KTEA-FM Midwest City, Okla.; KTNM Tucumcari, N.M.; KYRO Potosi, Mo.; WADP Kane, Pa.; WCMC-AM-FM Wildwood, N.J.; WCRS-AM-FM Green-

wood, S.C.; WDEW Westfield, Mass.; WJPW Rockford, Mich.; WJSO Jonesboro, Tenn.; WKBR-AM-FM Manchester and WTSN Dover, both New Hampshire; WLEF Greenwood, Miss.; WOSC-AM-FM Fulton, N.Y.; and WYLO Jackson, Wis.

TV stations added: KREZ-TV Durango, Colo., and Wtwo Terre Haute, Ind. TV stations deleted: KTHI-TV Fargo-Grand Forks, N.D. and WSUN-TV St. Petersburg, Fla.

Ban on newspaper-owned UHF's sought

Should the FCC bar newspaper owners from operating television stations on any of the remaining UHF assignments if the proposed stations would serve cities in which they publish?

The American Civil Liberties Union urged this policy on the commission last week as an "essential step" toward "preserving what little diversity still exists in the realm of communications media."

The ACLU was concerned with grants of new UHF frequencies, not with assignments already made. VHF was not covered by the ACLU, presumably because virtually all of those assignments have been made. The union said it is considering the overall question of multiple ownership, of which newspaper ownership is "an integral part."

The public interest requires that the still unassigned UHF frequencies "not

be assigned to a group or entity which already has a medium of communication in the community involved," the ACLU said.

The commission frequently splits on the question of whether to grant broadcasting assignments to owners of newspapers. But in the main, cross-ownership of media has not served as a bar to assignments to publishers.

The ACLU view was expressed in a letter to the FCC commissioners signed by John de J. Pemberton Jr., executive director, and Harriet Pilpel, chairman of the radio-TV committee.

Concern Expressed ■ The ACLU expressed concern over the growing number of small communities served by only one newspaper and said that the commission should seek to provide diversity among communications by an anti-crossownership policy.

It said that most of the UHF assignments contained in the commission's new table of allocations (adopted June 7) are in smaller communities—generally one-publisher communities.

It said that only 61 communities have newspapers published by two or more publishers, while in 1,400 cities, all of the newspapers are under common ownership. ACLU added that newspapers own television stations in 17 of the largest 50 cities.

The ACLU said that newspapers and TV compete for both editorial sources and advertising and "common ownership of major media of communications jeopardizes diversity of community self-expression including government, politics, etc."

HEW reports on ETV progress

Two-thirds of all college students in the United States will have access to educational TV this fall. These figures were released last week by the Office of Education, U.S. Department of Health, Education and Welfare. A potential viewing audience of 128 million in 40 states will be served by the 109 ETV's currently on the air plus seven new stations to begin in the next few weeks. Fifty thousand of the country's 128,000 schools and colleges will be covered by educational programming.

Federal aid in the form of matching funds has totaled \$11.3 million since such resources were first made available in May 1963. A total of \$32 million in federal grants over the first five years is authorized under the existing statute. Thirty-two new ETV outlets have received assistance so far. Of these 17 are currently in operation with 15 still

under construction. Thirty existing stations have been awarded funds authorizing expansion.

Another facet of federal support for the ETV program is extensive research on methods of improving broadcast teaching techniques subsidized by the Department of Health, Education and Welfare. Grants totaling \$2 million have gone toward the development of ETV programming. Federal funds have established one national and two regional television instructional libraries. The National Center for School and College Television at Indiana University, Bloomington, Ind., is a repository of instructional programming available to ETV's nationally. The Great Plains Instructional Television Library at the University of Nebraska, Lincoln, and the Eastern Educational Television Network, Boston, provide support of education programming.

NAB building group asks some questions

The National Association of Broadcasters Building Committee met last week to discuss the possibility of erecting a new structure to house the 43-year-old trade association. No hard decision was forthcoming and the committee will meet during the NAB regional meeting in Atlanta, Oct. 18-19, to take up the subject again.

Armed with a variety of proposals, supplied by a Washington architectural firm, on how the two-lot, 13,900-square-foot property NAB owns could best be used, the committee requested the architects to prepare a more detailed analysis on several recommendations.

There appears to be some division among the committee about what type of building should be constructed to replace the four-story structure that NAB moved into in 1946. That building is in need of major renovation and the cost of such a job has been said to be in the neighborhood of \$125,000 to \$150,000.

If there is to be a new structure, should it be: big enough to house only NAB; constructed to provide floor space for other tenants; built on the present 7,000-square-foot site; built on the adjoining 6,900-square-foot corner lot (which is now a parking lot); built on both lots; built with a minimum of frills; built as a showcase for the industry with exhibit hall and the like?

These are some of the questions the committee must answer.

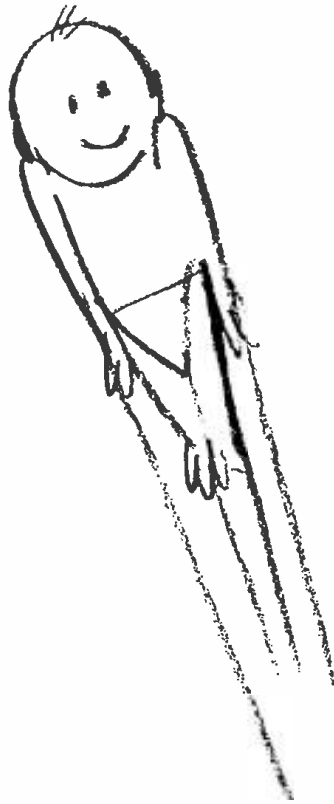
Whatever plan is decided upon, it is sure to cost more than \$1 million. And if the decision is to build on both lots or the present site, an extra expense would be incurred since the Washington staff of about 60 persons would have to be put into temporary rented offices during the construction.

The NAB's two lots are said to be worth \$900,000 to \$1 million. It acquired the corner lot several years ago for an estimated \$425,000.

N. Y. stations form radio network

Thirteen radio stations have formed the New York State Radio Network, enabling the buying of time on a combination of these outlets or on the entire group, it was announced last week.

The network consists of WVIP Mt. Kisco; WKIP Poughkeepsie; wvos New Rochelle; WGHQ Kingston; WGNV Newburgh; WHCN Norwich; WCSS Amster-



Boom Goes Baby! Bang Goes the Old Rulebook!

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Just keeping up with the Joneses and their needs today is tough enough for any progressive company. But it's only the beginning: today's U.S. population of some 195,000,000 is expected to almost double in the next 35 years.

That's a lot of new Joneses! And that means a new game has started with a brand new set of rules.

This will give you some idea of the preparations ITT has made. In the U.S. in 1945, ITT had one manufacturing plant in one state—New Jersey. Today, there are ITT plants and facilities in 200 cities and towns in all 50 states.

That's a lot of ITT in the U.S.A.!

Particularly for a company which often has been regarded as being far more international than national.

Today, in the U.S., ITT is involved in a variety of enterprises. Among these are telecommunications systems and equipment, including telephones for homes and automobiles; heating, ventilating and air conditioning equipment for schools, institutions and other commercial and industrial uses; industrial pumps and crop sprayers; navigation systems; aircraft and aerospace controls; flow controls and meters for the petroleum and other process industries; automatic and electronic control systems; data processing services; satellites for a variety of applications; and space communications.

There's more. Finance, investment, insurance and car-rental services—to

say nothing of being named by the Office of Economic Opportunity to assist in the operation, maintenance and administration of a Job Corps Men's Training Center at Camp Kilmer in New Jersey.

So let the baby boom zoom. ITT stands ready now—and will through the year 2000—with any number of new and improved products and services. Need a little additional proof? Consider this: 60% of ITT's present products are the result of the last 5 years' research and development. Quite an accomplishment. But then, one would expect this sort of progress from a company that last year had sales of \$1.5 billion in 115 countries.

There's a big job ahead in this big country. And ITT will help get it done.

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dam; WSNY Schenectady; WENT Gloversville; WKAJ Saratoga Springs; WBZA Glens Falls; WIBX Utica and WEAV Plattsburg.

A rate card will be published within a week, a spokesman said. He added that plans are being completed to feed programs of "common interest," initially via tape and subsequently by inter-connection.

The network's officers are Philip Spencer, wcss, president; Harry Thayer, wghq, vice president; Thomas Seeley, wsnv, secretary-treasurer. Frank Costello Associates, Glens Falls, will serve as representative of the network. Its advertising agency is Barlow/Johnson Inc., Albany, N. Y.

Do translators have effect on UHF?

The question of whether television translators would retard the development of UHF television in an area will be explored in a hearing designated by the FCC last week.

The hearing involves a controversy between a translator operator and the country's largest community antenna television system, which is an applicant for channel 52 in Cumberland, Md.

The hearing is believed the first one in which the commission will consider

whether translators, like CATV's could have an adverse impact on UHF development.

At issue are the applications of Tri-State Television Translators Inc. for new VHF translators on channels 2, 3, 4, 5, 8, 10 and 12 to serve Cumberland.

Potomac Valley TV Co., which has 18,000 subscribers in that community, and WSWA-TV Harrisonburg, Va., opposed the applications and were made parties to the hearing.

Besides the UHF-impact question, the issues include a determination of the interference the translators would cause the CATV systems. Potomac Valley says the translators would interfere with its off-the-air pickup of television signals as well as with the reception on subscribers' TV sets.

NARUC adopts CATV resolution

A resolution calling on states to treat community antenna TV systems as public utilities was adopted Oct. 2 with no registered dissent by the membership of the National Association of Railroad and Utilities Commissioners. The vote came after the executive board of the association recommended approval during the annual convention of the association in New York two weeks ago (BROADCASTING, Oct. 4).

The resolution also directs the association's general counsel to draft a model law to bring CATV's under state public utility commission control. The new NARUC general counsel, and also its new administrative director, is Paul Rogers, at present assistant attorney general of the state of Georgia. He takes office Nov. 1.

After the proposed legislation is drafted, it will be submitted to NARUC's committee on communications. After it clears this committee it will be sent to various state public utilities commissions as a guide to them in drafting their own regulatory law.

NARUC's Everette Kreeger, secretary-treasurer, has already informed each state of the resolution (as well as other resolutions passed at the meeting).

Dedication planned

Audiotape instead of a ribbon will be cut next Tuesday (Oct. 19) as Metromedia's WCBM Baltimore formally dedicates its new studios. Welcoming the more than 200 people expected to attend the ceremony will be John W. Kluge, Metromedia president and chairman of the board, and Mark Evans, Metromedia vice president for public affairs.

Local file rule clarified by FCC

The long-contested FCC local file rule was clarified last week by a commission action that elaborated on the exemptions possible in a station's local file, and specified the information that must be included in the file.

Broadcasters had petitioned the commission to exempt all financial information because the rule "serves as an open invitation to cranks, crackpots, competitors and curiosity seekers" (BROADCASTING, May 24).

The rule, however, remains, but the commission said that there has been "considerable misunderstanding concerning the keeping of financial information in the local file," and that some broadcasters seem to think that the new rules require them to open their books and divulge all financial information to the local public. The commission said, "This is not so."

The commission order states that the licensee only needs to show financial information pertaining to an application's estimated costs of installation, expected revenues and plans of financing, along with a balance sheet as to the close of the month within 90 days of the date of application showing the applicant's financial position.

The commission said that station financial records and the station's annual financial report to the commission are exempt unless the licensee voluntarily incorporates it by reference in material which must be open to public inspection (BROADCASTING, May 17).

The commission also sought to make clear that network contracts do not have to be made public or kept in the local files.

And the commission exempted all television translators from the local file requirement.

As for engineering data, the commission said that the licensee must file the station's service contour map, and the information on all transmitter and main studio locations.

In the case of a petition to the commission to deny an application, the applicant need not keep locally the entire petition, but the applicant must state the name and the address of the person filing the petition to deny, and file a statement that such a petition has been filed.

The rules pertaining to certain material in applications filed prior to May 14 (effective date of the rules originally adopted by the commission) need not be kept locally, as the station must only keep a local file of its current records.

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A Pope's unprecedented journey to the U.S.

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scrap regular schedules for unsponsored news

Television and radio put on one of the most intensive performances in their history in reporting, almost without let-up, the 14-hour visit of Pope Paul VI to the United Nations and New York last Monday (Oct. 4).

Close to 100 TV cameras followed the Pope almost unremittingly from his arrival at 9:30 a.m. EDT until his departure shortly after 11:30 p.m., carrying his "mission for peace" to audiences that ranged up to almost 50%—or 26.6 million—of U.S. television homes during the peak viewing period. As many as 90% of all U.S. TV homes watched some portion of the day's coverage according to American Research Bureau.

Television coverage also was carried to Europe by the Early Bird satellite and to Canada and Mexico, while portions of the radio coverage, similarly comprehensive, were also beamed to South America, Canada and, by Radio Free Europe, to the Iron Curtain countries of Europe.

The Costs ■ The TV and radio networks' papal coverage, carried without commercials, represented close to \$5.8 million in production expense and pre-emption losses, according to the best estimates available at the end of last week.

Network pool production costs added up to an estimated \$1 million, and additional production expenses were incurred by three New York independent TV stations that participated in the pool—WNEW-TV, WOR-TV and WPIX (TV)—and by the Mutual Radio Network, which provided some audio equipment for the coverage.

NBC, which was the pool coordinator, estimated its TV and radio pre-emption losses, including those of its owned-and-operated stations, at about \$1.8 million. CBS's were estimated unofficially at about the same amount, while ABC's were believed to be around \$1.2 million. (CBS-TV carried an hour and a half less continuous coverage than NBC-TV, but its daytime

program pre-emptions were believed to be more costly, thus reportedly equalizing pre-emption losses.)

Some stations and officials of some station representation firms privately questioned the networks' decisions to devote virtually the full day to the Pope's visit, and a number of affiliates—apparently from all networks—were said to have cut away for extended periods of regular programming. A number of stations also followed the no-commercial policy less strictly than the networks.

The Clearances ■ Network officials, however, for the most part claimed that "the vast majority" of their affiliates carried all or most of the papal coverage and did so without commercial interruptions.

CBS-TV officials said they would have no figures for "a week or so," but NBC-TV authorities said their coverage was carried by 197 affiliates (out of 202 in the NBC-TV lineup) plus two independent stations, and ABC-TV reported coverage by 130 affiliates (out of 131 in the lineup) during the daytime and by 122 during the mass celebrated by the Pope at Yankee Stadium that night.

At NBC-TV, which had 72-second station breaks as compared with five seconds for CBS-TV and three seconds for ABC-TV, authorities said they did not know how many affiliates carried commercials during the breaks, but pointed out that NBC during these periods fed appropriate religious music and a drawing of the Pope which affiliates could use in lieu of commercials. CBS-TV and ABC-TV officials doubted that their affiliates could squeeze commercials into the few seconds allotted for breaks.

NBC-TV was the only TV network to provide live coverage in all time zones and thus got a three-hour jump on the others in delivering the day's proceedings to the West Coast. CBS-TV and ABC-TV followed normal delay patterns in different time zones, taking the tack primarily because, according to officials, the delay would permit viewing



of key events by larger audiences.

Highlights of the day included the Pope's arrival and cavalcade into the city, his greeting by President Johnson, his speech before the United Nations General Assembly (3:32-4:03 p.m. EDT), the outdoor mass that attracted 90,000 persons to Yankee Stadium, and his pre-takeoff visit to the Vatican Pavillion at the New York World's Fair.

NBC-TV's continuing coverage was from 9 a.m. to 6:45 p.m. EDT and from 7:30 to after the takeoff about 11:30 p.m. CBS-TV's ran from 8 a.m. to 5 p.m. and from 8:30 to about 11:30 p.m. ABC-TV began at 9 a.m. and continued to 4 p.m., then resumed from 8:30 to 10:00 p.m.

American Research Bureau's National Arbitron measurements showed NBC-TV to be the clear leader in nighttime ratings, CBS-TV the clear leader in the daytime. The peak viewing period, when an estimated 26.6 million homes were tuned in, came at 9:30-10 p.m. during the outdoor mass, according to Arbitron.

Pope vs. Entertainment ■ In one of the two half-hours when NBC-TV's coverage of the Pope was opposed by entertainment programs on both of the other networks (7:30-8 p.m.), the national Arbitrons showed that the papal coverage with a 15.0 rating tied the first half of ABC-TV's *Twelve O' Clock High* and outpointed CBS-TV's *To Tell the Truth* (11.1), but had a higher share of audience than either of the others (33 to ABC's 28 and CBS's 20).

In the succeeding half hour NBC-TV's papal coverage trailed the others in both rating (NBC 15.8, CBS-TV's *I've Got a Secret* 18.3 and last half of ABC-TV's *Twelve O' Clock High* 18.1) and share (NBC 29, CBS 31, ABC 31).

In both of these half-hours at least two-thirds of the total viewing audience was tuned to network entertainment programs or to independent stations, but when two networks were covering the Pope the share attracted by entertainment and independent stations dropped to about 40% or less.

Between 10 and 11 p.m. ABC-TV offered *Ben Casey* in opposition to papal coverage on the other networks, and *Casey* came out low in both half hours.

Arbitron figures for the network's evening coverage from 8:30 to 11 p.m. showed NBC-TV with an average 21.1 rating and 40% share of audience; CBS-TV with a 15.7 rating and 27 share and ABC-TV with a 9.0 rating



For ABC (l to r): former New York Police Commissioner Eugene Kennedy, Rev. Edward Heston, special advisor, and ABC-TV's Peter Jennings.



At the NBC desk: Anchorman Frank McGee (l) with Rev. Robert A. O'Donnell of the Paulist Brothers, Rome, as special advisor and commentator.



For CBS News (l to r): Harry Reasoner and Richard Hottelet, of the network, and Bishop Fulton J. Sheen, advisor for that network's coverage.

and 16 share. From 7:30 to 11 p.m. NBC-TV had an average 19.9 rating and 37 share, with ratings and shares for the other two networks remaining constant during the whole prime-time period.

During the daytime hours between 9 a.m. and 2 p.m. and from 3:30 to 5 p.m., CBS-TV won the ratings derby with a 12.0 rating and 45 share. Dur-

ing the same period, NBC-TV had a 9.9 rating and 37 share, while ABC-TV's rating was 3.1 with a 12 share.

On radio, CBS carried a total of 14½ hours of coverage; NBC 13½ hours; ABC 10 hours, Mutual 8 hours.

Outside the United States, NBC-TV's pool pictures were transmitted to Eurovision's television facilities in Europe by Early Bird satellite. NBC Radio

and TV coverage was also carried in Canada by the Canadian Broadcasting Corp., and was broadcast in Spanish to Mexico by Telesistema Mexico.

In addition, WRUL New York short wave station, provided two-and-a-half-hours of live coverage to a lineup of 250 stations in Central and South America and in the Caribbean area. The programs were underwritten—without commercial interruption—by local affiliates of the Esso Standard Oil Co. Live and taped coverage of the Pope's visit was also transmitted to countries behind the Iron Curtain by Radio Free Europe.

Protestant seeks time

Claims papal coverage was 'religious propaganda' and he wants to reply

The three television networks which were bathed all week in the critical acclaim won by their coverage of Pope Paul VI's visit to New York and the United Nations on Monday (Oct. 4) were due to receive a chilling note at week's end.

The Rev. Dr. Carl McIntire, a fundamentalist Protestant preacher, has asked for free time to reply to the "sustained presentation of religious propaganda" he said was broadcast during the all-day coverage of the Pope.

Dr. McIntire was ousted from the United Presbyterian Church in the U.S.A. 30 years ago, and later founded his own denomination. He is now president of the International Council of Christian Churches which has 111 Protestant denominations, and is pastor of the Bible Presbyterian Church in Collingswood, N. J. His radio program, *20th Century Reformation Hour* is heard on more than 600 radio stations.

Dr. McIntire said he made his request to the networks in behalf of the ICCA in a statement dated Oct. 5. Spokesmen for the networks Thursday (Oct. 7) said they had not yet received word of the demand, and therefore declined to comment on it.

Fairness Echo ■ The statement makes no explicit reference to the FCC's fairness doctrine, which Dr. McIntire has repeatedly attacked as an attempt to curb broadcasters' views. But his statement is couched in terms reminiscent of the doctrine.

The use of free television time to

espouse the views of the Catholic Church, he said, "is not proper unless similar facilities are made available to other religious representatives in this country."

Dr. McIntire did not ask for equal time. But "in view of the fact that so much time was made available," he said, "we are certainly entitled to some time." He asked for separate conferences with "top officials of the networks" to discuss the matter.

He said the coverage given the visit—"with Roman Catholic counsellors and commentators from the church sitting in for explanations, editorial reporting and Roman Catholic preachments in behalf of the church itself—went beyond the bounds of normal news reporting.

"We monitored all three networks and never has the United States had such a sustained presentation of religious propaganda in behalf of any one church or religion," he said.

No Chance for Comment ■ He said no opportunity was given "to the conservative and fundamentalist Protestant movement, or a representative of it, to make any comment." He protested the CBS presentation of Dr. Eugene Carson Blake, a leader in the National Council of Churches of Christ, as a spokesman for Protestants. Dr. McIntire, who has long been feuding with the council, said Dr. Blake "could only speak for the liberal ecumenical branch of American Protestantism."

He also noted that the networks had completely ignored the sixth world congress of the ICCA, held in Geneva, in August. To suppress news of one worldwide religious and Christian council while giving the Roman Catholic Church virtually a full day of free television time, he said, "is unfair, discriminatory and is not in the public interest."

Seven Arts syndicates motion picture reruns

Seven Arts Associated has placed into distribution the "99 Film Favorites" package, consisting of features produced by 20th Century-Fox and previously issued to TV by other distributors.

Among the 99 rerun features are "Alexander's Ragtime Band," "A Tree Grows In Brooklyn," "Under Two Flags," "The Great Profile," "Irish Eyes Are Smiling," and "Jesse James." Donald Klauber, executive vice president and general sales manager of Seven Arts Associated, observed that although the films previously have been distributed to TV, there is "rerun value for quality feature product," and "in many markets, part or all of these films will be available on a first-run basis."

Nonduplication rule questioned

Broadcaster-law student lists six grounds for fighting AM-FM rule

The FCC rule designed to force large-market FM stations into independent programming is of questionable legality and will likely be tested in court.

This is the conclusion of a California broadcaster who is a student at the University of Southern California Law School and who has written a law journal article on the AM-FM nonduplication rule.

The new rule, scheduled to become effective Friday (Oct. 15), will prohibit FM stations in markets of 100,000 or more population from duplicating the programming of affiliated AM stations more than 50% of the time.

Some 195 stations would be affected. But the commission has postponed the effective date to Dec. 31 for 112 of the stations for which waivers of the rule have been requested. The commission is expected to rule on the waiver requests shortly, possibly this week, and to deny most of them.

Court Tests ■ The author of the article, in the *Southern California Law Review*, is Ray Lapica. He owns 66⅔% of KACE-AM-FM Riverside and 40% of KAMP El Centro, both California.

He reported, on the basis of a national survey of FM broadcasters, that one or more court tests of the rule is "certain." He said six stations, including one in a community of less than 100,000, expressed a determination to enjoin the commission from enforcing the nonduplication rule.

Results of the survey were released in June (BROADCASTING, June 21). It showed that 66% of the broadcasters who responded intend to automate their FM operations if they have to separate their AM and FM programming.

Mr. Lapica contacted FM stations without regard to market size in view of the commission's opinion, as expressed in the order adopting the nonduplication rule, that "eventually there must be an elimination of FM stations which are no more than adjuncts to FM facilities in the same community." In other words, the commission feels nonduplication should be extended to all communities.

Mr. Lapica suggested that the rule is a "questionable extension of FCC control," for it seeks to accomplish what

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CHICAGO— MILWAUKEE	15	1 hr. 50 mins.	1.35	1.55	1.80
ATLANTA— BIRMINGHAM	10	3 hrs. 45 mins.	1.65	1.85	2.10

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

economic pressure will gradually solve. He notes that the survey shows some 37% to 40% of the FM stations are already programing independently.

He also sees the rule as setting a dangerous precedent. If the commission can order stations to split their programing, he said, it can punish those "who refuse, or are lax, or who do not know what to do, or perhaps cannot afford to change.

"Further, it can later use this failure to meet its performance standards as ground for forcing all AM licensees to divest themselves of their FM stations. It follows that, if this is upheld, there is no reason why TV licensees, newspapers, corporations and individuals generally could not be forced to sell their properties."

Six Grounds ■ Mr. Lapica cited six arguments which broadcasters might use in seeking to overturn the rule:

(1) The Communications Act contains no authority for prescribing programing.

(2) The rule involves "specific programing and is therefore an unconstitutional interference with free speech" and a violation of the First Amendment to the Constitution.

(3) The rule violates the due process clause of the Fifth Amendment to the

Constitution "by depriving the broadcaster of his property in forcing him to spend more on increased and separate programing and possibly jeopardizing one or both stations—AM and FM."

(4) The rule is "arbitrary and capricious" since no public-interest justification has been shown.

(5) The government should be prohibited from enforcing the rule since many broadcasters entered FM after being encouraged to do so by the FCC.

(6) The rule violates the broadcaster's license, which gives him three years to program under the regulations existing at the time of the grant.

Festival set for N. Y.

The fifth annual International Film & TV Festival of New York will be held at the Americana Hotel Oct. 14-15.

Speakers will include William L. Cooper Jr., director of film programs, WPIX(TV) New York; Tom Jones, program director, Triangle Stations; Steve Krantz, president, Krantz Films; George Heinemann, manager of public affairs, NBC; Rene Anselmo, executive vice president, Spanish International Network; and Edwin Cooperstein, president, WNJU-TV Linden-Newark, N.J.

10 cited in fairness case

FCC says stations broke rule when they offered paid time only to reply to Hargis

The FCC held last week that 10 AM stations had violated the fairness doctrine when they refused to make time available, except on a paid basis, to the victim of an attack broadcast on a sponsored program.

At issue was a broadcast in November 1964 of the Rev. Billy James Hargis, said Fred Cook, a former *New York World-Telegram and Sun* reporter, falsely accused an unnamed New York City official on a television program in 1959. Mr. Hargis made the statement in discussing an article by Mr. Cook in *The Nation* on right-wing "hate" groups on the air.

The commission noted that the New York district attorney later absolved Mr. Cook of blame for the incident. But in any event, it said the stations should have honored Mr. Cook's request for time to reply. Letters to the stations are expected to be released this week.

Most of the stations said they would not grant Mr. Cook time unless he paid for it or secured sponsorship. Others directed him to ask the Rev. Hargis for permission to appear on his program.

Follows Earlier Case ■ The commission's decision was in line with its position, first enunciated in September 1963, that broadcasters who present one side of a controversial subject on a paid program cannot reject a presentation of the other side, and thus leave the public uninformed, on the ground that paid sponsorship was unavailable (BROADCASTING, Sept. 23, 1963).

One of the stations involved is WGCB Red Lion, Pa., whose owner, the Rev. John M. Norris, has asked the federal district court in Washington to enjoin the commission from enforcing the fairness doctrine.

The commission reportedly told WGCB that it must shoulder the burden of locating a sponsor if it wanted payment for the time to be made available to Mr. Cook. The commission also said that Mr. Cook did not have to demonstrate that he could not afford to pay for the time.

To the stations that had directed Mr. Cook to contact Rev. Hargis, the commission said that licensees must bear the responsibility for making arrange-



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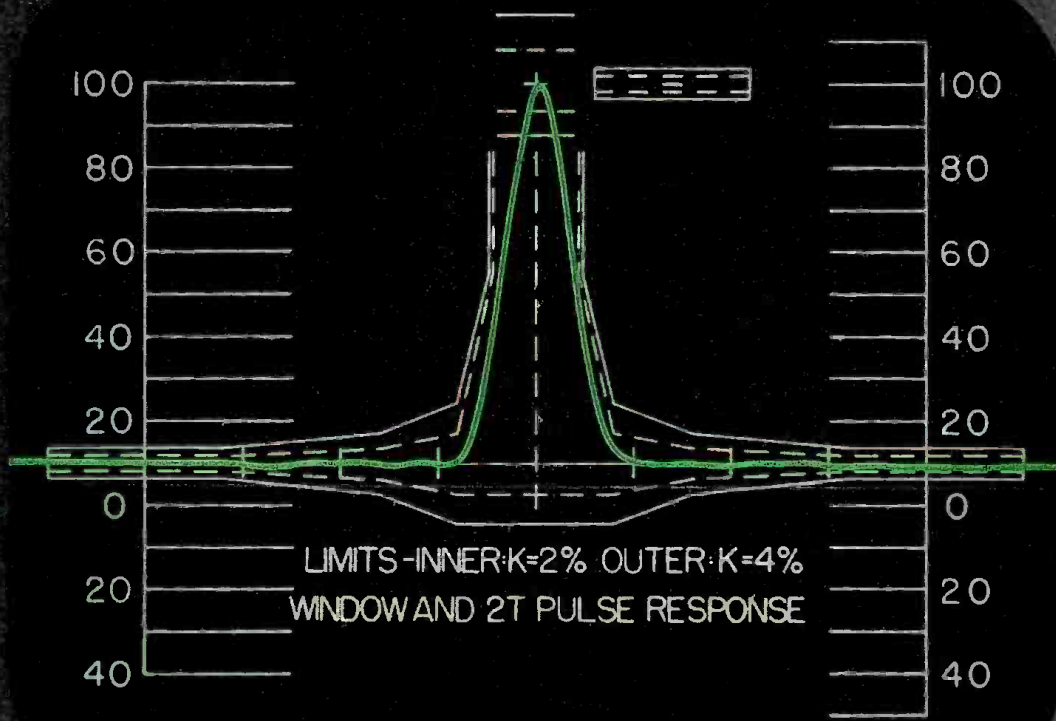
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Mogul explains planned revamping of WAKE, WWVA, WYDE

Formats of stations belonging to Basic Communications Inc. (WAKE Atlanta, WWVA Wheeling, W. Va., and WYDE Birmingham, Ala.), will be revised shortly in a move to make them more competitive in their respective markets.

The changes were revealed to BROADCASTING in an interview with Emil Mogul, president of Basic Communications Inc. Mr. Mogul reported that WWVA will become a 100% country and western music station on or before Nov. 1, WAKE will shift to an all-Negro operation on Oct. 14, and WYDE will be re-appraised and a complete revamping will be instituted within a few months.

Mr. Mogul, who retired several months ago as board chairman of Mogul Williams & Saylor (now Mogul Baker Byrne Weiss Inc.), reported that he is spending his "retirement" as head of Emil Mogul & Associates, New York, a management consultant company, and is taking a more active role in Basic Communications, in which he is a substantial stockholder.

"You must remember I started in the agency business as a timebuyer more than 30 years ago," Mr. Mogul reminisced. "I feel that from my experience in buying radio I can

make a contribution in programing and selling the medium. I'm just getting my feet wet in the station business and I love it. I wish I were 10 years younger."



Mr. Mogul

Mr. Faulder

To help institute the changes that have been formulated, George Faulder, former commercial manager of KCUL Fort Worth, a country music station, has been named assistant to Mr. Mogul, general manager of WYDE and operations manager of WWVA. For the time being, Mr. Faulder will divide his time between Birmingham and Wheeling.

Specialists Retained ■ For WWVA, the projected change will mark a shift from an operation that has been partly country and western and partly middle-of-the-road music. Two country music outlet specialists, Joe Allison and Joe Nixon, have been

retained to help devise a modern country music sound for WWVA, according to Mr. Mogul.

The move from a middle-of-the-road to an all-Negro format for WAKE (an application is pending with the FCC to change it to WIGO) was prompted by research indicating that the Atlanta market is "underserved" in Negro-oriented radio, Mr. Mogul said. The format will be basically rhythm and blues but will seek to appeal to the substantial number of upper-income, better-educated Negroes found in Atlanta through an expansion in public affairs and discussion programs he stated. Bert Weiland will continue as general manager.

Plans for WYDE, a top-40-station, are "less concrete," Mr. Mogul observed, but there will be "a drastic change." He said that among formats being considered are "top 40 but with a different approach"; country-music, or "perhaps an entirely different route altogether." The station, he indicated, will be completely revamped.

Mr. Mogul added that at all three stations there is going to be an emphasis on "creative commercials." Stations will be in a position to offer local advertisers without agencies a commercial radio service.

ments for replies, and cannot shift it.

The commission also asserted in letters to some of the stations that they had not informed Mr. Cook of an offer by Rev. Hargis to present Mr. Cook on his program.

The commission said that all of the stations but one, KXEN Festus-St. Louis, also failed to comply with the personal attack aspect of the fairness doctrine by failing to notify Mr. Cook of the broadcast attack.

The commission directed the 10 stations to inform it of their plans for complying with the fairness doctrine in connection with the complaint by Mr. Cook.

The other stations involved are KHEP Phoenix, Ariz.; KBEN Carrizo Springs, Tex.; WEYY Talladega, Ala.; KBHC Nashville, Ark.; KVIN Vinita, Okla.; WJBS Deland, Fla.; WNKY Neon, Ky.; and KVOW Riverton, Wyo.

Radio series sales . . .

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood): WISE Ashe-

ville, N. C.; KWYN Wynne, Ark., and KBOM Bismarck, N. D.

Earl Nightingale Program (Nightingale-Conant Corp.): KOWH Omaha; KTOE, Mankato, Minn.; WQDC(FM) Midland, Mich.; WTIG Massillon and WHHH Warren, both Ohio; KBLR Bolivar, Mo., and WIZS Henderson, N. C.

Northwestern Reviewing Stand (Northwestern University): WDUQ(FM) Pittsburgh; WQUA Moline, Ill.; KPRO Riverside, Calif.; WEOK Poughkeepsie, N. Y.; KYMN Oregon City, Ore.; KMA Shenandoah, Iowa; WDOK Cleveland, and WSGN Birmingham, Ala.

The Sealed Book (Charles Michelson): WJPG Green Bay, Wis.

Triangle Audio Program Service (Triangle): WAPL Appleton, Wis., and WFIG Sumter, S. C.

Anniversaries in Sound (Triangle): KLEM LeMars, KJAN Atlantic and KGRN Grinnell, all Iowa; WJOR South Haven, WHAK Rogers City and WHSB-FM Alpena, all Michigan.

Easter—the Beginning (Woroner): WERE Cleveland, WERT Van Wert and WFIN Findlay, all Ohio; WBIG Greensboro, N. C.; KELI Tulsa, Okla.; KTRN Wichita Falls, KIXZ Amarillo and KWFR San Angelo, all Texas; WABR Orlando and WKAT Miami Beach, both Florida; WORX Madison and WTCA Plymouth, both Indiana; KBLU Yuma, Ariz.; WBZA Glens Falls and WAUB Auburn, both New York, and WBLT Bedford, Va.

Close-up (Woroner): WJET Erie, Pa.; WBZA Glens Falls, N. Y.; WNOR Norfolk, Va., and WXLW Indianapolis.

Tips on Tots (Woroner): KROE Sheridan, Wyo.

The First Christmas (Woroner): WACO Waco, KIXZ Amarillo, KTRN Wichita Falls and KWFR San Angelo, all Texas; WERT Van Wert and WFIN Findlay, both Ohio; WORX Madison and WTCA Plymouth, both Indiana, and WSBK Boca Raton, Fla.

July 4, 1776 (Woroner): WFIN Findlay, Ohio, and WORX Madison, Ind.

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More talk on Canon 35

Editor says judge should decide when to admit television to courtroom

A proposal to revise Canon 35 of the American Bar Association to give judges the right to decide how and when TV and cameras should be permitted in the courtroom was made last week by the editor of a big city newspaper.

The suggestion was made by Brady Black, editor of the *Cincinnati Enquirer*, at the sixth annual conference of United Press International editors and publishers in Washington.

Canon 35, he said, "is too much concerned with policing the news media to protect something called 'the dignity of the court' and too little concerned with preserving the constitutional rights reserved for the people."

Constitutionally, Mr. Black said, criminal prosecutions are required to be public, the trial must be by an impartial jury, and freedom of the press "conveys the right to cover and report that which is public."

After commenting on Canon 35, Mr. Black added:

"I find nothing in the Constitution which concerns itself with preserving the essential dignity of the proceedings and must conclude therefore that if that dignity is in conflict with freedom of the press and a public trial, then dignity must suffer rather than rights guaranteed in the Constitution."

Assuming his editorial prerogative, Mr. Black suggested that Canon 35 be rewritten to read as follows:

Edited Version ■ "The taking of photographs in the courtroom during sessions of the court or recesses between sessions of the court and the broadcasting or televising of court proceedings are to be in a manner which in the judgment of the court does not distract the witness in giving his testimony, does not distract the jurors in hearing that testimony, and does not otherwise interfere with the constitutional rights of a public trial by an impartial jury."

Each city should have a liaison committee of lawyers and newsmen to meet the problems of free press-fair trial as they arise. The president of the American Bar Association told UPI editors and publishers.

Edward W. Kuhn, association presi-

dent, also told the newsmen that the lawyers' group is tightening its rules to prevent talkative attorneys from making statements that might prejudice the right of fair trial for defendants and to discipline violators.

It is also, he said, formulating guidelines for courts, public officials and police in all aspects of criminal law administration.

In discussing Canon 35 of the ABA, which prohibits TV from covering court trials, Mr. Kuhn said that it does not prohibit TV newsmen from covering the trial as newspaper reporters do.

In answer to a question, Mr. Kuhn commented that a reporter with a pencil and paper is annoying; still cameras with flash bulbs are still more annoying and, he added, "TV cameras are the worst." All of these "distractions," the ABA president said, make it difficult for the jury, the judge, the lawyers and the witnesses.

Mr. Kuhn also discussed the work of the ABA committee on fair trial and free press, which has been working under the chairmanship of Justice Paul C. Reardon of the Massachusetts Supreme Judicial Court. Its 11 members have met with national associations of editors, publishers and broadcasters and with the Joint Media Committee in Washington, and will meet in November or December in Boston with a special committee representing the American Newspaper Publishers Association.

Major Inquiry ■ This study, Mr. Kuhn said, is part of an overall study of criminal justice in the U. S.

Rebuttal to Mr. Kuhn's position came from David Brickman, publisher and editor of the *Malden News* and the *Medford Daily Mercury*, both in Massachusetts.

None of the various approaches to dealing with pre-trial publicity, Mr. Brickman said, has merit except voluntary guidelines. "Its superior merit," he added, "lies in placing decision and judgment where it ought to be: in the lap of the editor."

Newsmen, Mr. Brickman said, are "far more competent to decide what is suitable pre-trial publicity than the police, a prosecuting attorney, or a defense lawyer. . . ." And, he added, this means more protection to the defendant.

On the basis of mutual agreement, Mr. Brickman said, three principal guidelines have been agreed to by newsmen and lawyers in many areas of the country: (1) avoidance of reports on confessions; (2) avoidance of reporting statements from police or lawyers about the guilt or innocence of a man arrested for a felony; (3) prudence in applying accusatory words to describe him, his record, or his case from the time of indictment.

But, he noted, "In the reporting of

a crime, the search for the criminal, his apprehension by the police, the return to the scene by the arrested person to re-enact his crime, the public has not only a proper interest but a proprietary and overriding interest."

Other highlights of the UPI conference:

■ Herbert G. Klein, editor of the *San Diego Union* and former news secretary to Vice President Richard M. Nixon, suggested that a commission be established to recommend methods for "a more uniform" presidential news conference. "You don't get maximum coverage with the President walking along and talking casually to reporters, or in a press conference suddenly called in his office."

■ Charles T. Alexander, managing editor of the *Wilmington (Del.) News-Journal*, chided the President for leaving unresolved inquiries from newsmen about matters he apparently does not want to answer.

The President should realize, Mr. Alexander said, that the news conference is a two-way street; that the questions reflect the interests of the regions in which the correspondents' newspapers are published and tell the President what citizens are thinking about.

Taft offers free series on Constitution

Taft Broadcasting Co., Cincinnati, is offering without charge a series of five-minute color-TV programs defining the rights and responsibilities of citizens under the Constitution. The *Responsibilities/Rights* series, conceived by Robert T. Schlinkert, general manager of Taft's WBRC-TV Birmingham, Ala., features in the first national release a study of the First Amendment. Discussions in this group are by Dr. Billy Graham, Pat Boone, Art Linkletter and Bob Considine.

The programs, though in five-minute segments, have been produced to allow presentation as a half-hour, if a station so elects. The series can also be adapted to radio station use. The programs are being produced by Charles Vanda, Beverly Hills, Calif.

Rights/Responsibilities was previewed Oct. 7 in Washington for members of Congress, FCC and other government, business and education leaders. It was also previewed simultaneously in Birmingham for southern leaders.

Taft stations are: WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WKYT(TV) Lexington, Ky.; WGR-AM-FM-TV Buffalo, N.Y.; WDAF-AM-FM-TV Kansas City, Mo.; WNEP-TV Scranton, Pa., and WBRC-AM-FM-TV.

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FM-250CS	250 watts	50-220 mc
FM-1G	1,000 watts	87.5-108 mc
FM-3G	3,000 watts	87.5-108 mc
FM-5G	5,000 watts	87.5-108 mc
FM-7.5G	7,500 watts	87.5-108 mc
FM-10G	10,000 watts	87.5-108 mc
FM-20G	20,000 watts	87.5-108 mc

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'Slattery', 'Rawhide' lead way to the block

CBS-TV chopping both shows; all three networks reported to be studying revisions

The 1965-66 television season is only a month old, but it's already overhaul time. CBS-TV formally announced replacement plans for two series last week, while reports circulated that NBC-TV and ABC-TV are plotting substitutions and reshuffling of schedules.

The activity came a full week before even the first national Nielsen rating report for the new season. The NTI (National Television Index) report that covers the first two weeks of the season, starting with Sept. 13, will be out today (Oct. 11).

CBS-TV is cancelling *Slattery's People* (Friday, 10-11 p.m.) on Nov. 26 and replacing it with a new color series starring Art Linkletter, which will incorporate many of the elements of his *Hollywood Talent Scouts* telecasts of the past summer. The network also is replacing *Rawhide*, now in its seventh year, with an untitled one-hour drama-

tic series based on the Metro-Goldwyn-Mayer feature film, *Clarence The Cross-Eyed Lion*, in the Tuesday, 7:30-8 p.m. period. *Rawhide* will vacate the time slot after the first of the year, though there's a slight possibility it will be shifted to another period instead of being cancelled.

There was some speculation that a half-hour version of *Rawhide* would be substituted for *The Loner* (Friday, 9:30-10 p.m.), though a CBS-TV source pointed out that 15 segments of the latter series already have been produced. This would indicate, he added, that *The Loner*, despite its low rating, would continue at least through January. CBS-TV also is said to be considering an exchange of slots on Saturday evenings for *Trials of O'Brien* (8:30-9:30 p.m.) and *Gunsmoke* (10-11 p.m.).

A noteworthy point is that the major CBS-TV changes involve the scheduling

of color series (The Art Linkletter program and the TV version of *Clarence, The Cross-Eyed Lion*) for two black-and-white shows (*Slattery's People* and *Rawhide*).

Reports meanwhile persisted that NBC-TV was planning to replace or reslot the low-rated *Convoy* (Friday, 8:30-9:30 p.m.). Network officials contended that no decision has been made on *Convoy* but it was understood that the entire prime-time Friday line-up, with the exception of *The Man from U.N.C.L.E.* (10-11 p.m.) is under study for possible rescheduling.

ABC-TV claims that it has reached no decision for cancellation or reshuffling, but reports are that both *Shindig I* and *Shindig II* (Thursday and Saturday, 7:30-8 p.m.) may be on the casualty list. A spokesman indicated these reports may be premature because the network wants its new policy of using guest hosts on these programs to have an opportunity before a decision is made.

Officials at ABC-TV emphasized that their program decisions probably won't be made for another two weeks. One ABC authority said he doubted that the season ever would be allowed to stand after revisions are indicated, and that positions and shows would change almost "from month to month" until January.

More Analysis Awaited ■ A top TV executive at a major advertising agency in New York discounted early talk on

Ratings race goes into October

Friday, Oct. 1

	Arbitron		Trendex	
	Rating	Share	Rating	Share
7:30				
ABC Flintstones (NP)	11.8	26	12.6	30
CBS Wild West (N)	18.1	40	13.2	31
NBC Camp Runamuck (N)	7.6	17	10.2	25
8:00				
ABC Tammy (N)	10.8	23	12.8	31
CBS Wild West (N)	20.0	42	13.5	33
NBC Hank (6)	10.8	23	10.3	26
8:30				
ABC Addams Family (NP)	14.2	29	17.7	38
CBS Hogan's Heroes (N)	19.5	39	13.4	29
NBC Convoy (N)	11.0	22	8.5	18
9:00				
ABC Honey West (N)	15.6	30	16.3	34
CBS Gomer Pyle (NP)	25.4	48	20.8	43
NBC Convoy (N)	7.6	14	7.5	16
9:30				
ABC Peyton Place III (NP)	18.4	34	18.4	38
CBS Smothers Brothers (N)	14.0	26	17.8	37
NBC Mr. Roberts (N)	12.8	34	9.1	19
10:00				
ABC Jimmy Dean Show (NP, NT)	11.8	23	11.5	23
CBS Slattery's People (NP)	8.1	16	9.3	19
NBC Man from U.N.C.L.E. (NP, NT)	20.7	41	25.7	51
10:30				
ABC Jimmy Dean Show (NP, NT)	9.7	20	10.5	23
CBS Slattery's People (NP)	8.3	17	4.9	11
NBC Man from U.N.C.L.E. (NP, NT)	21.2	44	24.4	54

Saturday, Oct. 2

	Arbitron		Trendex	
	Rating	Share	Rating	Share
7:30				
ABC Shindig II (NP, NT)	8.2	17	9.6	23
CBS Jackie Gleason (NP)	18.2	37	15.4	36
NBC Flipper (NP)	16.8	34	13.2	31
8:00				
ABC King Family (NP)	11.2	21	9.0	19
CBS Jackie Gleason (NP)	19.7	37	18.9	39
NBC I Dream of Jeannie (N)	17.4	32	17.2	35
8:30				
ABC Lawrence Welk (NP)	17.5	32	15.6	31
CBS Trials of O'Brien (N)	13.3	25	8.6	17
NBC Get Smart (N)	19.5	36	23.1	46
9:00				
ABC Lawrence Welk (NP)	20.2	36	22.8	44
CBS Trials of O'Brien (N)	13.7	25	10.4	19
NBC Saturday Night Movies (NP)	18.4	33	14.4	27
9:30				
ABC Hollywood Palace (NP)	18.8	34	23.1	45
CBS The Loner (N)	12.9	23	9.1	18
NBC Movie (NP)	19.3	35	16.1	31
10:00				
ABC Hollywood Palace (NP)	16.6	27	19.0	36
CBS Gunsmoke (NP)	18.8	35	14.1	27
NBC Movie (NP)	14.6	27	16.9	32
10:30				
ABC Scope (NP, NT)	—	—	—	—
CBS Gunsmoke (NP)	21.0	42	18.0	38
NBC Movie (NP)	16.7	33	15.6	33

reshuffling, saying that in this period of three to four weeks after the season's start it was "precipitous" thinking for networks to mark hits, wins and misses for the new season. This executive also discounted current overnight ratings reports and said even the 30-market Nielsen reports were too sketchy and that it would take several weeks from the season's opening for the audience trends to be known and analyzed, and for decisions to be made.

The CBS announcements sparked talk from coast to coast. Observers close to TV film companies in Hollywood asserted that producers, network officials, advertising agencies and their clients, were sharpening ax blades and readying them for competitors. But few, if any, reports appeared based on actual decisions by any one of the networks.

It appeared that even the network's staple audience getters—motion pictures and the episodic series such as *Peyton Place* on ABC and six-parter *Dr. Kildare* on NBC—were subject to trouble of one kind or another.

CBS's Thursday night movie of Sept. 23, for example, was "Counterfeit Traitor," a suspense film, whose plot almost demanded a tune-in from the beginning of the motion picture. But observers noted *Bewitched* on ABC-TV, a highly rated program, started at the same time as the motion picture (at 9 p.m.) and asked: "How can viewers tune in to such a movie late, if they've been watching a *Bewitched*?"

A *Dr. Kildare* in six parts has its problems when an event of the magnitude of Pope Paul's visit to the U. S. pre-empts the show for one night. A pre-emption would mean that the promotion and advertising across the country on behalf of the show would have to be revamped.

One Hollywood observation: "It's a roulette wheel. You not only hedge on your own bets but you hedge on others."

[Quarterly showsheet with listings for all networks is on page 68]

NBC-TV pulls slightly ahead

As ratings race continues, NBC at top of Arbitrons; also strong in Trendex

NBC-TV is continuing to show strength in the overnight national Arbitrons. It ended a seven-day period Oct. 6 with a 17.4 average rating while CBS-TV for the same period had 16.7 and ABC-TV had 14.4.

Over the period NBC and CBS were tied in the number of half-hour wins—20 for each network. (One of NBC's half-hour wins was a tie with ABC.) ABC had 10 half-hour wins, including

the one tie.

Included in the week was the substantial ratings advantage enjoyed by NBC-TV in its prime-time coverage on Monday (Oct. 4) of Pope Paul's visit to this country (see page 54).

NBC-TV appeared also to be strong in the 26-city Trendex report. In averages for a seven-day period ending Tuesday (Oct. 5), NBC had 17.2, CBS 15.1 and ABC 14.5. Countering this to an extent, however, was a heavy CBS rating for Oct. 6 in the Trendex: 18.7 for that network, 15.8 for NBC and 13.9 for ABC.

The Arbitron nightly rating averages and the number of half-hour wins, starting with Friday night (Oct. 1) and ending with Wednesday night (Oct. 6) were as follows:

▪ Friday (Oct. 1)—ABC 13.2 (26 share), CBS 16.2 (33), NBC 13.1 (26). Wins: ABC 1, CBS 4, NBC 2.

▪ Saturday—ABC 15.4 (29), CBS 16.8 (32), NBC 17.5 (33). Wins: ABC 1, CBS 4, NBC 2.

▪ Sunday—ABC 15.9 (29), CBS 17.2 (31), NBC 19.5 (36). Wins: ABC 1, CBS 2, NBC 4.

▪ Monday—ABC 9.0 (16), CBS 14.6 (27), NBC 19.9 (37). Wins: ABC 0, CBS 1 and one tie, NBC 5 and one tie.

▪ Tuesday—ABC 18.3 (34), CBS 14.1 (26), NBC 17.1 (31). Wins: ABC 4, CBS 2, NBC 1.

▪ Wednesday—ABC 12.3 (21), CBS 19.4 (33), NBC 17.7 (30). Wins: ABC 0, CBS 5, NBC 2.

Sunday, Oct. 3

	Arbitron		Trendex	
	Rating	Share	Rating	Share
7:30				
ABC	15.3	31	12.5	27
CBS	18.1	37	16.3	35
NBC	12.4	25	11.9	26
8:00				
ABC	20.7	38	15.1	28
CBS	18.0	33	24.4	45
NBC	16.3	30	13.0	24
8:30				
ABC	21.0	36	18.9	35
CBS	22.7	39	19.6	37
NBC	14.4	25	11.0	21
9:00				
ABC	15.2	26	12.2	22
CBS	15.5	26	16.4	29
NBC	27.4	46	26.5	47
9:30				
ABC	12.8	22	12.5	23
CBS	14.4	25	16.3	30
NBC	28.8	49	23.1	43
10:00				
ABC	14.1	27	14.5	28
CBS	15.4	30	16.6	32
NBC	19.3	37	18.9	37
10:30				
ABC	12.5	35	14.5	29
CBS	16.3	32	14.6	29
NBC	17.9	36	16.6	33

Monday, Oct. 4

	Arbitron		Trendex	
	Rating	Share	Rating	Share
7:30				
ABC	15.0	28	9.9	20
CBS	11.1	20	15.1	40
NBC	15.0	33	15.1	36
8:00				
ABC	18.1	31	14.4	24
CBS	18.3	31	17.8	30
NBC	15.8	29	18.4	36
8:30				
ABC	9.5	17	7.5	12
CBS	14.8	26	20.9	34
NBC	20.6	39	21.0	37
9:00				
ABC	9.2	16	10.3	17
CBS	15.5	26	16.2	27
NBC	21.4	37	19.4	34
9:30				
ABC	8.2	15	7.5	13
CBS	16.8	30	19.3	32
NBC	24.2	44	24.8	42
10:00				
ABC	9.3	18	5.4	10
CBS	13.0	26	17.6	34
NBC	23.9	44	21.8	40
10:30				
ABC	11.5	24	11.0	21
CBS	12.6	27	12.4	24
NBC	18.4	34	26.0	46

Continued

Tuesday, Oct. 5

		Arbitron		Trendex	
		Rating	Share	Rating	Share
7:30					
ABC	Combat (NP)	15.6	31	11.0	27
CBS	Rawhide (NP, NT)	12.5	25	9.7	24
NBC	My Mother, the Car (N)	14.8	30	14.7	36
8:00					
ABC	Combat (NP)	17.7	32	16.7	34
CBS	Rawhide (NP, NT)	11.5	21	11.3	23
NBC	Please Don't Eat the Daisies (N)	19.0	34	16.1	33
8:30					
ABC	McHale's Navy (NP)	17.3	30	17.8	35
CBS	Red Skelton (NP)	21.6	38	17.0	33
NBC	Dr. Kildare II (NP, NT)	13.9	24	15.1	29
9:00					
ABC	F Troop (N)	17.4	29	18.0	33
CBS	Red Skelton (NP)	24.9	41	13.2	24
NBC	Tuesday Night Movies (NP, NT)	14.9	25	20.6	38
9:30					
ABC	Peyton Place I (NP)	20.3	35	17.8	32
CBS	Petticoat Junction (NP)	16.8	29	15.2	27
NBC	Movie (NP, NT)	17.6	30	19.9	35
10:00					
ABC	The Fugitive (NP)	19.7	39	21.8	43
CBS	News Special	7.2	14	4.8	9
NBC	Movie (N, NT)	19.3	38	22.1	44
10:30					
ABC	The Fugitive	20.2	41	23.2	47
CBS	CBS News Special	4.5	9	4.5	9
NBC	Movie (NP, NT)	20.0	41	19.2	39

Wednesday, Oct. 6

		Arbitron		Trendex	
		Rating	Share	Rating	Share
7:30					
ABC	Ozzie & Harriet (NP)	10.9	18	10.6	23
CBS	Lost in Space (N)	16.5	28	18.1	40
NBC	The Virginian (NP)	20.4	35	14.0	30
8:00					
ABC	Patty Duke Show (NP)	10.3	17	12.2	24
CBS	Lost in Space (N)	18.0	30	19.7	39
NBC	The Virginian (NP)	20.9	35	13.8	27
8:30					
ABC	Gidget (N)	12.2	20	19.1	25
CBS	Beverly Hillbillies (NP, NT)	21.1	34	17.6	32
NBC	The Virginian (NP)	20.6	33	16.7	30
9:00					
ABC	The Big Valley (N)	14.9	24	14.7	27
CBS	Green Acres (N)	22.8	37	20.7	39
NBC	Bob Hope/Chrysler Theater (NP, NT)	16.1	26	17.4	32
9:30					
ABC	The Big Valley (N)	14.1	23	15.5	28
CBS	Dick Van Dyke Show	24.6	40	23.1	42
NBC	Bob Hope/Chrysler Theater (NP, NT)	15.5	25	14.2	26
10:00					
ABC	Amos Burke, Secret Agent (NP)	12.3	22	13.4	24
CBS	Danny Kaye (NP)	17.8	33	16.8	33
NBC	I Spy (N)	16.2	30	20.0	40
10:30					
ABC	Amos Burke, Secret Agent (NP)	11.7	24	12.6	28
CBS	Danny Kaye (NP)	15.0	31	14.6	33
NBC	I Spy (NP)	14.4	29	14.6	33

For Thursday ratings see "At Deadline"

Broadcasters should push, not be pulled

Broadcasters were urged last week to look at themselves and see if they are pushing on local issues or are being pulled along by the tide of general sentiment.

The introspective examination was suggested by R. Peter Straus, president of the Straus Broadcasting Group, to the New Jersey Broadcasters Association meeting Monday (Oct. 4) in Morristown (also see page 34).

The day is near at hand when broadcasting will be the "peer of the prints: in news, in views and, as a result, in sales," he prophesied. "But we won't get there without new and improved product. We won't get there while we go on being pulled along. . . . We will get there with product that pushes; product that programs sound and aggressive news—and that pushes on the public issues that count in our markets."

Mr. Straus said there are "still too many broadcasters who shudder when the big retailer calls in to complain about bad weather reports and the clobbering they're likely to give the mammoth sale for which he's doubled his schedule; and too many of us who wonder whether we can't skip the news about the drug scandal which might rub our pharmacy sponsor the wrong way."

In this area, he maintained, broadcasters can take a lesson from the print

media where editorial and sales forces are completely separate. As an example, he cited the *New Yorker* magazine, where "salesmen aren't allowed to set foot, literally, on the editorial floors. And as you know, the *New Yorker* is not what you'd call starving to death."

Admitting that broadcasters are faced with all kinds of pressures, Mr. Straus said these pressures must be resisted and this is "really easier than it seems. What we forget is that in standing our ground—in holding up the objectivity of our news, in insisting on independent station editorials—we're really doing well by our advertisers. . . . Because good news and strong views are good radio. And it's only good radio that builds good audiences—audiences that respect our stations and respond to the advertising on them."

JFK documentary sold in 42 markets

Sales on the one-hour *Biography of John F. Kennedy* documentary have been made in 42 domestic and foreign markets in the two weeks the program has been in distribution, Wynn Nathan, general sales manager of Official Films, announced last week.

Included in the 28 domestic sales were: WPIX(TV) New York; KTVU(TV) Oakland-San Francisco; WBEN-TV Buffalo, N.Y.; WKCT(TV) Miami; WKRC-TV Cincinnati; WBAP-TV Forth Worth;

WAGA-TV Atlanta and WTTV(TV) Bloomington-Indianapolis. Foreign sales have been made in the United Kingdom, Denmark, Holland, the Philippines, Venezuela, Malaysia, Liberia, Singapore, Hong Kong and North Nigeria.

Four stations named for specific news coverage

The Associated Press Managing Editors Association has cited four radio stations—WRIN Rensselaer, Ind.; WHB Kansas City; WLNC Laurinburg, N. C., and WKRM Columbia, Tenn.—as AP members showing outstanding cooperation in coverage of major news stories.

Robert Becker, general manager, WRIN, received a citation for reports on tornadoes which last April killed 140 people. Some of the information had to be delivered by hand when communications broke down. George W. Armstrong, WHB executive vice president, was mentioned for an eight-minute account of an accident suffered by former President Harry Truman on Oct. 13, 1964.

Also cited was George W. Phillips, owner of WLNC, for the first report of a collision on July 10 involving a freight train and a pickup truck at Maxton, N. C., in which nine people were killed. R. M. McKay Jr., WKRM president, was noted for coverage of picket line violence and other incidents in a teamsters union strike at the Murray-Ohio Manufacturing Co. in Lawrenceburg, Tenn.

Formula for success: Do the unexpected

"If you want to have an outstanding radio station, the first rule is to do the unexpected," Jack Thayer, new general manager of KLAC Los Angeles, said last week.

Following his own dictum, Mr. Thayer has moved the *Joe Pyne Show* from its late evening period (9 p.m.-midnight) to an early morning time slot (6-10 a.m.).



Mr. Thayer

"Why not?" Mr. Thayer responded to the inevitable question of why he was shifting the city's top-rated talk show from a time when people are at home, and able to listen at their leisure, to a time when the housewives are occupied with getting breakfast on the table and the kids off to school and the husband off to work and other morning domestic chores, while the husbands are fighting traffic as they drive to their office, store or factory.

"In the evening," he explained, "Joe Pyne was competing with other talk shows that are on at the same time and, for six months a year, baseball play-by-play broadcasts cut down on his potential audience. This fall, the barrage of color TV promotion is putting color sets into thousands of homes and those families, fascinated with the new toy, are temporarily lost to nighttime radio.

"The three-hour time differential between the east and west coasts give us a big advantage in California. The East is well into the business day when we are getting up."

Mr. Thayer did not mention what might be another good reason for moving this telephone talk show to the morning hours. That is that the program moves from Class B time to Class AA time, with a 43% increase in advertising rates. In the first week after the move was announced, none of Mr. Pyne's present sponsors had given any indication of leaving because of the time change.

What's going to go into the evening hours vacated by Joe Pyne? The answer is *Private Line* an-

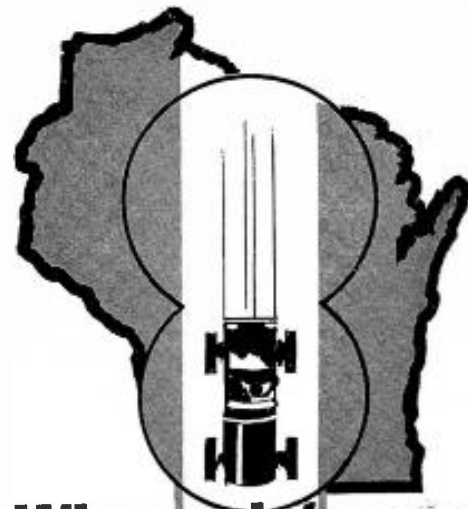
other telephone-talk program, but of a quite different kind than that conducted by Mr. Pyne. "I want a program that will be helpful instead of controversial," Mr. Thayer stated. "Here's an area of seven million people, most of them relative newcomers, many of them lonesome, and the late evening hours can be the loneliest of all. That's when, all alone, one worries about family relationships, social relationships, business relationships. Everyone has guilt feelings; everyone wants to be accepted."

Host of *Private Line* is Gil Henry, formerly an air personality at KNX Los Angeles and since July executive producer of the *Lohman and Barkley Show*. The program deals with the personal problems of Southern California listeners, who will be invited to relate their experiences to Mr. Henry.

A third program innovation for KLAC will be broadcasting play-by-play reports of all games of the 1965-66 season of the Los Angeles Lakers, professional basketball team recently acquired by Jack Kent Cooke, who is also a major owner of community antenna TV systems (BROADCASTING, Sept. 20). The contract is a one-year deal. "We want to see whether the Lakers are good for us and they want to see whether we're good for them. It's an experiment both ways." TV coverage of the Lakers is provided by KTTV(TV) Los Angeles, like KLAC a Metromedia-owned station.

When Joe Pyne moves into the 6-10 a.m. time period on KLAC, the station's present morning programming, conducted by the team of Lohman (Al) and Barkley (Roger) for the past two years, will shift its comedy-music format to the 10 a.m.-2 p.m. period. "Here again, we'll be breaking with precedent and providing a different kind of programming than that of the other Los Angeles radio stations. Everyone has humor on in the early morning hours, along with news, weather and traffic reports. No one has comedy on after 10 a.m. So we're going to try it. . . ."

Mr. Thayer has been general manager of KLAC for only a few weeks, assuming the post late in August when he was transferred from WHK Cleveland, also a Metromedia station, where he had been manager since 1959.



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National representative, ADAM YOUNG
In Minneapolis by WAYNE EVANS

ON THE TV NETWORKS THIS FALL

Networks are listed alphabetically with the following information; time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: (C), color; sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; cont., continued. All times Eastern. Showsheets are published at the beginning of each quarter.

SUNDAY MORNING

10 a.m.-Noon

ABC-TV 10-10:30 *Annie Oakley*, part.; 10:30-11 *Beany & Cecil*, part.; 11-11:30 *Bullwinkle*, part.; 11:30-12 *Discovery*, part.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON-EVENING

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 No network service; 12:30-1 *Face the Nation*, sust.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Directions '66*; 1:30-2 *Issues and Answers*, sust.
CBS-TV 1-5 *NFL Today-1965*, part.
NBC-TV 1-1:30 *Meet the Press* (C), part.; 1:30-2 *Religious programs and public affairs*, part.

2-5 p.m.

ABC-TV 2-4 No network service; 4-4:30 *Range Riders*, part.; 4:30-5 *Topper Cartoon Festival*.
CBS-TV *NFL*, cont.
NBC-TV 2-5:30 *AFL Football Games* (C), part.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:30 *Mr. Ed*, part.; 5:30-6 *Amateur Hour*, J. B. Williams.
NBC-TV 5-5:30 *AFL*, cont.; (*Mutual of Omaha's Wild Kingdom* [C], *Mutual of Omaha*-starts 10/17); 5:30-6 *GE College Bowl* (C), General Electric.

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 *Twentieth Century*, Prudential; 6:30-7 No network service.
NBC-TV 6-6:30 *Sunday* (C), Mennen, co-op.; 6:30-7:30 *Bell/Actualities* (C), Bell, part.

7-8 p.m.

ABC-TV *Voyage to the Bottom of the Sea* (C), part.
CBS-TV 7-7:30 *Lassie* (C), General Foods; 7:30-8 *My Favorite Martian* (C), Kellogg, part.
NBC-TV 7-7:30 *Bell/Actualities*, cont.; 7:30-8:30 *Wait Disney's Wonderful World of Color* (C), Eastman Kodak, Ford, RCA.

8-9 p.m.

ABC-TV *The FBI* (C), Aluminum Co. of America, Amer. Tobacco, Ford.
CBS-TV *Ed Sullivan* (C), P. Lorillard, Whitehall, Lever, Burlington Mills.
NBC-TV 8-8:30 *Wait Disney*, cont.; 8:30-9 *Branded* (C), P&G.

9-10 p.m.

ABC-TV *The Sunday Night Movie* (C), Colgate, Gillette, R. J. Reynolds, Chevrolet, part.
CBS-TV *Perry Mason*, Chevrolet, part.
NBC-TV *Bonanza* (C), Chevrolet.

10-11 p.m.

ABC-TV *Sunday Movie*, cont.

CBS-TV 10-10:30 *Candid Camera*, part.; 10:30-11 *What's My Line*, part.
NBC-TV *The Wackiest Ship in the Army* (C), part.

11-11:15 p.m.

ABC-TV *Bob Young with the News*, part.
CBS-TV *CBS Sunday News*, Whitehall.
NBC-TV No network service.

MONDAY-FRIDAY

7-10 a.m.

ABC-TV No network service.
CBS-TV 7-7:35 No network service; 7:35-8 *Mike Wallace News*, part.; 8-9 *Captain Kangaroo*, part.; 9-10 No network service.
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *I Love Lucy*, part.; 10:30-11 *McCoys*, part.
NBC-TV 10-10:25 *Fractured Phrases* (C), part.; 10:25-10:30 *NBC News Morning Report*; 10:30-11 *Concentration*, part.

11 a.m.-Noon

ABC-TV *The Young Set*, part.
CBS-TV 11-11:30 *Andy of Mayberry*, part.; 11:30-12, *Dick Van Dyke*, part.
NBC-TV 11-11:30 *Morning Star* (C), part.; 11:30-12 *Point Paradise* (C), part.

Noon-1 p.m.

ABC-TV 12-12:30 *Donna Reed Show*, part.; 12:30-1 *Father Knows Best*, part.
CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *News*, part.; 12:30-12:45 *Search for Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
NBC-TV 12-12:30 *Jeopardy* (C), part.; 12:30-12:55 *Let's Play Post Office* (C), part.; 12:55-1 *NBC Newsday Report*.

1-2 p.m.

ABC-TV *Ben Casey*, part.
CBS-TV 1-1:30 *Sunrise Semester*, sust.; 1:30-2 *As the World Turns*, P&G, part.
NBC-TV 1-1:30 No network service; 1:30-1:55 *Let's Make a Deal* (C), part.; 1:55-2 *News*, Clairol.

2-3 p.m.

ABC-TV 2-2:30 *The Nurses*, part.; 2:30-2:55 *A Time For Us*, part.; 2:55-3 *News*, part.
CBS-TV 2-2:30 *Password*, part.; 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:30 *Moment of Truth*, part.; 2:30-3 *The Doctors*, Colgate-Palmolive, part.

3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *The Young Marrieds*, part.
CBS-TV 3-3:25 *To Tell the Truth*, part.; 3:25-3:30 *CBS News with Douglas Edwards*, American Home, Gen. Mills; 3:30-4 *Edge of Night*, P&G, part.
NBC-TV 3-3:30 *Another World*, part.; 3:30-4 *You Don't Say* (C), part.

4-5 p.m.

ABC-TV 4-4:30 *The Beach Years*, part.; 4:30-5 *Where the Action Is*, part.
CBS-TV 4-4:30 *The Secret Storm*, part.; 4:30-5 No network service.
NBC-TV 4-4:25 *Match Game*, part.; 4:25-4:30 *News*, Gen. Mills; 4:30-5 No network service.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:10 *News*, sust.; 5:10-6 No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV *Peter Jennings with the News* (various 15-minute feeds), part.
CBS-TV 6-6:30 No network service; 6:30-7 *CBS News with Walter Cronkite* (1st feed), part.; 7-7:30 *CBS News with Walter Cronkite* (2d feed), part.
NBC-TV 6-6:30 No network service; 6:30-7 *Huntley-Brinkley Report* (1st feed), part.

7-7:30 *Huntley-Brinkley Report* (2d feed), part.

11 p.m.-1 a.m.

ABC-TV 11-11:15 No network service; 11:15-11:30 *ABC Nightlife*, part.
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15-11:30 *Tonight* (C), part.

MONDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *12 O'Clock High*, part.; 8:30-9 *The Legend of Jesse James*, R. J. Reynolds, part.
CBS-TV 7:30-8 *To Tell the Truth*, Am. Home, part.; 8-8:30 *I've Got a Secret*, Gen. Foods; 8:30-9 *The Lucy Show* (C), Gen. Foods.
NBC-TV 7:30-8 *Hullabaloo* (C), part.; 8-8:30 *The John Forsythe Show* (C), Colgate; 8:30-9 *Dr. Kildare I* (C), part.

9-10 p.m.

ABC-TV 9-9:30 *Man Called Shenandoah*, Consolidated Cigar, National Biscuit, Sterling Drug; 9:30-10 *The Farmer's Daughter* (C), Clairol, Gen. Foods, Johnson & Johnson, Motorola, Standard Brands.
CBS-TV 9-9:30 *Andy Griffith*, Gen. Foods; 9:30-10 *Hazel*, P&G, Philip Morris.
NBC-TV *Andy Williams/Perry Como Specials* (C), Kraft.

10-11 p.m.

ABC-TV *Ben Casey*, Brown & Williamson, Clairol, part.
CBS-TV *Steve Lawrence*, P. Lorillard, part.
NBC-TV *Run for Your Life* (C), part.

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Combat*, part.; 8:30-9 *McHale's Navy*, R. J. Reynolds, Kellogg.
CBS-TV 7:30-8:30 *Roadside*, part.; 8:30-9:30 *Red Skelton Hour* (C), Amer. Home, Philip Morris, Alberto Culver, Reynolds Metals.
NBC-TV 7:30-8 *My Mother the Car* (C), part.; 8-8:30 *Please Don't Eat the Daisies* (C), Lever, Speidel, Libby; 8:30-9 *Dr. Kildare II* (C), part.

9-10 p.m.

ABC-TV 9-9:30 *F Troop*, R. J. Reynolds, Bristol-Myers, Quaker Oats; 9:30-10 *Peyton Place*, part.
CBS-TV 9-9:30 *Red Skelton Hour*, cont.; 9:30-10 *Petticoat Junction* (C), P&G.
NBC-TV 9-11 *Tuesday Night at the Movies* (C), part.

10-11 p.m.

ABC-TV *The Fugitive*, part.
CBS-TV *CBS Reports*, IBM.
NBC-TV *Tuesday Night at the Movies*, cont.

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *Ozzie & Harriet*, Amer. Gas, Colgate-Palmolive; 8-8:30 *Patty Duke Show*, part.; 8:30-9 *Gidget* (C), Armstrong Cork, Campbell Soup, Menley & James.
CBS-TV 7:30-8:30 *Lost in Space*, part.; 8:30-9 *Beverly Hillsbillies* (C), Kellogg, R. J. Reynolds.
NBC-TV *The Virginian* (C), part.

9-10 p.m.

ABC-TV *The Big Valley* (C), part.
CBS-TV 9-9:30 *Green Acres* (C), P&G, Gen. Foods; 9:30-10 *Dick Van Dyke Show*, P. Lorillard, P&G.
NBC-TV *Bob Hope Chrysler Theater* (C), Chrysler.

10-11 p.m.

ABC-TV *Amos Burke, Secret Agent* (C), part.
CBS-TV *Danny Kaye* (C), S & H Green Stamps, R. J. Reynolds, part.
NBC-TV *I Spy* (C), part.

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *Shindig I*, part.; 8-8:30 *The Donna Reed Show*, part.; 8:30-9 O. K. Crackery!, Bristol-Myers, Quaker Oats.
CBS-TV 7:30-8 *The Munsters*, part.; 8-8:30 *Gilligan's Island*, P&G, part.; 8:30-9 *My Three Sons* (C), Toni, Hunt.
NBC-TV 7:30-8:30 *Daniel Boone* (C), part.; 8:30-9:30 *Laredo* (C), part.

9-10 p.m.

ABC-TV 9-9:30 *Bewitched*, Chevrolet, Quaker Oats; 9:30-10 *Peyton Place*, part.
CBS-TV 9-11 *The CBS Thursday Night at the Movies* (C), part.
NBC-TV 9-9:30 *Laredo*, cont.; 9:30-10 *Mona McCusky* (C), part.

10-11 p.m.

ABC-TV *The Long Hot Summer* (C), part.
CBS-TV *Thursday Night Movies*, cont.
NBC-TV *Dean Martin* (C), part.

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *The Flintstones* (C), Best Foods, Welch, part.; 8-8:30 *Tammy* (C), part.; 8:30-9 *The Addams Family*, part.
CBS-TV 7:30-8:30 *The Wild, Wild West*, part.; 8:30-9 *Hogan's Heroes* (C), Phillip Morris, Gen. Foods.
NBC-TV 7:30-8 *Camp Runamuck* (C), part.; 8-8:30 *Hank, Bell*, part.; 8:30-9:30 *Convoy*, part.

9-10 p.m.

ABC-TV 9-9:30 *Honey West* (C), part.; 9:30-10 *Peyton Place*, part.
CBS-TV 9-9:30 *Gomer Pyle, USMC* (C), Gen. Foods; 9:30-10 *Smother's Brothers*, Alberto-Culver, Amer. Tobacco.
NBC-TV 9-9:30 *Convoy*, cont.; 9:30-10 *Mister Roberts* (C), Lever, Liggett & Myers.

10-11 p.m.

ABC-TV *The Jimmy Dean Show*, part.
CBS-TV *Slattery's People*, Philip Morris, part.

NBC-TV *The Man from U.N.C.L.E.* (C), part.

SATURDAY

8-10 a.m.

ABC-TV No network service.
CBS-TV 8-9 *Captain Kangaroo*, part.; 9-9:30 *Heckle & Jeckle*, Remco; 9:30-10 *Tennessee Tuxedo*, Gen. Mills, DeLuxe, Alberto-Culver.
NBC-TV 8-9 No network service; 9-9:30 *The Jetsons* (C) part.; 9:30-10 *Atom Ant* (C), part.

10-11 a.m.

ABC-TV 10-10:30 *Shenanigans*, Milton Bradley; 10:30-11 *The Beatles* (C), A. C. Gilbert, Quaker Oats, Mars Candy.
CBS-TV 10-10:30 *Mighty Mouse*, Amer. Home, Mattel; 10:30-11 *Linus the Lionhearted*, Nestle, Kellogg.
NBC-TV 10-10:30 *Secret Squirrel* (C), part.; 10:30-11 *Underdog* (C), part.

11 a.m.-Noon

ABC-TV 11-11:30 *The New Casper Cartoon Show* (C), DeLuxe, Marx, Hassenfeld, part.; 11:30-12 *Porky Pig Show* (C), Sweets, Mattel, DeLuxe.
CBS-TV 11-11:30 *Tom & Jerry*, Mattel, Quaker Oats; 11:30-12 *Quick Draw McGraw*, part.
NBC-TV 11-11:30 *Topcat*, part.; 11:30-12 *Fury*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Bugs Bunny Show* (C), Gen. Foods, DeLuxe, Marx, part.; 12:30-1 *Milton the Monster* (C), A. C. Gilbert, Kellogg, Remco, Marx, Mars, Kenner.
CBS-TV 12-12:30 *Sky King*, Nabisco; 12:30-1 *Adventures of Lassie*, part.
NBC-TV 12-12:30 *The First Look* (C), part.; 12:30-1 *Exploring* (C), part.

1-2 p.m.

ABC-TV 1-1:30 *Hoppity Hooper* (C), DeLuxe, Gen. Mills, part.; 1:30-2:30 *New American Bandstand '65*, Amer. Chicle, Sweets, Dr. Pepper, Carter, Vick, Yardley, part.
CBS-TV 1-1:30 *My Friend Flicka*, Mattel, DeLuxe; 1:30-1:45 *CBS Saturday News*, Westinghouse; 1:45-2 No network service.

NBC-TV 1-1:15 *Pre-NCAA Show*; 1:15-4:30 *NCAA Football* (C), part.

2-5 p.m.

ABC-TV 2-2:30 *American Bandstand*, cont.; 2:30-5 No network service.
CBS-TV 2-4 No network service; 4-5 *NFL Countdown to Kickoff*, part.
NBC-TV 2-4:30 *NCAA Football*, cont.; 4:30-4:45 *Post NCAA Show*; 4:45-5 No network service.

5-7:30 p.m.

ABC-TV 5-6:30 *ABC's Wide World of Sports*, part.; 6:30-7:30 No network service.
CBS-TV No network service.
NBC-TV 5-6:30 No network service; 6:30-7 *NBC News Saturday Report*, part.; (*Scherer-MacNeil Report* (C), part.—starts 10/23).

7:30-9 p.m.

ABC-TV 7:30-8 *Shindig II*, Lehn & Fink, part.; 8-8:30 *The King Family*, part.; 8:30-9:30 *Lawrence Welk*, part.
CBS-TV 7:30-8:30 *Jackie Gleason's American Scene Magazine*, Philip Morris, Ralston; 8:30-9:30 *Trials of O'Brien*, Brown & Williamson, part.
NBC-TV 7:30-8 *Flipper* (C), Mattel; 8-8:30 *I Dream of Jeannie*, part.; 8:30-9 *Get Smart!* (C), Lever, R. J. Reynolds.

9-10 p.m.

ABC-TV 9-9:30 *Lawrence Welk*, cont.; 9:30-10:30 *Hollywood Palace*, part.
CBS-TV 9-9:30 *Trials of O'Brien*, cont.; 9:30-10 *The Loner*, Philip Morris, P&G.
NBC-TV 9-11 *Saturday Night at the Movies* (C), part.

10-11 p.m.

ABC-TV 10-10:30 *Hollywood Palace*, cont.; 10:30-11 *ABC Scope*, sust.
CBS-TV *Gunsmoke*, Amer. Tobacco, Whitehall, part.
NBC-TV *Saturday Night Movies*, cont.

11 p.m.-1 a.m.

ABC-TV 11-11:15 *Bob Young with News*, part.; 11:15-1 No network service.
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15-1 *Tonight Show* (C), part.

Specials in October, November and December

ABC-TV

Oct. 22: 10-11 p.m.
Teenage Revolution.
Oct. 30: 9:30-10:30 p.m.
Jimmy Durante Meets the Lively Arts.
To be announced
Gemini-Titan 6 (C & B&W).
Nov. 9: 10-11 p.m.
The Wild, Wild East (C).
Nov. 24: 10-11 p.m.
Mayhem on a Sunday Afternoon.
Nov. 25: 5-6 p.m.
Sammy Davis and the Wonderful World of Children (C).
Nov. 28: 7-8 p.m.
The Dangerous Christmas of Red Riding Hood or Oh Wolf, Poor Wolf (C).
To be announced
Mrs. Johnson's Tour of the Capital (C).
Dec. 18: 2-5 p.m.
Blue Bonnet Bowl.
Dec. 25: 2-5 p.m.
North-South Game.
Dec. 26: 10:15-11 p.m.
Year End Review.
Dec. 31: 2-5 p.m.
Gator Bowl.
To be announced
In Search of Man.

CBS-TV

Oct. 19: 9:30-11 p.m.
The Making of a President, Xerox.
Oct. 20: 10-11 p.m.
My Name is Barbra, Chemstrand.
Oct. 29: 10-11:30 p.m.
Miss Teen-Age America, P&G.

Nov. 23: 8:30-9:30 p.m.
A Salute to Stan Laurel (C), Chemstrand.
Nov. 25: 10 a.m.-noon.
Thanksgiving Day Parade Jubilee, DeLuxe-R, Polaroid, Nabisco.
Nov. 25: noon-3 p.m.
NFL Thanksgiving Day Game (C).
Nov. 29: 7:30-8:30 p.m.
Young People's Concert, Bell.
Dec. 1: 9-10 p.m.
Ice Cavades (C), Eastman Kodak.
Dec. 9: 7:30-8 p.m.
Charlie Brown's Christmas, Coca-Cola.
Dec. 14: 7:30-8:30 p.m.
Young People's Concert.
Dec. 22: 7:30-8:30 p.m.
National Geographic "Miss Goodall's Africa" (C), Aetna, Encyclopaedia Britannica.
Dec. 25: (time to be announced).
Blue-Gray Game.

NBC-TV

Oct. 6-15: various times.
World Series (C), Gillette, Chrysler.
Oct. 18: 9-10 p.m.
Perry Como's Kraft Music Hall (C), Kraft.
Oct. 20: 7:30-9 p.m.
Hallmark Hall of Fame (C), Hallmark.
Nov. 3: 9-10 p.m.
Jack Benny (C), Eastern Air Lines.
Nov. 8: 9-10 p.m.
Dannu Thomas Show (C), Timex, Consolidated Cigar.
Nov. 18: 7:30-8:30 p.m.
Ringling Bros.-Barnum and Bailey Circus (C), Timex.

Nov. 18 (tentative): 9:30-11 p.m.
Hallmark Hall of Fame "Inherit the Wind" (C), Hallmark.
Nov. 22: 9-10 p.m.
Perry Como's Kraft Music Hall (C), Kraft.
Nov. 24: 10-11 p.m.
The Study of Congress (C), Xerox.
Nov. 25: 10 a.m.-noon.
Macy's Thanksgiving Day Parade (C), Nabisco, P&G, Vick Chemical, McDonald's Systems.
Nov. 25: 8:30-9:30 p.m.
Words and Music by Cole Porter (C), Mohasco Inc.
Nov. 26: 10-11 p.m.
The Incredible World of James Bond (C), Pepsi-Cola.
Nov. 28: 9-10 p.m.
Julie Andrews Show (C), American Gas.
Dec. 5: 5:30-6:30 p.m.
Rudolph the Red-Nosed Reindeer (C), G. E.
Dec. 8: 9-10 p.m.
Danny Thomas Show (C), Timex, Consolidated Cigar.
Dec. 12 (tentative): 6:30-7:30 p.m.
Amahl and the Night Visitors (C), Hallmark.
Dec. 17: 7:30-8:30 p.m.
Mr. Magoo's Christmas Carol (C), Timex.
Dec. 20: 9-10 p.m.
Perry Como's Kraft Music Hall (C), Kraft.
Dec. 22: 9-10 p.m.
Michelangelo Part I (C), American Gas.

Are rules in the future of 'open mike' shows?

The growing popularity of "open-mike" programs may be carrying within it the seed of the next regulatory problem to confront the FCC in the programming field.

The possibility of such a development is indicated by the growing number of complaints the commission has received about such programs, including one from an angry U. S. senator who has suggested the need for regulations for programs on which listeners' phoned-in views are heard.

Senator Joseph S. Clark (D-Pa.) made the suggestion in connection with a complaint about *Freedom of Speech*, broadcast by WXUR Media, Pa.

According to a transcript of the program, which a constituent made and sent to the senator, a "Rev. Floyd" has said that the senator's "henchmans [sic] offered to put me on the spot and get rid of me" because of alleged disclosures Rev. Floyd made about Senator Clark during his re-election campaign in 1964. The announcer gave Rev. Floyd full rein to talk about and comment on being "threatened" by a U. S. senator.

The station, after receiving a copy of the senator's complaint to the commission, offered to make time available for reply, in compliance

with the fairness doctrine.

But this offer, Senator Clark wrote FCC Chairman E. William Henry, is "plainly insufficient." He said the case shows the need for "regulations regarding the conduct of 'open mike' . . . to prevent the airing of objectionable material, in the same way that the libel laws prevent the publishing of offensive material in magazines and newspapers."

No Rules - Although it has no regulations relating to open-mike programs, the commission has warned licensees to take precautions to prevent the broadcast of "obscene or profane" language on such programs (BROADCASTING, Jan. 14, 1963).

Chairman Henry, in his reply to the senator on Sept. 28, said the commission is "studying the situation" to determine whether licensees are following procedures to insure that they are meeting their obligations to be "fully responsible" for all material broadcast over their stations. He noted that there has been a "marked increase" in the number of stations carrying open-mike programs.

But, as far as WXUR is concerned, the chairman said the station, by its offer of time for reply, had reasonably met its fairness-doctrine obligations. Accordingly, Mr. Henry said, there is no basis for further action

in that specific case.

Commission staffers report a steady flow of complaints regarding open-mike programs. "At some point the commission will want to take a look at this," one staff member predicted.

The complaint of Senator Clark has two interesting sidelights. WXUR was the center of controversy last winter when the commission was considering an application for its sale to the Faith Theological Seminary, which is headed by the Rev. Dr. Carl McIntire.

Liberal, civil rights and church groups argued that the controversial Dr. McIntire, known for conservative views, would put his interests above those of the public. The commission approved the transfer, despite the opposition. But it noted that the seminary had agreed to abide by all commission rules and regulations, including the fairness doctrine.

In addition, the station has close ties to WGCB Red Lion, Pa., which has urged a federal court in Washington to declare the fairness doctrine unconstitutional. John H. Norris, managing director of WXUR, who offered the senator time for reply, is the son of the Rev. John M. Norris, who is licensee of WGCB. John H. Norris owns 10% of WGCB and is vice president of the Red Lion station.

Preminger wants no editing of film for TV

Motion-picture producer Otto Preminger filed suit in New York state supreme court last Tuesday (Oct. 5) to prevent the TV presentation of his film, "Anatomy of a Murder," unless it is shown without commercial interruptions.

Named as defendants in the case were Columbia Pictures and its subsidiary, Screen Gems Inc., which has sold "Anatomy" to more than 100 stations for a start on or after Oct. 16. Justice Joseph A. Brust issued a temporary injunction enjoining further sales of the film, and asked the parties to submit additional documents within the next few days. A court decision is expected before Oct. 16.

Mr. Preminger objected to agreements made by Screen Gems with stations giving them the right to edit the film in order to carry commercials. He contended that he had the right to edit

the feature for TV showing and claimed that commercial interruptions would "destroy the artistic beauty" of the motion picture.

Screen Gems declined to discuss the suit.

WFLD to offer its sports to other TV's

As part of its plans to experiment and offer diversity in television programming, Field Communications Corp.'s WFLD (TV) Chicago announced that starting in January it will offer at "minimal cost" a large schedule of live basketball and other Midwest college sports to television stations within 400 miles of Chicago.

WFLD, now under construction on UHF channel 32, plans to go on the air right after New Year, according to Sterling C. (Red) Quinlan, general manager. Mr. Quinlan, who formerly was ABC vice president and manager of WBKB (TV) Chicago, is newly elected

president of Field Communications Corp. succeeding the late Marshall Field (BROADCASTING, Sept. 27).

WFLD's studios and transmitter are at Chicago's Marina City. WFLD will have an effective radiated power of 1,000 kw and will use a Marconi transmitter.

The Monday-through-Saturday schedule starting Jan. 5 in the 8-10 p.m. period includes three nights a week of live basketball from DePaul, Illinois, Loyola, Northwestern and Notre Dame universities. In addition there will be live and tape-delay telecasts of swimming, wrestling, gymnastics and track with doubleheader basketball on Saturdays.

Charges to participating stations will be \$100 per event for basketball and no charge for the other sports from the five universities. Each station will pay only rights and line charges plus a portion of the pickup costs for events they select. Mr. Quinlan said rights charges for comparable events from other sources usually range from \$300 to \$1,000.

Congress OK's showing of JFK motion picture

Showings on television and in theaters of the U. S. Information Agency's film, "John F. Kennedy—Years of Lightning, Day of Drums," were cleared by the House last week by a voice vote, with the bill now on its way to the President.

The Senate passed the bill earlier this year (BROADCASTING, Aug. 30).

Final House action on the measure was held up last Tuesday (Oct. 5) when Representative H. R. Gross (R-Iowa) objected to the vote taken on the resolution (55 to 12) because a quorum was not present (217 members). Another vote could not be taken immediately because the House had agreed not to take record votes until Thursday (Oct. 7).

In debate on the resolution, Republicans charged that the film would be used for political advantage by the Democrats.

The resolution was needed because laws prohibit showing of USIA films domestically. The film on the late President is the only USIA film that the resolution would allow.

The film will be purchased by the

John F. Kennedy Center for the Performing Arts in Washington from the U. S. Treasury for \$122,000. The center will receive six master copies of the film and proceeds from its rental will be turned over to the center.

It is expected that the film will be made available to commercial and educational broadcasters, as well as to theaters.

Film sales . . .

Adventure Calls (Cardinal Programs): WNEW-TV New York; KCRA-TV Sacramento, Calif.; KELP-TV El Paso, KVKM-TV Monahans-Odessa, KVII(TV) Amarillo, all Texas.

Quest for Adventure (Cardinal Programs): KCRA-TV Sacramento, Calif.; KELP-TV El Paso, KVKM-TV Monahans-Odessa, KVII(TV) Amarillo, all Texas.

Faces and Places (Cardinal Programs): KCRA-TV Sacramento, Calif.; KPTV(TV) Portland, Ore.; KELP-TV El Paso, KVKM-TV Monahans-Odessa, KVII(TV) Amarillo, all Texas.

Nature's Window (Cardinal Programs): KOSA-TV Odessa-Midland, Texas.

Big Night Out (Seven Arts TV): KFEQ-TV St. Joseph, Mo.; WTVW(TV)

Evansville, Ind.; KIRO-TV Seattle, and WTTV(TV) Bloomington-Indianapolis. Now in 46 markets.

Man in Space (Seven Arts TV): Wow-TV Omaha. Now in 32 markets.

Gypsy Rose Lee Show (Seven Arts TV): WRVA-TV Richmond, Va. WTAE(TV) Pittsburgh. Now in 10 markets.

The Exploitable 13 (Independent Television Corp.): WABC-TV New York; KTVT(TV) Fort Worth-Dallas; KOOL-TV Phoenix; KOLD-TV Tucson, Ariz.; WTVN-TV Columbus, Ohio; KHOU-TV Houston; KOTV(TV) Tulsa, Okla.; KXTV(TV) Sacramento, Calif., and WANE-TV Fort Wayne, Ind. Now in 41 markets.

Program notes . . .

Into TV ■ The veteran radio program, *Hawaii Calls*, has been converted to television by Paradise Productions and 26 half-hours in color, with Webley Edwards as narrator, have been put into syndication through Cardinal Programs, Los Angeles.

New comedy ■ Another entry in the 1966-67 program slate is *Daphne*, half-hour situation comedy starring Maureen O'Hara as a madcap widow who deserts the jet set to return to a conventional life in the suburbs. Series was created

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MODERN EAST COAST CENTER
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MORNING DRIVE TIME
PERSONALITY
UPSTATE NEW YORK
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ALSO GOOD OPENINGS FOR:

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and written by Charles Andrews and John Hess. Morton Da Costa will produce and direct *Daphne* for his Belgrave Enterprises Corp. in association with CBS-TV. The pilot will be filmed in color in New York.

Sales rep named ■ Poole Productions Inc., Greenville, S. C., producers of *The Bob Poole Show*, *The Bill Anderson Show* and *Jake Hess and the Imperials*, gospel and country music programs, names Ken Weldon and Associates, independent distributor for features and other film properties to television stations, as its midwest sales representative.

Gorshin signed ■ Greenway Productions, Los Angeles, associated with 20th Century-Fox TV, New York, has signed Frank Gorshin as The Riddler in *Batman* series for ABC-TV.

AI-TV expands sales adds more films

American International Television, established as a TV distribution company 18 months ago, is expanding its sales operations throughout the world and is embarking on a new product acquisition spree.

Stanley Dudelson, vice president in charge of distribution for the company, a subsidiary of American International Pictures, reported last week following a month-long overseas business trip that AI-TV has set up sales representation in Paris, Rome, Toronto, Tokyo, and Madrid (from which Latin America will be handled temporarily). He said AI-TV also has begun negotiations for the co-

production of three half-hour cartoon series in color; three half-hour cartoon series in black and white and a five-minute cartoon series.

Mr. Dudelson said the majority will be co-produced in Tokyo. He said details on these projects would not be given until contracts are signed.

In addition, he reported, AI-TV has acquired distribution rights to five color features from abroad, which will be edited, scored and dubbed for sale as 90-minute color specials. Titles include "The Friendly Amazon," "Witch Doctor In Tales," "Devil's Pass," "Volcanoes of the Devil" and "The Great Secret."

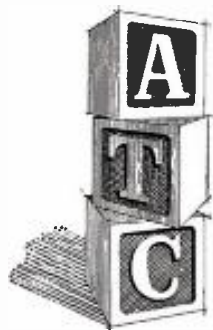
AI-TV currently is distributing to stations more than 200 feature films and 130 five-minute color segments of the *Sinbad Jr.* cartoons.

EQUIPMENT & ENGINEERING

\$23 billion electronics sales seen by 1970

By 1970, annual factory sales in the electronic industry will increase by \$6 billion to a total \$23 billion, and color camera tubes will yield a tenfold re-

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placement demand, according to Joseph E. Kelley, vice president of RCA's Electronic Components and Devices Division.

Mr. Kelley, addressing members of the Northeastern Industrial Chapter of the National Electronic Distributors Association last week in New York, reported on the industry's total distribution sales of electronic parts from 1954. His sales figures encompassed all electronic areas: consumer, industrial and military, including replacement parts.

In the past 10 years, he said, combined sales of parts distributors have doubled from \$488 million to a 1964 level of \$1.1 billion. This growth, he indicated, was sharpest in the industrial-government area, where sales jumped \$387 million to last year's total \$488 million. Customers in this area now represent 45% of total distributor sales, he said. Current annual sales in this electronics market account for \$14 billion. By 1970, he estimated, the growth will rise to \$19 billion, leaving \$4 billion of additional sales for the entire electronics field. This one-market expansion, he said, is due in part to heavy military expenses for communications equipment and electronic devices.

RCA reports progress on laser beam use

RCA has harnessed some of the information locked inside a laser light beam as a possible step toward practical laser communications. Details were announced last week by Dr. William M. Webster, director of electronic research, RCA Laboratories, Princeton, N. J.

A supersensitive light detector said

to be capable of tracking up to 25 TV programs simultaneously transmitted in the high frequency range of a single laser beam has been engineered by Drs. Henry S. Sommers Jr. and Edward K. Gatchell. The sensitive receiver reportedly can detect up to 100 million intensity changes per second in one beam of light.

Scientists speculate that a single laser beam could simulcast all radio and TV programs and carry all telephone conversations in the United States during one day. But a problem exists in capturing this vast amount of information with a receiver carrying enough sensitivity, speed and frequency range to detect the light's intensity variations. Through research at RCA, Drs. Sommers and Gatchell have mounted a freckle-sized speck of photoconductive material inside a small cavity that was continuously showered by microwaves, oscillating at 10 billion cycles per second.

Dr. Webster explained that the photoconductive method of light detection "uses alternating current and is extremely fast, enormously sensitive and responsive to the whole range of optical frequencies, from infra-red through the visible and ultra-violet portions of the spectrum." Slower, insensitive and limited methods, he said, did not give the laser beams power enough to operate.

The light detector, he continued, allows light fluctuating in intensity variations to enter the cavity, strike the photoconductor and free electrons. The electrons begin oscillating up and down rapidly within the material, in response to the alternating electric field. This motion controls the amount of microwave power emitted from the cavity. In short, Dr. Webster indicated, the incoming light with its intensity variations

No tinted commercials

Some color TV viewers, seeing a hint of tint in black-and-white commercials, are wondering if there's some attempt to doctor drabness of monochrome spots, when they appear in color shows, by using a color filter process.

Not so, says a New York station engineer who explains the phenomenon this way: During a color program a station transmits what is known as a "color burst," a high-frequency transmission that stabilizes the color process. When the station switches from a color to a black-and-white program the color burst is turned off, but if the isolated black-and-white commercial appears in color surroundings no switch is made and unless the set is tuned perfectly it will pick up some hues during this transmission.

is converted to outgoing microwaves with their intensity variations. Using techniques developed in TV systems and radar, the microwaves are detected and processed accordingly.

Three comment on microwave proposal

Three different microwave relay companies told the FCC last week that AT&T's comment on the commission's proposal to move short-haul common carriers serving community antenna television systems to a new frequency band is, in effect, "a well-presented case for the preservation and continuation of a virtual monopoly in the field of point-to-point microwave communications" (BROADCASTING, July 18).

AT&T in its comments had urged the FCC to require all microwave common carriers serving CATV's to be licensed in the 10,700-mc-to-11,700-mc band regardless of the distance of their service.

Identical replies were submitted by Western TV Relay Inc., Golden West Communications and Video Service Co. The companies contend that AT&T has made obvious its intention to oppose not only carriers serving CATV's in the 6,000-mc band, but also all other common-carrier usage by other than land-line common carriers. Common carriers serving CATV's now use the 6,000-mc band.

The FCC proposal would require that microwave operators with routes under 400 miles locate in the 10,700-mc-to-11,700-mc band; those between 400-600 miles would have to show why

the 10,700-mc-to-11,700 mc band could not be used, and those over 600 miles could use either band. Under another part of the proposal a common carrier would be defined as a relay operator which has at least 50% unrelated customers, and that they use at least half of the service provided.

The commission said, in proposing the new rules, that they "are designed to provide for the growth potential of CATV systems and more efficient usage of the spectrum allocated to them."

The reply comments of the three companies were short since they said they generally supported the reply comments of the National Association of Microwave Common Carriers.

NAMCC said that although AT&T is concerned about potential interference from systems serving CATV, it has made little or no effort to alleviate these potential interferences through use of the coordination measures available to them. AT&T seems to complain only about interference from carriers serving CATV's and says nothing about microwaves serving telephone, telegraph, closed-circuit TV and TV, according to NAMCC.

The National Community Television Association also submitted reply comments recommending that the commission reject the proposal and terminate the proceeding.

In an engineering statement submitted with its comments NCTA claimed that use of the 6,000-mc band by common carriers serving CATV will not contribute significantly to any congestion which may arise in that band.

NCTA said that in nearly all the cases cited by AT&T as evidence that CATV microwave systems do cause interference, the problems could have been eliminated if AT&T had made its intentions known to the CATV microwave operators concerned, and had been willing to work with them to arrive at coordinated plans.

But even if the interference were present, that is no reason why microwaves serving CATV's should be moved, since the CATV's status as a common-carrier customer is in no way inferior to that of any other segment of the public, according to NCTA.

The engineering statement also noted that performance at 11,000 mc is to performance at 6,000-mc.

Antenna farm deadlines moved

The FCC last week extended the time for filing comments on its rule-making proposal to establish antenna farms for tall broadcast towers from Oct. 7 to Oct. 14, and for replies from Oct. 22 to Oct. 29. The Association of Maximum Service Telecasters had requested the extension.

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Modulator set for TV on extra high frequencies

General Telephone & Electronics Corp. has developed a device for easily modulating a TV picture in the millimeter band (30-300 gigacycles), although there are no TV assignments in that area of the spectrum at present. The apparatus, originally developed by the U. S. Army Electronics Command at Fort Monmouth, N. J., is a solid state injection modulator.

Shown here is Dr. Richard I. Harrison, chief of GT&E Laboratories' microwave semiconductor devices group, adjusting the device during the imposition of a TV picture on the experimental millimeter system. The TV set on the left shows the received, off-the-air picture. The one on the right shows the picture result-



ing from transmission over the millimeter beam.

IBM comments on Comsat regulation

International Business Machines told the FCC last week that use of Communications Satellite Corp. facilities should not be limited to the common carriers.

IBM said that "the legislative history of the Communications Satellite Act makes it clear that Congress intended the FCC to have unlimited power to permit private parties to be direct users of Comsat facilities, if the commission finds this to be in the public interest."

In June the commission asked for comments and proposals on the question of who, besides the international common carriers, is an authorized user of the satellite systems. Under the Communications Satellite Act, Comsat was ordered to deal only with established international carriers and "other authorized users."

So far the FCC has received applications or informal requests from the Associated Press, United Press International, the *Washington Post*, Eastern Air Lines and CBS. In July the FCC authorized the four common carriers to deal directly with Comsat on a temporary basis (BROADCASTING, July 19).

IBM said that there is tremendous potential for public benefit in the fields of education, communication with aircraft in flight, mass distribution of information and other areas which can only be realized through further scientific and technological experimentation

using the satellite. While the common carriers should be guaranteed access to the satellite, others competent to do so should also be encouraged to make their contributions to the advancement of the telecommunications art, according to IBM.

IBM admitted that the effect of permitting other users to have direct limited access to the Comsat facilities would be to make Comsat a competitor with the carriers, but added that this would only encourage innovations within satellite technology.

Tampa TV to show satellite weather

Residents of Tampa, Fla., are going to be able to see their weather from above—the pictures the new TIROS series of weather satellites will flash to earth from TV cameras.

WTVT(TV) Tampa-St. Petersburg, announced last week that it had installed a complete Automatic Picture Transmission (APT) ground weather satellite tracking station at a cost of \$11,000.

APT is a system developed by the Weather Bureau which permits meteorologists and others to receive TIROS pictures directly from the satellite when it is overhead. The TIROS series of weather satellites, transmitting pictures of the earth's cloud cover to ground stations, has been operating since 1960. The new series, scheduled to be placed in orbit early next year, permits its TV signals to be received by anyone with the proper APT receiving apparatus.

WTVT, owned by WKT Television

System Inc. of Oklahoma City, has three professional meteorologists on its staff and in 1959 equipped itself with a radar weather receiver.

Technical topics . . .

Vidicon chain ■ A low-cost vidicon camera chain, TMC-214, has been introduced by Tele Mation Inc., Salt Lake City. The chain is an adaptation of the General Electric model TE-14 camera. The addition of TM's TMV-101 EIA camera control unit converts the camera to a film chain meeting FCC specifications. A five-inch transistor viewfinder, RE-575, is available for live applications. The chain features solid-state circuitry, high resolution, low power consumption and is suited for live, remote or film application.

Moved ■ Electronic Industries Association has moved to its own building in Washington, with staff operations for seven product divisions and five service departments now at 2001 Eye St., N.W. Telephone: 659-2200.

Change offered ■ The FCC last week issued a proposal to amend section 73.150 of its broadcast rules to specify a standard method of calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours of AM stations using directional antennas. The proposal would replace the existing method of calculating radiation.

Colorful gift ■ If someone buys an RCA generator—WR-64B color bar/dot/crosshatch—before Dec. 15, RCA will give him a free 21-inch, 70-degree, round color TV picture tube, electrically guaranteed for six months. The free test picture tube, available at RCA distributors, is made for color TV test jigs, but mechanically deficient for TV sets. The \$189.50 color generator is a testing device with crystal-controlled RF oscillator and separate red, blue and green gun-killer switches.

Congress passes tower bill

A bill sponsored by the FCC calling for the maintenance of antenna towers including painting and illumination was approved by the House last week. The bill, S903, passed the Senate July 30 (BROADCASTING, Aug. 9).

The measure requires the licensee to illuminate and paint towers it uses, and to continue to maintain or dismantle them when the towers cease to be licensed by the commission.

ARB adds speakers to its school service

The American Research Bureau, Beltsville, Md., has added a speakers bureau service to its four-year-old university program for the current school year.

ARB will provide college and university professors with a timetable indicating when a speaker from the ratings firm will be in a specific area so that schools may call on him for a lecture to their class. The speaker will also provide syndicated radio reports, sample television diaries, news of ARB projects and activities and data for student research projects.

The service is free to educational institutions for use in advertising, media and business courses.

Hallmark display spans 15 years on NBC-TV

Hallmark Cards Inc., Kansas City, Mo., is celebrating its 15th year on NBC-TV with a public exhibit at the New York Hallmark Gallery (56th Street at Fifth Avenue, New York), Oct. 5 to Nov. 12.

The gallery exhibit contains well-to-wall photographs offering a chronological history of the *Hallmark Hall of*

Thomas testimonial

Three network presidents—Dr. Frank Stanton of CBS, Robert Kintner of NBC and Leonard Goldenson of ABC—are among the broadcast-industry sponsors of a tribute to veteran newscaster Lowell Thomas. More than 1,500 guests are expected to attend the testimonial at a special dinner to be held on Nov. 22 at New York's Waldorf-Astoria hotel.

Proceeds of the \$100-a-plate dinner will go toward a \$2.6 million fund being raised to finance the World Center for Exploration of the Explorer's Club, of which Mr. Thomas is honorary chairman. CBS newscaster Walter Cronkite is banquet chairman and CBS star Arthur Godfrey will serve as master of ceremonies.

Fame specials—some 60 TV plays. It also offers a backstage glimpse of the new color drama, "Eagle in a Cage," scheduled to open the Hallmark TV season on Oct. 20 with Trevor Howard in the role of Napoleon.

Hallmark uses photographs, sketches, scripts, costumes, awards, newspaper reviews, letters and a special circular base of performers' autographs to trace its TV tradition.

Agency for Hallmark is Foote, Cone & Belding, Chicago.

BC ad man honored on 40th anniversary

There were pain-killers for the asking as 60 leaders of the broadcast industry gathered in Durham, N. C., to honor C. Knox Massey, president of C. Knox Massey & Associates and account executive on the BC headache remedy account. Mr. Massey, who was celebrating his 40th anniversary in the advertising business, has been credited with being personally responsible for purchasing more advertising for a single product (BC) in the South than any other person.

Among those attending the surprise reception were: Dewey S. Mims, president of the BC Remedy Co., and former associates A. B. Martin, owner of Tony Martin Art Studios, and Everett Hoyt, president of Charles W. Hoyt agency, both New York.

Schellenburg wins golf tourney trophy

Howard J. Schellenberg Jr., Washington lawyer, won the BROADCASTING golf trophy at the annual fall outing of the Federal Communications Bar Association Oct. 4. He came in with a 73 low net score (18 handicap). Tied for second low net, 74, were R. Russell Eagan, also a Washington attorney, and W. R. Jarman, Washington vice president of General Telephone & Electronics Corp.

Graydon R. Powers Jr., assistant executive director of the Association of Maximum Service Telecasters, took honors for low gross of 82; with Kenneth Praall, Electronic Communications Inc., Washington, coming in second with 83.

The annual softball game between the FCBA and FCC teams was won by the FCBA, 13-4. Vincent A. Pepper captained the FCBA team, with Jason L. Shrinky pitching. Both are Washington lawyers.

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CBS News special wins Italian award

CBS-TV's *Casals at 88* was the only American entry to win an award—and the first to do so since 1961—at the 17th annual Prix Italia competition in Florence, Italy. The one-hour CBS News special, produced by David Openheim, was in competition with 109 other works from 40 international radio and TV organizations. Its subject matter was Pablo Casals' artistry and vitality with the cello.

CBS-TV has presented the special twice and recently began distribution to foreign countries through CBS Films Inc. Last June, the film received two awards at the second annual Prague Television Festival.

Plans made for 6th presentation of IBA

The sixth annual International Broadcasting Awards competition for the best radio and TV commercials broadcast in the world during 1965 has been announced by the Hollywood Advertising Club, sponsor of the competition.

The purpose of the awards is "to encourage continued improvement in the use of broadcast media" and to "give proper credit to those who have shown ingenuity and creativity together with honesty, propriety and taste in broadcast advertising," according to an announcement of the current competition which has been mailed to advertisers, advertising agencies, program producers and radio and TV stations in all countries in which commercial broadcasting operates.

Berle Adams, MCA vice president who is this year's IBA general chairman, listed as other objectives of the awards the promotion of the values of broadcast advertising, recognition of its international aspect and encouragement of the use of radio and television for exchange of information and ideas among advertisers and broadcasters throughout the world.

Awards are offered for TV commercials in 12 categories and for radio commercials in seven classes. All entries must have been broadcast between Dec. 1, 1964, and Dec. 10, 1965. The latter date is the deadline for entries, which should be sent to the Hollywood Advertising Club, 6362 Hollywood Boulevard, Hollywood 90028. Entry fees are \$15 for each TV entry or \$30 for a TV series; \$10 for each radio entry or \$20 for a radio series. The winning entries will be announced



Fetzer maps strategy

Plans for this year's advertising, sales and promotion were discussed and approved by executive staff and personnel at a meeting of the Fetzer stations at Fetzer's KOLN-TV Lincoln, Neb., studios. Shown above at the meeting are (l to r): Gene Ellerman, general manager, WWTN(TV) Traverse City-Cadillac and WWUP-TV Sault Ste. Marie, both Michigan; Carl Lee, executive vice president of Fetzer Broadcasting Co., and Larry Barker, account executive, Doe-Anderson Advertising, Louisville, Ky. The other Fetzer stations are: WKZO-AM-TV Kalamazoo; WWTN-FM Cadillac, WJEF and WJFM(FM), both Grand Rapids, all Michigan, and KGIN-TV Grand Island, Neb.

and their creators receive the IBA trophies on March 15, 1966, at a black-tie dinner at the Hollywood Palladium. Nearly 2,000 entries from 35 countries were received in the 1964 competition and more are expected this year.

The TV categories are: live action—over 60 seconds; live action—60 seconds; live action—under 60 seconds; animation—60 seconds and over; animation—under 60 seconds; combination—3 minutes or under; video tape—3 minutes or under; ID's—10 seconds or less; local (one market)—3 minutes or under; humorous—3 minutes or under; public service—3 minutes or under; series (limit of 3 commercials)—9 minutes or under.

The radio categories, for either AM or FM, are: open (including dramatic)—3 minutes or under; musical—60 seconds and over; musical—under 60

seconds; humorous—3 minutes or under; local (one market)—3 minutes or under; public service—3 minutes or under; series (limit of 3 commercials)—9 minutes or under.

There is also a sweepstakes award for the best radio and one for the best TV commercial chosen from all categories. Special trophy awards may be made for technical excellence, best use of color, best use of music and for best sales results, which must be documented.

Drumbeats . . .

NBC-TV paperbacks ■ Three paperback books based on current NBC-TV series are scheduled to be released in November, according to NBC's Enterprises division, which is cooperating in their publication with three separate New York publishers. *Get Smart*, *I Spy* and *Hullabaloo* are the programs featured in the new books.

Anniversary brochure ■ Commemorating its 40th year on the air, KMA Shenandoah, Iowa, has compiled a booklet which pictorially describes its history. The brochure first discusses the founding of the station in 1925 and then continues with pictures of special events, farm and news coverage, and entertainers and air personalities, both past and present.

Boston tea party ■ Approximately 190 media representatives attended an open house party given recently by Reach McClinton & Co., Boston advertising agency, to celebrate the opening of its new offices on the 43d floor of the Prudential Tower. New address: 4390 Prudential Center, Boston 02199. Phone: (617) 262-3400.

Tall tower ■ Judy Stauber, timebuyer for Leo Burnett Co., has won a Motorola color television set for her guess as to when KATV(TV) Little Rock, Ark.'s new tower would reach 1,500 feet. The contest, which drew 838 entries from agencies in the U. S., was part of KATV's promotion of its new 2,000 foot tower (BROADCASTING, Sept. 20).

Round and round ■ WMAL-FM Washington has donated 1,321 record albums to the Washington public schools' department of music. The record library was given to the schools after the conversion of the station to stereo.

Public service ■ In *32,000 Hours a Year*, 56 bigger than *Life*-size pages bound in a hard *Time*-red cover, *Time-Life Broadcast* reports on its five TV stations and the ways in which they serve their communities with entertainment and news and public service programming for a combined total of 32,000 hours a year of air time. The book is a sequel to *Four Hours a Year*, published in 1936 to describe the *March of*

NAB takes step toward larger PR budget

Recommendations that the National Association of Broadcasters' public relations budget be increased by about \$90,000-\$100,000, and that PR activities be enlarged were approved last week by the NAB Radio Public Relations Committee.

Meeting in Washington last Thursday (Oct. 7), the PR committee also recommended that its ranks be expanded to include television members. Both recommendations will go to the executive committee and eventually to the NAB joint board at its January meeting. In addition, the finance committee will study the proposed budget and activities.

The budgetary and staff increase for public relations was originally brought up at the board's June meeting. At that time former board chairman Willard Schroeder, wood-AM-FM-TV Grand Rapids, Mich., called the PR department understaffed and underbudgeted and urged that a committee look into its expansion. Also at the June meeting, John M. Couric, vice president for

Attending last week's meeting were (l-r): Julian F. Haas, KAGH Crossett, Ark.; Harold Essex, WSJS Winston-Salem, N. C.; Hugh Turner, KTIM San Rafael, Calif.; John F. Box Jr., WIL St. Louis, chairman; John R. Henzel, WHDL Olean, N. Y., and Lloyd Sigmon, Golden West Broadcasters, Los Angeles. Absent from the meeting were committee members Rex Howell, KREX Grand Junction, Colo., and Lester G. Spencer, WKBV Richmond, Ind.

public relations, outlined a proposal for increased activity (BROADCASTING, June 14 et seq.).

At last Thursday's meeting, the committee did not spell out how many people it thought should be added to the PR staff, but suggested that as many as were needed be hired, within the budgetary limitation.

Probable Increase ■ Currently the PR department is operating on a budget of \$57,200 with \$15,000 allocated to National Radio Month promotion. If the committee's recommendations are adopted, the budget would go to about \$150,000 a year and the radio month promo-

tion would probably increase to about \$17,500.

The committee made clear that any increase in PR activity would not be at the expense of the Television Information Office, which continue as the prime information NAB helps to support. TIO would organ for television and its activities in that area would be supplemented by the NAB public relations unit.

In another action, the committee picked "Radio . . . America's Sound Habit" as the theme for radio month next May. Radio month is sponsored by NAB, member radio stations and networks.



Time documentary films, 12 a year running 18 minutes apiece in the nation's movie houses.

East central winner ■ The Eastman Award for the most outstanding woman in radio and television in the east central part of the U. S. has been presented to Martha Crane, broadcaster and director of women's interest at WLS Chicago. The award was presented by Bill Burton, vice president in charge of the Midwest of Robert E. Eastman & Co., at the East Central Conference of American Women in Radio & Television in Cleveland.

Aid from sister stations ■ A plea from R. W. Rounsaville station WLYD New Orleans after Hurricane Betsy brought quick action from its sister stations WCIN Cincinnati, WVOL Nashville and WLOU Louisville, Ky. Within 72 hours

after the call for help, each of the three stations collected a van full of food and clothing from listeners in their respective areas. The vans were sent into New Orleans and the items are being distributed by WLYD to people still in need of relief.

Edison awards ■ Civic groups nominating radio and TV stations for the 11th annual Edison National Station awards have until Dec. 14 to submit nominations to the Thomas Alva Edison Foundation, 8 West 40th Street, New York 10018. The radio station and TV station "best serving youth in 1965" will each receive an Edison Scholarship of \$1,000 to be given to an outstanding high school senior in the community. Sixty-nine civic organizations throughout the country cooperate with the Edison Foundation by submitting a 1,000-

word statement on behalf of a radio station and TV station in their communities.

Yes—in the refrigerator

The specialties of the house were banana beverages and banana hors d'oeuvres as Chiquita Banana celebrated her 21st birthday. The animated banana was born in 1944 at BBDO's New York office and, as a jingle, was used to remind people who had not seen bananas during the war to keep them out of the refrigerator. John M. Fex, president of United Fruit Co., which sponsored the party, discussed the history and appeal of the celebrated banana and jingle and noted that now, after all this time, it is permissible to refrigerate ripe bananas.

Another high for RCA

Net profit up 22% in third quarter; color TV, NBC gains cited as reasons

RCA's sales and earnings hit new highs in the third quarter and for the first nine months of this year. Net profits rose 22% to \$22.3 million for the quarter compared to the same period of a year ago, and gained 18% to \$66.2 million on a nine-month basis.

Sales rose 17% to \$506.7 million in the third quarter. RCA said last week that it was the highest sales figure for any three-months in the company's 46-year history. For the nine months, sales of more than \$1.47 billion represent a 10% increase over the similar period of a year ago.

In reporting the figures, RCA Board Chairman David Sarnoff and President Elmer W. Engstrom attributed the gains primarily to color TV and other home instrument business, to "substantial" and "record" sales and earnings gains by NBC, an increase in orders for electronic data processing systems, and a continuing profit improvement and sales gains at the RCA Victor Record Division, the RCA Service Co. and other major RCA operations.

In underlining color TV's impetus, the RCA officials noted that for five

years the industry has grown from a \$100 million level to a 1965 figure of \$2.5 billion, with promise that by 1970 the enterprise would triple in size. Color-TV sets will penetrate 10% of American homes by the close of this year, and in five years about 50% of the homes, they indicated. During RCA's third quarter, expansion of color manufacturing operations has been completed in plants at Lancaster, Pa., and Marion, Bloomington and Indianapolis, all Indiana, they said.

Explaining the percentage rise in earnings per share as being greater than the total dollar earnings, the officials indicated the reason to be RCA's retirement of 78% of outstanding first preferred stock at the beginning of 1965. By knocking down preferred stock holdings, they reported, the increase in earnings remains for the common stock.

For the third quarter ended Sept. 30:

	1965	1964
Profits per share of common stock*	\$0.38	\$0.30
Sales	506,700,000	431,400,000
Profits before federal income taxes	40,300,000	33,500,000
Net profits	22,300,000	18,200,000

For the nine months ended Sept. 30:

	1965	1964
Profits per share of common stock*	\$1.13	\$0.93
Special non-recurring items (per share)		0.20
Sales	1,470,600,000	1,220,500,000
Profits before federal income tax	121,000,000	104,000,000
Net profits	66,200,000	55,800,000
Recovery of federal excise profits taxes		6,800,000
Net gain on sale of 141,747 shares of Whirlpool Corp. stock		4,600,000
Total net profit		67,200,000

*Based on average shares during nine month periods (after 10 percent stock dividend paid Feb. 1, 1965): 58,015,000 shares (1965) 57,755,000 shares (1964).

Rego cites increases in earnings, sales

Rego Industries Inc., Hoboken, N. J., has reported an increase in earnings of 92% over the figure of last year at the six-month mark. Sales ended June 30 were up 38%, Theodore B. Baum, president of Rego Industries, stated.

Shipments for the second quarter averaged slightly above \$1 million a month, Mr. Baum said. He estimated total 1965 sales would be at a minimum of \$10.5 million.

The company's Viking Division manufactures modular, solid-state CATV amplifiers and other equipment.

For six months ended June 30:

	1965	1964
Earnings per share (based on 818,067 shares outstanding June 30, 1965)	\$.32	\$.17
Net sales	5,685,351	4,114,491
Cost of sales, general, administrative and selling Expenses	5,240,038	3,889,077
Net income before provision for income taxes	445,313	225,414
Provision for income taxes	185,000	87,638
Net income for period	260,313	137,776

Ameco stock opens at \$19 a share

The stock of Ameco Inc., Phoenix, manufacturer of community antenna TV equipment, went on the market Oct. 6 at \$19 a share. At the end of trading last Thursday, Oct 7, the stock was selling at \$17.

Placed on the market were 400,000 shares of common stock of the company owned by Bruce Merrill, a CATV pioneer who still owns American Cable Television Inc., a holding company for 20 CATV systems serving about 20,000 customers, and American Television Relay Inc., a microwave firm which serves 26 CATV systems in five states.

Even after the 400,000 shares of Ameco Inc. are sold, Mr. Merrill will continue to own personally and through trusts 66 2/3% of the manufacturing company (BROADCASTING, Sept. 6).

Metromedia dividend

Metromedia Inc., New York, has announced increased dividends for the fourth consecutive year. A quarterly dividend of 15 cents a share on common stock was accompanied by an increase of 10 cents a share over the year. Dividends will be paid Nov. 1 to stockholders of record Oct. 11. Total dividends for 1965 are 70 cents a share, up 15 cents per share over last year.

Three 'insider' transfers of stock reported

Three individuals associated with broadcast-oriented companies were reported last week to have been involved in so-called "insider transfers" of common stock on the New York and American stock exchanges during September.

William R. Forrest, senior vice president of Foote, Cone & Belding (NYSE), sold 16,000 common shares, reducing his holdings in FC&B to 19,925. He reported indirect holdings of 150 common shares held in short-term trust for a grandchild and other indirect holdings of 26,075 class B common shares held in six short-term trusts for children and grandchildren.

Delbert L. Mills, executive vice president, RCA (NYSE), acquired 24,225 shares through stock option, in-

creasing holdings to 43,948.

R. Randall Rollins, executive vice president, Rollins Inc. (AMEX) acquired 10,150 shares as a gift, 13,500 shares through exercise of a stock option at \$2.57 a share, and 1,200 shares through exercise of a stock option at \$3.56 a share, increasing his holdings to 30,295. O. Wayne Rollins, chairman and beneficial owner of over 10% of the company's equity securities, disposed of 12,270 shares upon termination of guardianship, eliminating such holdings. John W. Rollins, a director, and beneficial owner of over 10% of the company's equity securities, sold 5,000 shares, reducing holding to 502,300 and he reported custodian holdings of 6,144 shares.



Photo from a United Way children's service, contributed by Jack Fleming.

Her shining face represents millions of people of all ages who receive merciful help and hope each year from the agencies and services of your United Campaign. She is a symbol of their need and their gratitude. But she also reminds us of the work that remains to be done in every community. There are homeless children without hope

and laughter. Teen-agers who need guidance. Troubled families who need counsel. Elderly folk unable to care for themselves. Crippled and handicapped who need treatment to take the first step. Your United Way gift can make this help available. It can assist a child or an aged person. Look at her. Can she be denied?

Your One Gift Works Many Wonders/ THE UNITED WAY/ 

25 million families benefit from child care, family service, youth guidance, health programs and services for the armed forces through 34,500 United Way agencies.

Communist broadcasts set new record

Communist broadcasts directed to other countries increased to a new high of 4,654 hours weekly during the first half of 1965, according to a report by the U. S. Information Agency.

The report said that the Communist broadcasts jumped 178 hours weekly in the first half of 1965, about 4%, which almost equaled the 188 hours weekly increase they registered for the entire year of 1964.

The greatest increase was in the Far East, with 19%. This area was led by North Korea, which was up 77 hours weekly to become the third-ranking country in Communist broadcasts.

North Korea, with 392 hours weekly, trails only the USSR (1,363 hours weekly) and Communist China (948 hours weekly).

Broadcasts in Spanish intended for citizens of Latin America were on the upswing as European Communist satellites began and increased their efforts in this area.

USIA reported that the Communists now broadcast in 75 different languages. This compares with Voice of America broadcasts in 38 languages for some 800 hours weekly and the agency's placement of some 13,000 hours weekly of taped programs on foreign stations in 66 languages.

Grey opens Caracas office

Grey Advertising Inc., New York, has announced opening of an office in Caracas, Venezuela, the Publicidad Concursos C. A., renamed Kittay-Grey Advertising C. A. Its founder, Paul Kittay, will continue as president and chief executive officer. Agency, which brings Grey's worldwide offices to 14 in 11 countries, retains such clients as Procter & Gamble and Mennen Co.

CAB project: where to put ads in TV movies?

Where to place television commercials in feature films to produce less viewer irritation and more sales effectiveness is under study by the Canadian Association of Broadcasters.

The CAB has formed a committee on film standards which will consider the problem of commercial placement in TV movies through consultation with advertisers, agencies and television stations. The committee will be headed by Charles S. Chaplin, vice president and Canadian general manager of Seven Arts Productions.

ITC reports record increase in sales

International sales in the Western Hemisphere and Far East by Independent Television Corp., New York, during the first eight months of 1965 amounted to \$2.75 million, "the largest in the company's history," according to ITC's president, Abe Mandell.

He also said the company's new properties were virtually sold-out in Canada, Mexico, Japan, Latin America and South America. They include two new hour series, *Thunderbirds* and *Gideon . . . C.I.D.*, not yet released in the U. S.

ITC's sales for the period represent a 23% increase over the first eight months of 1964, Mr. Mandell said. These figures, according to ITC, represent more than 5,400 hours and 9,800 half-hours of series programming, plus feature films and documentaries.

International film sales . . .

The Lucy Show (Desilu Sales): Tokyo Broadcasting System, Japan, for fourth successive season.

Romper Room (Fremantle International): Television Espanola, Madrid.

FATES & FORTUNES

BROADCAST ADVERTISING

Bruce L. Altman, executive of Schick Safety Razor account, and **Richard E. Owen**, senior art director, Compton Advertising, Los Angeles, elected VP's.

Glen Kelley, director of advertising

and merchandising for Bowman Dairy Co., Chicago, appointed advertising manager for Kitchens of Sara Lee, Deerfield, Ill.

Stewart Brown, account executive on Max Factor account at Carson/Roberts,

Los Angeles, named advertising manager of Max Factor & Co., Los Angeles. He succeeds **Joseph Freedman**, now with Clairrol, New York.

Saul Landa, supervising editor, Focus Presentations, New York, elected to VP.

Bradley H. Roberts, VP and senior account director at Needham, Harper & Steers, Chicago, elected director.



Mr. Roberts

Bill Muller, account supervisor with Campbell-Ewald, San Francisco, named VP and marketing director of Davis, Johnson, Mogul & Colomatto, Los Angeles.

John L. Baldwin, VP and New England regional manager of Kenyon & Eckhardt, Boston, resigns because of "important but amicable differences of opinion" with K & E management.



Leonard Carlton, K & E VP in Boston, replaces Mr. Baldwin.

Arthur W. Scott, TV marketing & sales development director, named national sales manager, TV division, Adam Young, New York. He succeeds **William Peavey**, VP, who moves to San Francisco office as manager. **Robert H. Sheldon**, eastern sales manager, succeeds Mr. Scott.

Robert B. Conroy, VP and manager of Geyer, Morey, Ballard, Detroit, assigned to account supervision at New York office.



Miss Moore

Sue Moore, account executive with Wyatt, Dunagan & Williams, Dallas, appointed VP.

Thomas W. Flewharty, in account service at McCann-Erickson, New York, joins Cunningham & Walsh, that city, as account executive.

Phil Joanou, senior account executive at Dancer-Fitzgerald-Sample, Los Angeles, named account supervisor.

Frank E. Clark, regional sales manager of KDIA Oakland, Calif., joins Erwin Wasey, Los Angeles, as media supervisor.

James R. Kennedy, with BBDO, Los Angeles, joins Grey Advertising, Beverly Hills, Calif., as account executive.

Charles Stahl, former sales manager of WRCP-AM-FM Philadelphia, joins Bofinger-Kaplan Advertising, Glenside, Pa., as account executive.

Philip W. Hummel, advertising supervisor with Theo. Hamm Brewing Co., St. Paul, joins Knox Reeves Advertising Inc., Minneapolis, as account executive.

Morton Small, with Biddle Co., Chicago, joins Sander Rodkin Advertising Inc., that city, as account executive.

Max Schroeder, director of advertising at Fife Manufacturing Co., Oklahoma City, joins Humphrey, Williamson & Gibson, that city, as account executive.

James O. Thompson, at KHJ-AM-FM Los Angeles, joins KOLo Reno as account executive.

George Ogren, manager of sales development at Metro TV Sales, New York, named account executive. **Robert B. Hance III**, with WBAL-TV Baltimore, joins Metro TV as account executive.

Richard I. Golden, with N. W. Ayer & Son, Philadelphia, named copy group director in Chicago office. **Daniel L. Bauch**, promotion manager for *Electro-Technology* magazine, New York, joins Ayer, Philadelphia, as copywriter.

Alan W. Lee, radio sales manager.

Katz Agency, Chicago, appointed to new post as radio office manager. **John E. Roberts**, on Chicago sales staff succeeds Mr. Lee.

Isabelle McPherson, traffic manager of KOA-TV Denver, named to newly created position of sales service coordinator for KOA-TV, KOAA-TV Pueblo, Colo., and Colorado Combination, KOA-TV's regional network. **Anne Burnette** succeeds Miss McPherson.

Barbara J. Magnuson with Kenyon & Eckhardt, Chicago, joins Post-Keys-Gardner, that city, as media buyer.

L. Gary Ferlisi, manager of William L. Simpson & Associates, Portland, Ore., appointed national sales manager of KATU(TV), that city.

Locke Miller, of Hixson Jorgenson, Los Angeles, joins Davis, Johnson, Mogul & Colombatto, that city, as art director.

Dorothy O. Corbett, traffic manager with Grant Advertising, Chicago, joins Post-Keys-Gardner, that city, as service manager.

Amy Tamburri, research assistant at Columbia University Psychoanalytic Clinic for Training and Research, New York, joins Kenyon & Eckhardt, that city, as assistant project supervisor.

Leon Robbins, head of advertising department, Orkin Exterminating Co., Atlanta, has opened Leon Robbins Advertising Inc., 2964 Peachtree Road, N. W., that city.

Ken Farnsworth, time salesman and air personality with WLYO Jackson, Wis., named local sales manager for WAUK-AM-FM Waukesa, Wis.

Jack T. Wilkerson, disk jockey at WYSI Ypsilanti, Mich., named to additional post of sales manager.

THE MEDIA



Mr. Russell



Mr. Gray

Gordon Gray, president and general manager of WKTV(TV) Utica, N. Y. and general manager of Central New York Cable TV Inc., both owned by Mid New York Broadcasting Corp., and **James D. Russell**, VP of KKTU(TV) Colorado Springs, joins Time-Life Broadcast, New York, as consultants on community antenna television (CLOSED CIRCUIT, Oct. 4).

Ralph N. Romano, executive VP of

wpsc Glens Falls, N. Y., appointed general manager of WLFH Little Falls, N. Y.



Mr. Burk

Alfred Burk, general manager of WBAL-AM-FM Baltimore, appointed a VP of Hearst Radio (WBAL-AM-FM-TV; WISN-AM-FM-TV Milwaukee; WRYT-AM-FM and WTAE[TV] Pittsburgh, and WAPA San Juan, P. R.).

Don Robinson, named general manager of KVIL Highland Park, Tex.

Edward E. Heffington, director of operations and programing at WPVA Petersburg, Va., named station manager.



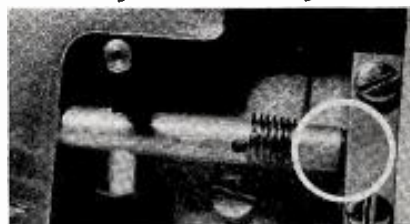
Mr. Croes

Kenneth R. Croes, station manager of KERO-TV Bakersfield, Calif., elected VP of Time-Life Broadcast's western division and general manager of KERO-TV.

William T. Redmond, accounting department of Straus Broadcasting's WMCA New York, promoted to newly created position of assistant to treasurer of Straus Broadcasting (WMCA; WALL

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NBC names five division presidents



Mr. Scott



Mr. McAndrew



Mr. Labunski



Mr. Welpott



Mr. Graham

NBC has given the title of president to heads of its five operating divisions, confirming speculation that it would do so following election of the president **Robert E. Kintner** to the post of board chairman and chief executive officer, effective Jan. 1 (BROADCASTING, Sept. 13; CLOSED CIRCUIT, Oct. 4).

The new presidents, who will also assume office Jan. 1, are **Walter D. Scott**, NBC-TV; **Stephen B. Labunski**, NBC Radio; **Raymond W. Welpott**, NBC-owned stations; **William R. McAndrew**, NBC News, and **George A. Graham Jr.**, NBC Enterprises. Each continues as the chief executive of his division, reporting to Mr. Kintner.

In other NBC moves **Julian Goodman**, VP of the news division, was appointed executive VP, and **Thomas W. Sarnoff**, VP of West Coast operations, was named staff executive VP.

■ Mr. Scott, with NBC since 1938, joined the organization in the sales department, becoming eastern sales manager in 1949 and national sales manager for the radio network in 1951. Seven years later he moved up to VP for TV network sales and in 1959 was named executive VP in charge of NBC-TV. He has served on NBC's board of directors since 1960.

■ Mr. Labunski, newest member of NBC among the five new presidents, joined the radio network in February of this year as VP from Straus Broadcasting where he was VP and general manager of Straus's New York outlet, WMCA. He began his radio career in 1951, joining



Mr. Goodman



Mr. Sarnoff

WCMO Kansas City, Mo. as salesman. Later he served at Todd Storz stations WHB Kansas City and WGGY Minneapolis. His first network experience was with ABC Radio in 1957.

■ Mr. Welpott has been with NBC since 1958, when he joined as general executive in the owned-stations division. He has been head of the department since 1962, at which time he also became a member of NBC's board of directors. As chief of the owned-stations division he also heads the spot sales organization. Mr. Welpott started in broadcasting with General Electric in 1938 as accountant. He became manager of GE's WRGB(TV) Schenectady in 1955.

■ Mr. McAndrew's career in news began in 1935 as copy boy for United Press. He became a reporter on the Washington scene for UP, stayed with the wire service for two years before joining NBC News in Washington as news editor, and managing editor of *Esso Reporter*, news show on NBC's WRC Washington. A four-year stint with NBC was followed by a term as executive news editor of BROADCASTING Magazine. In 1942 he joined ABC's Washington bureau as editor for commentator Earl Godwin, then rejoined NBC News as director of Washington bureau. He was appoint-

ed manager of NBC-owned WRC-AM-FM-TV in 1948 and moved to New York three years later as manager of news and special events for the NBC television and radio networks. Directorship of news division followed in 1954, vice presidency in 1958. He became executive VP in charge of division in 1960.

■ Mr. Graham, board chairman of NBC International and NBC Films, has headed the NBC Enterprises division since 1962. This department was formed in 1959 to centralize control of diverse operations of NBC outside of the broadcasting sphere. Mr. Graham joined NBC as the account executive in TV network's sales department in 1953. He was named director of sales planning for radio network in 1956, became VP of NBC in 1959 and was made general manager of NBC Radio in 1960.

■ Mr. Goodman has been first executive under Mr. McAndrew in the news division since 1959 and as new executive VP he adopts the title previously held by Mr. McAndrew. Mr. Goodman joined NBC as news-writer at WRC in 1945, later becoming manager of news and special events for NBC Radio. He assumed the same job for TV network in 1951, then handled both jobs as radio and TV news departments were combined. Mr. Goodman moved to New York as director of news and public affairs for NBC in 1959 following post as manager of news and special events at NBC's Washington bureau.

■ Mr. Sarnoff, youngest son of RCA Chairman David Sarnoff and VP of NBC since 1957, entered television in 1949 with ABC in Los Angeles, then switched into film production at Metro-Goldwyn-Mayer studios. In 1952 he joined NBC's Pacific division as assistant to the director of finance and operations. He was made VP administration, West Coast, in 1960 and became VP West Coast, in 1961.

Middletown, N. Y.; Radio Press International).

Herbert L. Miller, with KFMB-TV San Diego, appointed station manager of KPRI-FM, that city.

Ralph Boe, appointed general manager of KHER Santa Maria, Calif. He replaces **Ray Curry**, acting general manager, who returns to Defense Electronics Inc., that city, as western regional manager, after a leave of absence. **Don**

King named station manager of KHER, and **Mac McVey**, program director.

Joe Windsor, general manager of WTVM(TV) Columbus, Ga., elected to additional post of station VP, and mem-

ber of board of directors of Martin Theaters of Georgia Inc., owner of station.

E. Peter Keith, with Northeast Airlines, Boston, joins WYSI Ypsilanti, Mich., as general manager.

Don Sbarra, VP and general manager of Kansas State Network (KARD-TV Wichita, KCKT-TV Great Bend, KGLD-TV Garden City, all Kansas, and KOMC-TV McCook, Neb.), named executive VP and general manager.



Mr. Sbarra

Louis A. Zehner Jr., VP in charge of western sales for Banker's Leasing Corp., San Francisco, appointed assistant to president of Mullins Broadcasting Co. (KBTR-KBTV-TV Denver).

Roland E. Fenz, assistant to president for development at Menlo School and College, Menlo Park, Calif., named director of development for KQED-TV San Francisco, noncommercial.

Bob L. Williams, operations manager for KCOY-TV Santa Maria, Calif., appointed to newly created post of assistant manager for Central Coast Television, licensee of KCOY-TV.

PROGRAMING



Mr. Rosen

TV programing in U. S. and abroad.

John E. Pommer, production executive with Bing Crosby Productions, Hollywood, named VP in charge of production.

Phil Samp, sports announcer at WLWT (TV) Cincinnati, named sports director of WLWT and WLW, that city. He succeeds **Ed Kennedy** who resigns.

Al Shore, VP, Western TV Productions Sales, Los Angeles, named southern division account executive, Seven Arts Associated, Dallas.

Richard A. Femmel, editorial director of WXYZ-AM-FM Detroit, appointed VP of George Pierrot Productions, that city.

Joe Sands, director of productions at CBS-owned KNXT-TV Los Angeles, named to newly created post of executive producer for station and CBS Television Pacific Network.

Zvi Harry Shoubin, Off-Production

Co., New York, appointed program manager of WYUE-TV New Orleans.

James Case, program director at KCET-TV Los Angeles, noncommercial, appointed to new post as director of special projects division of National Educational Television, Hollywood. **Sheridan D. Reid**, director at KGMB-AM-TV Honolulu, replaces Mr. Case at KCET.

Harry C. Folts, formerly account executive with NBC-TV Sales, New York, named national sales manager, G. H. Johnston Inc., radio-TV program packager, that city.

Harry H. Ward, assistant director and assistant manager of TV code department of National Association of Broadcasters, Washington, appointed program director of WGMS-AM-FM Bethesda, Md.

Dave Cummins, air personality at WGH Newport News, Va., named production director.

Don Grady, producer/announcer for American Forces Korea Television Network, Seoul, returns to KCLU-AM-FM Rolla, Mo., as program director.

Sandy Cummings, former program VP of ABC-TV, Hollywood, appointed associate producer at 20th Century-Fox TV.

Don Knautz, traffic manager at WGN Inc. (WGN-AM-TV) Chicago, appointed assistant program manager for WGN-TV. **Mike Filerman**, of TV program department at WGN-TV, named program development coordinator.

NEWS

Peter S. Willett, in UPI International sales, and development of computerized stock market service, New York, named general manager of its audio network department. Editorial supervision for service remains under **Scott Peters**, news director.

Martin McReynolds, bureau manager of UPI, San Juan, P. R., named manager of new UPI bureau in Panama. **Steven Yolen**, with Latin American department of UPI in New York, succeeds Mr. McReynolds.

Charles Murphy, news reporter with NBC Washington stations WRC-AM-FM-TV, joins NBC News, that city, as backup man to **Ray Scherer**, White House correspondent. **Steve Nevas**, assistant bureau chief and Washington correspondent for Radio Press International, joins NBC News, there, as correspondent.

Jim Hurlbut, newsman with NBC's WMAQ-TV Chicago, returns to active duty as lieutenant colonel in Marine Corps. **Charles Heath**, member of NBC News staff, that city, and **Frank Goerg**, with WMAQ-AM-FM will succeed Mr. Hurlbut.

SPOTMASTER



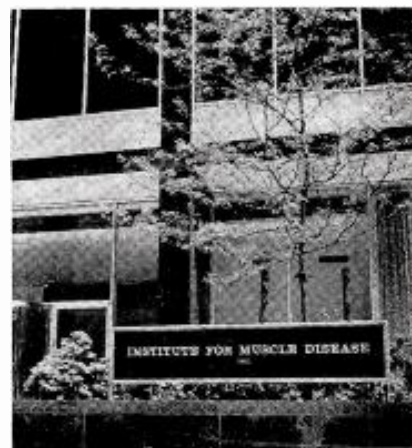
PortaPak I Cartridge Playback Unit



Your time salesmen will wonder how they ever got along without it! Completely self-contained and self-powered, PortaPak I offers wide-range response, low distortion, plays all sized cartridges anywhere and anytime. It's solid state for rugged dependability and low battery drain, and recharges overnight from standard 115v ac line. Packaged in handsome stainless steel with a hinged lid for easy maintenance, PortaPak I weighs just 11½ lbs. Vinyl carrying case optional.

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FANFARE

Robert M. Newhook, public relations manager for WBZ Boston, named to new post of director of market relations, Triangle Stations (WFIL-AM-FM-TV Philadelphia; WFBG-AM-FM-TV Altoona and WLYH-TV Lancaster-Lebanon, both Pennsylvania; WBNF-AM-FM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven, Conn., and KFRE-AM-FM-TV Fresno, Calif.), Philadelphia.

Ted Anthony, national sales representative and merchandising manager of WJW-TV Cleveland, adds duties of publicity director.

Monroe Berkman appointed director of merchandising and promotion for WRCP Philadelphia.

Adrian Gonzales, audience promotion assistant at WMAL-TV Washington, named advertising and promotion manager of WMAL-AM-FM.

George E. Staudt, assistant promotion manager of WREX-TV Rockford, Ill., appointed manager of publicity and promotion of WZZM-TV Grand Rapids, Mich.

Laurese Byrd Katen, executive secretary of Advertising Club of Metropolitan Washington, appointed public relations and sales coordinator for WDM Wheaton, Md., and WASH(FM) Wash-

ington, both licensed to Everett Dillard.

Mike Kizziah, director of public affairs for KNXT(TV) Los Angeles, named to newly created post of director of community relations.

Domenick J. Giofre, former publicity writer with National Educational Television, New York, named assistant trade editor, press department, NBC, that city.

Sander A. Flaum, leaves as public relations manager of Straus Broadcasting Group (WMCA New York; WALL Middletown, N. Y.; Radio Press International) to join Lederle Laboratories division of American Cyanamid Co., Pearl River, N. Y.

EQUIPMENT & ENGINEERING



Mr. Michel

Thomas J. Michel, director of field engineering for electronics division, Avco Corp., Cincinnati, appointed VP of Meredith-Avco, New York, company jointly owned by Meredith Publishing Co. and Avco. Meredith and Avco are group station owners, Avco through Crosley Broadcasting subsidiary.

Clyde Haehnle, director of staff engineering for Crosley Broadcasting Corp., Cincinnati, named director of technical research and assistant to president.

Thomas F. Bost, district sales manager, General Electric Visual Communications Products, Atlanta, moves to similar post in Des Plaines, Ill. **Vernon H. Russell**, former district sales manager, Des Plaines, named district sales representative. **Paul H. Fletcher** and **Gordon C. Berry**, former district engineers in Atlanta, named district sales representatives, that city.

Gifford C. Campbell, supervisor of technical facilities division, WOR-AM-FM New York, named chief engineer. **Raymond J. Smith**, chief engineer, WGR-AM-FM-TV Buffalo, N. Y., appointed chief engineer, WOR-TV. **Joseph S. Fioravanti**, in engineering department, named supervisor of technical facilities division and technical construction, WOR-AM-FM.

William A. Gross, director of research for Ampex Corp., Redwood City, Calif., elected VP-research and advanced technology. **William E. Slover**, district sales manager for Ampex in Boston, named northeast regional sales manager.

J. C. Sparkman, on sales staff of Viking Industries, Hoboken, N. J., appointed technical sales representative in Portland, Ore., office.

Dr. Daniel E. Noble, group executive VP and member of board of directors,

NATAS elects Blakeman

Royal E. Blakeman, legal, business and program consultant, and executive VP of National Academy of Television Arts and Sciences, elected president of academy. He will succeed **Rod Serling** on June 15, 1966. **Seymour Berns**, producer of Red Skelton show, and senior VP of academy, elected executive VP; **Ted Post**, television and stage director, elected secretary, and **Charles Mountain**, program announcer, is treasurer-elect.

Motorola, Chicago, elected vice chairman of board and designated corporation's chief technical officer.



Mr. Vendemia

Anthony Vendemia, with Entron Inc., Silver Spring, Md., named VP, production.

Harold G. Wagner, engineer at WMVS(TV) Milwaukee, promoted to chief engineer of that station and city's other noncommercial station, WMVT (TV).

Leonard Gillon, plant manager of RCA TV picture tube plant, Marion, Ind., named to newly created position of manager of television picture tube manufacturing department. **S. M. Hartman**, manager of tube manufacturing, succeeds Mr. Gillon, and **Leonard F. Hopen**, manager of process and production engineering, Marion, succeeds Mr. Hartman.

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INTERNATIONAL

Spencer W. Caldwell, founder of CTV Television Network Ltd., Toronto, retires. He is succeeded by Executive VP Gordon F. Keeble. Mr. Caldwell, 55, has been in broadcasting for 40 years.

Ray Junkin, VP and general manager of Screen Gems, Toronto, named sales manager of newly established domestic sales department of Screen Gems International, division of Screen Gems Inc., New York.

ALLIED FIELDS

Elliott H. Johnson, research director for Bronner & Haas, Chicago, appointed manager of special studies department, American Research Bureau, Beltsville, Md.

S. A. MacSween of A. Morgan Maree Jr. & Associates, Los Angeles, elected board chairman of Motion Picture and Television Tax Institute. He succeeds Julius Lefkowitz.

DEATHS

E. R. (Pete) Peterson, 69, senior VP of Keystone Broadcasting System, Chicago, died Oct. 4, after long illness. Mr. Peterson had been with Keystone since 1949. He began broadcasting career in 1941 with former Blue network; later managed central division of Mutual in Chicago.

Ward Sillaway, 53, supervisor of program standards, NBC New York, died of heart attack Oct. 1, at his office. He is survived by wife, son and two daughters.

ters.

Roy W. Hall, 51, account executive, CBS Radio, New York, died Oct. 5 in Stamford (Conn.) hospital.

Leonard Hall, 43, copywriter for Ted Bates & Co., New York, was killed in airplane crash Sept. 26 in Hartford, Conn.

Louis R. Bennett, 58, announcer for WMBS Uniontown, Pa., died Sept. 18 at Uniontown hospital after one-week illness. Survivors include daughter and son.

Allen T. Simmons, 78, founder and former owner of WADC Akron, Ohio, died Sept. 22 in Akron. He sold station in 1964. Surviving are his wife and two daughters.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 30 through Oct. 5 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—Day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod. modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

Albany-Schenectady, N. Y.—Northeast TV Cablevision Corp. UHF channel 23 (524-530 mc); ERP 141.3 kw vis., 21.2 kw aur. Ant. height above average terrain 1135 ft., above ground 558 ft. P.O. address: c/o Lee Ehrlich, 39 Brunswick Road, Troy, N. Y. Estimated construction cost \$398,500; first year operating cost \$250,000; revenue \$400,000. Studio and tower location both Rensselaer county near Troy, N. Y. Geographic coordinates 42° 47' 18" north lat., 73° 38' 95" west long. Type trans. RCA TTU-10A, type ant. RCA TTFU-30J. Legal counsel Cohen and Berfield; consulting engineer A. D. Ring and Associates, both Washington. Principals: Lee Ehrlich (9.09%), Edward W. Pattison, Morton E. Jenkins, Henry E. Lundquist, John R. Strachan, F. Redmond Griffin, Carl Grimm, James M. Ryan Jr., Daniel S. Stone, David B. Weir Jr., Employees Savings Profit Retirement Fund of Premix Distributors Inc. (each 6.06%), James K. Patrick, Edward H. Pattison, Joseph R. Rosner, John B. Garret Jr., Martha A. Jenkins, William R. Marvin, William McCarty M.D., Carl W. Engstrom, Richard Mooradian (each 3.03%). Mr. Ehrlich has been employed in area radio and TV. Mr. Patrick is 4% stockholder of WICC and WJZZ-FM Bridgeport, Conn. Ann. Oct. 1.

Chattanooga, Tenn.—Jay Sadow. UHF channel 51 (692-698 mc); ERP 195 kw vis., 39.0 kw aur. Ant. height above average terrain 970 ft., above ground 343 ft. P.O. address 270 North Crest Road, Chattanooga. Estimated construction cost not listed; first year operating cost \$25,000; revenue \$45,000.

Studio trans. location both in Chattanooga. Geographic coordinates 35° 12' 34" north lat., 85° 16' 39" west long. Type trans. RCA TTU-10A, type ant. RCA-27DH. Legal counsel not listed; consulting engineer Jules Cohen and Associates, Washington. Principals: Jay Sadow (100%). Mr. Sadow is also 100% owner of WRJP-AM-FM Rossville, Ga. Ann. Oct. 5.

*Burlington, Vt.—University of Vermont and State Agricultural College seeks amendment to new noncommercial educational television application as follows: Burlington, from channel 22 to channel 24; Rutland, from channel 75 to channel 45; St. Johnsbury, from channel 30 to channel 65; Windsor, from channel 26 to channel 15. Ann. Oct. 5.

New AM stations

ACTIONS BY FCC

St. Anthony, Idaho—Theodore W. Austin—Granted CP for new AM on 1400 kc, 250 w, 1 kw-D, unl. P.O. address 910 Lansdowne Road, Charlotte. Estimated construction cost \$18,014; first year operating cost \$36,000; revenue \$42,000. Mr. Austin is program manager of WSOC-TV Charlotte, licensed by Carolina Broadcasting Co. Action Oct. 6.

APPLICATIONS

Rainesville, Ala.—Sand Mountain Advertising Co. 1500 kc, 1 kw, D, P.O. address c/o I. E. Kennamer, P.O. Box 805, Scottsboro, Ala. Estimated construction cost \$13,470; first year operating cost \$20,000; revenue \$25,000. Principals: Lawrence E. Kennamer, Welton H. Norwood (each 49.4%), Zora B. Kennamer, Reba Sue Norwood (each 0.6%). Principals have no other broadcast interests. Ann. Sept. 29.

470; first year operating cost \$20,000; revenue \$25,000. Principals: Lawrence E. Kennamer, Welton H. Norwood (each 49.4%), Zora B. Kennamer, Reba Sue Norwood (each 0.6%). Principals have no other broadcast interests. Ann. Sept. 29.

Existing AM stations

APPLICATIONS

WKPR Kalamazoo, Mich.—Kalamazoo Broadcasting Co. seeks CP to increase power from 1 kw to 5 kw, make changes in DA system, and install new trans. Ann. Sept. 29.

WBJR Marietta, Ohio—5 kw Inc. seeks CP to change hours of operation from D to unl. using 500 w, 5 kw-LS, change from DA-D to DA-2. Ann. Sept. 29.

WKOK Sunbury, Pa.—Sunbury Broadcasting Corp. seeks CP to change from DA-2 to DA-N. Ann. Sept. 29.

WVAR Richwood, W. Va.—Seeks CP to change frequency from 1280 kc to 800 kc, make changes in ant. system, changes in ground system. Ann. Sept. 29.

New FM stations

APPLICATIONS

Auburn-Opelkia, Ala.—Faulkner Broadcasting Corp. 1520 kc, 500 w, DA-D, P.O. address Box 569, Carrollton, Ga. Estimated construction cost \$86,666; first year operating cost \$40,800; revenue \$65,000. Principals James H. Faulkner Sr. (76.67%), James H. Faulkner Jr. (5.0%), Robert M. Thorburn (8.33%).

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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Faulkner Broadcasting owns WBCA-AM-FM Bay Minette, Ala. and WLB-AM-FM Carrollton, Ga. Ann. Sept. 24.

*Riverside, Calif.—University of California, Riverside. 90.1 mc. channel 211, 30 w. Ant. height above average terrain 70 ft. P. O. address c/o Elmo R. Morgan, VP business, Univ. of Calif., 641 University Hall, Berkeley, Calif. Estimated construction cost \$4,896; first year operating cost \$2,640; revenue \$9,960 (allocation from incidental funds by action of regents). Principals: controlled and administered by Board of Regents of University of California.

Atlantic, Iowa—Nishna Valley Broadcasting Co. 103.7 mc. channel 279, 27 kw. Ant. height above average terrain 117.2 ft. P.O. address c/o Franklin G. Miller, N. Olive Street, Atlantic, Iowa. Estimated construction cost \$24,000; first year operating cost \$12,000; revenue \$15,000. Principals: Franklin G. Miller, E. G. Faust, R. G. Finhaus, Boyd M. Cambridge (each 25%). Ann. Sept. 29.

Grayson, Ky.—Carter County Broadcasting Co. 102.3 mc. channel 272, 1.45 kw. Ant. height above average terrain 410 ft. P.O. address Morris R. Shuffelbarger, Box 247, Grayson, Ky. Estimated construction cost \$13,258; first year operating cost \$7,200; revenue \$11,500. Principals: Harold E. Shuffelbarger (74.14%), W. Lowell Gearhart (17.13%), George M. Hogg (8.73%). Principals have no other broadcast interests. Ann. Sept. 29.

Rochester, Minn.—Olmsted County Broadcasting Co. 96.7 mc. channel 244, 3 kw. Ant. height above average terrain 26 ft. P.O. address c/o Howard G. Bill, 114½ S. Broadway, Rochester. Estimated construction cost \$12,900; first year operating cost \$10,000; revenue \$12,000. Principals: Howard G. Bill (100%), also 100% owner of WBIZ Eau Claire, Minn. Ann. Sept. 29.

Devils Lake, N. D.—KDLR Inc. 96.7 mc. channel 244, 3 kw. Ant. height above average terrain 164 ft. P.O. address 400 Twelfth Avenue, Devils Lake. Estimated construction cost \$16,450; first year operating cost \$6,000; revenue \$6,000. Principals: Bert Wick (52%), Hildur M. Wick (10%), Paul R. Lange (20%), Lois Jean Lange (17%). Principals have no other broadcast interests. Ann. Sept. 29.

Chickasha, Okla.—Grady Radio Inc. 105.5 mc. channel 288, 3 kw. Ant. height above average terrain 55.65 ft. P.O. address Box 905, Chickasha. Estimated construction cost \$12,000; first year operating cost \$15,000;

revenue \$18,000. Principals: Marie M. Davis (71.4%), William DeKinder (11.9%), Bernetta DeKinder (11.9%), and others. Principals have no other broadcast interests. Ann. Sept. 22.

*Buckhannon, W. Va.—West Virginia Wesleyan College. 91.3 mc. channel 217, 3.2 kw. Ant. height above average terrain 261 ft. Estimated construction cost \$6,000; first year operating cost \$10,000; revenue \$15,671.93 budgeted by board of trustees. Principals: administered by Board of Trustees. West Virginia Wesleyan College.

Existing FM stations

APPLICATIONS

WBNO-FM Bryan, Ohio—Williams County Broadcasting System Inc. seeks CP to replace expired permit authorizing construction of new FM.

San Antonio, Tex.—K.E.P.O. Broadcasting Co. seeks amendment to new FM application to change frequency from 101.9 mc. channel 270, to 100.3 mc. channel 262.

Ownership changes

ACTIONS BY FCC

KJKJ Flagstaff, Ariz.—Granted assignment of license from Dateline Broadcasters Inc., ownership of which is in dispute following transaction between Joseph A. Brandt and Joseph L. Patrick, transferors, and Charles L. and Rosemary Foster, transferees, to James L. Young, receiver. No financial consideration. Receiver was appointed by superior court of Arizona by county of Coconino. Action Oct. 1.

KMEX-TV Los Angeles—Granted transfer of control of licensee corporation, Spanish International Broadcasting Co., from estate of Frank Fouce (55%), Emilio Azcarraga, Edward J. Noble (each 20%) and Julian M. Kaufman (5%) to Fouce Amusement Enterprises (35%), Messrs. Azcarraga and Noble (each 20%), Reynold V. Anselmo (15%) and Mr. Kaufman (10%); transfer involves subscription rights to stock only. Action Sept. 29.

KSPA Santa Paula, Calif.—Granted assignment of license from Franklin James to Rancho Broadcasting Inc., owned by William F. Wallace (100%). Consideration \$120,000. Mr. Wallace is TV engineer and technical director for ABC. Hollywood. Action Oct. 4.

WDCF Dade City, Fla.—Granted assignment of license from Pasco Broadcasting Corp., owned by Charles E. Varner and Wallis R. Kinney (each 50%), to James L. Kirk II, tr/as WDCF Radio. Consideration \$100,876. Mr. Kirk is president and 79% owner of KVOL Lafayette, La.; 79% owner of Cape Kennedy Broadcasting Inc. (WMEG). Eau Gallie, Fla., and 25% owner of Georgia Universal Corp. (real estate). Action Oct. 4.

WMEG Eau Gallie, Fla.—Granted assignment of license and CP from Mel-Eau Broadcasting Corp., owned by Charles E. Varner and Wallis R. Kinney (each 50%), to Cape Kennedy Broadcasting Inc., owned by James L. Kirk II (79%), Josephine K. Jennings (11%) and Dean C. Wilson (10%). Consideration \$304,123. Mr. Kirk owns WDCF Dade City, Fla.; owns 79% of KVOL Lafayette La., and is president and 25% owner of Georgia Universal Corp. (real estate). Miss Jennings is also 25% owner of Georgia Universal. Mr. Wilson is vice president and general manager of WMEG and vice president of WDCF. Action Oct. 4.

WKRW Cartersville, Ga.—Granted assignment of license from James M. Wilder, Don H. Kordecki and Ralph D. Ruff d/b as Bartow County Broadcasters Co., to Bartow Radio Corp., owned by R. J. Cullens, J. C. Neslon (each 25.5%), R. D. Ruff and Don H. Kordecki (each 24.5%). Consideration \$35,000. Mr. Cullens is attorney. Mr. Nelson owns farm and has other business interests in Cartersville. Action Sept. 30.

WEZ Chester, Pa.—Granted assignment of license from WDRF Inc., owned by Ogden R. Davies (29.48%), Max Cornfeld (24.63%), Clyde R. Fry (17.88%), John M. Banzhoff (17.88%), and Jack Greenblatt (10.53%), to Radio Del-Val Inc., owned by Ernest Tannen (100%). Consideration \$250,000. Mr. Tannen owns WDMV Pocomoke City, Md., and is president and 50% owner of WYRE Annapolis, Md. Action Oct. 4.

WADK Newport, R. I.—Granted assignment of license from Arnold Lerney and Joseph Mufson d/b Key Stations, to Key Stations Inc., owned by Mr. Lerney (70%) and Mr. Mufson (30%). No financial consideration. Mr. Lerney holds 52½% interest in WLLH-AM-FM Lowell, Mass., and Mr. Mufson holds 22½% interest in WLLH-AM-FM. Action Sept. 30.

APPLICATIONS

KAGH Crossett, Ark.—Seeks assignment of license from Julian F. Haas and Rose Marie Haas to Radio KAGH Inc. owned by Mr. and Mrs. Haas. Consideration: transfer of stock, payment of five year, 5% note to Mr. Haas at rate of \$188.72 monthly from corporate earnings. Ann. Sept. 30.

KHOG Fayetteville, Ark.—Seeks transfer of control of Sammons Enterprises Inc., 80% stockholder of Broadcasting Associates Inc., parent corporation of licensee Fayetteville Broadcasting Co., from C. A. Sammons, individually (78.56%) and as executor of estate of Rosine S. Sammons deceased (21.44%), to C. A. Sammons (100%). Mr. Sammons is also seeking transfer of control of KELI Tulsa, Okla.; KWAT Wateron, S. D.; KIXZ Amarillo and KTRN Wichita Falls, both Texas, in same manner. No financial consideration. Ann. Oct. 5.

KRML-AM-FM Carmel, Calif.—Seeks assignment of AM license and CP for FM broadcast station from Carmel Broadcasting Co. to KSUR Inc. owned by Alan C. Lisser (50%), Cliff Gill, Lisle R. Sheldon and Gordon T. Lisser (each 16⅓%). Alan C. Lisser and Lisle R. Sheldon own 86⅓% and 33⅓%, respectively, of KBUB Sparks, Nev. Alan C. Lisser is also on staff of KERC San Francisco. Mr. Gill owns 19¼% of KCBE Tucson, Ariz., and is applicant for AM broadcast station in Lampasa, Calif. Consideration \$80,000. Ann. Oct. 4.

KRRM(FM) Los Angeles—Seeks assignment of license and SCA from Minneapolis Basketball Corp. to Robert E. Short (80%) and Francis T. Ryan (20%) db/as KRRM Enterprises, Messrs Short and Ryan are 79.2% and 19.2%, respectively, owners of Minneapolis Basketball Corp., former operators of the Los Angeles Lakers. Consideration \$125,000. Ann. Oct. 4.

KFLG Walsenburg, Colo.—Seeks assignment of license from Floyd Jeter to Robert Kelley Toombs. Consideration \$45,000. Mr. Toombs has no other broadcast interests. Ann. Sept. 22.

WKMK Blountstown, Fla.—Seeks voluntary assignment of license from Apalachicola Valley Broadcasting Co. to Robert L. Maupin tr/as The Maupin Broadcasting Co. Mr. Maupin is program director and chief engineer of WDMG Douglas, Ga. Consideration \$45,000. Ann. Sept. 27.

WFAC(FM) Mount Dora, Fla.—Seeks assignment of CP from Frasure Hull Inc. to Orlando Radio and Television Broadcasting Corp. Consideration to include cost of securing original CP plus fee. Orlando Broadcasting already operates WHYY Orlando, Fla., has UHF application and FM application for that city. Ann. Sept. 23.

WBSG Blackshear, Ga.—Seeks assignment of license from Collins Corp. of Georgia to County Colonel Broadcasting Corp. owned by Marion L. Dixon (40%), Oliver C. Dixon Sr. (20%), J. Robert Smith (40%). Applicants have no other broadcast interests. Consideration \$40,000. Ann. Oct. 4.

WDHF Chicago—Seeks assignment of license from Federal Broadcasting Corp. to Armanco Enterprises Inc. owned by Frank J. Hogan (33⅓%) and George R. Newhart (66⅓%). Messrs. Hogan and Newhart have no other broadcast interests. Federal Broadcasting is subsidiary of Armanco. No financial consideration. Ann. Oct. 5.

KASI Ames, Iowa—BROADCASTING, Oct. 4, erred in reporting that Ames Broadcasting Co. has interest in WQUA Moline, Ill., and KDAL-AM-FM Duluth, Minn. The error resulted from now obsolete information that certain former stockholders of Ames had interlocking holdings in companies with ownership in the aforementioned stations.

WJUD St. Johns, Mich.—Seeks assignment of license from Clinton County Broadcasting Inc. to Dittmer Broadcasting Co. owned by Robert D. Dittmer (98%), Beverly J. Dittmer (1.8%) and Arthur A. Wainwright Jr. (0.2%). Mr. and Mrs. Dittmer and Mr. Wainwright are on staff of WHGR and WJCS (FM), both Houghton Lake, Mich. Consideration \$82,500. Ann. Oct. 4.

KAOH Duluth, Minn.—Seeks assignment of license from Linton D. Hargreaves, sole owner and individual licensee of KOAH, to K-O Corp., also owned by Hargreaves. No financial consideration. Ann. Sept. 28.

KBOW Butte, Mont.—Seeks relinquishment of negative control of licensee corporation KBOW Inc., by Richard R. Miller (50.0% before, 49.8% after) through transfer of stock to Danette K. Miller (none before, 0.4% after). No financial consideration. Ann. Oct. 1.

KRAM Las Vegas—Seeks transfer of control of licensee corporation, Suna Broadcasting Corp., from Leonard Blair, Ovsay Lipetz (each 25%), Sidney Lambert (10%), Ralph Olswang (5%), Jack Gross, Sidney Krause, George J. Hirsch (each 3%), and

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 7

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,005	28	67	351
FM	1,334	49	210	241
TV	560 ¹	33	95	137

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 7

	VHF	UHF	TV
Commercial	512 ²	178	690
Noncommercial	66	62	128

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Aug. 31, 1965

	AM	FM	TV
Licensed (all on air)	4,004	1,334	558 ¹
CP's on air (new stations)	26	37	33
CP's not on air (new stations)	68	212	96
Total authorized stations	4,100	1,583	690
Applications for new stations (not in hearing)	257	186	75
Applications for new stations (in hearing)	79	49	57
Total applications for new stations	336	235	132
Applications for major changes (not in hearing)	198	47	32
Applications for major changes (in hearing)	35	2	8
Total applications for major changes	233	49	40
Licenses deleted	0	0	3
CP's deleted	0	0	4

¹ Does not include three licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

others to Theodore I. Oberfelder, Burton Lambert (each 43%), Joan Oberfelder, Hattie Lambert (each 7%). Mr. Oberfelder is president of Suna Broadcasting Corp. and currently 20% stockholder; Mr. Lambert is vice president and general manager of KLAS-TV Las Vegas. Consideration transfer of stock at book value. Ann. Oct. 5.

WTLK Taylorsville, N. C.—Seeks transfer of control of licensee corporation, Center Broadcasting Co., from Robert E. Brown (70% before, none after) to Gray Ingram (none before, 20% after), Thomas Manly Herndon (none before, 20% after), Robert Canada (none before, 17% after), Neale Walsch (none before, 12% after), and Ross Holmes (none before, 1% after). Messrs. Canada, Herndon, Walsch and Holmes are on staff of WORD Spartanburg, S. C. Mr. Ingram is manager of WTLK. Consideration \$53,160. Ann. Sept. 24.

WAO-TV Rhinelander, Ohio—Seeks assignment of CP from Alvin O'Konski to Northland Television Inc., owned solely by Mr. O'Konski. No financial consideration. Ann. Oct. 1.

WCOM-FM Urbana, Ohio—Seeks transfer of control of licensee corporation, The Brown Publishing Co., from Clarence J. Brown deceased holder of 74.3% control, to his son and executor Clarence J. Brown Jr. No financial consideration. Ann. Sept. 29.

KELI Tulsa, Okla. and KTRN Wichita Falls, Tex.—Seeks transfer of control of licensee corporation T & O Broadcasting Co. from C. A. Sammons individually to Sammons Enterprises Inc. owned by C. A. Sammons individually and as executor of estate of Rosine S. Sammons, deceased. No financial consideration. Ann. Oct. 5.

KERG Eugene, Ore.—Seeks transfer of control of licensee corporation Guard Publishing Co. from Mildred M. Baker, executrix of estate of Alton F. Baker, deceased, to Mildred M. Baker, Alton F. Baker Jr., Edwin M. Baker and Richard A. Baker, trustees. Parties are also trustees of 12.46% of stock of Tribune Publishing Co., Tacoma, Wash., licensee of KTNT-AM-FM-TV Tacoma. No financial consideration. Ann. Sept. 21.

KPAM Portland, Ore.—Seeks voluntary assignment of license from Chem-Air Inc. owned entirely by William E. Boeing to Romito Corp. owned by Walter P. Rossmann Samuel L. Miller, and Mary Tonkin Ford Sales Inc. (each 33⅓%). Mr. Rossmann has broadcast rep. interests. Romito Corp. also is applicant for KPAM Portland. Consideration \$175,000. Ann. Sept. 28.

WCBG Chambersburg, Pa.—Seeks assignment of license from Reese Broadcasting Corp. to Four States Broadcasting Station Inc. owned by Norman E. Messner (51%) and Molly Darr Messner (49%). No financial consideration. Ann. Sept. 22.

KFCB Redfield, S. D.—Seeks assignment of license from George H. Puder tr/as Victoria Broadcasting System to Victoria Broadcasting System Inc. owned by Gordon T. Sjoelin (55%), Roger D. Wilson (22%), and Paul Stacke (3%), Raymond A. Sjoelin (20%). Consideration assumption of unpaid liabilities plus \$5,000. Ann. Sept. 24.

KWAT Watertown, S. D.—Seeks voluntary transfer of control of licensee corporation Midland National Life Insurance Co. from C. A. Sammons individually to Sammons Enterprises Inc. owned by C. A. Sammons individually and as executor of estate of Rosine S. Sammons deceased. Ann. Oct. 5.

KIXZ Amarillo, Tex.—Seeks transfer of control of Sammons Enterprises Inc. (80% stockholder of licensee corporation Broadcasting Associates Inc.) from C. A. Sammons individually and as executor of estate of Rosine S. Sammons deceased (21.44%), to C. A. Sammons (100%). No financial consideration. Ann. Oct. 5.

WTID Newport News, Va.—Seeks assignment of license and CP from David N. Montague, trustee in bankruptcy for Twelve Seventy Inc., to Big T Broadcasting Corp. owned by Barry Winton, Milton Q. Ford, and Alvin Epstein (each 33⅓%). Mr. Epstein owns an advertising agency; Mr. Ford is employed by WPIK Alexandria, Va.; Mr. Winton is 50% stockholder of WQSN Charleston S. C. Consideration \$85,000. Ann. Sept. 28.

Hearing cases

FINAL ACTIONS

■ By memorandum opinion and order, granted petition by Greene Information Center Inc. to extent of enlarging issues in proceeding on application of West Central Ohio Broadcasters Inc. for new AM in Xenia, Ohio, to determine financial ability to construct and operate for year's time. Member Nelson dissented from enlargement of issues. Action Oct. 4.

■ Granted request by Broadcast Bureau

to extend time to Oct. 7 to file replies to exceptions to initial decision in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev. Action Oct. 5.

■ In proceeding on applications of Eastern Long Island Broadcasters Inc., and Reunion Broadcasting Corp. for new FM's in Sag Harbor and East Hampton, N. Y., respectively, granted motion by Reunion to further enlarge issues concerning character qualifications of Fitzgerald C. Smith, majority stockholder and president of Eastern. Member Nelson not participating. Action Oct. 5.

■ By memorandum opinion and order in proceeding on applications of Central Broadcasting Corp. and WCRB Inc., for new FM in Ware and Springfield, Mass., respectively, (1) granted applicants' petition to accept late filed pleading, (2) denied their request for partial reconsideration of Feb. 19 action which, among other things, disallowed option and employment agreement, and (3) directed that opportunity be afforded for other persons to apply for facilities specified in Central Broadcasting's application. Action Oct. 5.

■ By memorandum opinion and order, commission denied petition by Radio Americana Inc., for reconsideration of Feb. 15 action which denied its petitions for relief, dismissed with prejudice for failure to prosecute, and which terminated proceeding on its application for new AM in Baltimore. Commissioner Cox not participating. Action Sept. 29.

■ Members Berkemeyer, Pincock and Slone adopted decision on September 29 (1) severing and granting application of Robert Hecksher to increase nighttime power of station WMYR Fort Myers, Fla., on 1410 kc, DA-N, from 500 w to 5 kw, continued daytime operation with 5 kw; conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419; and (2) denying Southern Radio and Television Co. petition for acceptance for clarifying memorandum; and request for other procedural relief on its application for new AM to operate on 1440 kc, 1 kw-N, 5 kw-LS, DA-2, in Lehigh Acres, Fla., and, on Board's own motion, remanded latter's application to examiner for further hearing on real party in interest issue. Nov. 13, 1963, initial decision and Dec. 15, 1964 supplemental initial decision looked toward grant of both. Action Sept. 30.

INITIAL DECISIONS

■ Hearing examiner Millard F. French issued initial decision looking toward granting application of James B. Childress for new daytime AM to operate on 1540 kc, 1 kw, in Burnsville, N. C. Action Sept. 30.

■ Hearing examiner Herbert Sharfman issued initial report and recommendation in proceeding involving denial of application by WMOZ Inc. (owned 99 percent by Edwin H. Estes) for renewal of license of WMOZ Mobile, Ala., and revocation of license of Edwin H. Estes for station WPPA Pensacola, Fla., which had been remanded to examiner by commission in compliance with Court of Appeals opinion to receive testimony of Jordan Ray and Lester Foster and for any further evidence. Examiner concluded that, on remand record, "there was no credible evidence establishing that anyone other than Estes submitted false logs to Commission, or that there was conspiracy among other persons to do so" and, therefore, recommended that no change be made in findings and conclusions of commission's Feb. 4, 1964, decision.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition by Twelve Seventy Inc., by its trustee in bankruptcy, for reconsideration and grant without hearing application for renewal of license of WTID Newport News, Va., and simultaneous approval of application for assignment of WTID license to trustee in bankruptcy; also denied motion of trustee to strike opposition filed by Broadcast Bureau. Commissioner Cox dissented and issued statement in which Commissioner Lee joined. Action Sept. 22.

■ By order, commission, on its own motion, extended time to Nov. 30 for filing responsive pleadings and amendments updating applications in Rochester, N. Y., TV channel 13 proceeding, dismissed as moot petition by Rochester Telecasters Inc., for extension of filing time. (Pleadings filed and disposed of in earlier orders as well as other pleadings now pending before commission disclose that negotiations are in progress among parties looking toward pos-

sible resolution of conflicts which exist.)
Action Sept. 22.

■ By report and order, commission amended Sec. 73.182, 73.185 and 73.190 of its AM broadcast rules relating to skywave transmission on Class I-B clear channels so as to make applicable to those channels curves appearing in rules as Figures 1a and 6a now applicable to Class I-A clear channels. Figure designations in charts and graphs in Sec. 73.190 are simplified and unified. Rule change will not require modification of any AM authorized prior to effective date of amendment. Likewise, applications now pending before commission will be considered in accordance with old standards. Action Sept. 29.

■ By memorandum opinion and order, commission (1) granted petition by Lampasas Broadcasting Corp. for reconsideration of May 5 designation order and granted without hearing its application to increase daytime power of station KCYL, Lampasas, Tex., on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and terminated proceeding, and (2) granted request by WACO Broadcasting Corp. (WACO Waco, Tex.) to withdraw its petition to deny. It did not thereby express approval of agreement entered into between KCYL and WACO that latter would withdraw its objecting petition and KCYL would not object to future application for improvement in facilities of WACO. Commissioner Cox concurred in result. Action Sept. 29.

■ Granted request by Broadcast Bureau to continue Oct. 19 oral argument to Nov. 12 in proceeding on applications of Nelson Broadcasting Co. and Ubiquitous Frequency Modulation Inc., for new FM's in Kingston and Hyde Park, N. Y., respectively. Member Nelson absent. Action Sept. 30.

Routine roundup

ACTIONS ON MOTIONS By Office of Opinions and Review

Granted petition by Broadcast Bureau to extend to Oct. 15 time to file exceptions and briefs in matter of revocation of license of Radio Station WTIFF Inc. (WTIFF). Tifton, renewal of licenses of WDMG Inc. (WDMG), Douglas, both Ga., WMEN Inc. (WMEN), Tallahassee, and application of B. F. J. Timm for new AM in Jacksonville, Fla. Action Sept. 28.

In proceeding on applications of Harry Wallerstein, receiver, Television Company of America, Inc. for renewal of license of KSHO-TV Las Vegas et al, granted petition by Broadcast Bureau filed as act of professional courtesy in behalf of A. Harry Becker, Esq., counsel for Harry Wallerstein, because of death in Mr. Becker's family, to extend time to Oct. 19 to file replies to oppositions to petitions for reconsideration. Action Sept. 28.

Actions by the FCC

■ Commission on Sept. 27 granted petition by Midwest Radio-Television Inc. (WCCO-TV), Minneapolis, and Twin City Area Educational Corp., licensee of noncommercial educational stations KCTA-TV and KCTI-TV, St. Paul, Minn., to extend time from Sept. 30 to Oct. 7 to file comments and from Oct. 15 to Oct. 22 for replies in matter of amendment of Parts 1, 17 and 73 of the rules to provide for establishment and use of ant. farm areas.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Jay A. Kyle to preside at hearings in proceeding on license renewal and transfer of Elyria-Lorain Broadcasting Co. (WEOL-AM-FM), Elyria, Ohio scheduled prehearing conference for Oct. 22 and hearing for Nov. 15. Action Sept. 29.

■ Scheduled hearing for Nov. 2 to be held in Oakland, Calif., in matter of liability of McLendon Pacific Corp. (KABL), Oakland, Calif., for forfeiture. Action Sept. 30.

■ Scheduled a prehearing conference for Oct. 7 in proceeding on application of Twelve Seventy Inc., for renewal of license of WTID Newport News, Va. Action Sept. 30.

■ Ordered that Examiner Chester F. Naumowicz Jr., in lieu of Examiner James D. Cunningham, shall serve as presiding officer in matter of revocation of license of Tinker Inc., for WEKY Richmond, Ky. Action Sept. 30.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on applications of Victor Management Co., Inc., and Jacksonville Broadcasting Co., Inc., for new FM in Little Rock and Jacksonville, Ark., respectively, in Doc. 16985-6, granted motion by Victor Management to continue Oct. 7 prehearing conference to Nov. 4, and rescheduled Nov. 4 hearing for Dec. 2. Action Sept. 29.

By Hearing Examiner Charles J. Frederick

■ Granted petition by United Artists Broadcasting Inc., for leave to amend its application for new TV to operate on channel 29 in Houston to reflect new financial showing, and scheduled conference for Oct. 6 to establish further procedural dates. Action Sept. 29.

■ On own motion, cancelled Oct. 1 oral argument, and oral argument will be held at commencement of Oct. 7 hearing in proceeding on AM applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WBXM Broadcasting Co. Inc., Springfield, Va. Action Sept. 30.

■ On own motion, cancelled Oct. 6 hearing, specified Nov. 22 for filing of findings and Nov. 30 for replies, and closed record in proceeding on application of United Artists Broadcasting Inc., for new TV to operate on channel 20 in Houston. Action Oct. 4.

By Hearing Examiner Millard F. French

■ Formalized agreements and rulings made on record at Sept. 28 prehearing conference and scheduled certain procedural dates and hearing for Nov. 16 in Barbourville, Ky., in proceeding on applications of Brown Radio & Television Co. for renewal of license of WBVL Barbourville, and Barbourville-Community Broadcasting Co. and Golden East Broadcasting Co., for new stations in that city. Action Sept. 29.

■ Granted motion by Palmetto Communications Corp. to accept its late-filed appearance in matter of revocation of license for its WHHL Holly Hill, S. C. Action Sept. 29.

By Hearing Examiner Walther W. Guenther

■ Granted motion by Marshall Broadcasting Co. to continue Oct. 6 hearing to Oct. 7 in proceeding on its application for new FM in Marshall, Mich. Action Oct. 1.

■ Granted motion by Marshall Broadcasting Co. to continue Oct. 6 hearing to Oct. 7 in proceeding on its application for new FM in Marshall, Mich. Action Oct. 1.

By Hearing Examiner Isadore A. Honig

■ Granted motion by respondent WVOK, Birmingham, Ala., to receive in evidence its Exhibit 1A, cancel Oct. 4 further hearing, and close record in proceeding on AM application of Storz Broadcasting Co. (WTIX), New Orleans, and afforded time to Nov. 1 to file proposed findings and to Nov. 16 for replies. Action Sept. 30.

■ Granted request by Continental Broadcasting of California Inc. (KDAY), Santa Monica, Calif., to continue Oct. 5 hearing to Nov. 22 in proceeding on its AM application, and, on own motion, postponed to later dates to be specified by subsequent orders, Sept. 10 and 30 exchange and notification dates with respect to applicant's direct case, and Oct. 12 and 19 dates with respect to rebuttal evidence of other parties, and Oct. 19 date for commencement of presentation of rebuttal evidence. (Postponement of Sept. 10 exchange date is being ordered nunc pro tunc.) Action Sept. 30.

By Hearing Examiner H. Gifford Irion

■ Granted request by Sunset Broadcasting Co. (KNDX-FM), Yakima, Wash., to continue Oct. 7 hearing to Nov. 9 in proceeding on its FM application and that of Cascade Broadcasting Co., Yakima. Action Sept. 29.

■ Designated date of Oct. 29 for filing proposed findings and Nov. 12 for replies in Boulder City-Henderson, Nev., TV Channel 4 proceeding in Doc. 15705 et al. Action Sept. 30.

By Hearing Examiner Jay A. Kyle

■ Granted motion by Quality Radio Corp. and scheduled further prehearing conference for Oct. 6 in proceeding on AM application of Progress Broadcasting Corp.

(WHOM), New York. Action Sept. 29.

■ Granted motion by Quality Radio Corp. to reschedule Oct. 4 date for the exchange of exhibits for Oct. 18 and Nov. 1 evidentiary hearing for Nov. 18 in proceeding on AM application of Progress Broadcasting Corp. (WHOM), New York. Action Sept. 30.

■ Granted request by Broadcast Bureau to reschedule Oct. 6 prehearing conference for Oct. 5 in proceeding on AM application of Progress Broadcasting Corp. (WHOM), New York. Action Sept. 30.

■ Granted motion by Broadcast Bureau to reschedule Oct. 11 hearing for Jan. 18, 1966 in proceeding on applications of WTCN Television, Inc. (WTCN-TV), Midwest Radio-Television, Inc. (WCCO-TV), and United Television, Inc. (KMSP-TV), Minneapolis. Action Oct. 5.

By Hearing Examiner Forest L. McClenning

■ In proceeding on applications of Ocean County Radio Broadcasting Co., Seashore Broadcasting Corp., and Beach Broadcasting Corp. for new FM stations in Toms River, N. J., in Doc. 15944-6, granted petition by Beach Broadcasting Corp. to dismiss its application. Action Sept. 29.

■ Granted motion by respondent Horace C. Boren to extend time from Oct. 4 to Oct. 14 for preliminary exchange of exhibits, and from Oct. 15 to Oct. 21 for submission of requests for supplementary data in proceeding on AM application of Oklahoma Press Publishing Co. (KBIX) Muskogee, Okla. Action Sept. 29.

■ Granted petition by Topanga Malibu Broadcasting Co. for leave to amend its application for new AM station in Topanga, Calif. to reflect changes in broadcast ownership interests as results of assignments for station KSRF Santa Monica, Calif. Application is consolidated for hearing in 1110 kc, Pasadena, Calif., area proceeding. Action Sept. 29.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ Granted petition by Trinity Broadcasting Co. to extent of extending time to Oct. 15 to file amendment to its application for new station to operate on channel 20 in Fort Worth. Action Sept. 28.

By Hearing Examiner Herbert Sharfman

■ In proceeding on application of WMOZ Inc. for renewal of license of station WMOZ, Radio and Television Co. for new AM in Edwin H. Estes for WFPA Pensacola, Fla. granted motions by Broadcast Bureau, WMOZ and WFPA and corrected in various respects transcript of record. Action Sept. 29.

■ Scheduled prehearing conference for Oct. 8 on remand proceeding of Southern Mobile, Ala., and revocation of license of Lehigh Acres, Fla. Action Oct. 1, Oct. 1.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by The Superior Broadcasting Corp. for leave to amend its application for new TV to operate on channel 61 in Cleveland to reflect certain changes in stock ownership. Action Sept. 29.

■ Pursuant to agreement reached at Oct. 1 prehearing conference in proceeding on applications of Fidelity Radio Inc. and WHAS Inc. for new FM's in Louisville, Ky., scheduled hearing for Oct. 26. Action Oct. 1.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of Oct. 4

WRLP(TV) Greenfield, Mass.—Granted CP to install new trans.

KOB-TV Albuquerque, N. M.—Granted CP to install FM-TV multiplexer for simultaneous FM and TV operation; ERP vis. 26.9 kw.

WJET-TV Erie, Pa.—Granted mod. of CP to change ERP to 295 kw (DA), vis., 30.2 kw (DA) aur., change trans. and studio location, type trans., ant. structure, and ant. height to 740 ft.; condition.

KVOE Emporia, Kans.—Granted CP to make change in ant. system; conditions.

KUBO San Antonio, Tex.—Granted mod. of license to change name to Radio KUBO Inc.

KCAL-FM Redlands, Calif.—Granted license covering install. of new trans. and increase ERP to 2.95 kw.

*KBGL(FM) Pocatello, Idaho — Granted

(Continued on page 95)

CLASSIFIED ADVERTISEMENTS

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Help Wanted—Management

Manager for major northern Florida market. Must be active salesman. Send complete resume to Box K-56, BROADCASTING.

Immediate opening for salesman ready for management. Industrial Carolina market. Salary open, plus commission. Send full details. Box K-158, BROADCASTING.

General manager for Milwaukee area station with multiple station operation. Management experience necessary. Many fringe benefits including ownership from proven ability. Send full information to Box K-164, BROADCASTING.

Executive assistant to President of newspaper-broadcasting company in Washington, D. C. age 30-45 with legal and accounting background. Top position with excellent salary and future. Send profile, references and photo to Mrs. Altobello, 1204 Rosslyn Building, Arlington, Virginia 22209.

Laurel Radio has opening for sales/management trainee at WDAD, Indiana and an FM/background music salesman for WMAJ, State college. Both towns, thriving college markets. WMAJ FM, complete separate programming . . . automated with newest ATC stereo equipment. In both positions, salary open. Chance to learn and advance with respected small/medium market Penna. group. WCPA, Clearfield—WDAD, Indiana and WMAJ AM/FM, State College. Degree not necessary. Personal interviews preferred. Send replies to: J. Albert Dame, Sales Manager, Laurel Radio Network, P. O. Box 1032, Clearfield, Penna.

Sales

Baltimore—solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box H-107, BROADCASTING.

Chicago member of six-major-market group seeks outstanding salesman for FM side. Highly commercial format. Must have a good record and be determined to break it here. Box K-109, BROADCASTING.

Radio rep. salesman—Chicago office rep or station experience essential. Good salary Box K-182, BROADCASTING.

Wanted: Salesman, small market college town. Contact Drew Ballard, Manager, KGTV, Georgetown, Texas.

Top salesman to handle local/national accounts. AM-FM quality station. Heavy local programming, well received by audience and business community. Sales management available for right man. Contact Operations Manager, WEEF Radio, Highland Park, Illinois, 312-432-1430.

Top suburban radio station in New York metro area. New aggressive ownership has more than doubled sales in the last year, now looking for a real pro to keep the ball rolling. Here's your opportunity to get with an aggressive sales minded chain operator that offers a big lucrative future to the right man. This man is a sales manager or top salesman at this station right now but is stymied by non sales oriented management. Excellent benefits, established list, draw against commission. Go where the action is. Write or call Jim Roasa, WFAS Radio, Box 551, White Plains, N. Y., 914-OW3-2400.

Experienced salesman. Excellent potential. Management opportunity for right man. Serving central N. J. and metropolitan area. Write WRLB, Long Branch, N. J.

Sales—(Cont'd)

Move up to a larger market and more income. Wanted: Aggressive salesman leading to sales management in six months, 200,000 market. We've got the product and incentive—do you have the ability. Call: James Austin, Charleston, W. Va., 304-343-4556.

Help Wanted—Announcers

Announcer with AM experience for quality eastern station. Must have pleasing air personality, good news and commercial delivery. Middle of the road music format. Excellent salary and liberal fringe benefits for right man. Box J-17, BROADCASTING.

Leading adult station in top Michigan market is seeking experienced announcer-dj-strong on music and news. Good pay, exceptional fringe benefits. Send tape, photo, and complete resume to Box J-143, BROADCASTING.

Top 40 morning man major Ohio market. Should be squirrely. Good pay. Send tape, resume & photo to Box J-249, BROADCASTING.

Michigan station in year round resort market has opening for experienced announcer salesman or newsmen-announcer. Third phone required. Send tape, references, resume and salary requirements. Box K-5, BROADCASTING.

Experienced first ticket announcer-production man to fill new opening at top Hudson Valley 5 kw station. Rush tape and resume to Box K-15, BROADCASTING.

Two immediate openings! Morning man, pleasant, experienced, production minded. Night board man, light on experience, willing to learn. Good middle of the road mid-west station. Send tape, resume, salary requirement. Box K-38, BROADCASTING.

Central Wisconsin group operation needs announcer and newsmen, both first phone, no maintenance. Send tape, resume, present salary and recent snapshot to: Box K-55, BROADCASTING.

Established top rated station in western Nebraska needs experienced evening dj with first phone. Middle of the road to selected top 100. Rush tape, history, salary expected. Box K-59, BROADCASTING.

Announcer, newsmen for good music mid-west NBC affiliate. Send tape, resume and photo to Box K-96, BROADCASTING.

Personality for top rated contemporary music station in upped midwest. Mid-day lively sound with adult appeal. Box K-102, BROADCASTING.

Virginia major market daytimer needs experienced announcer-engineer, 1st phone . . . upbeat format—no rock . . . send tape and resume to Box K-124, BROADCASTING.

Announcer—Iowa. Some experience preferred. Details first letter. Box K-138, BROADCASTING.

First phone, mature sound for morning, midday or afternoon promotable show. Sales too if you wish. Smoothest sound on Fla's Gold Coast. Permanent position for right man in one of America's most pleasant areas. Future unlimited. Box K-139, BROADCASTING.

Full time station in outstanding community near Atlanta has immediate announcer opening. Good salary and fringe benefits to experienced man. Send resume and tape to Box K-145, BROADCASTING.

Experienced announcer for competitive market country music station in Southeast. \$100 weekly. Box K-159, BROADCASTING.

Announcers—(cont'd)

Announcer trainee with 3rd for Virginia mid-road station. Broadcast school graduate or equivalent. Tape and photo returned if postage furnished. Box K-165, BROADCASTING.

Announcer-copywriter . . . wanted immediately by northern New England net affiliate. Must be good at both. Salary commensurate with ability. Professional staff. Tape and references first letter. Box K-169, BROADCASTING.

Announcer-salesman needed yesterday. Experienced only. No beginners please. Good accounts. Northeast recreation area. Audition, resume and recommendations to Box K-170, BROADCASTING.

Immediate opening for announcer/salesman willing to train for sales. Good working conditions, good pay. KLEX, Lexington, Missouri.

Immediate opening—announcer!! Progressive small market station. Good working conditions. Salary open. 3rd class license. Write or call Bill Spitzer—Manager, Radio KUVR, Holdrege, Nebraska.

Program director—Top 40—also do afternoon drive tell me via tape what you have done and can do. Want creativity with ability to direct staff and be able to handle administrative details. Dick Oppenheimer, WALT, Tampa, Florida.

Immediate opening for first phone. Some announcing and sales. Experience preferred. Excellent opportunity to advance into management. WBCA Radio, Falkner Radio Inc., Post Office Box 426, Bay Minette, Alabama. Phone 205-937-5596.

Announcer with endorsed third ticket needed at two of our stations now. Contact Bill Nungesser, WCHO, Washington Court House, Ohio.

Immediate opening for morning man capable on news, sports and announcing. Permanent position. Send tape & resume, WDDY, Gloucester, Va.

Combo-announcer-engineer opening available at WHGR-AM & WJGS-FM, Houghton Lake, Michigan. Ideal opportunity for single, capable and conscientious young man. First phone is a must. Send tapes and resume to Bob Ditcher, c/o WHGR & WJGS, Houghton Lake, Michigan or Telephone 366-5384.

Montgomery County, Maryland—Immediate opening for experienced announcer with 1st phone. Salary open. WHMC, Gaithersburg, 301-948-9400.

Metro Baltimore 24-hour country music station needs dj with first ticket, who wants to sell. Contact Charlie Doll, WISZ, Glen Burnie, Md.

Downstate Illinois kilowatter, in modern, prosperous city has desirable opening for showmanship announcer. Must be familiar with both modern and adult music, be able to keep things moving with tight production, sell on the air for advertisers, help create lively, friendly sound for progressive, established fulltime station. Excellent pay, fine fringe benefits for a top notch man. Write WKAN, Kankakee, Illinois, with details of experience, references, tape.

Immediate opening—capable of running tight board with contemporary format. Send resume tape, photo & references to: Frank Wilson WMBG, P. O. Box 5229, Richmond, Va. or call ELgin 5-8611.

Experienced announcer 3rd class, sports background for adult station. Submit resume, tape, to WMBS, Uniontown, Pennsylvania.

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Continued



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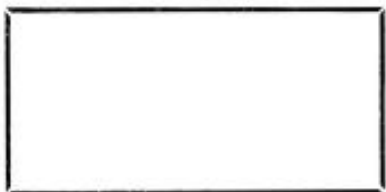
M.W.	single	daytime	\$ 70M	terms
Fla.	small	daytime	45M	SOLD
N.E.	metro	fulltime	150M	cash
M.W.	metro	FM	150M	29%
S.E.	major	fulltime	331M	100M

CHAPMAN COMPANY INC

2045 PEACHTREE RD., ATLANTA, GA. 30309

"FOR SALE STATIONS"

Your ad here . . .



gives you the nationwide display needed for quick sale.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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mod. of license to change name to Idaho State University.

■ Following stations were granted extensions of completion dates as shown: KGO-TV (main transmitter and antenna), San Francisco, to April 4, 1966; WKLP Keyser, W. Va., to March 1, 1966; KCOR San Antonio, Tex., to March 8, 1966; WLMD Laurel, Md., to March 15, 1966; WMOA Marietta, Ohio, to April 1, 1966; WIBC Indianapolis, to Jan. 1, 1966; WADA Shelby, N. C., to Feb. 27, 1966; WSAC-FM Fort Knox, Ky., March 24, 1966; KAVE Carlsbad, N. M., to Jan. 2, 1966; WATY North Atlanta, Ga., to April 8, 1966; WANG Coldwater, Mich., to Nov. 15; WEFA Waukegan, Ill., to Nov. 14; WQMK Hamilton, Ohio, to April 2, 1966; WITA-FM San Juan, P. R., to Nov. 30; WCMI-FM Ashland, Ky., to Nov. 15; WTIC-FM Hartford, Conn., to March 15, 1966; and WDLB Marshfield, Wis., to March 1, 1966. Action Oct. 4.

Action of Oct. 1

*KUED(TV) Salt Lake City—Granted renewal.

■ Following stations were granted extensions of completion dates as shown: KOLN-TV (auxiliary transmitter and antenna), Lincoln, Neb., to March 29, 1966, and WJAR-TV (main transmitter and antenna), Providence, R. I., to March 29, 1966. Action Oct. 1.

Actions of Sept. 30

*WMUB-TV Oxford, Ohio—Granted mod. of CP to change ERP to vis. 204 kw, aur. 40.7 kw, type trans. and type ant., make changes in ant. system and redesigne trans. and studio location as 810 Oak St., Oxford; ant. height 300 ft.

*KUON-TV Lincoln, Neb.—Granted license covering changes in noncommercial educational TV.

WWLP(TV) Springfield, Mass.—Granted CP to change ERP to vis. 933 kw, aur. to 93.3 kw, and make changes in trans. and ant. system.

*KAET(TV) Phoenix, Ariz.—Granted license covering changes; ERP vis. 117 kw.

WAAP Peoria, Ill.—Granted license covering change in ant., new trans., trans. location and ground system; condition.

WCCO Minneapolis—Granted renewal.

KKOP(FM) Redondo Beach, Calif.—Granted CP to install new ant.

WRUS-FM Russellville, Ky.—Granted CP to make engineering changes.

*KSPC(FM) Claremont, Calif.—Granted CP to change studio and ant. trans. location and increase ant. height to minus 255 ft.

WIXI Irondale, Ala.—Granted license for AM.

■ Granted renewal of licenses of following main stations and co-pending auxiliaries: KBUZ Messa, Ariz.; KGOS Torrington, Wyo.; KAZZ(FM) Austin, Tex.; KBOX Dallas; KMBL Junction, Tex.; KWEX-TV San Antonio, Tex.; KALF Mesa, Ariz.; KBGN-AM-FM Caldwell, Idaho; KCUB Tucson, Ariz.; KENN Farmington, N. M.; KENT Prescott, Ariz.; KIXX Provo, Utah; KSL-AM-FM and SCA Salt Lake City; Falls, Idaho; KWAL Wallace, Idaho; KFFI Tucson, Ariz.; KODI Cody, Wyo.; KIFI-TV Idaho Falls, Idaho; KSMS-TV Roswell, N. M., latter subject to such action as may be taken under Doc. 15415 and 15971 or any proceeding which may be instituted thereunder. Action Sept. 30.

Actions of Sept. 29

WMDD-FM Fajardo, P. R.—Granted mod. of CP to change studio and ant.-trans. location, increase ERP to 5.9 kw, and decrease ant. height to minus 230 ft.

WXR-FM Guayama, P. R.—Granted mod. of CP to change type trans., type ant. and ant. system, increase ERP to 50 kw.

Actions of Sept. 28

KAIM-AM-FM Honolulu—Granted change of remote control authority.

WFLS - AM - FM Fredericksburg, Va.—Remote control permitted; condition on AM authority.

Action of Sept. 24

WBGN Bowling Green, Ky.—Granted change of remote control authority.

Fines

■ By memorandum opinion and order and notice of apparent liability, commission ordered hearing to determine whether McLendon Pacific Corp., licensee of KABL Oakland, Calif., should forfeit \$10,000 or some lesser amount for indicated willful and repeated violations of Communications Act and commission rules by identifying itself as San Francisco station and largely program-

ing for that city, though licensed primarily to serve Oakland, and broadcasting commercial announcements without identifying the sponsor. Evidentiary hearing will be held in Oakland before chief hearing examiner at time and place to be specified. City Attorney of Oakland and other city officials, who were complainants, were permitted to become parties to proceeding. Action Sept. 29.

■ Commission directed Star Broadcasting Inc., licensee of KISN Vancouver, Wash., to show cause why it should not be ordered to cease and desist from further failure to observe provisions of Sec. 73.117 of rules by broadcasting announcements in apparent effort to create impression that it is licensed to Portland and not to Vancouver, and to appear at hearing to be held in Vancouver at later date; also notified licensee that it has incurred apparent liability of \$2,000 for such infractions. Licensee paid like forfeiture in 1963 for same violation. Commissioner Lee concurred to cease and desist action but dissented to forfeiture liability. Action Sept. 29.

■ The Commission notified High Fidelity Stations Inc., that it has incurred apparent liability of \$2,000 for 11 willful or repeated rule violations in operation of KAHR Redding, Calif. They included excessive power, inaccurate meter readings, operation with improperly operating remote control equipment, failure to employ full-time first-class radio operator and logging violations. Li-

censee has 30 days to contest or pay for forfeiture. Action Sept. 29.

■ Commission notified Smith Radio Inc., licensee of WNUE Fort Walton Beach, Fla., of apparent liability of \$500 for repeated failure to comply with Sec. 1304 of U. S. Code and commission rules by broadcasting advertisement involving lottery. Commission's notice stated that since prize was discount on purchases of \$10 or more, chance was selection of envelope, and consideration was requirement to make purchase in order to be eligible to participate, all elements of lottery were present. Licensee has 30 days to contest or pay forfeiture. Action Sept. 29.

■ By memorandum opinion and order, commission directed Fay Neel Eggleston to forfeit \$500 for violations of Sec. 73.93 of rules by not having properly licensed operator on duty at KOLJ Quanaah, Tex. Action was taken after consideration of licensee's reply to commission's June 16 notice of apparent liability for that sum. Action Sept. 29.

New call letters requested

Heber Springs, Ark.—Cleburne County Broadcasting Co. requests KHEB.
 KNUZ-TV Houston, Tex.—WKY TV System Inc. requests KHTV.
 KMAE McKinney, Tex.—AHB Broadcasting Corp. requests KYAL.

COMPOSITE WEEK FOR PROGRAM LOG ANALYSIS

By the commission: Commissioner Hyde absent.
 The following dates will constitute the composite week for use in the preparation of program log analyses submitted with applications for AM, FM and TV station licenses which have termination dates in 1968.

Sunday	March 7, 1965
Monday	Jan. 18, 1965
Tuesday	Oct. 20, 1965
Wednesday	June 16, 1965
Thursday	April 29, 1965
Friday	Sept. 3, 1965
Saturday	Feb. 20, 1965

The attention of licensees is also directed to section IV, page 3, item 10, of the renewal application which permits the submission of any additional data that the applicant desires to call to the commission's attention. If, in the applicant's opinion, the statistics based on the composite week do not adequately reflect the program service rendered. Adopted: Sept. 15, 1965.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Oct. 6. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

■ Indicates a franchise has been granted.

Decatur, Ill.—Central Illinois Cable Television, Peoria, Ill., has applied for a franchise.

Princeton, Ill.—Meredith-Avco Inc., Omaha (Avco Corp. owns Crosley Broadcasting Corp., WLW and WLWT(TV) Cincinnati; WLWD(TV) Dayton, and WLWC(TV) Columbus both Ohio; WLWI(TV) Indianapolis, WOAI-AM-TV San Antonio, Tex. and WWDC-AM-FM Washington), represented by Raymond V. Schneider, vice president, has applied for a franchise. Installation would be \$20 with a monthly charge of \$4.95.

Savanna, Ill.—TH Publishing Corp. (owner of the *Savanna Times-Journal*) has applied for a franchise. The company would charge \$4.50 to \$6 monthly and \$15 to \$25 for installation. The city would receive

between one and five percent of the gross income.

Batesville, Ind.—Sight and Sound Service Corp., Greensburg, Ind., has applied for a two-year franchise. Principals of the firm are Loyd Kanouse, Norman Kanouse and Frank Marshall from Greensburg, Ind., and Jerry Gates, from Bloomington, Ind.

■ Pennsauken, N. J.—South Jersey Cable Television Corp., a subsidiary of Jerrold Corp., Philadelphia, has been awarded a 25-year franchise. The company will pay 5% of the gross receipts, or \$1,000 annually, whichever is larger.

Camillus, N. Y.—Two firms have applied for a franchise: General Electric Cablevision Corp. (General Electric Co. owns WGY, WGF(M) and WRGB(TV), all Schenectady, N. Y.) and Meredith-Avco Inc., Omaha. Avco Corp. owns Crosley Broadcasting Corp. (WLW and WLWT(TV) Cincinnati; WLWD(TV) Dayton, and WLWC(TV) Columbus, both Ohio; WLWI(TV) Indianapolis; WOAI-AM-TV San Antonio, Tex. and WWDC-AM-FM Washington).

Lackawanna, N. Y.—Lackawanna Cablevision Inc. has applied for a franchise. The company would pay 2½% of the gross from the first 2,000 subscribers, 3½% from the next 3,000 subscribers, 5% from the next 3,000 and 2½% from all over 8,000. Subscribers would be charged \$2.25 monthly and \$5 for installation.

Canton, Ohio—Imperial Broadcasting Co., Canton (David J. Lavin, president), has applied for a franchise. Imperial would


charge \$4.95 monthly and would not charge for installation.

Delphos, Ohio—The *Delphos Herald*, represented by Murray Cohen (publisher of the *Herald*), has applied for a franchise.

Elyria, Ohio—Four firms have applied for franchises ranging from 20 to 25 years: Lakeland Cable Vision, owned by Ohio Radio Inc. [WRWR-FM Port Clinton, WLKR-FM Norwalk, WKTN-FM Kenton, all Ohio] and Cox Cablevision Corp. [Cox stations are WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, WSOC-AM-FM-TV Charlotte, N. C., WIOD-AM-FM-TV Miami, WIIC(TV) Pittsburgh, and KTVU(TV) Oakland, Calif.]; Elyria Terelama Inc., a subsidiary of Terelama Inc., Cleveland; Elyria Cable Service Inc., a subsidiary of Jerrold Electronics Corp., Philadelphia; and Elyria Cable Television Inc. Lakeland Cablevision would charge \$15 for installation and \$4.95 monthly; Elyria Terelama would charge \$4.95 monthly but would not charge for installation; Elyria Cable Service would charge \$18.95 for installation and \$4.95 monthly; and Elyria Cable Television would also charge \$4.95 monthly but would have no installation fee. Lakeland Cablevision and Terelama Inc. have also applied in Lorain, Ohio.

Lorain, Ohio—Four firms have applied for a franchise: Lorain Cable Television Inc. (Harry R. Horvitz, president); Lakeland Cable Vision (owned by Ohio Radio Inc. [WRWR-FM Port Clinton, WLKR-FM Norwalk, WKTN-FM Kenton, all Ohio] and Cox Cablevision Corp. [Cox stations are WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, WSOC-AM-FM-TV Charlotte, N. C., WIOD-AM-FM-TV Miami, WIIC(TV) Pittsburgh, and KTVU(TV) Oakland, Calif.]; Altoona CATV Corp., Altoona, Pa.; and Terelama Inc., Cleveland [minority interest held by Scripps-Howard Broadcasting Corp.]). Terelama would charge \$5.95 for installation and \$5.95 monthly. The city would receive 3% of the gross from the first 40% of the homes serviced, 5% from the next 20% of the homes serviced and 8% of the remainder. Terelama currently holds franchises in Akron, Beachwood, Shaker Heights and Warrensville Heights, all Ohio, and has applied in Massillon Ohio (BROADCASTING, Oct. 4).

■ Maumee, Ohio — Buckeye Cablevision Inc., owned by the *Toledo Blade* and Cox Cablevision Corp. (Cox stations are WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C.; WIOD-AM-FM-TV Miami; WIIC(TV) Pittsburgh, and KTVU(TV) Oakland, Calif.) has been awarded a 20-year franchise. Buckeye Cablevision also holds a franchise in Toledo, Ohio, and Lincoln Communications Co. (owned jointly by the *Toledo Blade*, the Cox Broadcasting Co., WTAX-AM-FM Springfield, Ill. and the *Illinois State Journal and Register*) has applied for a franchise in Springfield, Ill. (BROADCASTING, Oct. 4).



Broadcasting
THE AUTHORITY OF TELEVISION AND RADIO

1735 DeSales Street, N.W.
Washington, D. C. 20036

Please start my subscription for (CHECK ONE) 52 issues \$8.50

52 issues and '66 Yearbook \$13.50

1965 Yearbook \$5.00

Payment enclosed

Bill me

Name	Position	
Company		
<input type="checkbox"/> Business <input type="checkbox"/> Home		
City	State	Zip

“GOOD advertising may include a lot of factors but there are only two essential ingredients,” according to Fred Hale, head of western activities for Cunningham & Walsh. “To get good advertising you need an agency with the ability to think independently and a client with the courage to climb out of the rut and permit his advertising to be different.”

Failure to be different is the main trouble with much advertising today, Mr. Hale believes. “It looks the same. It sounds the same. It’s dull,” he declares. “And the imitative repetition doesn’t stop with the ads; it infects the program material of TV and radio, the editorial material of newspapers and magazines. Like the ads, the media are beginning to look alike, sound alike.

Radio’s Big If ■ “Take radio,” he says. “I’ve been a radio fan since my kid days and it seems to me that the future of radio is probably greater than it has ever been, if—and it’s a big if—the men who run the radio stations and networks are willing to offer the radio audience a quality in programing that seems to me to have slipped in recent years.

“Everybody goes around saying, ‘We got the sound.’ Every time I hear that I wonder if they had a different sound whether they might not have more listeners, or at least more listeners with money to spend for automobiles instead of skateboards, symphonic albums instead of pop singles.

“With all the radio stations that are crowding the dial today, they could be serving all segments of the population, every special interest of every listener. But are they? Take news. The world is getting smaller every day and nothing is more important to all of us than information about current events, but with some notable exceptions, the news reporting we get from our radio stations is a disgrace.”

The Qantas Story ■ As an advertising agency executive, Fred Hale finds radio’s flexibility a great asset. “We can use one copy approach in the East, another in the West, while we’re doing a special campaign to strengthen a soft market in the Southwest and something else in the Pacific Northwest. With radio we can get in and out as the situation calls for and we can do it faster and at less cost than in newspapers.”

Qantas Empire Airways, the Australian-based globe-circling airline, provides a good illustration. Accustomed to print, Qantas was hard to sell on radio. But in 1960 a test in a few markets was approved and listeners began to hear the now familiar Big Ben commercials that begin with the sound of that famous London timepiece, followed by: “It’s 8 p.m. in London and a Qantas jet is just arriving . . . while in Singapore another Qantas jet is taking

Radio rates with C&W’s Fred Hale

off for. . . .”

“The times are exactly right,” Mr. Hale observed, “and only radio could give us that. When the listener hears ‘It’s 8 o’clock in London,’ it is 8 o’clock in London. You can imagine the hours of painstaking checking timetables, charts and schedules that were needed

WEEK’S PROFILE



Harold Fred Hale—VP, gen. mgr., western region operations, Cunningham & Walsh, with offices in San Francisco; b. Dec. 22, 1924, New York City; U. S. Marine Corps, May, 1943, to July, 1946; Syracuse (N. Y.) U., BS in marketing and public relations, 1950; asst. to dean, Syracuse U.’s community college in Utica, N. Y., 1950-53; advertising manager, Utica Drop Forge & Tool Corp., 1953-54; account executive, Wilson, Haight, & Welch, New York, 1954-57; account executive, Cunningham & Walsh, New York, 1957-58; account executive, C&W, San Francisco, 1958-61; mgr., C&W, Los Angeles, 1961-62; mgr., C&W, San Francisco, 1962; VP, 1964; m. Harriet Roberts, 1948; son, Stephen, 12; hobbies—golf, tennis, poker, reading; member—San Francisco Advertising Club, Press Club, Chamber of Commerce, Meadow Club (golf).

to make it come out right, but it did and it has paid off handsomely. Qantas gets fan mail and telephone calls on the radio commercials as if they were television programs. Better still, they get orders for reservations. Like a call from a girl in Fresno, Calif., who said she was going to London in two weeks and she’d heard the commercial and she just had to go by Qantas.”

Radio Rates Big ■ How radio rates with Cunningham & Walsh, San Francisco, can be seen from a media breakdown of the agency’s billings for the first half of 1965. Billings are at the rate of \$4.5 million a year, of which 39.4% goes into radio and 6% into TV. Broadcast clients of this office of C&W include: Qantas, radio plus sporadic TV; California Cannery & Growers (Diet Delight and Heart’s Delight), heavy radio regionally and with expansion to national distribution it will use both network and spot television; Thomas Organ Co., radio and TC, and California Pear Advisory Board, spot radio.

Fred Hale began his advertising career with a part-time job in an advertising agency while still a student at Syracuse (N. Y.) University, where his academic studies suffered a three-year hiatus while he served in the Marine Corps during World War II. After graduation, his alma mater named him director of admissions and public relations of its new community college in Utica, N. Y., 50 miles from Syracuse.

In 1953, he moved from the collegiate to the industrial arena as advertising manager of the Utica Drop Forge and Tool Corp., but after 18 months on that job he was called into the president’s office and told his future lay in advertising, but not with that company. “Why don’t you go to New York,” the company president said, “and look for an agency job? I’ll help you.”

“I thought I was being fired,” Mr. Hale recalls, “but I went to New York the next morning and that afternoon I got a call from the agency that handled the UDFTC advertising, Wilson, Haight & Welch, offering me a job as account executive on that account. In six hours I’d landed a job with a New York agency.”

That six hours is Fred Hale’s total unemployment time since the start of his advertising career and he has never gone out to look for a new post. During his three years with WH&W, he commuted daily with a group copy head at Cunningham & Walsh who kept urging him to join that agency. In the fall of 1957 he made the move and a few months later he was asked if he’d like to go to San Francisco as account executive on Qantas and Fibreboard. He was dubious, so it was proposed he take the assignment on a two-year trial basis. “I did and here I am nearly eight years later.” he says happily.

EDITORIALS

The long day

TELEVISION coverage of the 14-hour visit of Pope Paul VI to the United Nations and New York last Monday measured up in all respects to the standards that viewers, even the most critical ones, have come to expect of TV when great events are afoot.

It was thorough, informative, tasteful, at once as solemn and dignified and spectacular as the events themselves. It takes nothing away from the Pope's own accomplishment to say that his success in generating a new mood for peace would have been less if television—or radio—had acted less skillfully in conveying the mood throughout this continent and, by Early Bird, through much of Europe.

The networks faced a hard question in deciding how much time to devote to the Pope's visit. Except for early-evening news, NBC-TV stayed with it continuously, while ABC-TV and CBS-TV went back to parts of their regular evening entertainment schedules when the Pope's activities seemed less newsworthy.

The ratings cast an interesting but inconclusive retrospective light on these decisions. In one half-hour the papal coverage attracted a bigger share of audience than either of the network entertainment programs opposite; in the only other half-hour when two networks were carrying entertainment, entertainment won. At one point approximately 70% of the total audience was watching network entertainment shows or independent stations; at other times, when all three networks were covering the Pope, as few as 10 to 15% could have been watching entertainment.

Each network can draw from these figures support for its own decision. Our own view is that, taken together, all three decisions were right. The variations in scheduling enabled more viewers to witness a historic event without requiring them to watch that or nothing, and like the taste and skill that marked last Monday's performance, freedom of choice is a characteristic that can only be applauded.

In all fairness

IT has been axiomatic among members of the bar that bad cases make bad law.

Since the FCC enunciated its "fairness doctrine" 15 years ago it had been the hope of broadcasters that a case would be brought to test the constitutionality of a regulatory device that has impeded their freedom to exercise their journalistic responsibility as do their counterparts among the printed media.

Now a federal suit has been brought challenging the fairness, equity and constitutionality of the fairness doctrine. The complainant is WGCB-AM-FM Red Lion, Pa., principally owned by the Rev. John M. Norris. Mr. Norris wants the FCC enjoined from enforcing the fairness doctrine and also seeks \$5 million in damages from the Democratic National Committee, plus other relief.

While any test of the fairness doctrine is to be welcomed we would be less than candid if we did not observe that this case cannot be classified as optimum or that it could come under better auspices. WGCB was one of 10 stations cited by the FCC during the 1964 presidential campaign on complaint of the DNC that they refused to make time available to answer the sponsored *Twentieth Century Reformation Hour* (the Rev. Dr. Carl McIntire), *Life Line* (H. L. Hunt), and *Dan Smoot Reports*.

WGCB contended it offered DNC the privilege of buying time to answer the allegedly unfair presentations on na-

tional issues but received no response.

The FCC subsequently dropped its inquiry but warned all stations that both sides of controversial issues must be presented whether paid or not.

It should be evident that the fairness doctrine constitutes censorship within the meaning of the First Amendment whether it is invoked before or after a station has presented a controversial program. In newspaper cases the courts repeatedly have upheld the right of an editor to be wrong, so long as he did not violate the criminal statutes. The laws of libel are always open to anyone who feels he has been maligned.

There is a parallel between the Norris appeal and the very first radio case involving freedom of speech. The late Rev. Robert P. (Fighting Bob) Shuler, pastor of the Trinity Methodist Church in Los Angeles which owned KGEF, was denied a license renewal by the old Federal Radio Commission in 1931. The Supreme Court upheld the commission's decision which was based on the pastor's use of KGEF as a "private mouthpiece" to attack local groups and other denominations in such fashion as to border on incitement to riot. This case was not decided on the pure First Amendment issue.

It follows that in the Red Line appeal, the combination of a minister who controls a station noted for program controversy does not provide the ideal vehicle for a constitutional test of the fairness doctrine and, like the Shuler case, could go off on a tangent. That, however, does not mean that the appeal should not be vigorously prosecuted.

The closed societies

THE Russian expulsion of ABC's Moscow correspondent, Sam Jaffe, a couple of weeks ago is a reminder that the world has advanced farther technologically than philosophically. As was demonstrated during the Pope's visit to New York last Monday, the equipment for worldwide television is at hand. As was demonstrated in Moscow the week before, some countries want no part of other countries' broadcast news coverage.

Within a decade it will be technically possible to beam television broadcasts direct to homes by satellite relays from continent to continent. But will the world be ready to accept so widespread a distribution of televised realities? We doubt that Mr. Jaffe's answer to that question would be optimistic.



"... and at noon there's Love of Life, Jeopardy, Cartoon Playtime, and the Donna Reed rerun followed by Search for Tomorrow, Post Office, a rerun of Father Knows Best..."