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NEWSPAPER

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TV networks shuffle lineup to reinforce weak spots. p27
Advertisers told they can't afford to overlook color. p34
FCC's radio birth control pill is a big dud. p54
Congress, Carnegie group want some ETV answers. p55

COMPLETE INDEX PAGE 7

What is an influencible?

A potential customer who listens to Storz radio. An influencible is a modern young adult, probably married, most certainly with buying power and a need and desire to buy many products and services. Storz radio effectively reaches more of these potential customers who are forming lifetime buying habits. **Influence the Influencibles®.** Get the response you want with Storz radio.

© 1965 Storz Broadcasting Co.

CIRCULAR COPY 1

STORZ



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

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

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)



add 3 ■'s to your Log

and get automatic programming, logging and authenticating (only PROLOG can do it)

PROLOG uses your station log to give you any degree or combination of unattended, automatic, or manual-live operation you desire. PROLOG simply adds 3 squares (■) to the information you normally enter on the log. The entire log can be prepared on any standard typewriter, or you can use any of the auto-typing, Traffaccounting, IBM punch-card, and similar equipment in use today. PROLOG uses your established programming format; nothing changes unless you want to change it. That's PROLOG: simple and flexible!

For a 12-page brochure on PROLOG Systems, write to Commercial Sales Dept., Continental Electronics Mfg. Co./box 17040, Dallas, Texas 75217.

LTV *Continental Electronics*
A DIVISION OF LING-TEMCO-VOUGHT, INC.

Though pricing structure of base-ll *Game-of-the-Week* on NBC-TV is yet to be established, NBC sources report that some 20 advertisers have indicated interest in sponsorship. Among them: Liggett & Myers, Philip Morris, Bristol-Myers, Colgate-Palmolive, Texaco, Joseph Schlitz, Falstaff Brewing, American Airlines and Allstate Insurance. NBC-TV paid \$6 million for *Game-of-the-Week* rights per year in overall \$30.6 million package for World Series, all-star games and weekly games over three-year period (BROADCASTING, Oct. 25). Pricing of games to advertisers is awaiting completion of schedule, including possible night games and station clearances, within week.

Code's the limit

Charter member of National Association of Broadcasters radio code may be first station penalized by FCC in its case-by-case drive on overcommercialization. In report to be considered by commission this week, staff recommends one-year renewal for station (and FM affiliate); says renewal application reportedly shows station exceeded own proposed limits on commercials in 31.4% of 70 hours checked and went over NAB code limit by 11.8%. Staff reportedly expresses concern not only about overage but about station's representations that excesses are minimal and that code is observed.

Staff, which got go-ahead last summer to resume querying renewal applicants on commercial policies, is also reporting on 13 other stations, including one TV. One AM-FM combination has already received renewal; staff recommends full-term renewals for remainder. However, in case of one station whose policy statement apparently defied hard analysis, staff recommends letter stating commission assumes licensee doesn't mean what appears to be proposal to broadcast seven minutes of commercials per quarter hour.

Longer lead-in

CBS-TV has begun enforcing 72-hour deadline for changes in commercial schedules for broadcast. In past, it has allowed changes up to date of broadcast, now will allow them less than 72 hours in advance only if they are required for legal reasons. To change commercial from black-and-

white to color, advertiser must alert network one week in advance. Tightening up is attributed to need for time in accurately translating and feeding coded sheets to computer that controls commercial scheduling, partly to insure compliance with commercial standards.

Boomerang?

Flap over broadcast of Notre Dame games by WNDU-TV South Bend—prohibited by National Collegiate Athletic Association because some CATV's picked up game last month (see page 73), may kick back in NCAA's teeth. That's view of Washington lawyers, who see antitrust grounds implications in blackout. Only professional football is antitrust-exempt through legislation. There's similar feeling on Capitol Hill, which already has become involved in NCAA's battle with Amateur Athletic Union on jurisdiction in Olympics.

Almost like TV

Big vote of confidence in radio comes Dec. 3 in Miami when Storer Broadcasting Co. formally begins operation from its new \$1 million radio-only facility on Biscayne Boulevard for WGBS-AM-FM. Participating in event in addition to state and city officials will be paneload (about 75) of agency and advertiser executives from New York.

At liberty

Shortly to be announced will be resignation of Lewis Shollenberger as executive director of Radio Liberty, headquartered in Munich. He'll return to U. S. this month after two years as head of agency transmitting to Iron Curtain countries from various European points. Mr. Shollenberger, formerly with CBS and ABC News in Washington, intends to return to capital and will announce his plans later.

Work for lawyers

American Society of Composers, Authors and Publishers, which was required some months ago to turn over mass of unspecified ASCAP financial and other data to All-Industry TV Stations Music License Committee in current music-rate litigation, is in mood to put shoe on other foot. It's

seeking access to data in files of all-industry committee and possible records of at least some of 365 stations committee represents, and reportedly is prepared to go to court for it if necessary. Observers speculate that TV rate litigation, already almost four years old but largely inactive in recent months, could be protracted even more indefinitely if ASCAP tactics succeed.

TV for Fact

Bristol-Myers Co., New York, will support its national introduction of new fluoride toothpaste, Fact, with heavy TV barrage in early 1966. Multi-million dollar campaign will be heaviest in TV (network and spot). This is Bristol-Myers's entry in fluorides, which have American Dental Association endorsement—announced on Oct. 1 for Fact. Other ADA-endorsed fluoride toothpastes are Procter & Gamble's Crest and Colgate-Palmolive's Cue. Agency for Fact is Grey Advertising, New York.

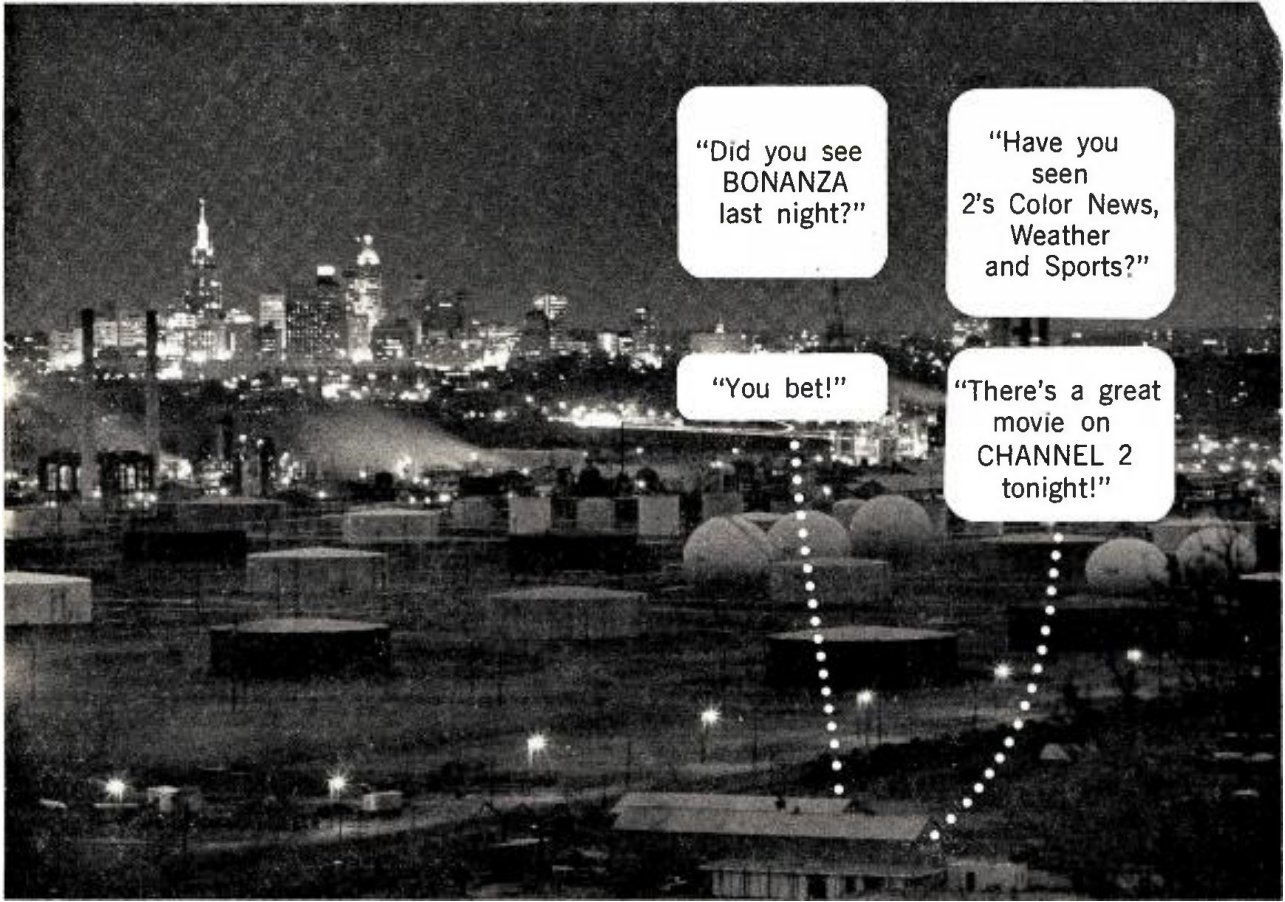
New delegate

FCC Commissioner James J. Wadsworth, who has eight years of diplomatic experience at United Nations behind him, will represent commission on U.S. team that renegotiates regional agreement with Mexico on use of AM radio band. Five-year pact currently in effect expires June 9, 1965. Staff work at commission is already underway.

Commissioner Rosel H. Hyde, who normally represents FCC in international negotiations, is being excused from Mexican assignment because of gruelling two months he is putting in as delegate to plenipotentiary conference of International Telecommunications Union in Switzerland.

Access comment

While debate goes on between news media and bar associations over fair trial-free press issue, Senator Sam Ervin's (D-N. C.) Constitutional Rights Subcommittee has been quietly soliciting views of 50 attorneys general of states. Final report will be issued by subcommittee along with report on S. 290, introduced by Senator Wayne Morse (D-Ore.), forbidding court officials and attorneys to make statements to news media that might endanger defendant's right to fair trial.



"Did you see
BONANZA
last night?"

"Have you
seen
2's Color News,
Weather
and Sports?"

"You bet!"

"There's a great
movie on
CHANNEL 2
tonight!"

Overlooking a giant oil refinery, Tulsa glistens in the dusk.

In the \$2 billion Tulsa market...

**EVERYBODY
WATCHES
KVOO-TV**



More than 50% of Oklahoma's annual retail sales are made in the coverage area of KVOO-TV, Tulsa's **only** complete color station. Live color programming and first run movies are just two of the reasons more homes are swinging to KVOO-TV.



Represented by  The Original Station Representative

WEEK IN BRIEF

Like poker players, networks are dealing themselves new shows in attempt to win ratings pot. Latest national Nielsen shows CBS and NBC in first-place deadlock. ABC stays in third place. See . . .

THERE'LL BE CHANGES . . . 27

Although average number of viewers has increased slightly from 1964, TVQ study shows enthusiasm is lacking this season. Variety, suspense-mystery and documentaries gain in audience interest. See . . .

INTEREST LOWER . . . 29

Agencies that have been skittish about dipping their toe in color pool are told to open their eyes and dive right in. Color spots cost more, but have lower CPM and higher retention value, 4A meeting is told. See . . .

LONG LOOK AT COLOR . . . 34

FCC is put to test on interim TV ownership rules. WGN Inc. says commission should let it purchase KCTO(TV) Denver without hearing since public will benefit from sale. See . . .

WAIVER SOUGHT . . . 58

SDX committee report on freedom of information finds comfort in closeness of Supreme Court vote in Estes case, but laments that where there was policy before, there is now weight of law. See . . .

EXAMINES ACCESS . . . 68

FTC's Sweeny tells agencies they've had three months to digest meaning of FTC statement on advertising claims. Says FCC and FTC will work together and that agencies will be held just as responsible as advertiser. See . . .

BLOWS THE WHISTLE . . . 36

FCC's backlog report to Congress shows commission underestimated effect its AM birth control policy would have. It expected 221 applications in last fiscal year and received 428. See . . .

FCC'S PILL FAILS . . . 54

ETV is back in spotlight. Magnuson wants full-scale hearing on where it has been and where it is going; expects FCC and HEW to take part. Carnegie Foundation planning own ETV study. See . . .

ETV: PAST AND FUTURE . . . 55

With first four conferences behind them and prospects of large crowds still to come, members of NAB's fall conference troupe are getting set for next round. Second pro-CATV spokesman added to show. See . . .

INTERMISSION TIME . . . 62

FCC wants to talk with NCAA and see if two groups can solve impasse over clearing Notre Dame games for WNDU-TV. Hartke calls CATV's pirates and says hearing on subject may be in order. See . . .

ANYBODY'S BALL . . . 73

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WHAT IS THE MEASURE OF A BROADCASTING STATION?

Dispatching a news team to a trouble spot half way around the world for a local story is one measure.

Newsman Paul Kuntz and photographer Bob Dwyer, shown above just prior to departure for Vietnam, are there today reporting on the activities of men and women from Connecticut and Massachusetts.

One reason they are there is to inform the WTIC television and radio audience that local people are involved in a war. Some seem to think it's a small war but there's no such thing as a small war when you're involved.

The color films and radio tapes Kuntz and Dwyer send back to WTIC television and radio tell the story of the boy down the road who is fighting the war.

Not just his war. But ours!

WTIC  **TV3-AM-FM**

Broadcast House, 3 Constitution Plaza, Hartford, Connecticut

WTIC-TV is represented by Harrington, Righter & Parsons, Inc.
WTIC AM-FM is represented by the Henry I. Christal Company

Legal squad on field in football squabble

Lawyers representing four community television systems and WNDU-TV South Bend, Ind., met Friday (Oct. 29) for three hours in attempt to overcome impasse resulting from prohibition by National Collegiate Athletic Association against South Bend station carrying Notre Dame football game (see page 73).

Although attitude of CATV lawyers was that onus is on NCAA, group explored various alternatives. It plans to meet again, possibly this week.

One move will be to have CATV clients survey subscribers to determine exactly how many watched Northwestern-Notre Dame game Oct. 23.

Premise is that although total number of subscribers to three of CATV systems involved is 7,000 actual number watching the game may have been only half—bolstering FCC's implications that NCAA is short-changing 162,000 homes in WNDU-TV's area because minimal number of homes outside NCAA-determined coverage may see game.

Attending Washington meeting were E. Stratford Smith, representing Peru and Wabash CATV systems; Jack Matthews, Lafayette and Logansport systems; William A. Koplovitz and Frederick A. Walton, representing WNDU-TV.

Finger at NCAA — Along same lines, Senator Vance Hartke (D-Ind.) sent telegram Friday to Asa Bushnell, president of NCAA, declaring that association is "penalizing wrong parties."

Meanwhile, Robert H. Beisswenger, president of Jerrold Corp., Philadelphia, owner of Lafayette and Logansport systems, issued statement Friday in which he emphasized that CATV is "simply" antenna service and added: "We have no right to alter or delete any broadcasts of any TV stations."

Seven Arts goes network TV

In its initial activity in network program area, Seven Arts Television has sold one-hour color special. *The Nutcracker* to CBS-TV for showing as Christmas attraction on Dec. 21 (7:30-8:30 p.m.).

Sale of program, co-produced by Seven Arts and Bavaria Studios, Munich, is being announced jointly today (Nov. 1) by W. Robert Rich, Seven Arts executive vice president, and John

Schneider, CBS-TV president. Ballet special features international cast of performers and marks Seven Arts entry into network programming from its base of syndication features and series to stations.

2 for 1 stock split is proposed by Storer

Two-for-one split in common and Class B common stock and increase in authorized common stock has been proposed by board of Storer Broadcasting Co. Special stockholders meeting Dec. 13 is scheduled to vote on action which would increase company's authorized common stock from 3.6 million shares to 6 million.

There were 1,292,294 shares common and 771,206 Class B outstanding as of Oct. 28.

George B. Storer Sr., board chairman, said proposal will not affect Dec. 9 quarterly dividend payment of 50 cents per share on common and 25 cents per share on Class B common stock to be paid to stockholders of record Nov. 18.

When split goes into effect dividend would become 25 cents and 12½ cents respectively.

Storer Broadcasting, which acquired 87% of Northeast Airlines last July in \$25 million transaction, owns WJBK-AM-TV Detroit, WJW-AM-TV Cleveland, WITI-TV Milwaukee, WAGA-TV Atlanta, WHN New York, WIBG Philadelphia, WGBS Miami, KGBS Los Angeles, WSPD-AM-TV Toledo, Ohio, and group of CATV systems.

How now, NAB Code? asks Renault agency

NAB Code Authority, which publicly disapproved Renault's TV campaign on West Coast as "disparaging" Volkswagen because TV spots showed Renault as "running circles around the next car in its class" visually while claim was made orally, has been asked whether it intends to take similar action against current TV campaigns of Gillette and Rambler.

Marvin S. Cantz, president, Tilds & Cantz, Los Angeles, agency for Renault distributor Autowest Inc., which placed ads objected to by Howard Bell, director of NAB Code Authority (BROADCASTING, Sept. 13, 6), has written Frank Morris, manager of Code's western office, asking about position of code on "these less-than-factual comparisons

with competing brands being made by both Gillette and Rambler in their TV advertising."

Noting that Mr. Bell has stated "the NAB Code allows advertisers to name their competition, 'providing they stick to the facts,'" Mr. Cantz said: "We fail to find anything factual in Gillette's reference to competitive brands in which they manage to win the 'man test.' Nor does Rambler advertising on TV and radio offer anything factual in its comparisons with Chevelle, Mustang, Impala, Galaxie or Monza. . . ."

Pulitzer prize for TV recommended by Downs

Proposal that Pulitzer Prize awards be enlarged to include one for TV journalism was revived Friday (Oct. 29) by Hugh Downs, host of NBC-TV *Today* show. Mr. Downs, at Ohio Association of Broadcasters meeting at Columbus, where he received group's first annual achievement award, suggested that National Association of Broadcasters or state broadcaster group such as OAB, initiate action to have TV journalism included in Pulitzer prizes.

Mr. Downs said Robert Sarnoff, NBC board chairman, initially made such recommendation in 1959, but that no action had been taken. He said NBC is backing his renewal of request.

Mr. Downs said lack of Pulitzer recognition for TV "is a glaring omission and a flaw that should be corrected."

OAB was also told of plans to construct master state communications center on state fairgrounds. Governor James A. Rhodes said center would be

Sears to ABC-TV for toy

Sears Roebuck & Co., Chicago, major newspaper advertiser which in past few years has intermittently tested spot TV, is reported placing heavy participation buy on seven ABC-TV shows starting Nov. 11. Aim is to sell James Bond road racing set for Christmas in cooperation with Gilbert Toy Co., through Friend-Reiss Advertising, New York. Network buy is described as "exploration." Recent TV testing has been handled by North Advertising, Chicago.

operated by Ohio State, Miami and Bowling Green universities, and would give higher-learning institutions "unique facility for instruction, research and experimentation in electronic communication."

Officers elected at meeting: Reggie Martin, WSPD Toledo, president; Collis Young, WCOL Columbus, first vice president, and Allan Land, WHIZ-TV Zanesville, second vice president.

Calls for early hearing on equal time proposals

Senator Hugh Scott (R-Pa.) has called for "prompt hearings next year" on his bill "to induce broadcasters to grant more free time on the air to candidates."

In letter mailed last Saturday (Oct. 30) to Senator John O. Pastore (D-R.I.), chairman of Communications Subcommittee, Pennsylvanian called radio and TV "as essential to candidates today as the soapbox on the street corner in years gone by." Senator Scott is ranking minority member of communications unit.

Bill (S 1287) would amend Section 315 of Communications Act by removing from equal time privilege candidates whose parties received less than 10% of total vote in previous election. It also would require broadcasters to charge candidates not more than two-thirds their usual rate for time if station granted no free time to candidates. (BROADCASTING, March 1).

Black Hills Video files second suit against FCC

Black Hills Video Corp. has taken court appeal from FCC order attaching conditions to renewal of licenses for microwave stations serving four commonly owned community antenna television systems.

Appeal was filed Friday (Oct. 29) in U. S. Court of Appeals in Washington same day commission adopted order granting, in part, Black Hills' request for stay of conditions.

Commission modified slightly carriage and duplication requirements in response to request for reconsideration (BROADCASTING, Oct. 4).

But Black Hills, in court appeal, said conditions were "unlawfully and unreasonably imposed by the commission" and will cause microwave carrier and related CATV's "serious economic losses." Black Hills also said commission decision violated procedural due process.

Commission's conditions to become effective Nov. 1. But stay extends to

WEEK'S HEADLINER



Mr. Cowan

Louis G. Cowan, who was president of CBS-TV network in 1958-59, named director of special programs, Graduate School of Journalism, Columbia University, New York. Mr. Cowan has been director of

Morse Communication Research Center, Brandeis University, since 1961, and also has been president and editor of Chilmark Press. He was director of Voice of America 1944-45.

For other personnel changes of the week see FATES & FORTUNES

Jan. 1, 1966 effective date of carriage provisions with respect to CATV in Rapid City.

Stay order also provides for only simultaneous—rather than standard 15-day before-and-after nonduplication protection for two local TV stations in Rapid City.

Court appeal taken last week is second Black Hills has filed in opposition to commission CATV regulations. It previously asked Circuit Court of Appeals in St. Louis to overturn commission's CATV rules (BROADCASTING, Oct. 25, June 28).

Avery undergoes surgery

Lewis H. Avery, executive VP and general sales manager, KYA San Francisco, is in St. Francis Hospital, that city, following emergency abdominal operation Thursday night (Oct. 28). His condition was described as "satisfactory."

Veteran broadcaster, Mr. Avery joined KYA in 1962 following his retirement from Avery-Knodel, station representative firm of which he had been president.

Rev. Norris instructed to amend 'fairness' suit

Federal judge in Washington Friday (Oct. 29) gave Reverend John M. Norris time to file amended complaint in minister's suit asking that FCC be enjoined from enforcing its fairness doctrine (BROADCASTING, Sept. 27).

Move came after argument same day before U. S. District Judge Spottswood Robinson on government motion to dis-

miss suit.

Suit was filed by WGCB-AM-FM Red Lion, Pa., following FCC inquiries to station on its alleged failure to permit Democratic National Committee to respond to attacks on Democratic candidates during 1964 presidential campaign.

As part of civil suit, WGCB asked for \$5 million damages from Democratic National Committee for alleged harassment.

TV sales already surpass 1964

Paced by strong sales in color as well as in black-and-white receivers, dollar sales of RCA Victor Home Instruments in first nine month of this year have exceeded record volume of 1964, according to announcement being made today (Nov. 1).

Raymond W. Saxon, vice president and general manager of Instruments Division, voiced belief that renewed demand for black-and-white TV sets and sharp interest in color receivers will send total TV unit sales for industry over 10 million mark this year.

WEFM(FM) going commercial

WEFM(FM) Chicago, Zenith-owned pioneer FM station which for almost 25 years has been mostly non-commercial although on commercial channel, is going to become a little bit more commercial.

Zenith President Joseph S. Wright announced Friday (Oct. 29) that "select group of advertisers" will be allowed to use facilities. He also said plans are now complete to make WEFM "the most advanced stereo FM operation in the country."

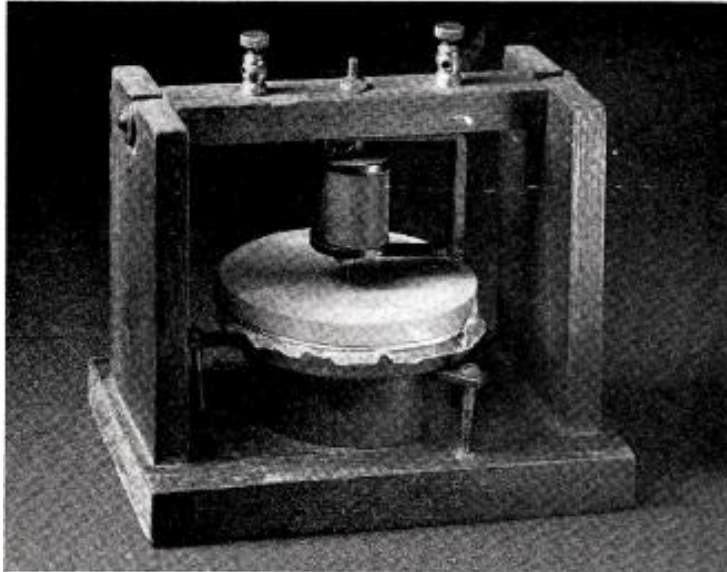
Jules Herbubeaux, NBC vice president and general manager of network's WMAQ-AM-FM-TV Chicago until his retirement in 1962, was named general manager of WEFM.

Movies in first, second place

Unusual turn in 30-market Nielsen average ratings for sixth week in new season was reported Friday (Oct. 29): Two motion pictures—*Stalag 17* on NBC-TV (telecast Oct. 23) and *Ocean's 11* on CBS-TV (Oct. 21)—took first and second places, respectively.

NBC-TV led in 30-market report for Oct. 18-24, 7:30-11 p.m. EDT, with ratings, according to network sources, showing NBC with 19.2, CBS 18.0 and ABC 16.9. NBC's movie had 29.7, CBS 27.3.

Second national Nielsen report for new season had CBS and NBC in tie for lead (see page 27).



On June 3, 1875, Alexander Graham Bell first transmitted recognizable voice sounds on this ingenious instrument. It employed a tightly stretched membrane, called "goldbeater's skin," which was sensitive to sound waves.

90 years of telephone progress toward better, faster service!



This year, 1965, the area-by-area introduction of fast, convenient Touch-Tone® phoning is well under way. Modern push buttons speed calling and open up many new uses for your phone. For example: you may be able to shop by phone just by touching buttons to identify the merchandise you want—or pay bills through your bank the same way.

The 90 years between these two models have seen literally thousands of telephone designs developed. And behind them all has been a relentless search for new methods and materials that would carry the human voice farther, faster, more clearly—and as free from trouble as humanly possible. That's why your telephone and your telephone service will always keep changing—for the better.

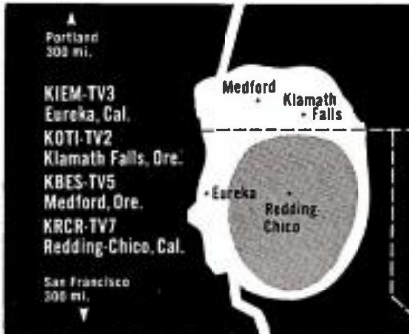


Bell System
American Telephone and Telegraph
and Associated Companies

More selling
opportunities for you
on the West Coast

CAL-ORE TRIO TELEVISION STATIONS

EUREKA—Ch. 3 MEDFORD—Ch. 5
KLAMATH FALLS—Ch. 2



A \$848,985,000 EBI
market on the
California-Oregon
border reached only
from within

THE CAL-ORE TRIO



adam young inc

New York, Chicago, Atlanta, Boston, Dallas,
Detroit, Los Angeles, St. Louis, San Francisco

Delta Chi, professional journalistic society, Biltmore hotel, Los Angeles.

Nov. 11—Radio Salesmen of Los Angeles luncheon. Sydney Roslow, director, The Pulse Inc., guest speaker. Coconut Grove, Hotel Ambassador.

Nov. 11-12—Annual fall meeting of Oregon Association of Broadcasters. Benson hotel, Portland.

Nov. 11-13—Annual fall meeting of Alabama Broadcasters Association. University of Alabama, Tuscaloosa.

Nov. 14—Screen Actors Guild, annual general meeting of the Hollywood membership, featuring presentation of the first SAG Award. Hollywood Palladium.

Nov. 14-16—8th annual Freedom of Information Conference, "The Racial Crisis and the News Media," cosponsored by the Anti-Defamation League of B'nai B'rith and the Freedom of Information Center at the University of Missouri's school of journalism. University of Missouri, Columbia.

Nov. 14-17—Annual meeting of the Association of National Advertisers. Highlights, giving speakers and subject matter: Norman H. Strouse, chairman, J. Walter Thompson, and Thomas B. McCabe Jr., VP-marketing, Scott Paper Co., on current state of advertising; William Bernbach, president of Doyle Dane Bernbach, Roland P. Campbell, director of creative services, General Foods, and Dean Robert Schulze, Brown University, on development and impact of creativity, with case presentations by Roger Bolin, director of marketing communications, Westinghouse Electric Corp., Richard Dingfelder, VP-marketing services, Scott Paper Co., and Donald Buckley, VP and creative director of Foote, Cone & Belding, William B. Cash, VP and general manager of operations, United Biscuit Co., Samuel Thurm, VP-advertising, Lever Bros., Thomas C. Dillon, president, BBDO and Robert Elder, marketing consultant, to

discuss internal organization and agency relationships. Gilbert Miller, division manager, E. I. du Pont de Nemours and Edward Luncheon, president, Alfred Politz research, discuss advances in evaluation of advertising; Richard A. R. Pinkham, senior VP in charge of media and programs for Ted Bates & Co., and John Schneider, president, CBS-TV, talk on future of television; Dr. John Howard, professor of marketing, Columbia University and Jerry Fields, Jerry Fields Associates, on recruiting and developing good advertising managers. The Homestead, Hot Springs, Va. Nov. 15—meeting of the Association of Broadcast Executives of Texas. Guest speaker is Chester H. Lauck, executive assistant of Continental Oil Co. Marriott hotel, Dallas.

Nov. 15—Deadline for comments on proposed FCC rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety.

Nov. 15—Deadline for reply 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.

Nov. 15-16—Organizational meeting for proposed Illinois-Indiana CATV Association. Hotel Wolford, Danville, Ill.

Nov. 15-18—Annual membership meeting of Television Bureau of Advertising. Donald M. Frey, vice president of Ford Motor Co. and general manager of Ford Division, Donald L. Clark, vice president, corporate advertising, Xerox Corp., George W. Dick, chairman-president, American Research Bureau, and George E. Blechta, vice president of A. C. Nielsen Co. will speak. Statler-Hilton, Detroit.

■Indicates first or revised listing.

OPEN MIKE®

Informative and to the point

EDITOR: Your magazine contains more pertinent, up-to-date information on broadcasting industry news than anything I have read. I believe it will be a lift to our people in advertising.

I hope my Monday Memo will help some people believe that good music is indeed good business.—*J. S. Spaulding, executive assistant, Southern California Gas Co., Los Angeles.*

(Mr. Spaulding's Monday Memo, "After 25 years, good music is still good business," which appeared in the Oct. 11 issue, described Southern California Gas Co.'s sponsorship of the classical "Evening Concert" radio program in Los Angeles.)

Not an ugly American

EDITOR: I have been with Fulton Lewis Jr. 18 years and read many letters from his admirers, but somehow the enclosed letter from "just a man in the street" in Lahore, Pakistan, is one of the greatest tributes . . . I feel it should be shared with others in the broadcasting industry.—*Cleo Giannopoulos, secretary to Fulton Lewis Jr., Washington.*

The letter, in part:

Truthful Mr. Lewis: I have learned of your (broadcast) comments on the Kashmir dispute from local news-

papers. I salute your wisdom and courage. . .

This is the age of political expediency. The words 'truth and justice' are losing their meanings. You are no doubt a crusader because, according to our Holy Prophet Mohammed, the greatest crusade on earth is to call a spade a spade when society is hostile to truth and justice. Your comments . . . especially "How is it possible for us to be neutral? Are we saying the merits of the case are equal on both sides?" bowed my head in admiration.

I am a simple citizen of Pakistan but I can guess that if persons like you were at the helm of affairs, Pakistan would not have slipped from the American bloc. . . —*One Pakistani.*

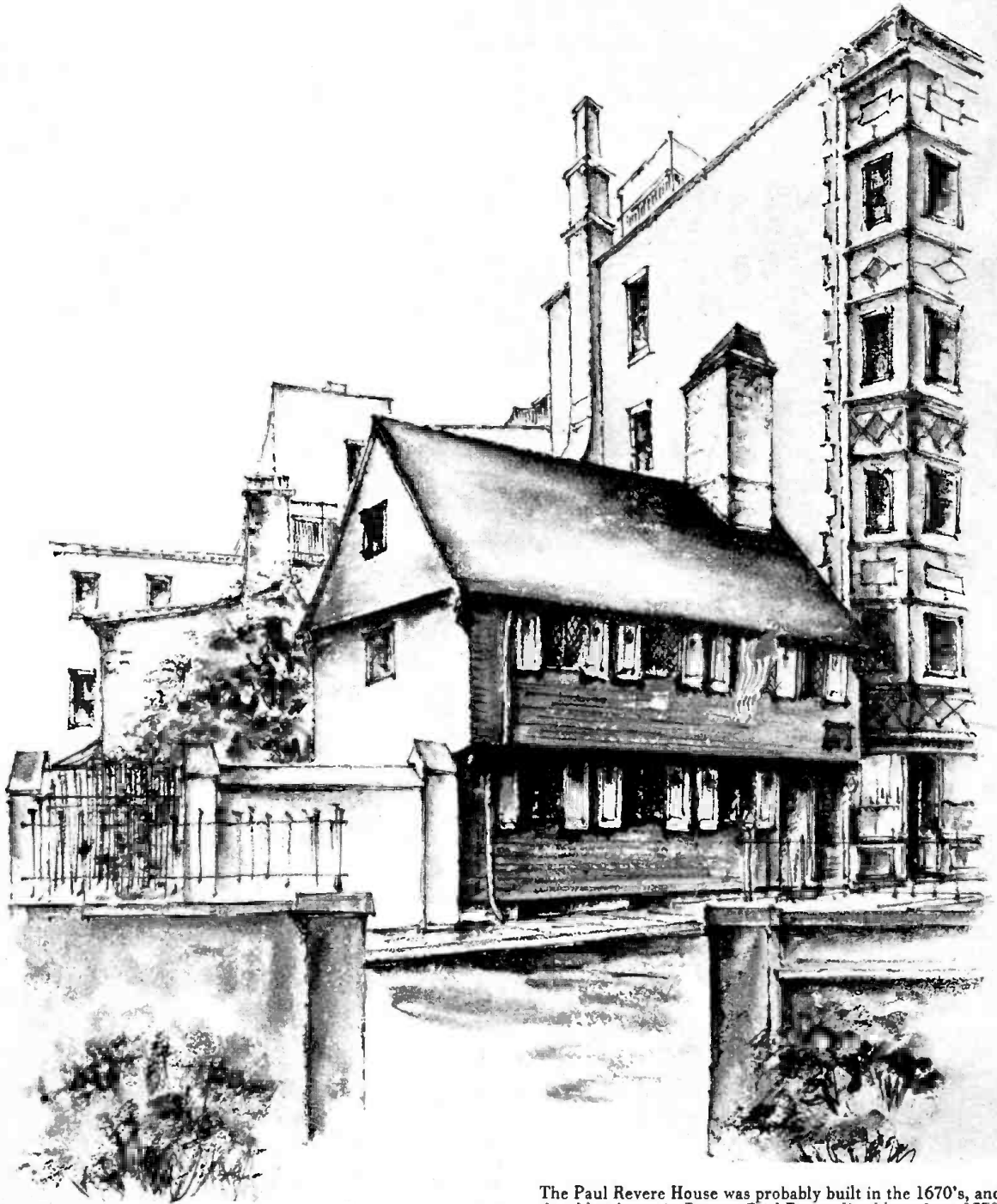
Old hat to them

EDITOR: The C&W report was especially enjoyable because Dave (Stone) Pinkston began 100% C&W programming on KDAV Lubbock, Tex., in 1953. KPFP San Angelo, Tex., signed on in 1954, programming C&W 100%. The Dave Stone group also includes KZTP Amarillo, Tex., and KPIK Colorado Springs.

It's nice to see so many others learning what we have known for a decade:



Prevent heartbreak and hunger across the world — each dollar sends a Food Crusade package through CARE, New York 10016.



The Paul Revere House was probably built in the 1670's, and is the oldest home in Boston. Paul Revere lived here from 1770 to 1800. This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian...Buy WHDH

TELEVISION: CHANNEL 5  RADIO: AM 850 KC 50,000 WATTS  FM 94.5 MC
REPRESENTED NATIONALLY BY BLAIR TELEVISION-RADIO


BROADCASTING, November 1, 1965

17

ONE
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EDITOR: Please send 510 reprints of your Country and Western report.—*Glen M. George, general manager, KCKN-AM-FM Kansas City, Kan.*

EDITOR: Please send us 100 reprints of your Country & Western Special Report.

This report was one of the finest on country-western that I have ever seen.

In the quote attributed to me, . . . KAYO was a top-40 station for "four" years and not "forty" years [as reported].—*John R. DiMeo, general manager, KAYO Seattle.*

EDITOR: Please send me 500 reprints of the Country & Western Special Report.—*Donald J. Tucker, station manager, WTCR Ashland, Ky.*

EDITOR: . . . Please forward 24 reprints of the C&W report.—*Irvine B. Hill, vice president, WCMS-AM-FM, Norfolk, Va.*

EDITOR: Please send 100 copies of your Country & Western Special Report.—*Albert R. Webb, WPAW East Syracuse, N. Y.*

(Reprints of the Oct. 18 Country & Western Special Report are available at 30 cents each, 25 cents each in quantities of 100 to 500, 20 cents each for over 500. Address requests to BROADCASTING, 1735 DeSales Street, N.W., Washington 20036.)

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How Gulf ran up its banner to see if the West would salute

If you've sweated through one opening night, imagine a thousand of them. That's how some of us at Gulf Oil Corp. felt when we converted our subsidiary, the Wilshire Oil Co. of California, over to the Gulf banner on Oct. 1.

On this date 1,000 service stations that were Wilshire stations the night before suddenly appeared as Gulf stations. How did we do this? The honest answer is: with a great deal of difficulty.

Months of planning preceded the Oct. 1 opening date. And all of this behind-the-scenes activity had but one purpose—to bring the Gulf name before the western public with dramatic suddenness. I think we succeeded in this respect. Hours before the target date work crews moved swiftly from station to station to uncover and reveal Gulf identification that had been installed and then concealed.

With the uncovering of Gulf identification, the orange and blue Gulf marketing trademark appeared on service stations in the Far West for the first time in the company's 64-year history, and Gulf became a coast-to-coast marketer.

Worst Kept Secret ■ Although we did try to keep the exact date of our conversion under our hats, there were times when we felt we were the proprietors of the worst kept secret in the industry. More than a few service station operators reported that customers, in the past few months, often asked, "When is Gulf coming West?"

And on the subject of secrecy, we found it was difficult to fly four helicopters carrying large Gulf signs over a small community without someone finding out about it. This came about because our advertising agency, Young & Rubicam, planned an advertising campaign showing helicopters carrying the signs to emphasize our slogan for this conversion, "Gulf Comes West."

Although the agency staged the filming of one of the television commercials at a quiet location near Riverside, Calif., an alert reporter spotted the action, but obligingly held off until Sept. 15 before breaking his story.

In conjunction with this advertising campaign, we are flying sign-carrying helicopters over our principal western marketing areas to further familiarize residents with the Gulf name.

A Host of Details ■ Our feeling is that this conversion was one of the largest operations of its type attempted in the industry. And what impressed

us most was the vast amount of detail involved in making the changeover.

Early in July a step-by-step plan was drawn to cover every phase of the physical conversion of the stations. Every contingency was considered and every move plotted in advance—from redesigning pole signs to drilling small diameter holes for mounting company identification at the stations.

At times the logistics of the conversion reminded us of those of a large-scale military operation. Yet such a comprehensive plan was necessary because of the vast amounts of material and manhours that had to be coordinated to bring about an orderly transition from Wilshire to Gulf. It was simply a matter of paying attention to details—large and small.

Some of the details included designing premasked, double decals for station pumps with the Wilshire imprint on the outer layer. At the time of the changeover, the first layer was peeled back to reveal Gulf identification. To keep our large Gulf pole signs concealed until G-Day, we designed special "slip covers" with the Wilshire imprint. These were used to cover the new Gulf pole signs until the changeover.

And Still More ■ To add a few random facts and figures, it took more than 1,000 gallons of paint to refurbish the stations. More than 6,000 pumps had to be sandblasted and repainted. And 13,100 decals and 8,646 ad panels were applied to these same pumps. For sign installation alone, 20 contractors with branch offices in 28 cities in the Wilshire marketing area were used.

There were other major projects to be planned and coordinated—indoctrination meetings for more than 600 employees, for example. To welcome Wilshire dealers into the Gulf family,

we brought more than 1,000 of them from a five-state area to Los Angeles for an all-day program. And there was a multi-media advertising campaign to be planned covering radio, television, newspapers, and outdoor signs.

Why Now? ■ In view of the tremendous amount of work involved in this conversion over the past few months, I suppose the logical question is: Why did Gulf choose this moment for converting Wilshire to Gulf?

First of all, even though Gulf is an international company, it has remained essentially a domestic company. Our major effort has been to expand our American position and we must look forward to the day when we will market our products in every state in the nation.

The West is an area Gulf cannot afford to ignore since it is the fastest growing gasoline market in the world. More than 500 million gallons of gasoline are pumped each month in California alone.

In addition to the size and tremendous potential of this market there were other considerations. With the conversion from Wilshire to Gulf our national advertising now has meaning in the West. This is especially true of our sponsorship of NBC News specials which are carried coast-to-coast.

Former Wilshire customers now can take advantage of our arrangement with Holiday Inns, whereby services may be charged to the Gulf travel card. Another consideration involves the thousands of tourists who travel to the West each day. Many of them are from parts of the United States where Gulf is well-known. Hopefully, these tourists will patronize our Gulf stations in the West.



C. G. Mueller is vice president of Gulf Oil's western marketing region, responsible for marketing activities in California, Washington, Oregon, Arizona, Nevada, Utah and Idaho, now that Gulf has come West. Mr. Mueller joined Gulf in 1946 as a merchandising representative in Kentucky, then advanced through a series of marketing and sales posts until becoming sales manager for Gulf in Los Angeles in 1962. Later that year he was appointed VP of marketing of Wilshire Oil Co., a Gulf subsidiary.

There'll be some changes made

Nielsen finds audience smaller than a year ago;
nationals report CBS, NBC tied, ABC lagging, but all
three plan to drop some shows, shuffle others

Advertisers, agencies and the networks got their first real fix on the 1965-66 television season last week, and it left no doubt that there are several schedule weaknesses that need altering.

There were indications that the process, already started but thus far limited mostly to shuffling programs around, was about to get under way in earnest, with more outright cancellations—as well as more schedule changes—to follow those already announced.

Speculation that there would be substantial further overhauling was buttressed by two independent reports indicating that audience interest in the schedule in general this year is below par.

Audience Off ■ A special analysis for BROADCASTING by the TVQ service showed viewers find the 1965-66 schedule a trifle less appealing than last year's (see page 29), and figures prepared for BROADCASTING by the Nielsen company indicated nighttime audiences during the second week of the new season were smaller—by more than 1.3 million in the average minute—than at the comparable time in last season's introductory period (see page 28).

If traditional seasonal patterns prevail, the average program rating by January will be about 20% higher than in September, but it seemed clear that networks would try to do all possible to speed and increase this seasonal build-up by stimulating greater interest in the programs themselves.

The new view of the season was provided in the second national ratings report, issued Monday (Oct. 25) by the A. C. Nielsen Co. It indicated that what had been expected to be a close three-network race had turned into a neck-and-neck contest between CBS & NBC with ABC third.

To knowledgeable agency sources it also indicated that NBC and CBS, although tied for the lead, are not much more likely to stand pat with their present schedules than ABC is.

The report, covering the 7:30-11 p.m.

EDT period for Sept. 27 through Oct. 10, gave CBS and NBC an average rating of 18.6 to ABC's 17.0. The first report, for the two-week period from the opening of the season on Sept. 13, had shown NBC with 18.7, CBS 17.9 and ABC 17.0 (BROADCASTING, Oct. 18).

Agency sources tended to regard the new report as the most meaningful to date, partly because it covered a period when viewing habits may have begun to settle down after the initial shopping-around period, partly because in tandem with the first national report it could be searched for trend indicators.

Cancellations ■ Within days of the arrival of the new report two new cancellations had been announced. NBC confirmed that *The Sammy Davis Show* would replace *Convoy* in the Friday 8:30-9:30 period effective Jan. 7. ABC announced a parlay in which *The Baron*, a mystery adventure, would go into the Thursday 10-11 p.m. slot, effective Jan. 20, while *Long Hot Summer*

moves from that period into the Wednesday 10-11 p.m. period now occupied by *Amos Burke, Secret Agent*, which would be dropped.

Convoy and *Amos Burke* are the fifth and sixth shows whose cancellations have been announced thus far. Both are new or in a new format and both have been trailing their competition in the ratings.

Agency and network analysts offered these conclusions from report study:

■ CBS was ahead four nights of the week (NBC two, ABC one) and also placed 20 shows in the top 40, 12 in the top 20 and six in the top 10 (see list). NBC had 10 in the top 40, five in the top 20, two in the top 10, while ABC had 11 in the top 40, three in the top 20, two in the top 10.

■ Programs carried over from the past season seem to show latent strength. The number of new shows in the top 40 was about the same in both national Nielsen reports thus far: 14 in the

Wall Street prices follow ratings pattern

Wall Street predictions about the effect of new-season program ratings on the prices of network stocks appeared last week to be close to the mark.

The only significant price drop in this group, since the new season opened, has been in ABC which had run up to 68%, its high for the year, prior to the new-program introduction, and which had fallen to 55 last week (Oct. 29).

Nielsen's second national assessment of this fall's network program strengths, reported last Monday, put CBS-TV and NBC-TV in a tie with ratings averages of 18.6 each and ABC-TV behind with 17.0

Before the season opened, security

analysts had reasoned that ABC-TV, with greater earnings leverage, made its parent ABC the most attractive network stock from a speculative point of view. They also said, however, that it was the most vulnerable to price fluctuation since it had clearly moved up to its high position on speculation about the new season programming (BROADCASTING, Sept. 13).

CBS, which stood at 39 before the season began, closed at 37% Thursday. NBC's parent, RCA, which is drawing considerable attention on the market as a manufacturer of color TV sets, has gained to 45%. RCA's price prior to new season programming was 39% (Sept. 10).

What's reaction to '65 TV programs? A drop in audience

What effect does simultaneous three-network introduction of new fall programing, backed by unprecedented audience promotion by all three networks, have on the size of the TV audience?

The answer to that question was still not clear last week. But one thing was clear: At comparable periods—the first full week after the new-season introductions had been completed—nighttime audiences this year were smaller than a year ago.

An analysis prepared for BROADCASTING by the A. C. Nielsen Co. shows that the number of viewers watching television in the average nighttime minute during the week ended last Sept. 26 dipped to 30,666,000 down from 32,033,400 in the week ended Oct. 11, 1964, the second week of the 1964-65 season. The 1965 average was a drop of 1,367,400 from the 1964 figure.

The 1964 homes figures were calculated on a base of 52.6 million TV households in the U. S., the 1965

figures on a base of 53.8 million homes. This year all three networks introduced their new programs during the week of Sept. 13; last year the introductions were spread over two or three weeks. Thus in each case the period covered in this study is the first full week after the introductions had been completed, or virtually completed.

Authorities could not explain the decline. Normally, they said, viewing runs higher in October than in September, which could account for at least part of the drop. But Sep-

tember 1964 was a period of pre-emptions for political telecasts, which traditionally register lower ratings than regular programs. Authorities concluded it is still too early to determine whether the trend will continue or reverse itself—or has already done so.

Following is a compilation of the percentages and, in parentheses, the number of homes using television during the average nighttime minute (7:30-11 p.m.) during the comparable 1964-65 and 1965-66 new-season introductory periods:

	Week ending Sept. 26, 1965	Week ending Oct. 11, 1964
Monday	57.5% (30,935,000)	60.5% (31,823,000)
Tuesday	58.0 (31,204,000)	60.9 (32,033,400)
Wednesday	55.4 (29,805,200)	59.7 (31,402,200)
Thursday	56.4 (30,343,200)	61.0 (32,086,000)
Friday	55.9 (30,074,200)	57.9 (30,455,400)
Saturday	56.5 (30,397,000)	61.6 (32,401,600)
Sunday	59.4 (31,957,200)	64.8 (34,084,800)
Weekly Average:	57 % (30,666,000)	60.9% (32,033,400)

first, 13 in the second. Two new shows made last week's top 10: NBC's *Get Smart* ranked fifth with a 24.2 rating and ABC's *Shenandoah* was tied with CBS's *Dick Van Dyke Show* for ninth with a 23.4.

New to the top 40 last week were an Andy Griffith special, *Wild Wild West*, the *Thursday Night Movies* and *My Favorite Martian*, all on CBS, and *Combat* and *Sunday Night Movies*, both on ABC. Their arrivals dislodged the following shows that had made the first report's top 40: *My Three Sons* on CBS; *Dean Martin Show*, *Please Don't Eat the Daisies* and *I Spy*, all on NBC and all new this season; *Walt Disney*, also on NBC, and *Peyton Place I* on ABC.

Last Place ■ At the bottom level of last week's Nielsens—below the number 80 level and all earning less than a 15.0 rating—were several shows that are being either shifted or replaced. Among them: *Rawhide* (CBS), *Long Hot Summer* (ABC), *Amos Burke* (ABC), *Ozzie and Harriet* (ABC), *Trials of O'Brien* (CBS), *Convoy* (NBC), *Slattery's People* (CBS), *Shindig I* (ABC), and lowest rated of all weekly entertainment series, *Shindig II* (ABC).

Others whose futures have been a matter of speculation, all with sub-15 ratings, included *Mona McCluskey*, *Mr. Roberts*, *Hank* and *Camp Runamuck*, all on NBC; *Donna Reed Show*, *Jimmy*

Dean Show, *Ben Casey* and *The King Family*, all on ABC, and *The Steve Lawrence Show* on CBS.

Agencies tended to withhold judgment on the likely outcome of the new season, but one major agency was an exception. In a report to its clients the agency said CBS had shown marked improvement in the second national Nielsen and predicted it "will continue to gain."

This agency, which thought audience patterns are now "fairly firm," ventured that CBS would gradually "become the dominant network, followed closely by NBC," and that ABC "will become a more distant third, with many scheduling problems."

This agency based its predictions on the strength of CBS's carry-over programs, which it said was aided by "excellent" scheduling. It held that ABC, on the other hand, has problems with several hold-over shows and reflects weakness in the "critical" 7:30 period.

The agency's report also reflected current opinion that the increased number of motion pictures on the networks—eight hours a week—introduces a higher degree of weekly variation in rating levels, dependent upon the strength of each individual movie. The agency noted that NBC had proved strong thus far in its four weekly hours of movies and speculated that NBC would improve its Friday-night ratings—but not enough, according to this

agency's analysis, to stem CBS's audience-building.

Night-by-Night ■ Others offered analyses of the new ratings and what they may portend for existing programs. On a night-by-night, hour-by-hour basis, the consensus seemed to be as follows:

Sunday—no one network show appears to be in trouble, though *What's My Line?* on CBS at 10:30-11 p.m. is running points behind its opposition (ABC's movie and NBC's *The Wackiest Ship in the Army*). By half-hour wins, CBS takes the night by a nose (CBS 3, NBC 2, ABC 2).

Monday—CBS's *Steve Lawrence* and ABC's *Ben Casey*, both in the 10-11 p.m. period, are far behind NBC's *Run for Your Life* and would seem to be due for eventual replacement this season. *Dr. Kildare I* in NBC's 8:30-9 p.m. period is sagging. CBS takes the night in half-hour wins (CBS 4, NBC 2, ABC 1).

Tuesday—NBC's *Kildare II*, though not as far down in the ratings as *Kildare I*, is suffering. CBS's *Rawhide* has ratings trouble and is being replaced by *Daktari*. CBS has a slight edge in half-hour period wins that night (CBS 3, NBC 2, ABC 2).

Wednesday—a poor night for ABC in the ratings, showing *Ozzie and Harriet* rated low (it will shift to a new time period later this season) and *Patty Duke* suffering from the *Ozzie* lead-in. ABC's *Amos Burke*, *Secret Agent* at

10-11 p.m. has lost the period and is more than three points behind NBC's *I Spy* and CBS's *Danny Kaye Show*, which are close in the ratings. *Amos Burke* will be dropped from the schedule. NBC has Wednesday by a whisker (NBC 4 half hour wins, CBS 3, ABC 0).

Thursday—NBC and CBS are fighting this night out and as of the second Nielsen report CBS has the edge in half-hour wins. ABC's *Shindig I* at 7:30 followed by *Donna Reed Show* are low in the ratings and *O. K. Crackerby!*, which follows, is also showing the strain. *Shindig* is going off this season. *Bewitched* on ABC is still strong in the 9-9:30 period. ABC's *The Long Hot Summer* in the 10-11 period has ratings trouble, and is well in third place behind NBC's *Dean Martin Show* which has been falling in the ratings. *Summer* is being moved later in the season. NBC's problem show that night is *Mona McCluskey*, a poor third at 9:30-10. CBS's night: 4 half-hour wins to NBC's 2 and ABC's 1.

Friday—this night belongs to CBS except for NBC's 10-11 p.m. *The Man from U.N.C.L.E.* But, aside from *U.N.C.L.E.*, this is NBC's worst night of the week. Several casualties—potential or already tapped for replacement—appear as a result: NBC's *Convoy* has already been designated for replacement in January at 8:30-9:30 and its *Camp Runamuck*, which leads off the night at 7:30-8, is a poor third in its time period. *U.N.C.L.E.* is trouncing its opposition in the 10-11 period (CBS's *Slattery's People*, a poor third that hour, is being replaced by *Trials of O'Brien* in early December, ABC's show in the period is *Jimmy Dean*). By half-hour wins, CBS has 5, NBC 2 and ABC 0.

Saturday—NBC's schedule appears to be holding up well. ABC is dropping *Shindig II* and moving *Ozzie and Harriet* in at 7:30 and *The King Family* at 8 also is weak. CBS's *O'Brien*, limping in the ratings, is being shifted and its spot in the 8:30-9:30 period occupied by *Secret Agent*, a British import, in early December. *The Loner* on CBS at 9:30-10 is a poor third in its time period and its future conjectural. NBC is out front in half-hour period wins: NBC 3, CBS 2, ABC 1.

Nielsen—Top 40

Sept. 29-Oct. 10

1	Bonanza (NBC)	29.7
2	Andy Griffith Special* (CSB)	27.4
3	Gomer Pyle U.S.M.C. (CBS)	26.0
4	Andy Griffith (CBS)	24.5
5	Get Smart* (NBC)	24.2
6	Bewitched (ABC)	24.0
7	Red Skelton (CBS)	23.9
8	Lucy Show (CBS)	23.8
9	Dick Van Dyke (CBS)	23.4
9	Shenandoah* (ABC)	23.4
11	Beverly Hillbillies (CBS)	23.1
12	Gunsmoke (CBS)	22.7
13	Green Acres* (CBS)	22.6

13	Hogan's Heroes* (CBS)	22.6
15	Man From U.N.C.L.E. (NBC)	22.5
16	Ed Sullivan (CBS)	22.3
17	Virginian (NBC)	21.6
18	Daniel Boone (NBC)	21.4
18	Thursday Night Movie* (CBS)	21.4
20	Lawrence Welk (ABC)	21.0
21	The Munsters (CBS)	20.9
22	F Troop* (ABC)	20.8
23	My Three Sons (CBS)	20.7
24	Gilligans Island (CBS)	20.6
24	Flipper (NBC)	20.6
26	I Dream of Jeannie* (NBC)	20.6
27	FBI Story* (ABC)	20.4
28	My Favorite Martian (CBS)	19.9
29	Combat (ABC)	19.8
30	Fugitive (ABC)	19.7
30	Hazel (CBS)	19.7
30	Petticoat Junction (CBS)	19.7
30	Wild Wild West* (CBS)	19.7
34	Run For Your Life* (NBC)	19.6
34	Jesse James* (ABC)	19.6
36	Laredo* (NBC)	19.5
37	Smothers Brothers* (CBS)	19.3
37	Saturday Night Movie (NBC)	19.3
37	McHales Navy (ABC)	19.3
40	Peyton Place II (ABC)	19.1
40	Sunday Movie (ABC)	19.1

*New Show.

	CBS	NBC	ABC
Top 5	3	2	0
Top 10	6	2	2
Top 15	10	3	2
Top 20	12	5	3
Top 30	16	7	7
Top 40	20	10	11

TV interest lower than '64

TVQ finds nighttime shows average point less than a year ago

Viewers are finding the 1965-66 nighttime network television schedule a shade less appealing than last year's.

In terms of popularity, this year's new programs are running slightly ahead of the average for all nighttime shows, thanks mostly to the enthusiasm of younger viewers. But neither the younger audience's enthusiasm nor new-show popularity in general is quite up to 1964-65 levels.

These conclusions are drawn from a special analysis prepared for BROADCASTING by the TVQ service of the Home Testing Institute, market research organization, of Manhasset, N.Y. TVQ measures the "basic appeal" of TV shows by nationwide surveying, with the TVQ score representing the proportion of people who, having said they are familiar with a program, also say it is "one of my favorites."

On the basis of interviewing during the Oct. 9-19 period, TVQ found that this fall's nighttime programs have an average score of 27—down one point from last year and the year before, two

points from the two years before that (see table, page 30).

Category Score ■ The TVQ scores for practically all program categories also are down from last year—adventure, comedy, drama, musical, movies, quiz-panel and western. Four of these, however, had TVQ scores that still were above the 27 average for evening programs as a whole: adventure (29), comedy (28), movies (32) and western (33).

Among categories showing higher TVQ scores this fall, news and documentary programs registered the biggest gain—from a 22 score a year ago to 25 this season. Suspense-mystery went from 28 to 30, and variety from 24 to 25.

Although they still rank above average, network movies have dropped dramatically in the TVQ ratings over the past few years and the slide continued in the 1965-66 report.

In 1961, when only one network movie was offered each week, it averaged a 44 score, highest category of all, and the following year it went to 45. In 1963, when a second movie was introduced, the category slipped to a 43 score. Last year, with a third movie added, it dropped to 35 and in the current report, with four network movies available each week, it dropped farther to 32.

While the average evening show scored a 27, the average new show scored a 28, down two points from the new shows of 1964-65 but three points above those of 1963-64.

Enthusiasm for the new shows was highest—as has traditionally been the case—in the age groups from 6 to 12 years and from 12 to 18. The 6-12 age group gave the new programs an average 52 score, compared with a 57 a year ago and a 43 in 1963-64.

The 12-17 age group rated this year's new offerings on a par with last year's, scoring both at 43, the highest ranking in this age group in at least five years.

In the 18-35 age group the new programs had an average score of 26, up two points from last year and unqualified in this age classification since 1961-62, when the average was 27.

Slip ■ Among 35-to-50-year-old viewers the average new-program score slipped from 21 last year to 18 this season, the lowest point in five years. In the 50-and-over group the new-show average remained at 17, the same as last year's and seven points below the 24 score reported for 1961-62's new shows.

Last year NBC-TV's *Man From Uncle* was the only new show in the suspense-mystery category and its TVQ score was 29; this year there are four new entries in this classification and their average is down to 27, although they showed gains in the 35-50 and

Average TVQ scores, all evening network programs by program type—1961-1965

	Oct. 1965	Oct. 1964	Nov. 1963	Nov. 1962	Nov. 1961	Oct. 1965	Oct. 1964	Nov. 1963	Nov. 1962	Nov. 1961
Total—all types¹										
No. of programs	99*	97	91	102	110					
Average TVQ	27	28	28	29	29					
Adventure										
No. of programs	7	7	3	3	6					
Average TVQ	29	33	30	36	27					
Comedy										
No. of programs	35	38	22	29	34					
Average TVQ	28	29	30	30	30					
Musical²										
No. of programs	9	5	6	6	5					
Average TVQ	25	27	23	26	30					
Drama										
No. of programs	12	11	15	17	10					
Average TVQ	24	28	28	29	29					
Network Movies										
No. of programs	4	3	2	1	1					
Average TVQ	32	35	43	45	44					
News & Documentary										
No. of programs	3	5	5	8	6					
Average TVQ	25	22	25	29	28					
Quiz & Panel										
No. of programs	4	5	6	7	5					
Average TVQ	21	23	25	23	25					
Suspense & Mystery										
No. of programs	6	6	9	6	17					
Average TVQ	30	28	28	27	30					
Variety³										
No. of programs	5	10	10	7	5					
Average TVQ	25	24	23	26	21					
Western										
No. of programs	10	5	8	13	15					
Average TVQ	33	37	38	34	30					

¹Miscellaneous programs included in total but not shown as separate categories.

²Includes musical variety.

³Includes comedy variety.

*Multi-episode programs counted once.

50-and-over age groups.

Westerns appear to be having a revival. There were no new entries in this category last year but in the current season there are five newcomers and their average score is 29 as against a 27 average for the two western newcomers two years ago. Most of this gain appears to be in the 12-18 and 18-35 age groups.

In the current TVQ report NBC's *Bonanza* ranks first with a score of 50; NBC's *Get Smart* with a 39 is the top-ranking new show, and CBS's *Steve Lawrence Show* with a 10 is on the bottom of the new entries (See lists, this page).

NBC again reports color boosts ratings

NBC released last week the results of a new study showing—again—that color significantly magnifies a program's ratings wherever the program can be seen in color.

This not only is true of NBC-TV color programs but also of the color offerings of CBS-TV and ABC-TV. But it's more true of NBC-TV color, according to the NBC report.

The figures showed that the ratings of NBC's color programs were 77% higher in color homes than in black-and-white homes, while CBS's color programs enjoyed an 18% rating advantage in color homes and ABC's a 26% advantage.

In periods when all three networks were carrying color programs simultaneously, the report said, NBC had a 74% rating advantage in color homes while CBS and ABC had color-home rating advantages of 9% and 6% respectively.

NBC authorities attributed NBC's

larger advantages to its "head start" in color. Its emphasis on color over the years, plus its virtually all-color nighttime schedule this year, "has created an orientation to NBC affiliates, who obviously are broadcasting the most satisfying and most popular color as far as the over 4 million color TV homes are concerned," the report asserted.

Boost to Viewing — Television usage in color TV homes was said to be 27% greater than in black-and-white homes.

The new study was done by Trendex in 26 cities over a four-week period at

the start of the current season and encompassed some 200,000 telephone interviews. Color penetration in the 26 cities was estimated at 8%. The study was bought by NBC and ABC. "CBS," the report said, "has steadfastly refused to buy another color TV study, presumably hiding themselves and their advertisers from knowing how large an audience their color TV programs have in color TV homes."

NBC noted that the Trendex study showed NBC's rating advantage in color homes to be close to the approximately 80% level indicated by an Amer-

Top 10 evening network programs from October 11, 1965 TVQ report

By Age

The top network television programs in TVQ's second October report are shown here, plus the five highest and five lowest scoring new shows. Scores are for the 10-day period that started Oct. 9. They

compare with an average of 27 for all nighttime (7:30-11 p.m. EST) programs and an average of 28 for all new nighttime shows. All material is copyright by the Home Testing Institute Inc., 1965.

Rank	Program	Total audience TVQ*	6-11 TVQ*	12-17 TVQ*	18-34 TVQ*	35-49 TVQ*	50 plus TVQ*
1	Bonanza (NBC)	50	54	55	42	44	57
2	Walt Disney (NBC)	46	64	46	37	39	48
3	Bewitched (ABC)	42	76	54	37	35	25
4	Man From Uncle (NBC)	41	64	72	45	28	20
5	Dick Van Dyke (CBS)	39	58	42	39	33	37
5	Get Smart (NBC)	39	74	57	25	18	17
5	Gomer Pyle, USMC (CBS)	39	64	43	36	31	37
5	Sat. Night Movies (NBC)	39	37	40	45	34	38
9	Red Skelton (CBS)	38	56	40	27	32	40
10	I Dream of Jeannie (NBC)	37	72	60	25	13	13
10	Lost In Space (CBS)	37	73	55	30	13	12
10	Andy Griffith (CBS)	37	56	29	28	30	43
10	Fugitive (ABC)	37	34	46	41	33	32
10	F Troop (ABC)	37	66	55	30	21	17

*Percentage of those who, having said they are familiar with a program, also say it is "one of my favorites."

Top five new shows

Rank	Program	TVQ score
1	Get Smart (NBC)	39
2	I Dream of Jeannie (NBC)	37
2	Lost In Space (CBS)	37
2	F Troop (ABC)	37
5	Big Valley (ABC)	35

Bottom five new shows

Rank	Program	TVQ score
1	Steve Lawrence (CBS)	10
2	Trials of O'Brien (CBS)	17
3	John Forsythe Show (NBC)	19
3	Mona McCluskey (NBC)	19
3	Mr. Roberts (NBC)	19



Do you recognize these men?

Over 400,000 affluent consumers in and near Dayton do.

Tom Frawley (left) and Don Wayne report the local news at 6:00 on WHIO-TV, followed by weather, sports and business news before Huntley and Brinkley take over at 6:30. If you want the Dayton market (over \$4 billion in annual disposable income) you need WHIO-TV.



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

ican Research Bureau study several months ago (BROADCASTING, March 1). Despite substantial entries into color programming by CBS and ABC since then. CBS is currently programming more than 50% of its prime-time schedule in color, ABC about 35% and NBC about 96%.

"NBC," according to that network's analysis of the Trendex data, "still enjoys nearly as much audience per minute in color TV homes as its two competitors combined. For every 100 color TV homes viewing network TV, 46 are viewing NBC; 27 each are viewing the other two networks."

Color Appeal ■ The report also showed that all of the 10 highest-rated programs in color homes were NBC color programs. NBC also had 16 of the top 20 and 24 of the top 40 during the four-week study, the report continued. No color programs appear in the bottom 20 in the ratings in color homes.

"At the 5 million color-TV set level, which will be achieved in a month or so," NBC's report continued, "the average NBC color show will be adding 700,000 homes due to being in color. This is irrespective of color competition. The average CBS and ABC color program adds about 200,000 homes due to being in color."

Using the term "gray" to refer to homes equipped only for black-and-white reception and to programs shown in black and white, the report continued:

"While color commercials may stand out in black-and-white programs, there are very few color TV homes viewing gray programs on CBS and ABC, so that these commercials simply are not viewed in color. The only gray programs with a significant color TV audience are on NBC, again because of NBC's color context."

Programers unmoved by Celler comments

Program producers and syndicators were still reluctant last week to take a public stand on the FCC's proposal to limit network control of nighttime programming, despite the contention of Representative Emanuel Celler (D-N. Y.) that the FCC plan doesn't go far enough (BROADCASTING, Oct. 25).

Representative Celler has not drafted any new legislation that would go further than the commission's proposed rulemaking, but one of his spokesmen said: "Chairman Celler rarely says that there is a need for any legislation unless he is planning on writing a bill of his own."

But the congressman has no plans for

Ratings warning is now official

The FCC last week got around to officially notifying broadcasters of the four-month-old Federal Trade Commission statement setting forth guidelines for broadcasters to follow in their use of broadcast ratings.

The FTC statement, issued July 8, warns broadcasters and others using ratings that they are responsible for the validity of claims they base on audience surveys. It also directs them to avoid distorting survey results by "hyping" techniques, to refrain from issuing misleading interpretations of survey results and to explain the limitations of ratings as measurements (BROADCASTING, July 12).

In New York last week Charles A. Sweeny, director of the FTC's Bureau of Deceptive Practices, told the

AAAA the commission is moving into the enforcement stage in its program to keep broadcasters from using deceptive ratings claims (see page 36).

The commission, which is continuing to refer complaints about ratings abuses to the FTC, said it would consider whether a licensee is observing the FTC guidelines in determining whether he is operating in the public interest.

There was no official explanation of why the commission, which is supposed to maintain "liaison" with the FTC on the ratings matter, took so long to publicize the guidelines. One official indicated it had merely got shunted aside by the press of other business.

any hearing on the matter, the spokesman said.

One executive of a leading network program supplier said he has had "a number of conversations" with other production company officials and he knows of no companies that are fighting for the 50-50 proposal or want to fight against it.

"The attitude is that we have to keep working with the networks," he said, "and there is no inclination to antagonize them. This proposal may be implemented some day or may not get off the ground at all. Much as some producers may not like the current setup, there doesn't seem to be much of an alternative. There are some but not enough advertisers willing to get involved in network programming, and we still need network financing."

He felt that even if the FCC rule is adopted, networks probably would retain the best prime-time slots, 8:10 p.m., and offer 7:30-8 p.m. and 10-11 p.m. to other sources. He said he personally would not be favorably disposed toward producing for the 7:30-8 p.m. period. He thought Congressman Celler's proposal to bar the networks from producing any prime-time entertainment programs makes sense for producers.

"Basically, I guess, we'd like to see the status quo retained or have the networks get out of programming prime time completely," he ventured.

An official at another large production company said his organization "has not spent any time concerning ourselves with the FCC proposal." He voiced the view that "this whole thing will die out and nothing will come of it." He regarded Congressman Celler's proposal as equally "unrealistic and impractical."

New feature added to TVQ's reports

An added dimension is being supplied to TVQ subscribers to facilitate the relating of "Q" scores to quantitative ratings of programs as published by A. C. Nielsen Co., the American Research Bureau and others.

TVQ is announcing today (Nov. 1) the furnishing of a set of 22 conversion tables regularly with its program popularity reports permitting users to find the average popularity rating of shows categorized by program types.

Of the 22 tables, 11 are for evening programs and 11 for weekday daytime shows. In each of these two overall categories, tables cover individuals by age and sex, and each table in turn is broken into individual program types.

As explained by TVQ, a division of Home Testing Institute, Manhasset, N. Y., a subscriber can look up a program's TVQ score for the specific audience group in which he's interested and then turn to the appropriate table in the "conversion book" under the proper program classification.

In essence, TVQ officials said, the new dimension permits the user to measure the impact of a program after having determined the cost-per-thousand on the basis of quantitative ratings.

TVQ periodically measures the appeal of TV programs to each family member. Subscribers include two of the three TV networks, five major television producers, three top national advertisers and 15 advertising agencies which TVQ says, are responsible for about 70% of all network TV billing.

BEELINE® COUNTRY... AWFULLY BIG IN SHIPPING



...and **BEELINE RADIO KFBK** is a proven way to reach this important market.

From Sacramento's \$55 million port the products of California's Sacramento Valley are shipped around the world . . . one more reason why people in this prime agricultural area have over \$3 billion to spend.

You reach these people effectively when you put your message on Beeline Radio KFBK. KFBK is just one of four Beeline Stations and the key to California's rich Inland Valley.

Data Source: Sales Management's 1965 Copyrighted Survey



McCLATCHY BROADCASTING

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE

KFBK • Sacramento

KBEE • Modesto

KMJ • Fresno

KOH • Reno

A long look at color by 4A's

Ad agency executives study techniques and trends in the big new reality in television advertising, are told they can't afford not to use it

Color took number one ranking among the "new realities in television advertising" last week as some 300 leading advertising agency executives examined techniques and trends in TV commercials.

Producing commercials in color is more costly and more troublesome, they were told, but advertisers can't afford to stay out of color any longer because it's also "worth the extra money and trouble in terms of greater selling impact—not next month or next year, but right now, in the fall of 1965."

This advice came from Gordon Webber, vice president and director of broadcast commercial production for Benton & Bowles, at the television session of the annual eastern conference of the American Association of Advertising Agencies, held Tuesday and Wednesday (Oct. 26-27) in New York.

Big Brother Too ■ Another new reality in television advertising that was made clear at the session was continued government watchfulness, a development less new than color TV but apparently no less certain.

In a speech that seemed to combine firmness with a conciliatory approach, Charles A. Sweeny, director of the Federal Trade Commission's bureau of deceptive practices, left no doubt that the FTC staff is concerned with unfair or deceptive practices not only in the use of props and mock-ups but also when they involve "people, lighting, camera lenses and angles and many other items." He also indicated that agencies should be held accountable along with their clients in most cases when false advertising is involved.

But he also made clear that advertisers and agencies as well as the FTC staff had benefited from the knowledge of production problems and techniques gained by FTC attorney Edward F. Downs on a week-long tour of agencies and production houses arranged by the AAAA two months ago (BROADCASTING, Aug. 30).

He also stressed the willingness of the FTC staff to work with individual agencies and advertisers on specific

questions and emphasized the importance of "a simple person-to-person understanding" between them and the FTC.

Aside from the television session, TV was in evidence throughout the two-day meeting, with commercials—many of them in color—exhibited to illustrate techniques, problem solutions and campaign strategies. TV even got into a session on print advertising, when a newspaper representative noted that TV and magazines are currently better equipped "to supply the quality of [color] reproduction required by today's advertisers."

In his speech at the TV meeting Benton & Bowles's Mr. Webber, who is chairman of the AAAA subcommittee on commercial production, called flatly for "everyone in television advertising" to "join the color revolution."

Based on his own and other agencies' experience, Mr. Webber offered a set of guidelines for color commercial production (see page 40).

Color, he said, adds 20% to 35% to the cost of black-and-white commercial production and also extends the completion time by two weeks to five

weeks.

Why Color ■ But, he said, "there are at least three good reasons why a client can't afford not to get into the production of color commercials immediately." His reasons:

"1. With the set penetration this fall at between 8% and 9%, the advertiser on a color show opposite a black-and-white show will enjoy a rating advantage of approximately 78%. Opposite another color show, the advantage would decline to about 45%. While it is possible to run a black-and-white commercial on a color show, it doesn't make much sense because from the five million or so color viewers you can expect a pretty sharp dropoff in interest in a black-and-white message on a color show.

"2. Even taking into account the extra cost of producing color commercials, the cost efficiency of a color program is more favorable to an advertiser than a black-and-white program. The higher rating of color shows results in a more favorable cost-per-thousand homes reached. For a roughly 20-rated program, for instance, the cost-per-thousand for a black-and-white



Other speakers at the AAAA meeting were (l to r): Wally Ross of American TV Commercials Festival; Alfred J.

Miranda III, of Campbell-Ewald; Don Trevor, Doyle Dane Bernbach; Robert Tunison, Leo Burnett Co.

For the new season so far, NBC reigns as the No.1 network.

The second National Nielsen report, for the two weeks ending October 10—plus audience estimates of non-commercial coverage of Pope Paul VI's visit—shows the NBC Television Network continuing to lead in evening audience.*

And the most recent Nielsen MNA report, for the week ending October 17, shows NBC with the biggest nighttime audience for the fifth consecutive week—winning four of the seven nights, and more half-hours than any other network.

Over the entire first month, the NBC Television Network had:

- *The biggest average nighttime audience.*
- *The No.1 entertainment program—"Bonanza."*
- *The No.1 news program—"The Huntley-Brinkley Report."*
- *The No.1 sports program—"The World Series."*
- *200,000 more homes-per-minute than the second network.*
- *The biggest audience increase over last season.*

*And, NBC had the biggest audience for a news event—"The Papal Visit."**

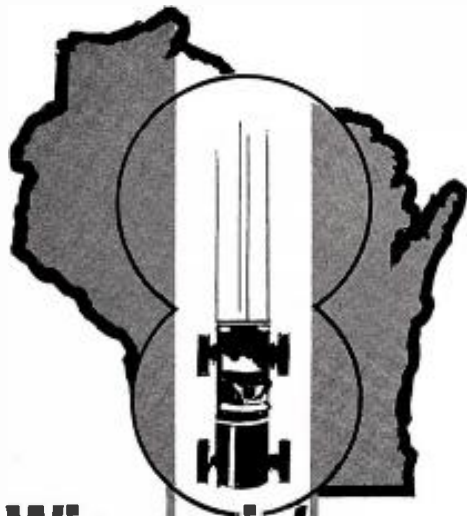
NBC TELEVISION NETWORK 

THE FULL COLOR NETWORK

Based on NTI Sept. 11 & Oct. 1, 1965. Nighttime Network Average Audience estimates 7:30-11 PM EDT.

MNA week ending Oct. 17, 1965, time period averages 7:30-11 PM EDT. Subject to qualifications available on request.

*"Papal Visit" estimates based on National Arbitron and NBC Research estimates of periods of common network coverage of that event.



Wisconsin's new tv freeway

[YOU DON'T STOP TO REFUEL!]

Just place your tv ad
on WKOW-tv Madison,
and let 'er go!

Our microwave-inter-
connected WAOW-tv
Wausau whips it out si-
multaneously. Your
commercial barrels
through every ARB
county of Wisconsin's
huge central market
belt. Total advertising
mileage with just one
buy!



the Midwis market

TONY MOE, Vice-Pres. & Gen. Mgr.
Ben Hovel, Gen. Sales Mgr.
Joe Floyd, Senior Vice-Pres.; Larry Bentson, Pres.
National representative, ADAM YOUNG
In Minneapolis by WAYNE EVANS

DATEBOOK

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

■Indicates first or revised listing.

OCTOBER

■Oct. 31-Nov. 3—41st annual convention of the National Association of Educational Broadcasters. Featured speaker is Stewart L. Udall, secretary of the Interior. Also speaking are Honorable Harlan Cleveland, U.S. ambassador to NATO, Wilbur J. Cohen, undersecretary of Health, Education and Welfare, and Fred Harrington, president of the University of Wisconsin. Sheraton-Park hotel, Washington.

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

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.

NOVEMBER

■Nov. 1—Deadline changed to Dec. 3 for comments on FCC rulemaking relating to network programs not made available to certain television stations.

Nov. 1—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.

Nov. 1—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. Speakers include Sam Zaiss, vice president of Tidy House, Omaha; Hugh Brundage, news director, KMPC Los Angeles. Black Angus motor hotel, Kennewick.

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. 3—"Spot Television: Today's Marketing Equalizer," a management conference conducted by The Katz Agency. The Charter House hotel, Cambridge, Mass.

■Nov. 3—Georgia Association of Broadcasters logging conference on new FCC program logs. Americana hotel, Atlanta.

■Nov. 4—Third Annual Canadian Radio Commercials Festival, under auspices of the

Canadian Broadcast Executives Society, Toronto. Royal York hotel, Toronto.

Nov. 4—North Carolina CATV Association meeting. Holiday Inn, Gastonia.

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

Nov. 5-6—North Carolina Associated Press Broadcasters fall conference. Jack Younts, WEEB Southern Pines, president, presiding. Speakers include Sam Ragan, executive editor, *News and Observer* and the *Raleigh Times*, and Chick Carney, chief meteorologist, Carolinas Weather Reporting Center. Broadcast news styles and techniques workshop will be featured. College Inn Lodge, Raleigh.

Nov. 5-6—Annual fall meeting of Maryland-D. C.-Delaware Broadcasters Association. Washington Country Club, Gaithersburg, Md.

■Nov. 6—All-day seminar for advertising and promotion directors of Corinthian Broadcasting Corp. stations. Dupont suite, Washington Hilton hotel, Washington.

Nov. 6-7—Missouri Associated Press Radio-TV Association meeting. Muehlebach hotel, Kansas City.

Nov. 6-7—Wisconsin Associated Press Radio-TV Association meeting. Milwaukee.

Nov. 7-10—Convention of Broadcast Promotion Association. Shoreham hotel, Washington (see story this issue).

Nov. 7—Annual communion breakfast of CARTA (Catholic Apostolate of Radio, Television and Advertising) will be held following mass in St. Patrick's cathedral. Newman F. McEvoy, senior vice president of Cunningham & Walsh, will be chairman. Waldorf-Astoria hotel, New York.

■Nov. 8—North Central CATV Association meeting. National Community Television Association President Frederick W. Ford will speak at afternoon session. Capp Towers Motor hotel, Minneapolis.

■Nov. 8—Peters, Griffin, Woodward's "family session" of promotion executives from PGW represented stations. Solar suite, Washington Hilton hotel, Washington.

Nov. 8—Edward Petry & Co. promotion seminar conducted by Robert L. Hutton Jr., vice president for television promotion and William H. Steese, vice president for radio promotion. Featured speaker will be Al Masini, vice president and TV group sales manager. Petry Co. Shoreham hotel, Washington.

Nov. 8—Deadline for reply comments on the FCC's notice of inquiry to determine if stereophonic sound transmissions could and should be used in TV broadcasting.

Nov. 10-11—Eastern annual conference of American Association of Advertising Agencies. Hotel Plaza, New York.

Nov. 10-13—56th national convention, Sigma

NAB CONFERENCE SCHEDULE

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

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.

program is \$3.72; for color, \$3.49.

"3. There is evidence, too, that your commercials get noted and remembered better when they're in color. A Crosley study found that color commercials were 34% better remembered than black-and-white, and 69% more persuasive in their ability to make the viewer want to buy the product. In the same study, the average number of people who could remember one or more copy points was 59% higher for color commercials. In another study, NBC reports a 67% advantage for color commercials."

To these Mr. Webber added a fourth reason for getting into color now: There's "an awful lot to learn about a new and complex medium, and the sooner [you] start learning, the better."

His own agency, he said, produced one color commercial last year, but has already produced hundreds this year and before the year is out "virtually every one of our clients with products in national distribution will be in color."

He noted that "this giant leap into the new medium is going on all over town, in every segment of the industry."

Color production at film studios has increased from 30% to 80% in the last 12 months, he said.

Why Go Abroad? ■ Don Trevor, vice president and director of radio-TV commercial production for Doyle Dane Bernbach, had some advice for agencies going abroad to shoot commercials. "The product and problem must demand it," he said, but when that is the case you will turn out a better commercial abroad.

"But you will find some specific production problems," he cautioned. "The main problem is this: It is difficult to make a foreign film producer understand that shooting a commercial is a very serious business—that you have high standards and will go to a great deal of effort to achieve those standards . . ."

"There is a widespread belief in the United States that shooting is cheaper overseas. That you will have to work less. That you will have no language problems because everyone in Europe speaks English. All of this is not so. You will work harder and longer and you will need a translator.

"It is advisable to work with local people as much as possible. I have found that the best way for me is to take an American cameraman from New York, a man you know and respect, a man who has been exposed to advertising film-making. But use, wherever possible, local film crews and, if they are not available, a local unit manager or someone who could substitute for him.

"In Colombia, for instance, we used



Charles A. Sweeny (c) of the Federal Trade Commission, confers with John Crichton (l), AAAA president, and Fred

Adams, G. M. Basford Co., who is chairman of the association's eastern region.

a travel agent who knew nothing about motion pictures but knew how to get things done, such as who to bribe and who not to bribe. A person like this is indispensable. . . ."

More reality and less make-believe, less talk and more natural sounds, less impersonal and more distinctive and compelling voices, better musical scoring and less sing-songy jingles, more simplicity and greater clarity of concept—these were among the hallmarks of "the new look, sound and sense of today's commercials" as described by a trio of speakers.

The speakers: Alfred J. Miranda III, vice president and eastern director of radio-TV for Campbell-Ewald; Robert Tunison, vice president in charge of commercial production for Leo Burnett Co., and Jack A. Sidebotham, senior

vice president for art and broadcast commercial production for C. J. LaRoche & Co.

Commercials Americanized ■ Wallace A. Ross, director of the American TV Commercials Festival, showed a selection of foreign commercials and reported that "one sad development of the increasingly international marketplace is that somehow along the way national characteristics have . . . faded away." Now, he said, there "is more of that all-American sell in foreign commercials and less of that wildly-entertaining-but-who-sponsored-it flavor that was so stunning way back when."

American advertisers, he said, have four certain advantages over Europeans: more money for commercials, longer commercial lengths, commercials interspersed in programing rather than



Getting together prior to the television session at the AAAA's eastern region meeting (l to r): William E. Holden

and Gordon Webber, both of Benton & Bowles, and Jack Sidebotham, of C. J. LaRoche & Co.

grouped, and commercial availabilities adequate for saturation campaigns.

William E. Holden, senior vice president of Benton & Bowles, presided over the TV session, held Wednesday morning.

The opening day of the conference was devoted almost entirely to short case histories relating the origin of the "big idea" in 10 notably successful advertising campaigns, most of them heavy in television.

Donald E. Booth of Ted Bates & Co., describing a Chase Manhattan Bank campaign, attributed much of its success to concentration on TV.

"Previously," he said, "Chase had used a smorgasbord—everything but painted rocks. Bates's media philosophy is put all your eggs in one medium—massive frequency at the lowest cost per thousand—spot television."

Robert Noel of Leo Burnett Co., reporting on Green Giant Foods' move into television, suggested this formula as the "big idea" for that company's use of TV: "Try to create a strong personality for the brand, and sell the individual items for their specific appeals within [that] framework."

Richard Bowman of Norman, Craig & Kummel, demonstrated the effectiveness of the Ajax white knight commercial with film clips from five different television programs in which the white knight idea had been the subject of a skit or joke. This feedback effect was witnessed in the programs of Danny Kaye, Jack Benny, Jack Paar, Jackie Gleason and Steve Allen.

Research ■ Several speakers suggested that commercial effectiveness often cannot be determined by research. Mr. Bowman said the white knight is not a product of research.

Similarly, William Bernbach, Doyle Dane Bernbach president, said the success of his agency's campaign for Avis Rent-a-Car, in which the theme is "We're only number two, we try harder," was not borne out by early research.

John Avrett of Foote, Cone & Belding explained how micro-photography had been used in FC&B's campaign for Contac (Menley & James) to create a soft sell TV commercial series demonstrating the delayed action of Contac's "tiny time pills."

Chester Posey of McCann-Erickson told how Westinghouse "makes love to consumers" through a series of television commercials that are related in their approach but deal with a wide variety of the corporation's products. He screened several of the 60 different TV commercials Westinghouse has produced in the last 18 months, among them one for light bulbs that he said "did not research well, but sold a hell of a lot of light bulbs."

Others speaking at the "big idea"

session were Dermott McCarthy of Young & Rubicam, who explained the "Go Go Goodyear" campaign; Anthony C. Chevins of Cunningham & Walsh, on the Yellow Pages campaign; John Burke of Compton Advertising on Schick blades' "15 Barbers" campaign, and James J. Jordan Jr., of BBDO on the Schaefer beer "When you're having more than one" theme.

In a fiscal control session Michael J. Manning, financial vice president of C. J. LaRoche & Co., told how his agency discovered that though it was making money on its overall operation, it was losing money on eight accounts, and how, by instituting a fee system of compensation and following firm cost-accounting procedures, all accounts were put on a profitable basis.

Sweeny blows his whistle

Agencies to be accountable for falsities and stations for misuse of ratings

One of the top federal policemen of advertising practices told advertising agencies last week that the government will hold them jointly responsible with clients for advertising which they know, or have reason to believe, is false or misleading.

He also reported that the Federal Trade Commission is moving into the enforcement stage in its program to keep broadcasters from using deceptive claims about their audience coverage.

Charles A. Sweeny, director of the FTC's bureau of deceptive practices, speaking to an American Association of Advertising Agencies session (see page 34), said he had no simple rule for determining when an agency should be brought to account for its participation in a misleading campaign. But he held no sympathy for one which might plead ignorance of the commission's advertising guides.

Citing a situation where an agency might take a client's product claims and then exaggerate or distort them. Mr. Sweeny asserted that the agency downgrades the value of its own service if it then pleads innocence on the ground that its client approved the copy. This, he suggested, is tantamount to admitting the client to be better qualified in the area where the agency claims expertise.

Mr. Sweeny said: "It should be clear that when the agency has any direct financial interest in the sale of a product

it shares responsibility for the advertising."

He acknowledged that the nature of the product advertised may influence the "standard of responsibility" imposed on the agency. For example, he said, the agency advertising tack hammers may not be held to the same high standard as the one promoting drug preparations.

Rating Tactics ■ The FTC bureau chief, recalling the FTC's rules governing the use of rating materials in station advertising (BROADCASTING, July 12), said the trade has now had three months to digest the announcement and discuss its meaning with the FTC staff.

The FTC notice last July warned broadcasters they would be responsible for the validity of the audience claims they make which are based on information supplied by rating services.

Mr. Sweeny said: "We intend to concentrate on any broadcasters who may have ignored this warning." The FTC, he went on, will continue in close liaison with the FCC staff in this effort. "You are likely to be hearing more on this subject before long," he said.

Agency Blame ■ A principal test applied by the FTC staff in determining whether an agency will be named as a respondent in a false advertising case is whether the agency "has acted responsibly," according to Mr. Sweeny.

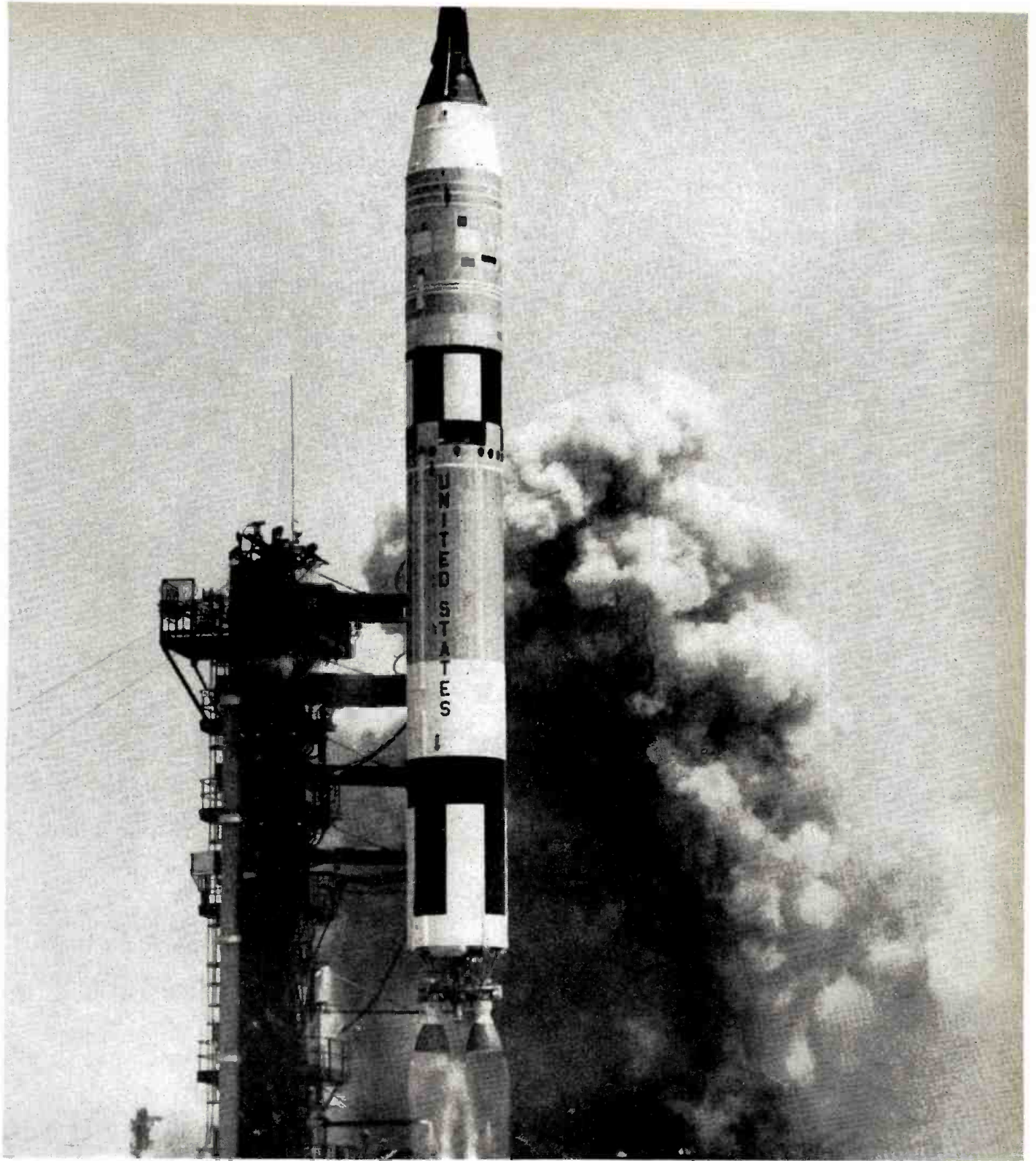
He pointed to the Supreme Court's decision this year in the Colgate "sandpaper" case as a broad guideline to agencies in the use of demonstrations and said interpretation of these guides would come from the FTC and possibly the courts.

The FTC, Mr. Sweeny said, has been asked what it looks for when it reviews television commercials. It's not only interested in deceptive use of mock-ups, he reported. It's also looking for "unfair or deceptive use of people, lighting, camera lenses and angles and many other items with which you are more familiar than I."

In a further review of what the commission may consider improper use of demonstrations he said: "If a fact can be illustrated visually it should be presented in a literally truthful manner, whether the 'fact' be one of action, color, size or any other characteristic."

Following the same problem further, Mr. Sweeny said the basis of the FTC's position is that a material difference exists in the influence on a consumer "between what the advertiser says he thinks his product will do, and objective proof of his product claim."

For this reason he held that television advertising offering visual proof of a product claim ought to show "the actual literal truth, not a mock-up of what the advertiser may honestly think



or are they alive with actualities?

The UPI Audio Network offers more hours of service than any other voice news service. It is the only one which delivers its own billboards by teleprinter. It provides more stories from more datelines and far more actualities than any other audio service.

If your station does not have an audio service or does not enjoy the advantages of UPI Audio, it will pay you to get the facts about this service from UPI Audio, 220 East 42nd Street, New York, N. Y. 10017.

UPI AUDIO

NBC color committee to advise agencies, advertisers

NBC announced today (Nov. 1) a 16-man committee of network experts in color television, who in addition to maintaining NBC's color production and transmission standards, will make themselves available to advertisers, agencies and TV producers.



Mr. Trevarthen

William H. Trevarthen, NBC-TV vice president, operations and engineering, is chairman of the group which will be split into two units, one centered in New York and the other in Burbank, Calif., to provide serv-

ices on both coasts.

A joint announcement of details by Walter D. Scott, executive vice president of the NBC-TV network, and by Raymond W. Welpott, executive vice president of NBC Owned Stations, said the committee would be available to consult on the use of color TV in such areas as live production, films and slides, TV tape, camera technique, studio lighting and scenic elements. The units: In New York (sub chairmen) James L. Wilson, director, staff engineering, and Charles E. Corcoran, director, TV network operations; (films, slides, kinescopes) Edward Bertero, project engineer; Vernon J. Duke, senior project engineer, and Howard Eitelbach, manager, film operations; (video tape) Robert Daniels, manager, video tape operations; (camera tech-

niques and studio lighting) Albert Protzman, technical coordinator; (scenic elements) Clifford Stiegelbauer, manager of design, art and scenic services.

In Burbank (sub chairmen) Richard C. Welsch, director of West Coast production and business affairs, and John R. Kennedy, manager of technical operations, acting as alternate; (films and slides) Alex Quiroga and Edward Ancona, color coordinators, and Kenneth Erhardt, supervisor of TV film operations; (video tape) Frank Gaskins, manager of video tape, film and kine operations; (camera techniques and studio lighting) Clair E. McCoy, supervisor, studio technical operations; and (scenic elements) Milton Altman, manager, design and creative operations.

he can claim for the product."

The Supreme Court's decision in the Colgate case, he said, seemed to give strong support to this position.

Moving into specific cases Mr. Sweeny noted that the inherent characteristic of a particular product, which may make it particularly hard for that product to be demonstrated on television, do not give it any special rights over other products in the use of mock-ups. For instance, he said, the FTC has repeatedly been told that technical problems make it impossible to show a TV receiver with a picture on the screen in a television commercial.

Mr. Sweeny reminded agencies the Supreme Court held that "all methods of advertising do not equally favor every seller. If the inherent limitations of a method do not permit its use in a way a seller desires, the seller cannot by material misrepresentation compensate for those limitations."

On disclaimers Mr. Sweeny said that, if one is required because of a mock-up or for some other reason, "there should be nothing in the advertisement to contradict or water down the truthful disclosure." A disclosure which might be adequate for adults, he suggested, might not be meaningful to children. He thought it would not be enough to use the label "a dramatization" or "simulation" in such cases.

Mr. Sweeny said the FTC staff feels reasonably sure that it understands its principles covering TV commercial production and that if agencies or advertisers request advisory opinions the FTC will give them.

In's-and-out's of color TV ads

B&B's Webber lists guidelines for better tint commercials

Guidelines for production of better color television commercials were offered by Gordon Webber, vice president of Benton & Bowles and chairman of the American Association of Advertising Agencies' subcommittee on commercial production, at the AAAA eastern annual conference in New York last week (see page 34).

They are based, he said, on the experiences of a number of agencies. Although he regarded them as "only a beginning in this process of learning" about color, he thought they "may be helpful to anyone in copy, art, production, media or account work who has anything to do with the planning, creating, producing and scheduling of color commercials." Here are Mr. Webber's guidelines:

"1. One of the most important things to remember is that color film—in its exposure, its developing and printing—is far less flexible than black-and-white film.

"Say, for instance, we are shooting a girl's hair outdoors in natural sunlight, for a shampoo commercial. Hair

shot in the forenoon will not match hair shot in the afternoon. The morning footage will be near the blue end of the spectrum, the afternoon hair will verge toward the red end of the spectrum. And, unlike black-and-white film, you cannot depend on correcting these subtle shades of color in the printing.

"Unlike black-and-white film, in which an underexposed scene can be printed up in density, color should have an *original correct exposure*, or else you are in trouble. This means, in production terms, that certain critical subjects such as hair, skin tones and packages, when shot on location, should be shot at approximately the same time of day . . .

"2. It takes longer to produce an acceptable color print of a commercial—from two to three weeks longer—on the average. And, right now, until new lab facilities are completed, sometimes longer than that. So a word of advice to clients and account people—and everyone who makes up production schedules or sets air dates: *You must allow for an extra margin of time with color.*

"3. Don't get carried away with the use of color. There should be a reason for color—a creative or advertising reason, preferably. An esthetic reason, certainly.

"Avoid strong, vivid, oversaturated colors. The use of pastel or muted colors will generally give you more control in printing and better reproduction on the television system. The use of white, and only one or two colors, can sometimes be more effective

*"Nothing
is too high for
a man to reach,
but he must climb
with care
and confidence."*

Hans Christian Andersen

Here is sound advice from a man best remembered for fairy tales. The Griffin-Leake management urges CARE in every operating phase at its stations, as a valid basis for deserving confidence.

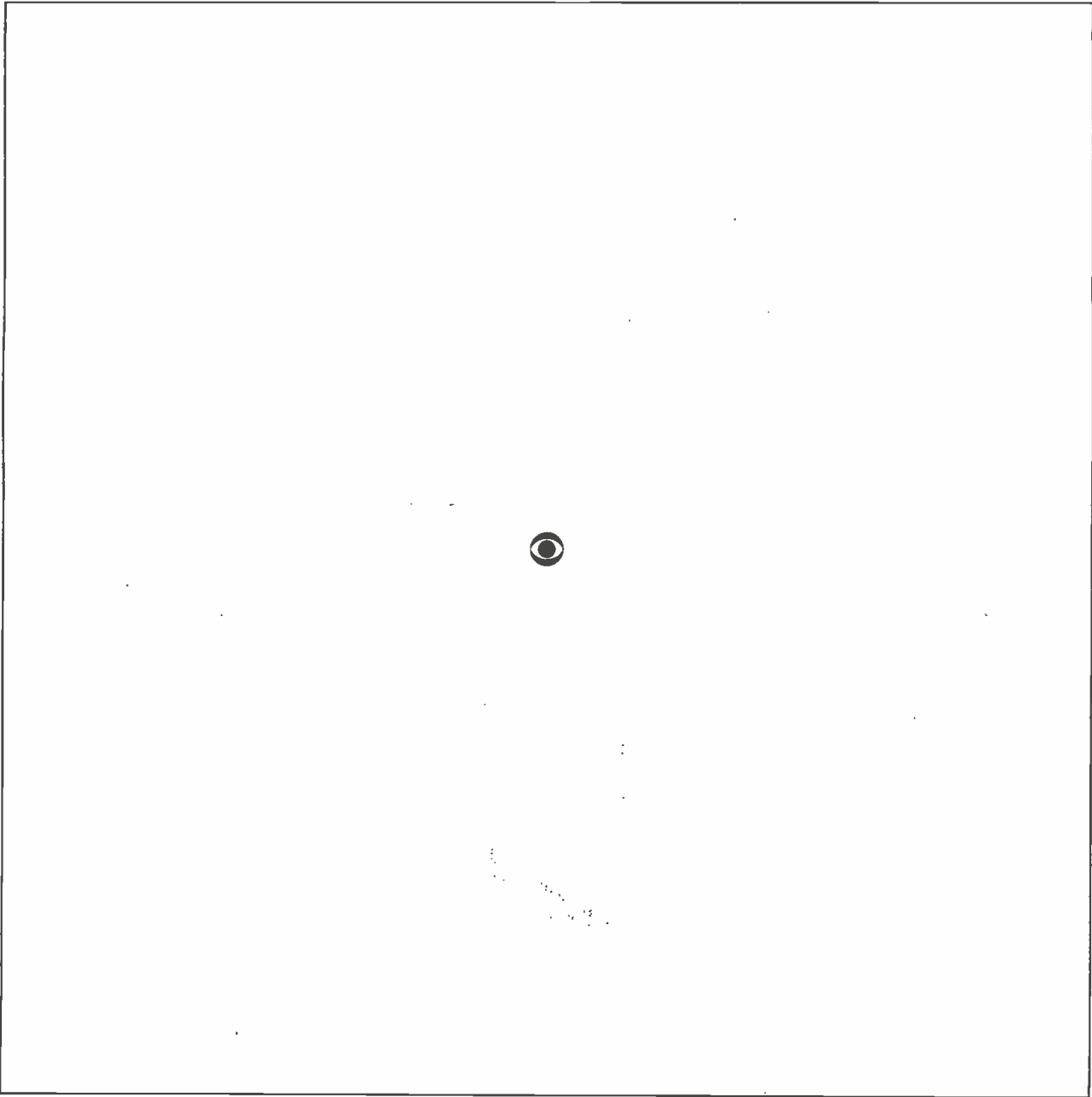
GRIFFIN-LEAKE
TV, INC.

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



The Bettmann Archive

Look at this for one minute.



If you do, you will not be alone. In the average evening minute the CBS Television Network is the focal point of 10 million American families.

Everyone in advertising knows network television is big. Everyone knows it has impact—with sight, sound, motion, and now color, too. Everyone knows that national advertisers rely on it more than any other medium. What more is there to say? Only this:

The latest nationwide Nielsen report shows that CBS wins the biggest audience during more half hours than the other two networks combined. It attracts the biggest average audience on more nights of the week than the other two networks combined. It presents more of the Top Five, Ten, Twenty, and Thirty nighttime programs than the other two networks combined.

In short, if you want your product to make a lasting impression, look at network television. Above all, look at **The CBS Television Network.**

than a riot of colors.

"Restraint, simplicity and taste are still the governing virtues in making television commercials—in color and black-and-white.

"4. Full, well lighted scenes are generally better than sharply contrasting highlight and shadow lighting because the narrower light-to-dark spectrum reproduces better over the system.

"5. Quantity printing from 16mm reduction prints, and especially 16mm contact prints from 35mm originals, increases print density and contrast. That is, scenes will be darker and colors deeper in quantity 16mm air prints. This is another reason to avoid dark, heavily saturated colors and to style your commercials so as to obtain softer, lighter color tones.

"6. Don't forget that for some years hence the majority of the audience will be seeing your commercials in black-and-white. This means you must use color balance that will produce a good monochrome print as well as a good color print.

"To make sure you have done this, it's a good idea to check your finished film on system . . . To really check it out, you should go through these steps: a) transmit your color print on black-and-white system to black-and-white set; b) transmit color print on color system to black-and-white and color set. It is also a good idea to check your 16mm reduction print on both color and black-and-white systems. . .

"7. When shooting a color commercial—in studio or on location—strive for a consistency of background and lighting. Sharp differences in color values in backgrounds can give a jarring, fragmented look to the commercial when it is edited—and this can't be easily balanced in the printing, as it can in black-and-white.

"8. Color correction of packages. Before you go into full production of color commercials, it's wise to do some experimental color shooting of your clients' packages.

"Earlier this year, when the color stampede was merely a ball of dust on the horizon, we conducted a color exploratory for the full line of Post cereals, before we had produced a commercial. As a result of that shooting, we color corrected the details of several of the packages for two reasons: so they would photograph better in color, and more important, so that the grey values would register better on the black-and-white systems.

"9. Finally, a word about screen testing. You can screen test in color quite simply and fast, by using 16mm Kodachrome 2 reversal stock. The colors are quite true and you can usually have a reversal print back in 24 hours."



Sponsor for first night

When Field Enterprises Inc.'s new UHF channel 32, station WFLD(TV) Chicago, takes the air next Jan. 4, the entire first evening's programing will be sponsored by a major advertising agency, Young & Rubicam. Bowman Kreer (I), senior vice president of Y&R and manager of its Chicago office, signs for the event with Sterling C. (Red) Quinlan, president of Field Communications Corp. and WFLD general manager. "We plan to use this opportunity to show our pride in our own profession and the major role advertising plays in the economy of our great city and our country," Mr. Kreer explained.

Radio commercials workshop set for D.C.

The Advertising Club of Metropolitan Washington will sponsor a radio commercial workshop Nov. 15 at the Shoreham hotel.

The workshop, designed to illustrate modern radio techniques, is said to be the first major one held outside of New York.

Main speaker of the evening will be Richard Mercer, vice president, creative supervisor, BBDO, on "Radio the Theater of the Mind."

Also on the program will be Robert Oksner, C. J. LaRoche Co.; Jerry Fortas, Needham Harper & Steers; Roy Eaton, Benton & Bowles; Eric Siday, independent producer; Nelson Funk, Rodel Studios; Ben Strouse, wwdc Washington.

NAB's Bell asks increased code fees

Increased financial support for the expanded activity of the National Association of Broadcasters radio and television codes was urged last week by Howard H. Bell, code director, who called the need "overdue."

Mr. Bell told the Missouri Broadcasters Association meeting in Jefferson City Friday (Oct. 29) that since taking over his post two years ago he has felt "the industry should pay more for its self-regulatory activity." He said a report and recommendations to increase fees will be submitted to the NAB joint board at its January meeting and that "any proposal would be an equitable fee system that would not put a burden on any type of station." However, any increase would not be effective before April 1, 1966.

He said the "growing respect, influence and support" advertisers and agencies are placing in the code "has come about not because of what we merely say . . . but because of what the codes themselves have done."

Mr. Bell noted that the code operation has been considerably altered over the past few years as the need for a "more vigorous and active program of code administration and activities" has turned up. He said there have been improved monitoring and enforcement procedures, broader activity in commercial review and clearance in both radio and TV and an informational program that has provided a steady flow of materials to code stations.

Clyne-Maxon gets Lanvin, Nate accounts

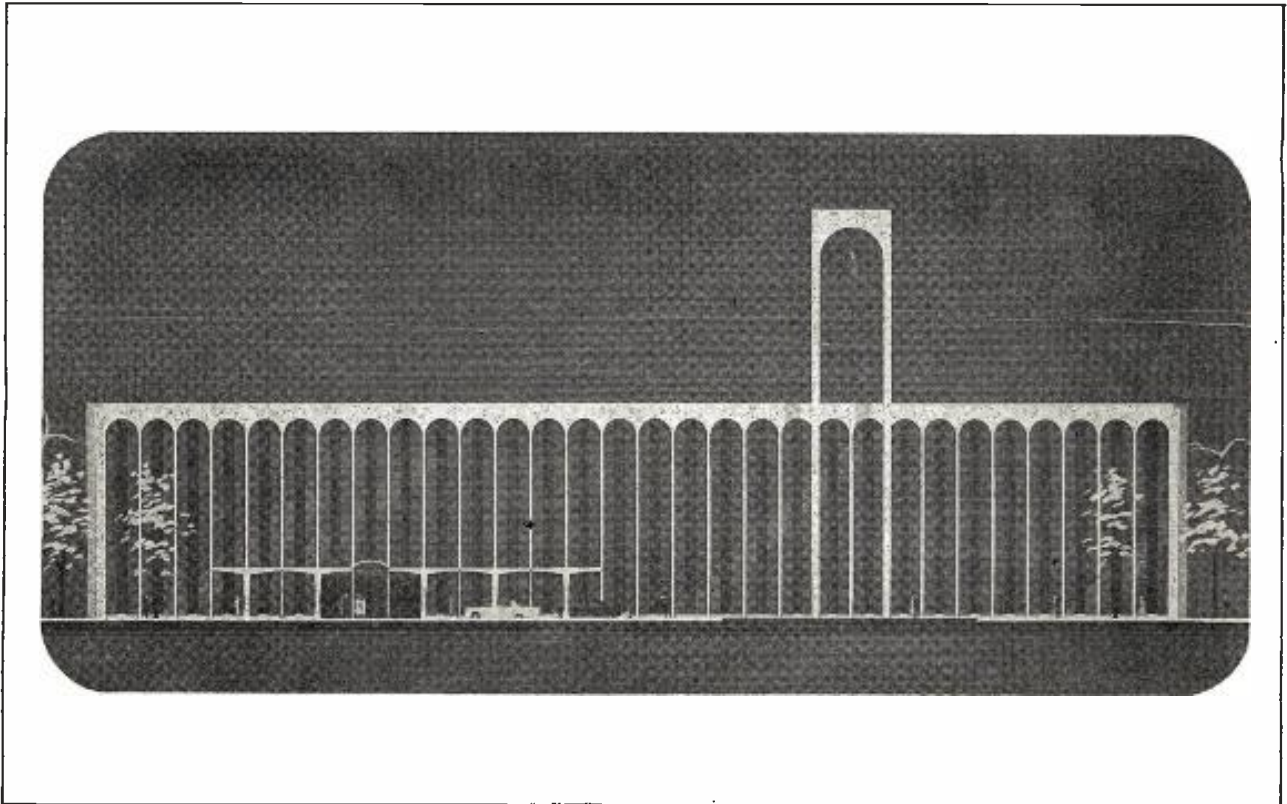
Lanvin-Charles of the Ritz Inc., New York, has appointed Clyne-Maxon Inc., New York, to handle advertising for its Lanvin and Jean Nate cosmetics lines, effective immediately. The accounts were previously handled, respectively, by Foote, Cone & Belding and by Zlowe Corp., both New York. Billings for both lines are estimated at \$3 million, with approximately \$1.5 million in spot TV.

Lucor Corp., a division of Lanvin-Charles, has named Rockmore, Garfield & Schaub Inc., New York to replace J. R. Flanagan Inc., New York, as agency for its Bain de Soleil sun lotion. Billings were not disclosed.

Business briefly . . .

Dunn & McCarthy, Auburn, N. Y., heretofore user of print media almost exclusively, has purchased schedule of announcements on CBS Radio's *Arthur*

What million-plus market (experiencing one of the nation's largest building booms) just completed



America's first major railroad station in 10 years?

MILWAUKEE. A vast metropolitan market consisting of almost a-million-and-a-half affluent people.

Big and growing bigger. Prosperous.

Eighteenth in the nation in population. Eighteenth in net effective buying income. Sixteenth in eating and drinking place sales. Seventeenth in food sales. Eighteenth in general merchandise sales.

Nineteenth in retail sales. Nineteenth in furniture and appliance sales.*

Are you overlooking this rich metropolitan area? Chances are your competitors *aren't*.

The quickest, most effective way to cultivate your share of this fertile million-plus market is to tell your story on WTMJ-TV. Still number one in Milwaukee for adult viewers and advertisers.

*Sales Management, June 10, 1965.

MILWAUKEE RESPONDS TO WTMJ-TV

CHANNEL 4

THE MILWAUKEE JOURNAL STATION

NBC in Milwaukee

Godfrey Time for 26 weeks, starting Feb. 28, 1966. Mr. Godfrey also has been selected as exclusive radio spokesman for company's new line of Enna Jetticks shoes. Agency: Altman, Stoller, Chalk Advertising, New York.

Campbell Soup Co., Camden, N. J., through BBDO, New York, in a special holiday campaign promoting the uses of Campbell's Tomato Soup, will use participations on 13 prime time and daytime programs on all three networks, along with spot TV and spot radio in major markets from mid-November to New Year's day.

Firestone Tire and Rubber Co., Akron, Ohio, will sponsor *Big Three Golf*, series of special matches featuring Jack Nicklaus, Arnold Palmer and Gary Player, in color on NBC-TV on Sundays, Feb. 20, March 6, March 20 and April 3 (4-5 p.m. EST each day). Firestone was reported to have placed advertising direct.

Quaker City Chocolate & Confectionery Co., Philadelphia, through Helitzer, Waring & Wayne, New York, will begin next Monday (Nov. 8) six-month spot TV campaign in 12 major markets for its Good and Plenty candy.

Papermate Co., through Foote, Cone & Belding, Chicago, in a major drive for gift pens at Christmas, plans heavy spot TV push starting mid-November on stations in 70 markets plus network buys. Spot is nearly double last year's effort.

Bernard S. Pinus Co., Philadelphia, for its Yankee Maid meat products, has appointed Wermen and Schorr, Philadelphia, to handle the largest ad campaign in company's history that will include commercials on WCAU-AM-TV, KYW-AM-TV, WIP and WIBG, all Philadelphia.

The make-believe world's realistic faith in TV

Ten leading advertisers in the toy and game industry last year invested \$30,097,600 in TV, 52% more than in 1963. Announcing a breakdown of the 1964 total, Television Bureau of Advertising said \$19,350,000 was spent in spot and \$10,747,000 went for network.

TVB listed four major changes prompted by TV which have affected the toy and game business during the last 15 years:

Toy sales have been boosted to a year-round business. Before TV, sales and advertising centered mostly in November and December.

Brand names are now easily recognizable. Previously, consumers were unaware of specific names.

In print campaigns the selling

messages were addressed to parents. Now TV allows children as well as parents to take note.

Within 15 years the business has more than doubled its sales and is now regarded as mass-marketing instead of being oriented to seasonal sales.

Toys' top three TV advertisers in 1964 were Mattel, Deluxe Reading and Marx. Mattel was first with a TV budget totaling \$7,484,640, of which \$5,172,800 was in network. TVB said Deluxe Reading placed its entire 1964 consumer budget of \$4,921,280 into TV. For 1965, its budget is projected at close to \$8 million. Marx spent \$3,178,630 last year.

The A. C. Gilbert Co., whose total TV budget in 1964 of \$120,000

was in spot, will be on network—participations in the *Beatles* cartoon show on ABC-TV on Saturdays—and at the same time adding spot schedules in 30 major markets. (One of its \$35 toys, the James Bond 007 Auto Racer set, will be sponsored by Sears, Roebuck on 22 announcements on ABC-TV beginning Nov. 11.)

Two companies not included on the list were also indicated to be active in TV. The Macon Toy Co., which began marketing this year, has sponsored its Sticky Fingers ball game in 20 markets for three months. The other firm, Silly Putty, which emphasizes spot TV campaigns, this fall is planning network TV sponsorship.

The top 10 television toy advertisers*				
Company	Network	Spot	Total	% Change
Mattel				
1964	\$5,172,800	\$2,311,840	\$7,484,640	+40
1963	4,447,400	898,290	5,345,690	
Deluxe Reading				
1964	2,634,100	2,287,180	4,921,280	+123
1963	1,315,700	894,400	2,210,100	
Marx				
1964	1,386,800	1,791,830	3,178,630	+25
1963	1,177,000	1,364,470	2,541,470	
Ideal				
1964	—	2,531,450	2,531,450	+28
1963	882,800	1,091,040	1,973,840	
Remco				
1964	—	1,705,060	1,705,060	+72
1963	120,500	871,600	992,100	
Kenner				
1964	478,000	939,270	1,417,300	+50
1963	375,200	571,390	946,590	
Milton Bradley				
1964	580,900	527,700	1,108,600	+142
1963	150,200	308,190	458,380	
American Character				
1964	209,400	429,620	639,020	+114
1963	158,400	140,580	298,980	
Hasbro				
1964	85,000	163,900	248,900	+32
1963	32,500	155,720	188,220	

Company	Network	Spot	Total	% Change
A. C. Gilbert				
1964	—	120,000	120,000	-75
1963	263,600	220,430	484,030	

*Source: Network TV (TVB/LNA-BAR) net time and program costs. Spot TV (TVB/Rorabaugh) gross time costs.

Toys and games—Total television investments by year* (1959-1964)

	Network TV	Spot TV	Total	% Change
1959	\$ 678,873	\$ 2,819,000	\$ 3,497,873	
1960	1,676,764	4,530,000	6,206,764	+ 77
1961	4,529,559	10,805,000	15,334,559	+147
1962	9,342,052	12,317,000	21,659,052	+ 41
1963	9,465,400	10,355,000	30,097,600	- 8
1964	10,747,600	19,350,000	30,097,600	+ 52

1964 vs. 1959.....+760

Toys and games (Jan.-June 1963-4-5)

	Network TV	Spot TV	Total
1963	\$2,671,700	\$2,174,000	\$ 4,845,700
1964	2,433,200	4,337,000	6,770,200
1965	4,131,600	6,816,000	10,947,600

*Sources: Network (TVB/LNA-BAR) gross time costs for 1959-62; Spot (TVB/Rorabaugh) gross time costs only.

but listeners are not?

Mental presence is one of the least explored subjects in media research. Yet it's one of the most fundamental for advertisers.

So we addressed ourselves to it. 17,214 phone calls and 2,416 lengthy personal interviews later, we have a massive new *quantitative* study of audience attention and other qualitative differences in radio listening.

You should see it.

You'll find that attention, commercial believability, editorial character and related factors differ widely and consistently—*depending on station type*.

Full attention by listeners can vary by more than 100 per cent.*

Even the credibility of commercials differs greatly from station to station.

This new CBS Radio study is titled MIKE AND MIKE 1965. It is an in-depth analysis of radio in 7 major cities. But the findings apply broadly in almost any market.

It is must reading for everyone involved in time-buying decisions.

Ask us for a copy, today.

*Based on Motivation Analysis, Inc. estimates, subject to qualifications which the CBS Owned radio stations will supply on request.

THE CBS OWNED RADIO STATIONS

WCBS New York, WBBM Chicago, WCAU Philadelphia,
WEEI Boston, KMOX St. Louis, KNX Los Angeles, KCBS San Francisco.
Represented by CBS Radio Spot Sales.

Radio best medium to sell message center

Gresh & Kramer Inc., Philadelphia, last April discovered that newspapers didn't sell its client's product. The agency then geared its campaign exclusively to radio, and has since realized that medium's potential for "mass advertising," according to B. K. Kramer, president.

G&K now places one-minute radio spots in 12 markets across the United States for the RSVP Secretary, a 24-hour electronic message center hooked to private or business telephones. The device, retailing at \$595, is manufactured by RSVP Manufacturing Inc., Culver City, Calif., a subsidiary of Teledyne Inc.

The agency's campaign budgets, which are gauged by percentage of sales, range from \$2,500-3,000 in New York to close to \$4,000 in the Los Angeles market.

Mr. Kramer last week indicated plans for additional radio spots in Florida, North and South Carolina, Georgia, Pennsylvania, New Jersey and through New England. By next spring, he said, television would enter into the campaign.

Klynn cites need for initial ad impact

The first six seconds of a 60-second TV commercial are the most important part, because if they don't grab the attention of the viewer the rest of the commercial won't have a chance of doing its job of selling. That point was made by Herbert Klynn, president of Format Productions, producer of live and animated filmed commercials and program material for both TV and theatrical motion pictures, speaking at a dinner meeting of the Western States Advertising Agencies Association, last Monday (Oct. 25) in Hollywood.

Mr. Klynn called the present day television commercial a classic example of the need for simplicity in communication. "Here," he said, "the agency and the producer are faced with the common problem of creating an effective sales tool that, if designed properly, will have the impact and attention-getting value to interest the consumer and in turn achieve economic success for the client through extensive sales.

"It is common knowledge that if this is to be accomplished in a 60-second commercial it must be done within the first six seconds of the presentation. It is therefore vitally important that the clearest and simplest statement be made within its limited time."

The prime function of the creative



Ovaltine spokesman

Here is "Alpine Al," star of a new series of 20-second color TV commercials that is being placed in major spot markets across the country for Ovaltine through Foote, Cone & Belding, Chicago. Yodeling instant energy advantages of Ovaltine in exaggerated humor situations, the dog is the creation of FC&B's John Rand, vice president-copy supervisor. A cuddly toy version will also be offered young viewers as merchandising tie-in.

process is to communicate, whether for entertainment or commercial purposes, Mr. Klynn said. As his organization experimented with new visual techniques needed to solve specific problems, he reported, it found a growing need for what he called a "visual common denominator." "We found the answer to this need by the introduction and the extensive use of symbolism," he stated.

"Fortunately," he noted, "we were not the first to develop this awareness of symbolism. The masters in contemporary art had already been experimenting with the abstraction of their subjects. . . . Symbolism allows us to get to the heart of the statement to be made."

Sindlinger outlines new measurements

A presentation to agency executives on media measurement services provided by Sindlinger & Co., Norwood, Pa., was made in New York last week. Emphasized was the Sindlinger concept

of "Media Mix" and an explanation and demonstration of the firm's "WATS" method of instantaneous interviewing.

In the WATS system, which features interviewing on long-distance phone lines from five central locations, interviews can be monitored at any time from any telephone thus providing an immediate control of the data collecting process. The system was used in a special nationwide Sindlinger survey in late July conducted for the *New York Times* on the after effect of a President Johnson news conference broadcast on the Vietnam situation (BROADCASTING, Aug. 2).

TV's evolution traced by B&B's Kanner

The growth of television as an advertising, entertainment and news medium was traced by Bern Kanner, vice president in charge of media for Benton & Bowles, in a talk Friday (Oct. 29) before the American Management Association.

Mr. Kanner told the AMA's "Design for Better Business" conference in New York that as an advertising force, TV has enabled companies investing in the medium to "taste success" with speed, with corporate-wide implications and with benefit to a wide variety of products and services.

"Television's unique ability to sell effectively to an audience of many millions of peoples, constantly, day after day, has significantly and drastically shortened the time between the conception of a new product or service and initial sales results," Mr. Kanner asserted.

He cited the striking sales advances made by S. C. Johnson and Son (Pledge furniture polish), Ralston-Purina (Purina Dog Chow) and Ford Motor Co. (the Mustang) almost immediately following the use of TV by these companies. He noted, too, that while TV accelerates acceptance of a product, it also can hasten failure, and explained:

"The same communication tools that helped to make Mustang an instant success quickly pointed out that the Edsel was a failure."

Turning to the programing aspects of TV, he pointed out that the very qualities that typify the medium's success in advertising have proved troublesome in the entertainment areas. He referred to "the speed of acceptance or rejection of new programs" by TV viewers.

TV's concern for large audiences has not impeded its development as a "formidable news medium," he observed. Mr. Kanner said TV "is an integral part of the making of the news."



Introducing the Ampex AG-350 with solid state electronics.

This new recorder guarantees even greater reliability than its predecessor—the famous 350 Series. Here's reliability you can count on for continuous programming over long periods. Reliability you need for a major broadcast or recording assignment that may represent thousands of dollars in talent and studio set up. Reliability you must have for the "one chance" recording of a hot news event.

The AG-350 offers the ideal combination of all-new, 100% solid state electronics (evolved from years of Ampex transistor research for reliable Aerospace recorders) and the famous 350 Series Transport.

New features for greater operating convenience: overhead electronics in an all-new, functional console design; automatic equalization switching with change of speed; wide head gate opening for ease in editing, threading, cleaning heads; new, simplified control panel and switches; new ferrite erase heads for better erasure.

The Ampex AG-350 is available in console, portable, or unmounted versions; mono or stereo; record/reproduce or reproduce only; single or two channel; 3¾-7½, or 7½-15 ips speed.

Mail the coupon for your free copy of our new illustrated brochure #1706 which contains a complete description and specifications of the new AG-350 Series. And if you'd like descriptive literature on Ampex spot programming recorders, portable recorders, mastering recorders, high-speed duplicators, mixers, tape and accessories, just check the box on our coupon.

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Please send me information on:

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COMPANY _____

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Write today to:
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 Redwood City, California

AMPEX

ABC earnings break all time record

37% gain in first 9 months, 3d quarter up 29%

ABC Inc. last week told stockholders it enjoyed the most profitable nine months in its history. Earnings from operations were up 37%.

During the third quarter alone operating earnings gained by 29% over the comparable 1964 period. Both theater and broadcasting divisions were said to have experienced profit im-

provement during the nine-month accounting period.

ABC does not report gross revenues until its year-end statement.

Leonard Goldenson, ABC Inc. president, said early-season TV network audience measurements indicate "good" public acceptance of ABC programs and that on the basis of these measure-

ments the network "is expected to maintain a strong competitive position." He noted advertising expenditures in television are at an all time high and said indications are that they will continue to grow with color television serving as a stimulant.

Nine months ended Sept. 30:

	1965	1964
Earned per share (net)	\$2.44	\$1.77
Operating earnings (pre tax)	20,565,000	16,022,000
Federal income tax	9,550,000	8,000,000
Net earnings	11,290,000	8,093,000

P-K-L class B stock converted to class A

Rearrangement of stockholdings in Papert; Koenig, Lois Inc., New York advertising agency, through conversions from class B to class A stock were reported last week by the American Stock Exchange. Papert, Koenig, Lois is a publicly held agency.

New holdings: Julian Koenig, president, new total, 108,523 class A shares; George Lois, vice president, 122,149; Robert David, vice president, 15,299; Norman Grulich, executive vice president, 55,746 (plus indirect holdings of 360); Roger Weil, assistant secretary, 12,705; Frederick Papert, chairman, 116,128 (plus 10,000 as trustee).

Meredith Publishing earnings up 34%

Meredith Publishing Co., in figures released for the quarter ended Sept. 30, revealed an increase of 34% in earnings per share compared with the same quarter of 1964 and an increase of 37% in net earnings compared with 1964.

Three months ended Sept. 30:

	1965	1964
Net earnings per share of common stock	\$1.84	\$1.37
Revenues	26,040,137	22,959,502
Costs and expenses	23,546,929	21,131,601
Net earnings	2,493,208	1,827,901

Chris Craft up 35% in nine-month report

Consolidated net earnings of Chris-Craft Industries Inc. (owner of three TV stations) for the nine months ended Sept. 30 showed an increase of 35% over the first nine months of 1964, with sales up 9%.

John G. Bannister, Chris-Craft's president, announced that the company's television, boat and automotive divisions all reported increased sales



You're only **HALF-COVERED** in Nebraska...

if you don't use **KOLN-TV/KGIN-TV!**

Don't let the BIG one get away

When you set out to catch the Nebraska TV audience, better make sure your schedule includes Lincoln-Land, 78th largest market in the U.S.*, based on the average number of homes per quarter hour delivered by all stations in the market.

Lincoln-Land is a big fish in a mighty important pond. The map below proves it. Here's where you'll find more than half of Nebraska's buying power. And here's where people watch KOLN-TV/KGIN-TV.

If you want more facts, drop Avery-Knodel a line. KOLN-TV/KGIN-TV is the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.



*ARB Ranking. Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

AVERAGE HOMES DELIVERED —
10:00 - 10:15 News Time
(March, 1965 Nielsen)

LINCOLN-LAND* "A"	
KOLN-TV/KGIN-TV	81,800
OMAHA "A"	62,100
OMAHA "B"	50,400
OMAHA "C"	47,000
LINCOLN-LAND "B"	17,800
LINCOLN-LAND "C"	12,600

*Lincoln-Hastings-Kearney

The Folger Nations

TELEVISION
 WABD LINCOLN
 WNEP GRAND RAPIDS
 WFTM GRAND RAPIDS
 WYTH FM CASILLAC
 WGLS-TV GRAND RAPIDS
 WYTV CASILLAC-TRAVERSIE CITY
 WYWP-TV SABLE STE. MARIE
 KOLN-TV LINCOLN, NEBRASKA
 KGIN-TV GRAND ISLAND, NEB.

KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS 1000 FT. TOWER CHANNEL 11 • 316,000 WATTS 1049 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

SEC's report of transactions

The Securities & Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its Official Summary for September 1965 (all common stock unless otherwise indicated):

Allied Artists Pictures Inc.—Emanuel L. Wolf acquired 100 shares 5½% convertible preferred, giving total of 100 shares.

ABC—Robert L. Huffines Jr. acquired 800 shares, giving total of 1,888.

AVCO Corp.—Richard W. Yantis sold 5,000 shares leaving total of 6,400 plus 50,175 beneficially held for Mardic Ltd.

CBS—Michael Burke exercised option to acquire 2,534 shares giving total of 6,417; Richard S. Salant exercised option to acquire 6,733 shares giving total of 13,169.

Cowles Communications Inc.—Palmer K. Leberman sold 600 shares leaving him 138,885 plus 12,500 held beneficially in trust; John L. Weinberg holding 500 shares personally, acquired 2,623 shares and sold 2,190 leaving 783 on beneficially held trading account of Goldman Sachs

& Co.

National General Corp.—Lloyd Drexler, holding 11,856 shares personally, sold 2,600 shares beneficially held for Northern Illinois Steel leaving 13,000 in account; Nathan Kates bought 800 shares giving total of 3,424; Eugene V. Klein bought 2,200 shares giving total of 261,187 plus 15,818 beneficially held in partnership and 3,120 beneficially held in foundation; Seymour F. Simon bought 100 shares giving total of 1,104 plus 104 beneficially held for wife and 2,521 beneficially held for L & S Associated.

National Telefilm Associates Inc.—Louis C. Blau acquired 10,000 shares giving him total of 38,200.

Screen Gems Inc.—Donald S. Stralem acquired 100 shares giving total of 1,197 plus 12,087 beneficially held in trusts.

Storer Broadcasting Co.—Following exercised stock option to acquire additional shares: Lionel F. Baxter, 3,000 giving total of 3,000; Wendell B. Campbell, 300 giving total of 1,765; Abiah A. Church, 500 giving total of 1,350 plus 88 beneficially held for holding company; John J. Kelly, 1,500 giving total of 2,000; Stanton P. Kettler, 4,000 giving total of 14,867 plus 200 held beneficially for wife as trustee; Ewald Kockritz, 1,000 giving total of 1,250; John E. McCoy, 1,000 giving total of 11,300 plus 1,550 beneficially held in trust; Francis W. Sullivan, 300 giving total of 700 plus 2,300 beneficially held for companies.

and profits, while losses from oil operations had been minimized and were expected to be eliminated by the year's end.

Results for 1965 include sales and earnings of WTCN-TV Minneapolis-St. Paul, acquired Oct. 1, 1964.

Nine months ended Sept. 30:

	1965	1964
Earnings per share	\$1.51	\$1.12
Sales	55,838,419	51,214,127
Income tax provision	2,010,000	1,510,000
Net earnings	2,257,612	1,676,593

Standard Kollsman has profit for 9 months

Standard Kollsman Industries Inc., (TV tuner manufacturer) reported that the company manufactures 80% of color television tuners used by set makers who do not use their own tuners. John B. Huarisa, president, said in a report to stockholders for the nine months of this year that 3.5 million tuners have been sold in the domestic and world market.

Mr. Huarisa said a new UHF tuner (the American model) has been engineered and priced to compete with foreign-made tuners, particularly those produced in Japan, Formosa and Hong Kong.

Nine months ended Sept. 30:

	1965	1964
Earnings (or loss) per share	\$1.05	(\$0.58)
Net sales	66,755,863	58,363,856
Net income (or loss) before tax	3,922,802	(2,058,044)
Net income (or loss) for the period	2,376,909	(1,313,010)

BROADCASTING, November 1, 1965

Chicago radio stations show steady growth

Radio revenues for Chicago area stations continue to improve this year and it is expected that WGN there will once again top the list with a 1965 gross of more than \$6.2 million, according to a study of the market last week by James Smith, advertising writer of the *Chicago Tribune*.

He predicted Chicago radio revenues will hit \$26.5 million in 1965, up slightly from the more than \$25.3 million reported for 1964 by the FCC a fortnight ago (BROADCASTING, Oct. 25). He noted several stations are involved in format changes and these moves always appear to depress earnings for a short period until the new ratings picture is settled.

Mr. Smith estimated that WIND Chicago's gross this year will exceed \$5.2 million, up from about \$4.9 million last year. He said WLS will rank third with revenues falling between \$3.5 million and \$3.75 million, up from less than \$3 million last year. WBBM should continue at about \$3 million, he reported, while WCFL will continue at about \$2 million.

He predicted WMAQ's 1965 income will total \$2.3 million, "down somewhat from 1964" and noting trade reports that "a major change in the station's format is being considered." WJJD, which went country and western earlier this year, will gross \$1.5 million this year, he said.

**NBC FILMS
MAKES THINGS
HAPPEN WITH**

VAN HEFLIN IN THE WASTREL

*A searing tale of the
Caribbean directed by
Michael Cacoyannis*



**GET MORE ACTION WITH
NBC FILMS CINEMAGREAT**

POST 1960 FIRST-RUN FEATURES

AM birth control: FCC's pill fails

Despite tough rule to slow medium's growth,
there are 342 new AM applications stacked up

The continuing boom in AM radio, which was reflected in the financial figures released by the FCC two weeks ago, is continuing to lure would-be broadcasters into the AM field at a rate to leave the commission breathless, and catch it unprepared.

The commission's tough new AM allocation rules, based on a go-no-go policy that excludes applications providing for stations that would cause or receive any interference, were designed to slow down the growth of AM. Cri-

tics of the policy, in fact, called it "birth control." (BROADCASTING, July 6, 1964).

But broadcasters eager to get a slice of the \$732 million melon shared by AM operators last year (BROADCASTING, Oct. 25) have surprised the commission with the ingenuity they have shown in designing applications that could meet the new standards.

According to the latest FCC figures 342 applications for new AM stations alone were pending before the com-

mission as of Sept. 30. These include 67 applications in hearing as well as applications tendered but not yet accepted for filing.

Backlog Problem • This kind of bulk is having its effect on the commission's backlog problem. The latest report to Congress on this subject shows 286 applications for new AM stations or for major changes in existing facilities as of Aug. 31. Another nine were in hearing. Of the 286, the report indicates 144 were filed after Aug. 13, 1964, the effective date of the new rules. In a backlog report reflecting conditions shortly before that cut-off date, 235 applications for new stations or for major changes were listed.

Backlog reports include only those applications on file three months or more and exclude applications tendered but not yet officially "accepted for filing." Officials report that because of the growing volume of processing work coupled with a shortage of engineers needed to process the applications, four months pass before an application is examined for the first time. Currently,

Harris 'happy to have served the industry'

With the adjournment of the first session of the 89th Congress Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, took one more step toward assuming the robes of a federal judge. He has been nominated by the President and confirmed by the Senate and will take his place on the bench for the eastern and western districts of Arkansas sometime next spring (BROADCASTING, Aug. 2).

Chairman Harris, in a BROADCASTING interview, said that the broadcasting industry "has a firm legislative background and the achievements and the new developments of the industry are amazing. I was happy to have served the industry and to help cure some of its ills—it is a great industry and can and does perform a needed public service to a great number of people."

On specific legislative issues, Representative Harris said that the need to correct the community antenna television-broadcaster problem is great, and that he is very much disappointed that the 89th Congress did not solve the problem of CATV in

its first session.

On other points, he said:

▪ "The problems of CATV will remain unsolvable as long as the FCC persists in its attitude that it already has the authority to regulate the cable systems. The problem is now becoming one for the courts. Briefs have been filed regarding the FCC's actions on CATV with the U. S. Court of Appeals in St. Louis by Midwest Video Inc. and Black Hills Video and I understand the court has solicited views from the National Community Television Association, the National Association of Broadcasters and other interested parties. There was a time when the problem might have been solved by legislation, but that is rapidly passing away" (BROADCASTING, Oct. 25).

▪ "There have been proposals to repeal Section 315 of the Communications Act before and they have failed. I would suppose that any such measure introduced in the second session would receive little chance of passage."

▪ "This Congress has not been

very effective in broadcast legislation. The last Congress (88th, 1963-64) had quite a field of legislation and a program designed to help the communications industry. New questions always arise, for example, the FCC's jurisdiction over CATV. And I think the Commerce Committee pointed up problems as a result of the commission's actions on programming and on multiple ownership in the top 50 markets. And I feel that both will ultimately be resolved to the satisfaction of the industry. Frankly, I feel that there was very little need for new legislation except for the CATV matter. There is a great need for legislation in this area and it's been neglected."

For the future, "the judge" said that he would not predict the actions to be taken by the Congress in the broadcast field. He said that he would turn over the chairman's gavel to ranking member, Harley O. Staggers (D-W. Va.), as soon as he found out when he would make the shift to the gavel of the bench, probably in late March or early April (CLOSED CIRCUIT, Oct. 4).

some 110 are said to be awaiting a preliminary look. (The commission is considering revising the format of its backlog report to include all applications pending for three months or more, regardless of whether they have been accepted for filing.)

Another indication of the degree to which the broadcasters' continuing—if not increased—interest in the AM field has proved a surprise is in the estimate the commission made in support of its budget request for the current (or 1966) fiscal year. The estimate, made in September 1964, was that 221 AM applications would be received in the fiscal year ending June 30, 1965. The actual figure was 428.

Other Categories ■ Besides the applications for new AM's or for major changes, the latest backlog report lists a total of 72 applications involving minor changes in AM operations and for licenses to cover construction permits. The report also lists 183 applications for new FM stations or for changes in such stations.

In other matters, the backlog report shows:

■ 179 renewal applications of AM, FM and TV stations in deferred status. The report states that the deferrals of 89 stem from factors "external" to the commission—the stations are silent or bankrupt, for instance. The remaining 90 are contingent on the outcome of related hearings or on action taken on other applications, are under review, or have been delayed because of questions about the applicant's basic character qualifications. Some are also the object of petitions to deny.

■ 48 applications for assignment of license and transfer of control. Again, the reasons for delay are divided about evenly between external and internal factors.

■ 19 broadcasting hearing cases where the record has been closed for six months and where the hearing examiner has issued an initial decision.

■ 68 applications for new commercial television stations and 33 for new educational television outlets. Another 46 for changes in existing stations are also on file.

■ 99 applications for licenses to cover construction permits for television stations, 66 of them commercial outlets.

■ The report also lists 257 applications involving translator stations—221 for new VHF and UHF stations; 14 for changes in existing translator stations, and 32 for licenses to cover construction permits.

ETV: how bright is its past and future

Magnuson may start full-scale Hill probe;

Carnegie considering commission to undertake review

Two major inquiries into the status of educational television in the U. S. today, and its potential for tomorrow, appear to be getting underway. One may very well be a full-scale congressional hearing; the other may be a study by one of the oldest and most respected foundations in the country.

The congressional inquiry was virtually promised last week by Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. In a long, detailed critique of educational television published in the *Congressional Record* Oct. 27, Senator Magnuson found many things in ETV to applaud, but he also found some things that were still in question.

The senator, who was the sponsor in 1962 of a bill establishing federal grants to states on a matching basis for educational television, stated that it was his intention to have a "full examination" of ETV "in the very near future," with the Department of Health, Education and Welfare and the FCC being asked to submit views and recommendations.

Among the most significant elements of his review was reference to the need for a national ETV network.

Still in the planning stage is a study being considered by the staff of the Carnegie Corp., New York.

Although the study has not yet been approved by the foundation's board, an active pre-project scrutiny has been underway for some months. Under consideration, it has been learned, is the establishment of a blue-ribbon commission to undertake a probe that may run as long as 18 months. The cost would be underwritten by the corporation, with contributions from other foundations, notably the Ford Foundation which has been the major angel for ETV in the U. S.

Although details of just what the composition of the study commission might be are not certain at this time—and presumably won't be until after the Carnegie board acts—it is known

that some thinking runs toward a small group, which would include a top-ranking educator, a commercial broadcaster, an industrialist and others.

The Carnegie Corp., founded in 1911 with a bequest from steelmaker Andrew Carnegie, had assets of over \$300 million and spent over \$12 million in grants to colleges and universities, professional and educational organizations in 1964. Its purpose is "the advancement of knowledge and understanding" among the peoples of the United States and parts of the British Commonwealth. Its primary interests have been in education and public and international affairs. Acting president is Alan Pifer; chairman of the corporation's board is Morris Hadley, New York attorney of the firm of Milbank, Tweed, Hadley & McCloy.

Magnuson Report ■ In his discussion of ETV, which ran five columns of small type in the *Record*, Senator Magnuson made these points:

■ One of the key problems of American education today is the lack of efficiency in using various teaching techniques to overcome the current and apparently continuing teacher shortage. One means of increasing efficiency in education is through new and better means of distribution of educational material to the student; by far the "most potent" method would be television.

■ There are today about 100 ETV stations on the air, with about 30 more expected by the end of 1966. There are also about 800 closed-circuit TV systems used by schools and colleges, with the expectation of double that number in five years.

■ In the past seven years, the Department of Health, Education and Welfare has obligated more than \$8 million for experimentation in the use of TV in education (under the National Defense Education Act). More than 100 applications have been granted under the Educational Television Facilities Act. This law provides for

matching federal grants to states for the development of new stations and the expansions of existing ones. Since the first grants were made in 1963, over \$12 million has been expended. The Act expires in 1967.

■ Three fundamental needs in ETV persist: financing, station growth and expansion in networking, and better programming facilities. Referring to financing, Senator Magnuson said:

"This is not to propose federal support for all of educational television, but it is to suggest that we examine the areas in which the federal government can assist, as we have assisted in elementary, secondary and higher education, vocational rehabilitation and other specialized fields."

NAB group to restudy building proposals

The building committee of the National Association of Broadcasters will probably meet before the end of November to study architectural plans for a new building on the two plots the NAB owns in Washington.

At the last meeting in Atlanta, the committee decided to take a closer look at the type of building that would be placed on the present 7,000-square-foot site, and an adjoining 6,900-square-foot site. Still undetermined are the actual size of the building, square footage, number of floors, cost and design.

The architectural firm that has been doing the preliminary survey is now working on a variety of plans for the two-plot location. Based on a cost of \$20 to \$25 a square foot, the building could run from \$1.5 million to \$3 million, depending on size.

The committee's report will be presented to the NAB joint board at its January meeting in Palm Beach, Fla.

Madison TV takes tiff with Nielsen to FTC

WISC-TV Madison, Wis., filed a second request with the Federal Trade Commission last week asking for a cease and desist order—this time against A. C. Nielsen Co.

The petition was similar to the one filed by WISC-TV two weeks ago charging that American Research Bureau intends to combine the ratings of WKOW-TV Madison with those of its commonly owned WAOW-TV Wausau, Wis.

Both ARB and Nielsen, WISC-TV alleged, have a policy of combining the audience measurements of satellite



New rating seal

A new seal will appear on the reports of audience measurement services receiving accreditation from the Broadcast Rating Council.

So far four services have been given the approval of BRC. The first council accreditations went to C. E. Hooper and Pulse for their local radio services and to the American Research Bureau and A. C. Nielsen for their local and national television reports.

BRC said the seal [see cut] would be shown on these reports as soon as printing arrangements can be made by the services concerned.

Kenneth H. Baker, executive director of the council, explained that use of the seal must be confined to the particular series of reports which has received BRC approval.

stations with their parent stations if the satellite duplicates the parent station at least 80% of the time. WAOW-TV initiates its own programming on at least 50% of its schedule, WISC-TV said.

And furthermore, WISC-TV maintained, Wausau is more than 100 miles from Madison and should not be counted as part of the Madison market.

In its latest filing, WISC-TV called attention to a 1962 cease and desist order issued by the FTC against Pulse Inc. which prohibited Pulse from combining the audiences of two or more stations not serving the same areas with those of single stations in the same market.

Broadcast Bureau backs review board on KWK

The Broadcast Bureau last week told the FCC that it opposed applications for review from seven applicants for interim authority to operate on facilities to become vacant when KWK St. Louis goes off the air on Nov. 30.

The license of KWK was revoked in May 1963 for misconduct in connection with the broadcast of two treasure hunt contests in 1960.

All seven applications for interim authority were turned down by the FCC review board in September (BROADCASTING, Sept. 20). The review board said that there was no compelling need for the service which would override the prejudicial effect a grant to any of the applicants would have on the outcome of the contest for permanent authority. The principals of all seven are involved in application for permanent operation.

The Broadcast Bureau said the review board decision is soundly reasoned and reflects the careful application of present law and commission precedent.

ABC-TV affiliate board to meet in Mexico City

ABC-TV and the board of governors of the ABC-TV Affiliates Association will meet Nov. 8-11 in Mexico City at the El Presidente hotel. ABC-owned TV stations also will hold a meeting at the same hotel.

Herbert Cahan, WJZ-TV Baltimore, heads the board of governors. Other members are Martin Umansky, KAKE-TV Wichita, Kan.; Ben West, KOCO-TV Oklahoma City; Robert Doubleday, KATV(TV) Little Rock, Ark.; Burt Ladow, KTVK(TV) Phoenix; Robert Wiegand, WTVN-TV Columbus, Ohio; Leslie Norins, KEYT(TV) Santa Barbara, Calif.; Joseph Brechner, WFTV(TV) Orlando, Fla., and Joseph Hladky, KCRG-TV Cedar Rapids, Iowa.

A large group of ABC-TV executives will attend, headed by Leonard H. Goldenson, president of ABC Inc.; Thomas W. Moore, president of ABC-TV, and Simon B. Siegel, executive vice president of ABC Inc.

Blackburn recuperating

James W. Blackburn of Blackburn & Co., Washington station brokers, is recuperating from a mild heart attack on Oct. 23. He is now at Alexandria hospital, 709 Duke Street, Alexandria, Va., but expects to return home in little over a week.

With its modern engineering and manufacturing facilities, Kaiser-Cox now fills the long-felt need of CATV system owners for a strong, dependable source for equipment and technical assistance.



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Here Are 6 FACTS About Kaiser-Cox to Remember in Planning and Building Your Complete CATV System. 6 Good Reasons Why You Can Depend on Kaiser-Cox for the Finest in CATV System Design — Financing — Engineering — Construction — Equipment — Service.

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THE KAISER NAME . . . internationally known and internationally respected for *quality control* and *quantity production*. Two "pluses" that have long made Kaiser a formidable giant in the industrial world.

THE COX NAME . . . A leader in broadcasting . . . the broadcaster who has taken the lead in CATV. The company that knows both fields. The company that will market *the ultimate* in CATV equipment.

THE KAISER-COX NAME . . . The combination that will not settle for "second best." The combination that will bring a *new way of business* in the big, bold, booming CATV industry.

THE SOLID PEOPLE . . . An excess of 25,000 man-hours . . . brain-power tapped from the aerospace world of close tolerances and rigid specifications . . . researched and developed this equipment.

THE SOLID PRODUCT . . . Unmatched engineering. Unrelenting purchasing standards. Unyielding quality control. All add up to an unequalled line of superior solid state CATV equipment.

THE SOLID SERVICE . . . Site surveys. System layout. Financing. Turn-key construction. Sales/Service Wagons for parts and technical assistance. Sales offices and warehouses throughout the nation.

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Ownership rule waiver sought

WGN Inc. asks FCC to grant 3d VHF in big market without hearing

The FCC was formally faced last week with its first request for a waiver of its interim policy barring the expansion of multiple-station owners in the top-50 markets.

The request was filed by WGN Inc. in connection with its application to purchase KCTO-TV (ch.2) Denver from J. Elroy McCaw for \$3.5 million (BROADCASTING, Sept. 6).

The interim policy, which is to remain in effect pending the conclusion of a rulemaking aimed at setting new limits on ownership in the major markets, prohibits broadcasters with two VHF stations in the top 50 markets from acquiring a third in those markets without a hearing except in unusual circumstances. (BROADCASTING, June 28).

The policy applies to the proposed purchase because WGN Inc. already owns WGN-TV Chicago, in the third market, and is under common ownership with WPIX-TV New York, in the first; and Denver is considered the 45th market. Other WGN Inc.-related stations are WGN, WPIX-FM and KDAL-AM-TV Duluth, Minn.

But the policy provides for exceptions in cases where an affirmative showing can be made that the public interest would be served by a grant. And WGN Inc. said last week its proposed purchase presents such a case.

It said it has the resources and broadcasting experience to provide the kind of programming service which would make KCTO, an independent station, a more effective competitor of the three network-affiliated VHF stations in Denver.

"This is an especially persuasive reason why the requested assignment should be granted without a hearing," WGN Inc. said.

Furthermore, it said the purchase would not affect the degree of local ownership and would not create a concentration of control of mass media, which the commission's policy is designed to block. WGN Inc. noted that it owns no other mass medium in Denver and that its related top-50 market stations, both unaffiliated, are located across the continent, in Chicago and New York.

But each of Denver's three other television stations—KOA-TV, owned by Met-

ropolitan Television Co., KLZ-TV, owned by Time-Life Broadcast Inc., and K8TV (TV) owned by Mullins Broadcasting Co.—is affiliated with an AM in Denver, WGN Inc., noted. It added that Metropolitan owns a satellite station in Pueblo, that Time-Life owns television stations in four other markets and that Mullins has applied for the approval of transfer to it of KARK-AM-FM-TV Little Rock, Ark.

Furthermore, WGN Inc., said there would be no need for a request for waiver if the commission, in determining the top 50 markets, had used total homes or television households in the market rather than net weekly circulation as a standard.

WGN Inc. said Denver ranks as the 56 market in total homes and in television households. And in terms of net weekly circulation, WGN Inc. said, Denver (382,700) exceeds the 51st market, San Diego, by "a mere 49,000."

FCC to study AT&T's rates

The cost and quality of common carrier service provided networks would be affected if the FCC adopts staff recommendations aimed at making Western Union more competitive with AT&T.

One aspect of the recommendations, proposing a general inquiry into the lawfulness of the rates charged by AT&T and the associated Bell System companies for interstate and foreign communications service, was adopted by the commission last week.

The recommendations, by the commission's Common Carrier Bureau, were filed in connection with a three-year-old inquiry into domestic telegraph rates that was instigated by Western Union, which is continuing to lose ground to AT&T.

The staff's major recommendation is that Western Union become the sole carrier of record message service. The staff says the commission should do everything possible to require AT&T to sell its teletypewriter service (TWX) to Western Union.

But one staff recommendation is aimed at fostering competition between Western Union and AT&T in television program-transmission service. The staff said the commission should adopt a position favoring the elimination of interconnection restrictions that prevent Western Union from competing effectively with AT&T in providing private-line services.

Such a position would reverse a stand the commission took in 1952 when it refused a Western Union request to order AT&T to permit interconnection that would enable the tele-

graph company to expand its video transmission service. The commission at that time said the Western Union proposal was not definite enough.

Commission officials note that, in addition to aiding Western Union, the competition envisaged could be expected to provide the networks with the kind of benefits—including lower rates and better service—that competition is traditionally thought to produce.

On the other hand there is a possibility that the rate study initiated by the commission could result in higher costs for television.

The study followed the filing of an AT&T cost study in seven categories of service, which the commission had requested, and which showed wide variations in earnings among services (BROADCASTING, Sept. 13). A miscellaneous category, which included television and radio service, was said to return a profit on net investment of 0.09%. Telpak was shown to earn 0.3%. Message telephone service and wide area telephone service, on the other hand, showed returns respectively, of 10% and 10.2% on a total day basis.

The staff, in recommending the overall inquiry into AT&T rates said the telephone company's figures tended "to confirm the long-standing complaint of Western Union" that Bell underprices those record services in which it competes with Western Union.

The television service, in view of its relative unimportance in the overall scheme of AT&T services, does not loom large in the commission's thinking in connection with the rate probe. But officials acknowledge that one outcome of the inquiry could be a reduction in some rates and a boost in those found to be low, including those for television-transmission service.

Outlet Co. opposes CATV

The Outlet Co., Providence, R.I., which owns radio and TV stations in that city and in Orlando, Fla., as well as a department store in Providence, has asked the Rhode Island Public Utilities Commission to declare that community antenna TV systems are public utilities.

In a petition filed with the state utilities commission, the company, which has been battling against CATV franchises in various communities in and around Providence, charged that CATV's were monopolies and should be regulated by the state. The pleading also argues that cities and towns in Rhode Island have no authority to grant CATV permits.

The state public utilities administrator, Frank Nunes, said he is studying the petition and might call for a public hearing.

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Intermission time on NAB tour

Changes planned for Act 2 as second spokesman for CATV is added to panel

With four regional conferences out of the way, the National Association of Broadcasters took a recess last week before beginning the second half of the annual fall road show Nov. 11-12 in Chicago, where a crowd of more than 350 is expected.

During the break NAB announced that Representative Walter Rogers (D-Tex.), chairman of the communications subcommittee of the House Commerce Committee, and Representative Robert B. Duncan (D-Ore.) would be luncheon speakers at the final two conferences. Mr. Duncan will appear at the Nov. 18-19 conference in Spokane, Wash., and Mr. Rogers at the Nov. 22-23 wind-up session in Phoenix.

The Phoenix meeting now boasts two of the most influential government leaders in broadcasting: Representative Rogers, and FCC Chairman E. William Henry.

Another change in the conference agenda will be the addition of a second spokesman for community antenna television interests on the CATV panel. During the first half the panel was made up of Douglas Anello, NAB general

counsel; William Carlisle, NAB vice president for station services; a broadcaster who is in general agreement with the NAB position on CATV, and a CATV spokesman. It's been felt that the panel has been weighted too heavily in favor of the NAB position, so there will be two CATV proponents at the remaining four sessions.

In Chicago, Dwight Martin, WDSU-TV New Orleans and chairman of NAB's Future of Broadcasting Committee, will represent NAB's view; John Hurlbut, WVMC Mount Carmel, Ill., and Frank Thompson, Rochester Video Inc., Rochester, Minn., will take the CATV side.

In Denver, Arch Madsen, KSL-AM-FM-TV Salt Lake City, will go against Bill Daniels, Denver CATV broker, and Bruce Merrill, KIVA-TV Yuma, Ariz., and president of Ameco Inc., Phoenix.

The Spokane participants are John Murphy, Crosley Broadcasting Corp., Cincinnati for NAB; Norman Boggs, Golden West Communications, Los Angeles, and Charles E. Clements, TeleVue Systems, Seattle, for CATV.

In Phoenix, Willard Walbridge, KTRK-TV Houston, will take the NAB side.

CATV proponents will be Arlo Wooley, KSUN Bisbee, Ariz., and a CATV operator in the state, and a still to be named participant.

As the conferences went into their break, 1,066 broadcasters had already seen the four day-and-a-half shows. The attendance for the Oct. 25-26 Boston conference was 308.

At that session, Representative Torbert H. Macdonald (D-Mass.) called for greater public access to information from government sources and said he hoped a bill which he had introduced to establish a federal public records law would be acted on favorably early next year.

If such legislation is enacted, he said, "the principle that an informed electorate requires the fullest possible public access to government information . . . will for the first time be spelled out in law guaranteeing the people's right to know the facts of government."

The congressman hit at "misguided governmental secrecy" but said "increased resourcefulness and initiative on the part of the news gathering agencies" is needed to break more news from the executive departments.

Since Congress "shies away from departmental press agency" and has a "pinch-penny policy when it comes to providing sufficient appropriations for a comprehensive informational job," he said, the media should be assisting the federal agencies "in obtaining the funds and assistance necessary to do even a modestly adequate informational job."

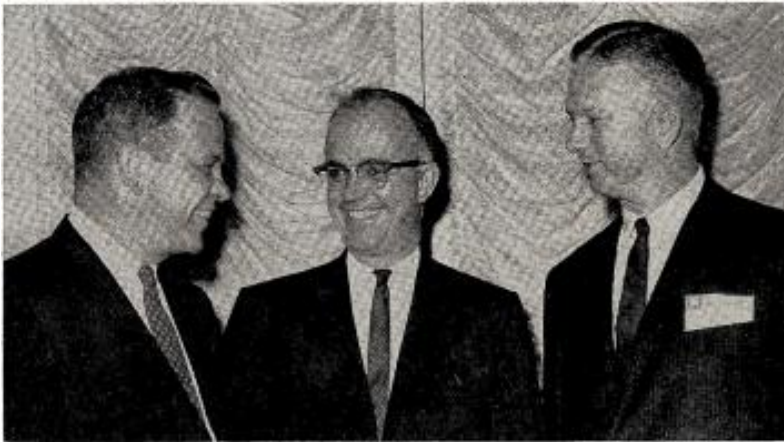
Wasilewski seeks more participation in NAB

A look at the aims of the National Association of Broadcasters and a call for broadcasters to volunteer to take part in NAB councils was given to Ohio broadcasters last week by NAB President Vincent Wasilewski.

Speaking to the Ohio Association of Broadcasters' fall convention in Columbus last Friday (Oct. 29); the NAB president said the association "should not be regarded solely as an instrument to bring immediate economic gain to its members. And the decision to belong should not be predicated on that narrow consideration."

During its 43 years, he said, NAB's three "major and unchanging objectives" have been to preserve the industry's vital freedoms; to foster development of a broadcasting system that serves all the people, and to assure diversified, private ownership of broadcasting.

These aims are consistent with other long-range goals, but all of these objectives require membership participa-



Road-show troupe visits Boston executives

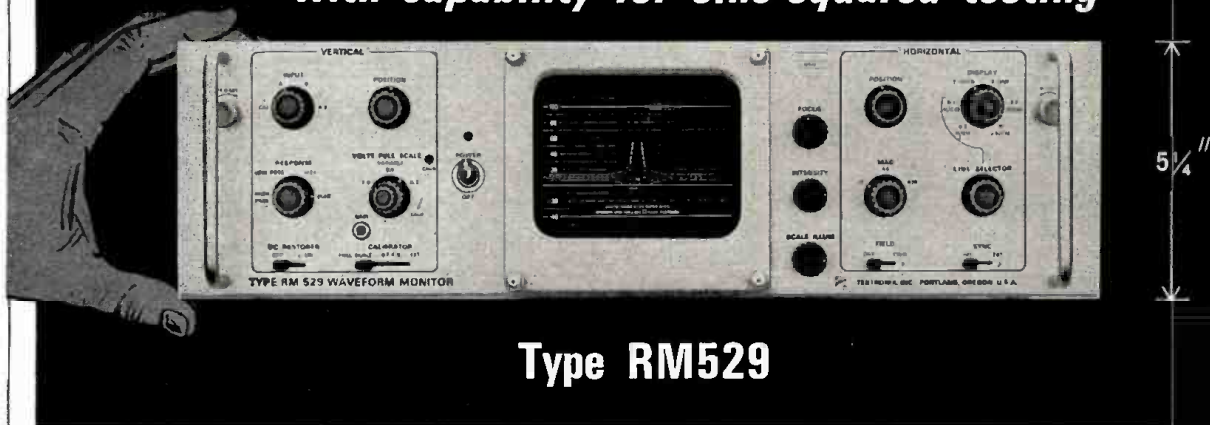
Vincent Wasilewski, president of the National Association of Broadcasters, (l) talks with FCC Commissioner Kenneth Cox (c) and Lamont L. Thompson, general manager of WBZ-TV Boston, before the luncheon meeting of the Boston Executives Club of New England last Tuesday (Oct. 26). Mr. Thompson, president of the BEC, was host to Messrs. Wasilewski and Cox who were in

Boston for the fourth NAB regional fall conference. The NAB president told the 400 broadcasters, advertisers and agency personnel at the luncheon that everyone in broadcasting and advertising has "a responsibility to support and strengthen one another so that our industry will move upward, aspiring to the best, striving for the finest, not tainted and pulled down by the worst and the least."

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tion. A member "should not merely sit back and expect returns on his dues—either long-range, short-range, concrete or abstract—because he will get the most out of the NAB if he regards that application blank as an opportunity not only to receive but to give. NAB policy is the product of the experience, the philosophies and the beliefs of broadcasters, and every member can contribute," he said.

WBOY-TV sale approved again

The FCC last week approved the sale of WBOY-TV Clarksburg, W. Va., from Rust Craft Broadcasting Co. to Fortnightly Corp. for \$950,000.

After a previous grant of the assignment the U. S. Court of Appeals in Washington had vacated the action and ordered a hearing on the question of joint ownership of the TV station and community antenna TV system in Clarksburg. Fortnightly at that time owned CATV's in Clarkeburg and Fairmont, W. Va.

The case was taken to the court of appeals by the Citizens TV Protest Committee and the Clarksburg Publishing Co., which expressed their concern over the elimination of competition which would result from the joint ownership of the TV station and the CATV system.

The commission denied their request that a hearing be held on the proposed sale since Fortnightly subsequently sold its CATV's in Clarksburg and Fairmont to Jack Kent Cooke Inc. The FCC said that elimination of the problem of common ownership removed the only significant objection to the assignment.

WGOK fined \$500

The FCC last week fined WGOK Mobile, Ala., \$500 for failure to file time-broker contracts with the commission. The action was taken after consideration of the licensee's reply to the notice of apparent liability for that sum (BROADCASTING, June 7).

In that notice the FCC had also admonished the station for what it described as "possible payola practices." Last week the commission said it accepted the procedures proposed by WGOK to guard against possible abuses, but added that the operations of the station would be continually examined to determine whether the procedures were being effectively carried out.

CBS options CATV

Has option to buy minority interest in San Francisco cable system

CBS Inc., which has opposed government pre-emption of control over all wire television while fighting against uncontrolled community antenna TV operation on the copyright front, may become the first network television operator to hold ownership in a U. S. CATV system.

Last week CBS reported it had entered into an agreement to acquire an option to buy a minority interest in a 1,750 subscriber cable system in San Francisco. The purchase would be subject to approval of the San Francisco commissioner of corporations and also hinges on resolution of CBS's copyright suit against the CATV-operating Teleprompter Corp.

CBS's interest in the San Francisco system would come about as a result of its connection with Canadian Wirevision, through which it holds minority interests in CATV properties in Vancouver and Victoria, B. C. Sydney Welsh, head of Canadian Wirevision, is also president of Vandyke Investments, a company which has purchased majority interest in Television Signal Corp., the San Francisco system. Vandyke has acquired 60% of the non-exclusive franchise. It paid \$169,000 for 28½% of the system to antenna operator Bill Daniels, who retains 10%, and \$186,000 to M. L. Iacopi, president of Television Signal, for 31½% interest. Daniels & Associates acted as broker.

Vandyke has given CBS the option to purchase minority interest in the system.

It's reported that Vandyke is ready to invest \$500,000 to expand property.

Merle S. Jones, president of CBS Television Stations Division, said the San Francisco antenna carries only signals of the stations licensed in San Francisco. He said he expects the system would pick up the signal of KSN-TV, a UHF channel currently dark in the market, when it comes on the air. Metromedia recently acquired an option to purchase KSN-TV (BROADCASTING, Oct. 25).

CBS has sought to establish that CATV operators are bound by the present copyright law to obtain permission from owners of television programming before carrying such programming over their wires. In a suit filed against the Teleprompter Corp. in the U. S. southern district court in New York last December, CBS said once copyright is established it would grant CATV systems the authority to use its programs if those systems "are the only means

by which satisfactory television service will be available."

In such cases, CBS said, it would not want to increase the cost to the CATV subscriber and therefore would charge a system "only a nominal fee to cover administration costs." Should the suit be decided in CBS's favor, it says it will proceed to obtain all necessary assets in operating the San Francisco system. It did not say whether it would exercise the option to buy into the CATV should it lose the Teleprompter suit.

Mr. Jones said CBS is not currently seeking further investment opportunities in CATV in this country.

Court denies Orlando TV petition

The U. S. Supreme Court last week turned down a request by WFTV(TV) Orlando, Fla., for review of an appeals court ruling last March sending the 10-year-old channel 9 case back to the FCC for a new hearing with new applications.

In a short order, the Supreme Court denied the petition for review filed by Mid-Florida Television Corp., licensee of the channel 9 station.

Refusal by the Supreme Court means that the FCC must hold new hearings, with new applicants. This was the gist of the D. C. Circuit Court of Appeals' decision earlier this year (BROADCASTING, March 8). The D. C. court held that reaffirmation of the FCC's 1957 grant to Mid-Florida, made in 1964, was based on a "stale" record.

The commission's 1964 action was appealed to the circuit court by WORZ Orlando, the losing applicant. WORZ also opposed Mid-Florida's appeal to the Supreme Court.

The Orlando case is one of the ex parte cases involving allegations of improper contacts with the late FCC commissioner Richard A. Mack. The charges were made before a House commerce subcommittee, and resulted in a second hearing before the FCC. The commission held then that neither WFTV nor WORZ was disqualified to be a licensee.

Joseph L. Breehner, president of the station, expressed confidence that, in a comparative hearing, Mid-Florida would "again be determined the proper

organization to operate channel 9 in Central Florida."

He noted that the company and its principals were found to be "free of any misconduct in securing" the original grant.

And since it has been on the air, he said, the station has won "numerous national awards" for its public service programming.

Cord case stretches to Washington

Repercussions of an increasingly involved and bitter court fight being waged in Los Angeles were felt in Washington last week in a request that the FCC strip E. L. Cord of the license for KCRL(TV) Reno.

The request was filed with the commission by Lyndol L. Young, who has represented Calvin J. Smith in a suit seeking \$6 million from Mr. Cord and who is now a con-plaintiff in the court case.

The case grows out of Mr. Smith's contention that Mr. Cord reneged on an agreement to share the profits from the sale of KFAC Los Angeles. Mr. Smith was president and general manager of the station, owned by Mr. Cord, from 1934 until its sale to Cleveland Broadcasting Co. in 1962. Mr. Cord denies the existence of such an agreement.

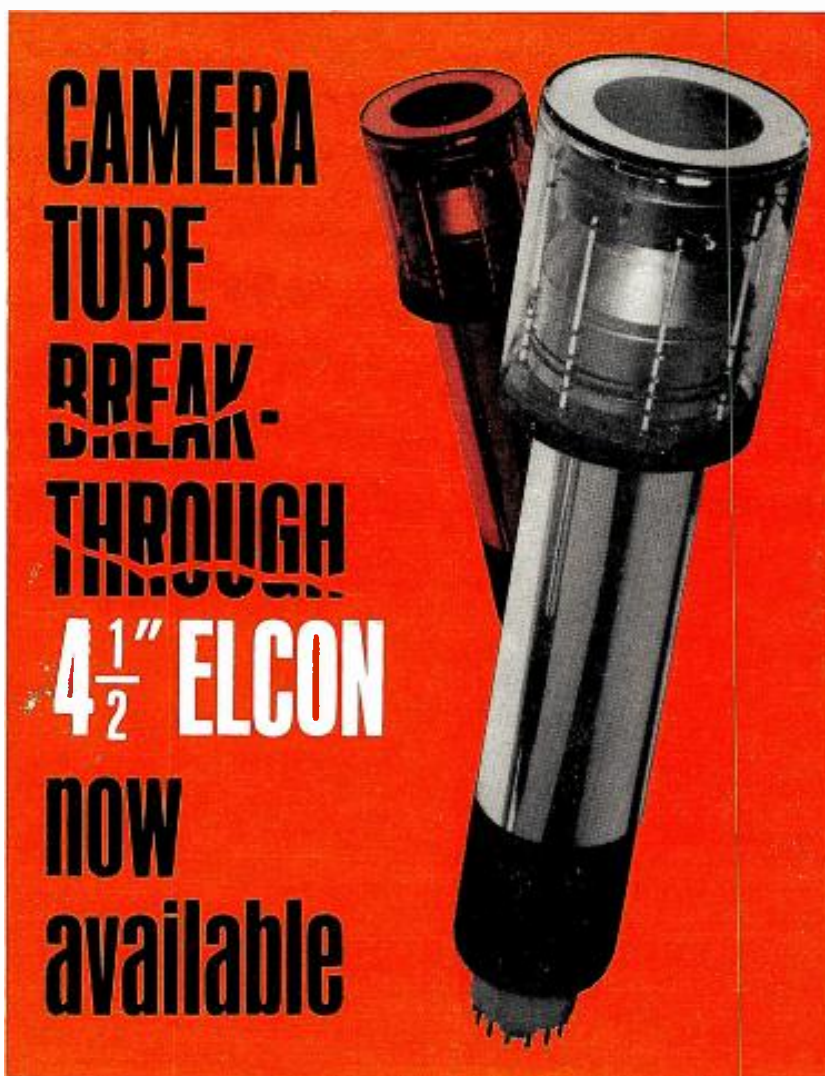
Mr. Young's request that the license for KCRL be revoked is based largely on charges against Mr. Cord made by Judge Thurmond Clarke, of the federal district court in Los Angeles, who had been presiding at the trial of the suit, in an affidavit filed with the U. S. Court of Appeals for the Ninth Circuit, in San Francisco.

Judge Clarke, in his affidavit, "adjudged" Mr. Cord and his three attorneys "guilty of criminal contempt" of his court.

The affidavit itself was the result of one of several unusual twists the case has taken. The appeals court last year, acting on an appeal by Mr. Cord, held Mr. Young disqualified to represent Mr. Smith and in addition, ordered the suit transferred from Judge Clarke's court to another.

The appeals court held Mr. Young to be disqualified because he had represented Mr. Cord at the time the alleged agreement with Mr. Smith was made. In ordering the case transferred to another trial court, the appeals court expressed criticism of Judge Clarke for permitting Mr. Young to indulge in "every conceivable kind of invective" against Mr. Cord, his attorneys and witnesses.

Mr. Smith, in his suit, alleged that



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Mr. Cord owes him \$3 million as a result of the sale of the Los Angeles station and asks another \$3 million for exemplary damages.

Mr. Young entered the case as co-plaintiff in May. He and Mr. Smith have filed affidavits stating that the assignment of half of Mr. Smith's claim had been agreed to orally in October 1963 and in writing on Feb. 21, 1964, before the suit was filed, in March.

\$5 million in sales approved by FCC

Station ownership transfers, aggregating almost \$5 million, were approved by the FCC last week. Among them was the \$3.5 million sale of KVTV(TV) Sioux City, Iowa, to Forward of Iowa Inc.

Among stations sales reported last week, subject to FCC approval, was the \$1 million transfer of WMIE Miami to Susquehanna Broadcasting Co. In an unusual coincidence, the sale of three FM stations was also announced last week (see CHANGING HANDS, this page).

KVTV, on channel 9 and with a CBS-TV affiliation, was bought by Peoples Broadcasting Corp. in 1957 for \$3 mil-

lion. Peoples is a subsidiary of Nationwide Mutual Insurance Co., and owns WRFD-AM-FM Columbus and WGAR-AM-FM Cleveland, Ohio; and WATE-AM-TV Knoxville, Tenn., which it bought early this year for \$6.8 million.

Forward of Iowa is owned by Wisconsin Valley Television Corp. which owns WMTV(TV) Madison and WSAU-AM-FM-TV Wausau, both Wisconsin. Wisconsin Valley is owned by five Wisconsin newspapers: *Wausau Record-Herald*, *Wisconsin Rapids Tribune*, *Marshfield News Herald*, *Rhineland News* and *Merrill Herald*. Charles Lemke is an individual stockholder with 27% interest. The *Wisconsin Rapids Tribune* owns KFHR-AM-FM in that city.

Sale of KIOA Des Moines, Iowa, was also approved last week. It was sold by Gilbert C. Swanson and George A. Bolas and others to the Mid America group for \$620,000 plus \$31,000 brokerage fees and \$60,000 agreement not to compete. The Mid America group is principally owned by Len and Burrell Small of the *Kankakee (Ill.) Journal*. The Smalls also own WKAN Kankakee, WQUA Moline, WIRL-AM-TV Peoria, WRRR Rockford, all Illinois, and WIRE Indianapolis. The Swanco group retains KQEO Albuquerque, N. M.; KLEO Wichita, Kan., and KRMG-AM-FM Tulsa,

Okla. FCC Chairman E. William Henry and Commissioner Kenneth A. Cox abstained; Commissioner Robert T. Bartley dissented. KIOA broadcasts on 940 kc with 10 kw daytime and 5 kw nighttime.

Also approved by the FCC last week were:

▪ WKEE-AM-FM Huntington, W. Va.: Sold by Wayne W. Geyer to Reeves Broadcasting Corp. for \$475,000. Reeves owns WHTN-TV Huntington, WSUN-TV Charleston, S. C., and WITH-AM-FM Baltimore. WKEE is a 5 kw daytimer on 800 kc. WKEE-FM is on 100.5 mc with 53 kw.

▪ KWKC-AM-FM Abilene, Tex.: Sold by W. P. Wright and others to Steve Gose for \$400,000. Mr. Gose owns KNTO(FM) Wichita Falls, Tex. KWKC is on 1340 kc with 1 kw day and 250 w night. KWKC-FM operates on 105.1 mc with 49 kw.

▪ WSPB-AM-FM Sarasota, Fla.: Sold by John Morgan Davis and Roger W. Clipp to Worth Kramer for \$250,000 plus \$50,000 agreement not to compete. Mr. Kramer is former president of the Goodwill Stations. Mr. Clipp is vice president and general manager of Triangle Publications radio and TV division. WSPB operates on 1450 kc with 1 kw daytime and 250 w nighttime. WSPB-FM is on 106.3 mc with 860 w.

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Changing hands

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

▪ WMIE Miami: Sold by E. D. Rivers Sr., to Susquehanna Broadcasting Co. for a sum reported to be in the neighborhood of \$1 million. Susquehanna Broadcasting, whose president and principal stockholder with family is Louis J. Appell Jr., owns WSBA-AM-FM-TV York, WARM Wilkes-Barre-Scranton, both Pennsylvania; WGBB Freeport-Hempstead, N. Y.; WHLO Akron-Canton, Ohio; WICE Providence, R. I. WMIE operates on 1140 kc with 10 kw day and 5 kw night.

▪ Ksss Colorado Springs: Sold by J. D. Hill to Northwest Publications Inc. for reported \$250,000. Northwest Publications is part of the Ridder newspaper group, which also owns WDSM-AM-TV Duluth, Minn. (Superior, Wis.); KSDN Aberdeen, S. D., and has a 26.5% interest in WCCO-AM-TV Minneapolis-St. Paul. Ksss operates on 740 kc with 1 kw days and 250 w nights.

▪ WHLL Wheeling, W. Va.: Sold by Glenn A. and Kenneth H. Forney to William A. Kendrick and Walter G. Broadhurst for \$195,000. Mr. Kendrick is a Clarion, Pa., merchant; Mr. Broad-

urst is the former manager of WWCH a Clarion, Pa. WHLL is a 5 kw daytimer on 1600 kc. Broker: Hamilton-Landis & Associates.

WABX(FM) Detroit: Sold by Panax Corp. to Howard Grofman and associates for \$100,000. Panax Corp. is the former Mid State Broadcasting group headed by John P. McGoff. Mr. Grafman owns KSHE(FM) Crestwood-St. Louis and KMAP(FM) Dallas. WBAX, founded in 1960, operates on 99.5 mc with 36 kw. Broker: Hamilton-Landis & Associates.

▪ KFMQ(FM) Lincoln, Neb.: Sold by Herbert Burton to S. L. Agnew for \$80,000. Mr. Agnew is a Chicago area businessman. Station was founded in 1958 and operates on 95.3 mc with 1 kw. Broker: Blackburn & Co.

▪ WBOX Bogalusa, La.: Sold by Ralph Blumberg to W. D. Womack for \$70,000 (BROADCASTING, Oct. 11). Mr. Womack of Venice, La., is an oil field service operator. Mr. Blumberg has been the object of a boycott because of his stand on integration (BROADCASTING, March 22 et seq.). WBOX is a 1 kw daytimer on 920 kc.

▪ WQDC(FM) Midland, Mich.: Sold by Panax Corp. to Ned S. Arbury and group for \$55,000. Panax Corp. is the former Mid-States Broadcasting Group headed by John P. McGoff. WQDC began broadcasting in 1961 and is on 99.7 mc with 40 kw. Broker: Hamilton-Landis & Associates.

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

▪ KVTI(TV) Sioux City, Iowa: Sold by Peoples Broadcasting Corp. to Forward of Iowa Inc. for \$3.5 million (see page 66).

▪ KIOA Des Moines, Iowa: Sold by Swanco Broadcasting Inc. to Mid America group for total of \$711,000 (see page 66).

▪ WKEE-AM-FM Huntington, W. Va.: Sold by Wayne W. Geyer and associates to Reeves Broadcasting Corp. for \$475,000 (see page 66).

▪ KWKC-AM-FM Abilene, Tex.: Sold by W. P. Wright and associates to Steve Goss for \$400,000 (see page 66).

▪ WSPB-AM-FM Sarasota, Fla.: Sold by John Morgan Davis and Roger W. Clipp and group to Worth Kramer for total of \$275,000 (see page 66).

Community Television

▪ Abilene, Tex.: TV Cable Service of Abilene Inc. sold by C. E. Tabor and associates to TeleSystems Corp., Glenside, Pa. (group CATV owner) for over \$1 million. Abilene CATV brings Dallas and Fort Worth TV stations as well as local KRBC-TV in Abilene to its 3,000 subscribers. It also carries weather and FM signals. System includes Sweetwater, Tex., area as well as Dyess Air Force Base.

L.A. delays hearing on CATV jurisdiction

A proposal that the city of Los Angeles take jurisdiction over community antenna television systems as public utilities will be heard Nov. 2 by the city's Board of Public Utilities and Transportation. The hearing, scheduled for Oct. 19, was postponed at the request of attorneys representing CATV interests.

A report, signed by Robert W. Russell, chief engineer and general manager, recommends that the city council by ordinance declare CATV to be a public utility. Noting that a bill to put CATV systems under the jurisdiction of the state public utility commission had not

passed during the last session of the state legislature, the report says that no action can be expected until 1967. Meanwhile, it notes, the FCC has asserted jurisdiction over community antenna television.

Los Angeles already has the right to franchise CATV systems under an amendment to the government code enacted in 1963.

Florida referendum approves CATV

Citizens of Bartow, Fla. (pop. 15,000) have voted 601 to 573 to authorize their city council to issue an exclusive franchise for a community antenna television system.

Last May the city council voted to issue a franchise to Jerrold Electronics Corp. (group CATV owner), but reconsidered and decided to hold a referendum. Jerrold proposed to pay the city 5% of the gross revenues for the first five years; 6% thereafter. It planned to bring in TV signals from Tampa-St. Petersburg, Orlando and Daytona Beach, all Florida, and to charge a \$25 installation fee and \$5 monthly. Other applicant was Universal Cablevision Inc., Cocoa Beach, Fla.

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SDX examines access to news

Annual FOI report reviews impact of Estes case and White House policies

The Supreme Court's ruling last June reversing the conviction of Billie Sol Estes was the "severest blow yet" to the battle of broadcasters and photographers seeking to overturn judicial Canon 35 prohibiting their coverage in the courtroom (BROADCASTING, June 14).

This is the conclusion of the Sigma Delta Chi Committee for the Advancement of Freedom of Information in its annual report set for release today (Nov. 1). The committee describes the Estes case ruling as the most significant event in the freedom of information field for broadcasters during 1965, noting that otherwise "it was a fairly quiet year" for radio-TV in this respect.

"Local incidents were fairly rare and Washington activity affecting broadcast news was fairly static," the report states.

With respect to the Estes case, the report observes that although the court's decision was split 5 to 4 the "effect of the ruling was not. And hopes to permit even limited photographic or televised coverage of court trials were sent reeling. No longer is it a judicial canon blocking such coverage, but now a Supreme Court pronouncement."

The committee report also concludes that the Estes ruling has tended to discourage serious study of the potentials of TV in the courtroom and further describes it as "the most serious blow ever to attempts by journalists to modify the impact of the 28-year old Canon 35." Optimists, however, "saw a ray of hope in the narrowness of the vote" by the court, it adds.

"The debate may indeed continue for a long time," the report says, "but in practical terms access to the courts for cameras and microphones may have been snuffed out for an equally long time. The setback goes completely back to 1937 when press behavior at the Lindbergh kidnap trial gave rise to the introduction of Canon 35. Indeed that canon does not carry the weight of law. Last June's ruling does."

The committee report finds that broadcast newsmen in Washington "continue to find their patch cluttered

by the need for special approval to move their cameras or microphones into many areas. The momentary desires or whims of petty bureaucrats or their bosses in Congress constantly block such permission to broadcasters."

Tourists Have More Freedom ■ Ironically, the report points out, "ordinary tourists can film in many areas inside and outside the Capitol where television cameramen operate only with special permission. These permissions are granted freely one day, withheld the next."

The SDX committee expresses concern over increased centralization of federal information releases at the White House. But at the same time it commends President Johnson for announcing at least some of his news conferences well in advance so that reporters other than White House regulars could attend and ask well prepared questions.

Criticizing the Post Office Department's refusal to disclose the names of young men hired as summer workers, the committee cites this problem as another reason for passage of a law requiring most federal records to be open to public inspection. "Such a bill was passed by the Senate Oct. 1 for the second straight year," the committee recalls, but the administration entered its opposition to it.

"It would have given cabinet officers the widest discretion," the committee claims, "and would have put the burden on the press to prove information should be made available rather than forcing officials to prove why it should be withheld. In brief, the changes suggested by the Johnson administration would have warped the whole impact of the legislation from 'open government legis-

lation' to 'closed government legislation'."

The SDX committee praised Sen. Edward V. Long (D-Mo.) for pushing the Senate bill to passage there and Representative John E. Moss (D-Calif.) for resisting the administration demand in the House Information Subcommittee which he heads.

Julius Frandsen, Washington manager of United Press International, was the 1965 chairman of the SDX Committee on Freedom of Information. Vice chairmen were Clark Mollenhoff of the Cowles newspapers, Murray Seeger of *Newsweek*, William J. Small of CBS and Professor Alvin E. Austin of the University of North Dakota.

Republicans propose TV access to House

A Republican task force in the House on congressional reform last week introduced two resolutions that would allow radio-TV coverage of proceedings on the floor of the House and in the committees.

The resolutions, introduced by Representative Robert P. Ellsworth (R-Kan.), would permit live telecasting and audio reports of House debate and of witnesses appearing before investigating committees.

Witnesses appearing before committees and subcommittees who do not want TV cameras or radio equipment to cover their testimony would be exempted from coverage.

Representative Ellsworth would also prohibit "editorial commentary" either before, during or after the televised event. He also would not allow the debates or the testimony to be taped or filmed for political purposes.

He said: "Congress has largely cut itself from the electronic media, our premiere media of communications today, and this has had a harmful effect in public understanding of the Congress and its operations. Full exploitation of the electronic media by the executive branch has given much of the American public the notion that Congress is only a vague gathering of elderly ladies and gentlemen in Washington whose function, to be sure, is to enact laws—but who had better get busy and enact them if the President requests them, or else the President will figure out some way to move them into action."

According to the resolutions, the broadcasts would be governed by the speaker of the House and the minority leader, or in committee, by the chairman

New job for Aubrey?

Close associates of James T. Aubrey Jr., who was deposed earlier this year as president of the CBS-TV network, revealed last week that he is discussing several prospective positions and projects, both here and abroad. They declined to give further details. One report said that Mr. Aubrey has been talking with Joseph E. Levine, president of Embassy Pictures, regarding an association with that company, but Embassy officials in New York said they had no knowledge of this development.

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and the ranking minority member. Representative Ellsworth said that the two resolutions were drawn up so that at least one of them could be passed without having an adverse effect on the other. But he predicted that if the Congress could get the bills into action early in the second session, the resolutions would stand a 50-50 chance of being approved by the Rules Committee and a slightly better chance of passage on the House floor.

Not Partisan? Although Representative Ellsworth drafted the resolutions with the help of the House Republican Task Force on Congressional Reform and Minority Staffing, he disclaimed any partisan label on the proposals. He said: "Many responsible members from across the aisle have contemplated this for a number of years," and he asked: "Since this will eventually come to pass sooner or later, why not do it now?"

Cleveland Joins In introducing the measures, Representative Ellsworth was joined by Representative James C. Cleveland (R-N.H.), chairman of the task force, who praised Mr. Ellsworth for "making this proposal public well in advance of the next session so that all interested parties may have an opportunity to scrutinize it and present any views or suggestions they might have."

As for some of the specific provisions of the resolutions, Representatives Ellsworth and Cleveland said that the prohibition of editorial commentary would not exclude newscasters from saying what was happening, but that it would keep them from saying, for example: "The Republicans are again obstructing the passage of the needed Great Society legislation" or, "The Democrats are again ram-rodging through legislation, without adequate debate, that could severely imperil the fundamental rights of the citizens."

Broadcasting of the sessions of Congress and its procedures is not now allowed under a ruling by the late Speaker of the House Sam Rayburn which was reaffirmed by the present

Papal audience

An estimated 52.6 million TV viewers watched the arrival of Pope Paul VI to celebrate high mass during the Pontiff's Oct. 4 visit to New York. According to figures released last week by A. C. Nielsen Co., the audience reached a peak of 23.9 million households at 8:30-8:45 p.m., NYT, coincidental with the Pope's arrival at Yankee Stadium, where the mass was celebrated. The industry estimates approximately 2.2 viewers per TV household.

Nielsen also estimated that 43.3 million households, or 80.4 % of all U. S. TV households, watched some part of the Pope's coverage during the day. The average viewing time was given at 3.9 hours per household. Most of the Pope's activities were covered by all three TV networks.

speaker, John McCormack (D-Mass.). But Representative Ellsworth said that he has been assured by the speaker that if he can get the bill out of the Rules Committee with a favorable vote, it will not be opposed by Mr. McCormack.

ABC cleared on Vietnam fairness question

The variety of views that have been broadcast on the war in Vietnam has virtually removed that controversial issue from the workings of the FCC's fairness doctrine, at least as far as ABC is concerned.

The commission indicated as much last week in rejecting a complaint against the network filed by the American Friends of Vietnam Inc., New

York, following the telecast of *Agony in Vietnam*.

The Friends of Vietnam filed the complaint after the network denied its request for equal time to reply to what the organization called "a highly unbalanced presentation of a complex public issue."

The commission noted that it has held in the past that broadcasters can meet their fairness doctrine obligations without presenting contrasting viewpoints on controversial issues on the same program.

The question, it said, is whether a licensee acts within "the wide discretion afforded it to make judgments in this area of broadcasting journalism." Then it added:

"On the basis of the network's comments, it appears that the licensee has afforded reasonable opportunities for the presentation of opposing views on the Vietnamese situation."

The decision was supported by five of the six commissioners present at the meeting last week. Commissioner Lee Loevinger concurred in the result.

ARB rating study excludes papal TV

American Research Bureau, Beltsville, Md., ratings firm, has prepared its local market tabulations for September with a supplement which excludes the three-network coverage of the visit to the United States by Pope Paul VI (Oct. 4).

The supplement is based only on the first two weeks of the Sept. 15-Oct. 5 survey period and excludes (for the week of Oct. 4) Monday prime-time half hours; Monday-Friday averages; day part summaries, and the spot buying guide.

The special tabulation contains everything found in the regular report except the Tuesday through Sunday prime-time half hours, which are unaffected by the special programming on Monday.

Aborted space shot costly to networks

Although the TV-radio networks abandoned plans for coverage of the Gemini-Titan 6 mission last Monday (Oct. 25) when the space flight was aborted, it cost them an estimated \$1.8 million.

The networks had made extensive preparations for coverage of the mission through last Wednesday (BROADCASTING, Oct. 25) but the failure of the Agena rocket to achieve orbit prompted the National Aeronautics

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and Space Administration to cancel the project at 11:54 a.m. Monday, 54 minutes after Agena was launched.

CBS and ABC each presented approximately one and one-half hours of coverage, while NBC carried the space story for three hours.

On the basis of national Arbitron figures for 11 a.m.-12 noon, a period during which all three TV networks provided common coverage, NBC scored a 12.1 rating with a 49% share, as against 8.3 for CBS (34% share) and 2.0 for ABC (8% share).

On the basis of estimates provided by the three networks, combined costs of last Monday's coverage approximated \$1.8 million. This figure included production, time and unrecovered costs for commercial pre-emptions.

RKO sets deal with Garden

RKO General has arranged with New York's Madison Square Garden to telecast sports events on a delayed basis. First event was the Oct. 21 Tiger-Giardello fight which RKO's WOR-TV New York presented on video tape 24 hours later. To protect its box-office, the station withheld promotion until the fight was over, and will follow the same procedure on future events.

Long disclaimer surrounds Nazi's shows

George Lincoln Rockwell, dressed in a business suit and seated in front of a Nazi flag, appeared on WRC-TV Washington last Thursday and Friday (Oct. 28-29) in five minute paid political telecasts to promote his candidacy for governor of Virginia.

In the programs, 7:25-7:30 p.m., sponsored by the George Lincoln Rockwell Party Inc., the leader of the American Nazi party warned of a plot to use "armed and agitated black savages" in fomenting a Communist revolution in the U. S. He called on all Americans to "be prepared to stand up against this black revolution" and said part of the plot entailed turning over Washington "to these black savages through home rule."

The programs were notable for the extended disclaimer that preceded and followed them. WRC-TV announced that it was presenting the programs as paid telecasts in accordance with Section 315 of the Communications Act providing for equal time for all candidates and that the station was "forbidden by law" from editing or censoring Mr. Rockwell's remarks.

WRC-TV said all four gubernatorial

candidates in Virginia had been advised of the time available on the station, that Mr. Rockwell and another candidate had purchased five-minute programs, and the other candidates had bought spots.

Mutual to consider longer newscasts

The semi-annual meeting of the Mutual Affiliates Advisory Council will be held Friday (Nov. 5) at the Continental Plaza hotel in Chicago.

Robert F. Hurleigh, MBS president, will offer a proposal that the network provide longer radio newscasts several times a day.

MAAC consists of 25 representatives elected by the network's 505 affiliated stations in two market categories, metropolitan and nonmetropolitan.

Goldman forms own company

Harold Goldman, partner of Henry Sapperstein, in TV program production and distribution, has formed his own independent motion picture production company, Cinema Productions International. Filming of 13 features has been scheduled for its first year of operation.

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Klan prevails in Bogalusa

Broadcaster who spoke up is forced to sell—but he takes honors with him

The victim of an advertisers' boycott allegedly inspired by the Ku Klux Klan sold his station last week, a few days after he had been given the highest award of the Radio Television News Directors Association.

In an emotional climax to the RTNDA's annual conference in St. Petersburg, Fla., on Oct. 23 Ralph Blumberg, owner of WBOX Bogalusa, La., was presented with the Paul White award—and with it \$1,014 that was spontaneously collected from the assembled news directors. Mr. Blumberg was honored for upholding the principle that "those in communications should be free to speak without harassment."

In presenting the award, Richard Cheverton, of WOOD-AM-FM-TV Grand Rapids, Mich., said that Mr. Blumberg's position on civil rights had reaped a 13-month harvest of "hatred, economic sanctions and violence against himself, his family and his radio station."

The Bogalusa broadcaster said Klansmen had shot up his transmitter and persuaded local advertisers to boycott KBOX. The station's monthly revenue had fallen from \$4,000 to \$400, he said, and he was no longer financially able to hang on. A few days later he found a buyer (see page 67).

Following the presentation, the trophy bowl was passed among RTNDA delegates and when it was returned to Mr. Blumberg it contained \$1,014.

RTNDA Code ■ As the four-day session closed, the delegates also approved a new Code of Broadcast News Ethics to replace the code that has been in effect since 1950. The new code was written in the light of new journalistic procedures and the emergence of TV as a major news medium.

The 10-article code notes that the prime responsibility of newsmen "is to provide to the public they serve a news service as accurate, full and prompt as human integrity and devotion can devise."

The articles call for newsmen:

■ To inform the public in an accurate and comprehensive manner.

■ To offer timely and accurate information presented "in the light of relevant circumstances that give it meaning and perspective."

■ To select news on the "criteria of



Kennedy film syndicated

Desilu Sales, syndication arm of Desilu Productions, has obtained worldwide distribution rights to *Young Man from Boston*, a tribute to John F. Kennedy produced by KABC-TV Los Angeles.

Deal was announced by Richard Dinsmore (r), Desilu Sales vice president, and Elton H. Rule, vice president and general manager of KABC-TV.

Initial broadcast on that station with Southern California Plymouth Dealers as sponsor, produced such high ratings that hour-long TV special was aired in 75 other U. S. markets under Plymouth dealer sponsorship.

Desilu is offering it for a second run in those cities, first run in other U. S. markets and, of course, all foreign markets.

significance, community and regional relevance, appropriate human interest, service to defined audiences. It excludes sensationalism or misleading emphasis in any form; subservience to external or 'interested' efforts to influence news selection and presentation, whether from within the broadcasting industry or from without."

■ To display "humane respect for the dignity, the privacy and the well-being" of persons involved in the news.

■ To govern themselves at all times "in a manner that will protect them from conflict of interest, real or apparent."

■ To attempt to present all the news in the public interest "no matter what selfish, uninformed or corrupt efforts attempt to color it, withhold it or prevent its presentation."

■ To recognize broadcasting's responsibility for "informed analysis,

comment and editorial opinion on public events and issues."

■ To conduct themselves in court "with dignity whether the court is in or out of session. They shall keep broadcast equipment as unobtrusive as possible. Where court facilities are inadequate, pool broadcasts should be arranged."

■ To avoid practices that might interfere with the right of an individual to a fair trial in "reporting matters that are or may be litigated."

■ To "actively censure and seek to prevent violations of these standards . . . and actively encourage their observance by all newsmen. . . ."

Also decided at the conference was the selection of Los Angeles as the site of the 1968 convention, overriding the site committee's recommendation of Boston. The 1966 convention will be held in Chicago and the 1967 conference in Toronto.

Seeburg forms new music license group

Formation of a new performing rights society, disclosed by the Seeburg Corp. last spring (BROADCASTING, May 17), was formally announced by Seeburg last week.

The new organization is the Coin-Operated Phonograph Performance Society (COPPS), and the announcement said it would license its music exclusively for use in coin-operated machines. Seeburg is the biggest company in the jukebox field. The announcement said that in order to supply the music, Seeburg had become "one of the largest and busiest producers of recordings in the country," recording music under copyrights acquired by COPPS.

In all, COPPS was said to represent more than 4,000 musical copyrights, and plans to continue expanding until "eventually" it can sign artists of its own to exclusive recording contracts.

The announcement said COPPS had already "taken its place beside the reigning giants" of the music licensing field, the American Society of Composers, Authors and Publishers, Broadcast Music Inc. and SESAC. Actually, unlike COPPS, the existing organizations license their music to all sorts of users except jukeboxes, which under current law do not have to pay performance royalties.

Since efforts are being made to eliminate this so-called jukebox exemption from the copyright law, there has been speculation that—whether this is the intent or not—the existence of COPPS, with its own catalogue of copyrighted music, would put the jukebox operators in a stronger position to bargain with

existing music-licensing organizations if they ever find it necessary to do so.

COPPS plans to make its records available to jukebox operators on a leasing arrangement rather than by outright sale.

NBC, Universal TV in \$50 million deal

An unusual arrangement reportedly has been concluded between Universal TV (MCA) and NBC calling for a long-term commitment giving the network the TV rights to nearly 100 motion pictures and a number of specially produced feature films.

A Universal spokesman indicated last week that the size of the agreement could be assessed in the millions of dollars. One report put the figure at more than \$50 million.

NBC officials refused comment, saying that they would stand with the network's earlier announcement (BROADCASTING, Oct. 25) that it had purchased 15 features from Universal and would begin showing them in the fall of 1966. NBC also had disclosed that the network and the studio would develop a number of two-hour features produced especially for TV and expect "six or more" of these to be shown in the 1966-67 season.

But last week's report indicated the deal went much further and actually included a group of pictures split 60-40 for network and owned-station presentation.

NBC currently is telecasting movies on two nights a week (Tuesday and Saturday nights). The purchase price of top features released by major studios to TV has been increasing and is now in the neighborhood of \$450,000 to \$500,000. Individual movies for owned stations, however, would command a much lower price, though reports said the five-market cost would be about \$100,000 for each feature.

Another court case on movies on television

George Stevens, veteran producer-director of theatrical motion pictures, has gone to court in an attempt to halt any TV editing of or insertion of commercials into the broadcast of one of his most famous pictures, "A Place in the Sun." The picture, based on Theodore Dreiser's *The American Tragedy*, won six Academy Awards in 1951.

In his complaint, filed Tuesday (Oct. 26) in Los Angeles Mr. Stevens asserts

Griffin for Crane?

Westinghouse Broadcasting Co. reported last week it is in negotiation with ABC-TV affiliates to replace *The Les Crane Show*, which is being dropped by the network on Nov. 12, with WBC's syndicated late-night program, *The Merv Griffin Show*. WBC said the *Griffin* show already has been bought by one ABC-TV affiliate, WTVN-TV Columbus, Ohio, to fill the time period currently occupied by the *Crane* program. New sales on the *Griffin* series also include WTVJ-TV Miami and KCRA-TV Sacramento, Calif., raising the total number of markets sold to 29.

that the picture was made under a 1946 contract between himself and Liberty Films which gave him the sole right "to edit, cut and score the motion picture. This agreement was breached, he claims, when "A Place in the Sun" was licensed to NBC-TV as part of a package of theatrical pictures from Paramount Pictures. Liberty is described in the suit as a wholly owned subsidiary of Paramount.

The complaint, filed by the Hollywood law firm of Slaff, Mosk & Rudman, asks the court to issue an order enjoining the defendants from cutting, editing or scoring the film to insert commercials and from broadcasting the edited version. If the film is broadcast, Mr. Stevens asks damages of an amount to be determined at trial but not less than \$1 million, plus another \$1 million in exemplary damages.

Named as defendants are: NBC, Paramount Pictures Corp., Paramount Television Productions, Liberty Films, five California TV stations affiliated with NBC-TV (KERO-TV Bakerfield, KMJ-TV Fresno, KCRA-TV Sacramento, KSBW-TV Salinas, KRON-TV San Francisco), other unnamed NBC-TV affiliates, advertising agencies placing commercials on the network and manufacturers whose products are advertised on NBC-TV.

The Stevens suit seems to parallel that of Otto Preminger over the broadcast of his "Anatomy of a Murder" on ABC-TV. The New York supreme court, where Mr. Preminger instituted his action (BROADCASTING, Oct. 11) refused to halt the Oct. 16 broadcast of the film with commercials, but did order the network not to edit out any of the picture's footage (BROADCASTING, Oct. 18).

It's anybody's NCAA ball

Everyone gets into the act as WNDU-TV fights for Notre Dame pickups

The inability of a TV station to prevent a community antenna system from carrying its programs last week had expanded to a full-blown broadcasting-government-CATV-sports hassle involving two major group-CATV operators, a TV station, a university, the FCC, Congress and the National Collegiate Athletic Association.

WNDU-TV South Bend, Ind., which is owned by Notre Dame University, had been told by the National Collegiate Athletic Association that unless the station could stop four cable systems from picking up its Notre Dame football game telecasts, the special NCAA permission allowing this coverage would be revoked. WNDU-TV tried, said the CATV's wouldn't accede and asked the NCAA to reconsider. The NCAA's TV committee rejected the plea saying unless the situation was cleared up there would be no more special authorizations for Notre Dame, which has been getting them for 10 years.

However, the station also asked the FCC for help. And the commission which only last month overturned an NCAA policy for KLTU-TV Tyler, Tex. and allowed it to pick up the Texas-Oklahoma game from KRDL-TV Dallas as being in the public interest (BROADCASTING, Oct. 18), seemed ready to meet the challenge.

Although at the time of the KLTU decision the FCC said it was not to be considered as precedent or policy setting, it has opened the door for a further look at the NCAA TV committee's policies. The FCC told William T. Hamilton, vice president and general manager of WNDU-TV, the matter is of some concern and implied no immediate answer is available. But in a letter to the NCAA committee, the FCC said it wants to meet with that group to see what, if anything, they can come up with that will not hamper stations and still allow for protection of NCAA-member schools.

On Capitol Hill - Congressional concern was expressed by Senator Vance Hartke (D-Ind.), a member of the Communications Subcommittee of the Senate Commerce Committee, who called the "pirating of the station's signal by the cable operators . . . a reprehensible action. It's possible that we might hold

hearings of some sort to determine the rights and wrongs of the issue and to try to get the NCAA to release the school to broadcast the games."

Representative John Brademas (D-Ind.) said he had received letters and petitions carrying the names of more than 1,000 constituents in the station's signal area calling for action by the FCC or Congress to overturn the NCAA's decision.

Fred Lieberman, president of Tele-Systems Corp., Glenside, Pa., which owns two of the CATV's involved in Peru and Warsaw, both Indiana, called the NCAA attitude "sort of ludicrous." He said the NCAA knows that WNDU-TV has nothing to do with the CATV's, has no control over them, and asked why the station should be pressured.

Jerrold Corp., operator of the systems in Lafayette and Logansport, both Indiana, had no comment.

Seemingly at the crux of the matter is the NCAA's ruling that authorization for a pickup be limited to the school's TV area and that any extension of this signal beyond the specified limits nullifies the special permission. Although this is not worded in such a manner in the current NCAA TV plan, the new plan which was just approved by the NCAA membership 210-17, and which goes into effect next year contains an outright ban on CATV pickups, but again places the responsibility on the school and/or station.

Asa Bushnell, program director of the NCAA TV committee, said last week that when the last TV plan was adopted in 1963 the present CATV situation did not exist and now the committee feels it is impossible to police the situation without the blanket ban on CATV carriage. He said NCAA had made no attempt to deal directly with the CATV's in this case.

In a letter to Mr. Bushnell, FCC Chairman E. William Henry noted the NCAA's awareness of the "great interest and public benefit" in these special telecasts. "The commission, therefore, wholeheartedly agrees with the essential purpose . . . and would urge that it be generously implemented to achieve that purpose."

Although the FCC recognizes that CATV pickups may cause problems for the NCAA, Mr. Henry said the commission feels that the TV committee "should consider carefully the potentially adverse effects of any blanket cut-off of important local telecasts stemming solely from the extension of local signals by CATV systems."

He said such consideration in a case like Notre Dame's should include the fact "that the game is received by only about 7,000 CATV-wired homes in three communities, as against the 162,000 homes able to receive WNDU-TV."

Changes planned at ABC Films

In the first of a series of moves and changes planned at ABC Films, Jack Arbib, account executive at Blair Television, last week



Mr. Arbib

was named executive vice president in charge of domestic syndication for the film distribution company.

Harold Golden, president of ABC Films, indicated that other major moves were in the offing. Though he

would not specify them at this time, it was reported ABC Films plans to bolster its operation by acquiring feature films, and first-run syndication product; produce specials and series especially for TV, and accelerate its research and advertising-promotion activities.

Mr. Arbib earlier had been with NBC Films for more than five years in various executive capacities. He will assume duties that currently are being handled by Ray Fox, ABC Films vice president in charge of domestic syndication. It was said Mr. Fox probably will remain with the ABC organization, either with the film subsidiary or with ABC-TV.

Irving Paley, who has been advertising-promotion-publicity director with ABC Films for more than six years, is leaving the company and will be replaced by Philip Harmon, at present assistant advertising-promotion manager of WABC-TV New York.

CBS N.Y. stations back Lindsay candidacy

The CBS-owned TV and radio stations in New York took a new stance last week: For the first time, they endorsed political candidates.

WCBS-TV and WCBS-AM-FM supported Representative John Lindsay, the Republican-Liberal candidate for mayor, in separate editorials that were broadcast several times last week. WCBS-TV "split" its support by backing Frank D. O'Connor, the Democratic candidate for president of the city council. The stations did not take a position on other candidates.

The action by the CBS outlets in New York follows by a year the statement of Dr. Frank Stanton, president of CBS Inc., that stations should consider the matter of endorsing political

candidates. The CBS-owned station in St. Louis, KMOX-TV, endorsed a mayoralty candidate there last year and KNXT (TV) Hollywood, also CBS-owned, has endorsed a candidate for the board of education.

WMCA New York, which as far back as 1960, endorsed a presidential candidate, John F. Kennedy, reported it has editorially supported the entire Democratic ticket, this year. WMCA has endorsed Controller Abraham Beame, who is seeking the mayoralty office against Mr. Lindsay in tomorrow's elections. Another station belonging to the Straus Broadcasting Group, WALL Middletown, N. Y., last week endorsed editorially the re-election of Mayor John Botens, in Middletown.

All stations offered comparable air time to other candidates in the various elections to reply to their editorials.

TIO surveys religious television programs

The Television Information Office, New York, circulated questionnaires to TV stations last week, seeking information on the quality, variety and extent of their religious programming.

Roy Danish, TIO director, said the purpose was to learn "the amount of airtime, energy and money" broadcasters devote to religious programming, along with their evaluation of syndicated and local programming and suggestions to improve such programming. The questions cover the period from July 1, 1964 to June 30, 1965.

Philip Morris pilot at 20th Century-Fox

Negotiations between Philip Morris Inc. and 20th Century-Fox Television for the filming of a pilot for *The Man Who Never Was* were completed last week. Pilot production will begin in mid-November from a script by Julian Plowden and Teddi Sherman. The pilot will be shot in Munich and Berlin as a Palomino Production with John Newland producing and Mr. Plowden as associate producer.

McNeill for five more

Don McNeill, host of ABC Radio's *Breakfast Club* for the past 33 years, has been signed to a new five-year contract, Robert Pauley, ABC Radio president, announced last week.

Mr. Pauley said *Breakfast Club* billings for the first quarter of next year are already 34% ahead of the show's billings for the same quarter in 1965. Among the number of new advertisers

signed for next year's first quarter are AT&T, Kraft Foods and Lehn & Fink Products Corp.

King gets Herman, Freddie TV shows

King Features Syndicate, New York, has secured TV rights to two new comedy-adventure shows. One, an animated cartoon series, is produced by TV Cartoons Ltd., London, with the vocal group Herman's Hermits. The other, filmed in color, will feature Freddie and the Dreamers on location in Europe.

Al Brodax, TV director, said the acquisitions were both arranged through Premier Talent Associates Inc. Herman's Hermits will include caricatures of the five vocalists with their recordings fitted to the action. The other music group, Freddie and the Dreamers, Mr. Brodax said, would appear as themselves in comedy-adventure situations filmed around London.

The animated show, Mr. Brodax indicated, could be scheduled Saturdays, either mornings or early evenings, noting that the *Beatles*, another King Features cartoon show, is now programmed Saturdays (10:30-11 a.m., EST) on ABC-TV.

Mr. Brodax said four cartoon specials are being planned for the *Beatles* show, each of one-hour or 90-minute duration. The animated specials, produced by TV Cartoons Ltd., will be scheduled for Christmas 1966 and thereafter.

Film sales . . .

Car 54, Where Are You? (NBC Films): KXGN-TV Glendive, Mont.

Richard Boone (NBC Films): KXGN-TV Glendive, Mont.; WFLD(TV) Chicago.

The Forest Rangers (NBC Films): KXGN-TV Glendive, Mont.; KVAL-TV Eugene, Ore.; WGAL-TV Lancaster, Pa.

Victory At Sea (NBC Films): KXGN-TV Glendive, Mont.

Panic (NBC Films): WDEF-TV Chattanooga.

Hopalong Cassidy (NBC Films): KJEO(TV) Fresno, Calif.

Astro Boy (NBC Films): KSL-TV Salt Lake City.

People Are Funny (NBC Films): KXLY-TV Spokane, Wash.

Hennesey (NBC Films): KGGM-TV

Albuquerque, N. M.; WBIR-TV Knoxville, Tenn.

Laramie (NBC Films): WREC-TV Memphis.

Famous Fantasies (NBC Films): WLBS-TV Bangor, Me.; KARD-TV Wichita, Kan.

Flight (NBC Films): WITN-TV Washington, N. C.

The Bob Poole Show (Poole Productions): WRVA-TV Richmond, Va.; WSUN-TV St. Petersburg, Fla., and KARK-TV Little Rock.

It's a Wonderful World (Trans-Lux): KGGM-TV Albuquerque, N. M.

The Magic Room (Trans-Lux): WUFT(TV) Gainesville and WJXT(TV) Jacksonville, both Florida, and KAET(TV) Phoenix.

The American Civil War (Trans-Lux): KETA(TV) Oklahoma City and KWSC-TV Pullman, Wash.

Judge Roy Bean (Banner Films): WFBC-TV Greenville, S. C.; WCTV(TV) Tallahassee, Fla.-Thomasville, Ga., and WBIR-TV Knoxville, Tenn.

Tarzan Features (Banner Films): KLBK-TV Lubbock, Tex.

Dodo—The Kid From Outer Space (Embassy): WHEN-TV Syracuse, N. Y.

Adventure 26 (Embassy): WREX-TV Rockford, Ill.; WOI-TV Ames, Iowa; WKBN-TV Youngstown, Ohio; WNEM-TV Bay City-Saginaw, Mich.; WTVY(TV) Dothan, Ala.; WDAM-TV Laurel-Hattiesburg, Miss.; WIS-TV Columbia, S. C., and WCAU-TV Philadelphia.

Sons of Hercules (Embassy): WKBN-TV Youngstown and WKEF(TV) Dayton, both Ohio; WTHI-TV Terre Haute, Ind.;

WCOV-TV Montgomery and WTVY(TV) Dothan, both Alabama; WDAM-TV Laurel-Hattiesburg, Miss.; WIS-TV Columbia, S. C., and KYW-TV Philadelphia.

Kickoff Catalogue (Embassy): WREX-TV Rockford, Ill.; WOI-TV Ames, Iowa; WTHI-TV Terre Haute, Ind.; WCOV-TV Montgomery and WTVY(TV) Dothan, both Alabama; WKEF(TV) Dayton, Ohio; WIS-TV Columbia, S. C.; WMCT(TV) Memphis; WAFB-TV Baton Rouge, and WDCA-TV Washington.

Radio series sales . . .

The Joe Pyne Show (Hartwest Productions Inc.): WERB Garden City, Mich.; WBTM Danville, Va.; WSPA Spartanburg, S. C.; WBSM New Bedford, Mass., and WFIA Louisville, Ky.

Carlton Fredericks (Hartwest Productions Inc.): WPIN St. Petersburg, Fla.; WATV Birmingham, Ala., and WSNY Schenectady, N. Y.

Top of the Pops (Hartwest Productions Inc.): KYLT Missoula, Mont.; KNEW Spokane, KORD Pasco, and KIMA Yakima, all Washington; WRIT Milwaukee, and KCAP Helena, Mont.

Earle Nightingale Program (Nightingale-Conant): 3AW Melbourne, Australia; CHFM Calgary, Alberta; CHTK Prince Rupert, B. C.; KHAK Cedar Rapids, Iowa; KXRA Alexandria, Minn., and KATL Miles City, Mont.

Jimmie Fidler Hollywood News (Jimmie Fidler): KINO Winslow, KALF Mesa, both Arizona, and KONE Reno.

Program notes . . .

Kelly special ■ NBC-TV plans a special in color for the 1966-67 season with Gene Kelly as star, producer and director. The one-hour show will combine live action with animation to recreate the fairy tale of "Jack and the

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Beanstalk." Bill Hanna and Joe Barbera will produce the animated sequences.

Coming specials ■ Three new one-hour specials NBC will colorcast this season were announced last week. A Nov. 28 (Sunday, 9-10 p.m. EST) special, *The Julie Andrews Show*, will feature, in addition to Miss Andrews, Gene Kelly and the New Christy Minstrels. Scheduled for later this season are: *Humor in Politics*, narrated by Jack Paar, and an as yet untitled program on the recent international tour of the Broadway musical "Hello Dolly" with Mary Martin.

Boston Pops too ■ Seven Arts Television will produce 13 one-hour color specials spotlighting the Boston Pops Orchestra aimed for network showing during the 1966-67 season. Seven Arts has produced and distributed to stations 26 one-hour black-and-white programs featuring the Boston Symphony Orchestra.

Space special ■ "Footsteps on the Moon," the second in a series of six

one-hour *Man in Space* TV specials produced by Seven Arts Television, will be syndicated in November. "Gemini," the first program in the series, was released earlier this year, and has been sold in 27 markets.

Relocation ■ Olas Corp., Gates Mills, Ohio, will relocate its headquarters to 2800 Euclid Ave., Cleveland, because of rapid growth and addition of new staff members, according to Robert S. Buchanan, president. Olas produces and syndicates the one-hour color-taped TV adventure series *Of Lands and Seas*.

New package ■ A feature film package, *Variety 9*, has been put into TV distribution by Richard G. Yates Film Sales, New York. The nine films in the package are: "Face of Terror," "Cry of the Bewitched," "Hard Road Home," "Den of Doom," "Arms Against the Law," "Blood Feud," "Wolves of the Deep," "Desert War" and "The Hunt."

Comedy writers ■ Universal TV has signed George Balzer, Hal Goldman

and Al Gordon, writers from the Jack Benny staff, to develop a new comedy series. In radio and TV, Mr. Balzer's association with Jack Benny has been for 23 years, while Messrs. Goldman and Gordon each have a 17-year association.

'Tis the season ■ With the Christmas season fast approaching, Mennonite Broadcasts Inc., Harrisonburg, Va., is offering a special radio Christmas package. Included in the package are: a five minute daily special, 11 carols sung by the *Mennonite Hour* Singers, and 40 spots devoted to the significance of Christmas.

Travel film ■ Association Films Inc., New York, is distributing a 14½-minute, 16mm color film, *Arizona*, available on free-loan to TV stations, colleges, travel agents and adult organizations. Presented as a public service by American Airlines Inc., the film describes panoramic views of the southwestern state's natural wonders and scenic attractions.

EQUIPMENT & ENGINEERING



Groundwork laid for NAB engineers' meet

Preliminary plans for the 1966 NAB Broadcast Engineering Conference held in conjunction with the National Association of Broadcasters annual convention were made last week as the BEC committee met in Washington. Subcommittees were named to secure luncheon speakers and suggest a recipient for the annual engineering award. The conference and convention will be held in Chicago, March 27-30.

Attending last week's meeting were seated (l-r): Russell B. Pope, Golden Empire Broadcasting Co., Chico, Calif.; Vincent Wasilewski, NAB president; Thomas E. Howard,

Jefferson Standard Broadcasting Co., Charlotte, N. C., committee chairman; George W. Bartlett, NAB vice president for engineering, and William S. Duttera, NBC, New York. Standing (l-r): Benjamin Wolfe, Westinghouse Broadcasting Co., New York; Robert Morris, ABC Inc., New York (representing ABC); James D. Parker, CBS-TV, New York; Philip B. Laeser, WTMJ-AM-FM-TV Milwaukee, and J. B. Epperson, Scripps-Howard Broadcasting Co., Cleveland. James W. Cooper, WFAA-AM-FM-TV Dallas, and Leslie S. Learned, Mutual, New York, were not present.

Stereo sound system for TV described

A stereo sound system that is "compatible" with the present television system was described last week before the National Electronics Conference in Chicago. Both TV transmitter and receiver must be modified slightly before it will work with present equipment.

Some 25,000 engineers attended the NEC which continues to expand deeper into nonradio and TV electronic fields such as military and space.

The stereo-audio concept for TV was explained in a paper by F. T. Thompson and J. E. Lanbright, engineers with the Westinghouse Research Laboratories, Pittsburgh. They said the new TV audio system is multiplex, similar to the present FM stereo method, and would work with both monochrome and color TV.

They said the new system differs from FM stereo largely in the choice of a different subcarrier frequency and the method of subcarrier synchronization. A new subcarrier of 31.5 mc is synchronized at the receiver by the available 15.75 mc horizontal synchronizing pulses, it was noted.

"The problem of interference between the subcarrier and sweep harmonics is eliminated since they are identically synchronized and therefore locked together in phase," the paper said.

Advantages claimed for the stereo

system include: (1) it provides two channels of high fidelity audio to accompany the video telecast; (2) it provides excellent separation which extends over the 15 kc bandwidth; (3) the system is fully compatible with standard color and black-and-white TV systems; (4) the system does not require a pilot carrier and this eliminates visual and audible interference problems, and (5) the system "is simple, efficient, economical and provides a better signal to noise ratio than the conventional FM broadcast band system."

N.Y. archdiocese buys RCA gear for ETV

RCA last week announced it has been chosen by the Roman Catholic archdiocese of New York to design and install one of the largest educational television complexes in this country.

The system, which will operate in the 2,500 mc band, would cover a 10-county area in New York state and could encompass 400 elementary and secondary schools.

Program origination will be at a TV center to be built in Yonkers, N. Y., and transmissions will be made from seven points in the archdiocese.

Frank M. Folsom, chairman of the executive committee of RCA, said the company will supply equipment for 3,000 classrooms, including color and black-and-white receivers.

FCC asked to explain who can use satellites

The FCC was urged again last week to allow people other than the international common carriers to deal directly with Comsat for the use of leased channels.

The request was contained in comments filed by the Associated Press, Dow Jones & Co., Aeronautical Radio Inc. and Air Transport Association of America 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."

AP said it had need for a full-period, voice grade channel between the U. S. and Europe for the transmission of textual and pictorial news material.

The news service said that both as a matter of law and as a matter of public policy it should be authorized to lease channels directly from Comsat.

Dow Jones told the commission that it should permit free access to the satellite by all interested users to enable

the broadest and most efficient development of satellite communications.

The company said that the service offerings of some of the common carriers were relatively inflexible and that some users would be prevented from using the satellite system if they had to go through the carriers.

MGM Telestudios adds color gear from fair

MGM Telestudios, New York, expects to have eight color television cameras in operation shortly after a purchase of RCA equipment announced last week.

MGM is buying four color-TV tape recorders and four color-TV cameras from RCA, equipment which had been installed at RCA's pavillion at the New York World's Fair.

Last year MGM bought equipment used by RCA during the fair's opening season: a color mobile unit, three color cameras and another vehicle outfitted for taping color programs.

Technicolor opens TV processing plant

Technicolor Corp. last Monday (Oct. 25) opened a new film processing facility at Universal City, Calif., a 60,000-square-foot plant to be devoted entirely to the processing of films for television. The new plant will operate on a round-the-clock, five-day-a-week schedule. It has facilities to handle the processing of all TV shows now being filmed in Hollywood, the company claims.

The new film laboratory, said to be the first built exclusively for TV film processing, marks Technicolor's entry into the TV film processing field. The move was prompted, a company spokesman said, by demands from TV film producers desiring the kind of color reproduction they have been getting from Technicolor for their theatrical pictures for 50 years, plus the vastly increased volume of color programming on the TV networks this season.

NAB group to study engineering management

Broadcasters from 23 states and Venezuela will take part in the National Association of Broadcasters first Engineering/Management Seminar at Purdue University, Lafayette, Ind., Nov. 29 to Dec. 3.

George W. Bartlett, NAB vice presi-

dent for engineering, said 49 radio and TV engineering executives would attend the course which is designed to make engineering a full part of the management team. He called the seminar "a milestone in the field of engineering management."

Dr. Charles Lawshe, dean of the College of Technology, and Dr. Gregory Barnes, professor of industrial education, will supervise the course work. Special research material provided by the broadcasters and tailored for the seminar will also be used.

Technical topics . . .

New logger - Autotronics of Oklahoma, Bartlesville, is marketing Log 96, an automatic program logger, meeting FCC requirements, which records 96 hours on 1,200 feet of standard ¼-inch tape. Cost of the basic model logger is \$595.

Miratel TV monitors - Miratel Electronics Inc., St. Paul, has announced its new series of transistorized professional television monitors. The units, featuring a plug-in modular construction, are available in eight through 17-inch sizes with custom chassis, rack mounting or standard cabinet configurations.

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BPA set to invade D.C.

Four-day agenda to analyze nuts and bolts of promotion;

FCC's Lee, Monday panel to offer government insights

About 500 promotion men are expected in Washington next week for the 10th annual seminar of the Broadcasters' Promotion Association, Nov. 7-10 at the Shoreham hotel.

FCC Commissioner Robert E. Lee will speak at the keynote luncheon Monday (Nov. 8). Lou Hazam, producer of documentaries for NBC-TV, will address the awards luncheon Tuesday (Nov. 9).

The informal Sunday agenda calls for a special four-hour BPA tour of Washington at \$2 per person. That evening has been set aside for network meetings.

On Monday, there will be panels on "FCC, FTC and Thee," "Public Affairs—Our Best Foot Forward," "Radio News Promotion," "TV News Promotion," "Teens Through 30—They Can Be Had," "Showcase for Radio Presentations" and "Put Zip into Your Sales Presentations." Monday evening BPA members will meet with their national reps in separate sessions.

Tuesday's agenda includes a morning business meeting and three afternoon panels: "Radio Promotion—on the Air Art Form," "Color TV Promotion" and "Outsiders Look at Us." A reception by the trade press and a banquet will be held that evening.

Five panels set for the closing Wednesday morning meeting are: "Will the New Research Help Radio," "TV by the Numbers," "The Computerized Rep, Agency and Station," "Community Antennas—Promotion Asset or Liability?" and "How to Reach the Time-buyer."

In addition to the usual display of ads and promotions used in print media, merchandising and special events promotion, the 1965 seminar will feature a Big Idea Exchange where projectors and tape recorders will be set up to run off sample TV and radio spots. Exhibits in all these categories are being sought by the BPA committee.

For the Ladies ■ Heywood Meeks, WMAL-TV Washington, general chairman of the 1965 seminar committee, said the BPA wives aren't being overlooked. On Monday they can visit the embassies of Morocco and Iran and tour Mount Vernon. The Tuesday schedule starts with a special tour of the White House, visit to the Smithsonian Institution and Capitol, and a

fashion show at a department store.

Other members of the seminar committee are: Ned Jay, WAGA-TV Atlanta, program chairman; Dick Paul, WAVY-TV Portsmouth-Norfolk, Va., associate program chairman; Bob Adams, WROP-TV Washington, facilities; Ned Ryan, WRC-TV Washington, entertainment; Don Peacock, WBAL-TV Baltimore, publicity; Jeff Abel, Henry J. Kaufman & Associates, Washington, printing; Jo Wilson, WWDC Washington, registration and hospitality; Adrian Gonzales, WMAL Washington, displays; Dick Norsworthy, WTTG(TV) Washington, gifts; Dean Linger, Corinthian Broadcasting Corp., New York, pre-convention publicity; John Noonan, *TV Guide*, Washington, special projects, and Ed Kelly, *Television Digest*, Washington, trade paper reception.

Drumbeats . . .

Help for VISTA ■ KABC-TV Los Angeles has been commended for its donation of a 20-second and 60-second commercial for VISTA by Sargent Shriver, director of the Office of Economic Opportunity. The station absorbed all the costs of production, including time, facilities and talent, of the films which describe VISTA and ask people to join the organization.

Contest within a contest ■ The magic number was 268,769 but for Sam Tar-



ricone, media supervisor at Needham, Harper & Steers, New York, the number 269,333 was just as good. The latter figure is the number of pieces of mail he guessed would be sent to WFTV(TV) Orlando, Fla., during its recent contest, the former figure is the actual number. Shown above, with his

prize of a television set are (l to r): Joseph L. Brechner, president of WFTV; Mr. Tarricone; and Jim Theiss, vice president of Blair Television, WFTV's rep.

See for yourself ■ As a means of promoting its new "Stars in Action" package of 27 feature films, Allied Artists Television is distributing to stations a promotion kit describing each film plus a miniature view finder. The viewer lets the recipient see still shots of selected films in the package.

Mayors' awards ■ Entries are now being accepted by the U.S. Conference of Mayors and Broadcast Pioneers for the third annual Mayors' awards. The awards are given to stations for their nonnetwork public service programming. Entries, which must be submitted by Feb. 1, 1966, should be sent to the Mayors' Awards Committee, Broadcast Pioneers, 589 Fifth Avenue, New York 10017.

Electronics award ■ Dr. William G. Shepherd, vice president of academic administration at the University of Minnesota and internationally known in electronic sciences and engineering research for 30 years, has received the 1965 Award of Merit from the National Electronics Conference. The award was presented in Chicago.

Fight against leukemia ■ For his work to aid children suffering from leukemia Ralph W. Beaudin, president of WLS-AM-FM Chicago, has been named St. Jude Man of the Year by Danny Thomas. Mr. Thomas, president of Aiding Leukemia Stricken American Children and founder of St. Jude children's hospital, presented the award in Chicago.

Kiwanis award ■ Ward L. Quaal, president of WGN Inc., has been presented a gold medal by Kiwanis International. The medal, the first presented by Kiwanis International to a member of the communications industry, was given in recognition of his and WGN-AM-TV Chicago's service to the community in cooperation with the Kiwanis group.

Paperback premiums ■ Radio stations which carry *Here's Heloise* series will be able to offer the program's sponsors premiums in the form of paperback books with sponsor and station identification. King Features Syndicate, distributor of the series, has mailed sample copies of the book "Heloise's Kitchen Hints," to more than 400 stations. King Features also reported it would make the offer to stations on "Heloise's 1966 Diary Appointment Calendar."



Sounds—and sights—music week in Nashville

It's a sideshow, carnival, July 4th picnic, political convention and handshaking record-plugging derby all rolled into one. That's what country music week looks and sounds like in Nashville.

Although more than 3,700 disk jockeys, songwriters, musicians, record pluggers, instrument sellers and others registered for the 40th birthday celebration of WSM's *Grand Ole Opry* Oct. 21-23, there were many kindred events held during the week by other groups.

The Country Music Association elected new officers (BROADCASTING, Oct. 25), and inducted Ernest Tubb, the Texas troubadour, into C&W Hall of Fame as its sixth member. Broadcast Music Inc. held its annual awards dinner and used the occasion to introduce its new president, Robert B. Sour. Columbia Records opened a new recording studio.

But the reason that most persons came to Nashville was to take part in the Opry party.

The lobby of the Andrew Jackson

hotel (upper right) looked continually like it does here. Posters were everywhere: hanging from railings, taped to walls, posts and even people.

Those who came to hear Opry stars performing live in the 68-year-old Ryman Auditorium were not disappointed. There was a two-and-a-half hour Opry Spectacular, with virtually every Opry performer taking stage for 8 or 16 bars of a hit song. One of the few non-singing moments Friday morning came when John H. DeWitt Jr., president of WSM Inc. (lower right), made a few remarks.

That afternoon more than 200 attended a panel discussion of the FCC's new radio renewal form and program log. The youngest student of the form was Lana Jo Eager, 7, from WHOK Lancaster, Ohio, who attended with her mother (lower left).

After that it was nothing but music, eating and drinking. Decca, United Artists and Capitol Records held cocktail parties; Columbia held a box luncheon; RCA had a breakfast; Musicor Records and Pamper Music held

dances; Mercury and Starday Records opened the doors of recording sessions.

On Friday night, the show began at 6:15 p.m. as the weekly National Life & Accident Insurance Co. TV show was taped. Among the stars were the Willis Brothers (left center). Then it was live radio from 7-10:30 p.m. for the regular Friday night Opry.

Saturday night the four-and-a-half hour Opry was pushed back to start at 6 p.m. and ran for six hours until midnight. By that time the pews in Ryman, which was once a revival hall, were hard indeed but the enthusiasm of the audience never wavered. The Saturday night show featured old time Opry members like Cousin Jody (upper left) a toothless, steel guitar wizard with an attractive blond bass player, and newer stars like Norma Jean (lower center), who sang while the host for that half-hour, Porter Wagoner, raised his hands to cue applause.

No artist sings on the Opry without being interrupted by applause, usually several times during a number. Whether the song is well known or not, the ap-

plause is there and it is usually accompanied by whistles and stomping—sounds more familiar in a burlesque house.

As the show goes on, people in the audience talk continually; the cash registers constantly ring up the sales of soft drinks, popcorn, cushion rental or Opry souvenirs. At the front of the stage hundreds of bulbs flash each night as fans take pictures of their favorite stars.

There is—to an observer—stunning, bewildering, complete chaos with 30 or 40 people on stage at one time and at least that number in the wings. Half of them are playing or listening, the other half are talking, drinking coffee, eating a sandwich or—in the case of Roy Acuff, the king of country music—doing tricks with a Yo-Yo.

But somehow the show goes on, the musicians perform, the singers sing and every last commercial goes on the air in its proper place.

Lights go on for station publicity

Now with the help of a special news cruiser a station can carry its advertising promotion or public service messages where ever it wants to go.

The unit is the Visual News Cruiser, manufactured by Time O Matic Inc., Danville, Ill. A small truck supports the oval-shaped device which has



Portable publicity

lights that flash on to spell out a message. The speed of the message can be adjusted including a complete stop for special emphasis.

With no moving parts, the unit has its own self-contained generator.

WIBC-AM-FM Indianapolis was the first station to order and use the cruiser. It is being distributed by Mars Merchandising Co., division of Pepper Sound Studios Inc., Memphis, Tenn.

CATV firm describes itself

Adding its own voice to the fall publicity of television's new shows was Gulf Coast Television, based in Naples, Fla. In a special fall TV supplement of the *Collier County (Fla.) News* the community antenna television company ran, among others, a two page ad outlining the areas in Naples which could immediately be connected to cable-TV. The supplement featured articles on the history and use of cables for television.

INTERNATIONAL

New AM and FM stations recommended in Canada

New AM and FM stations have been recommended for licensing by the Canadian Department of Transport at the September meeting of the Board of Broadcast Governors at Ottawa. Satellite AM, FM and TV stations also were recommended, as were changes in facilities and ownership change.

Among new stations recommended was one at London, Ont., for Middlesex Broadcasting Ltd., with 5 kw on 1290 kc. At Melfort, Sask., Minno Walter Hooge was recommended for a license for a 10 kw station on 1420 kc. Metropolitan Broadcasting Ltd., Winnipeg, Man., was successful in its application for an FM station at Regina,

Sask., with 5.9 kw on 92.1 mc. A new FM station is to be built by CKOT Tillsonburg, Ont., on 100.5 mc with 1.135 kw.

International film sales . . .

Biography of John F. Kennedy (Official Films): Sold in 14 foreign markets, including England, Denmark, Holland, Hong Kong, Liberia, Malaysia, Nigeria, Philippines, Singapore and Venezuela.

A Christmas Carol (Seven Arts): CFCN-TV Calgary, CJLH-TV Lethbridge, CHAT-TV Medicine Hat and CFRN-TV Edmonton, all Alberta; CFCY-TV Charlottetown, P.E.I.; CBHT-TV Halifax, N. S.; CKWS-TV Kingston, CKCO-TV Kitchener, KFCH-TV North Bay; CJOH-TV Ottawa, CHOV-TV Pembroke, CHEX-TV Peterborough, CKPR-TV Port Arthur,

CKSO-TV Sudbury, CFCL-TV Timmins and CFTO-TV Toronto, all Ontario; CFCF-TV Montreal; CHAB-TV Moose Jaw; CFQC-TV Saskatoon and CJFB-TV Swift Current, all Saskatchewan and CJAY-TV Winnipeg, Man., all Canada.

The Legend of Jesse James (20th Century-Fox TV International): Bought by Young & Rubicam for Lipton Soups for telecasting on WAPA-TV San Juan, P. R.

Lost in Space (20th Century-Fox TV International): ABC Television Ltd., for telecasting in Great Britain.

Peyton Place (20th Century-Fox TV): Associated Redifussion, London, and Cinevideo, Brazil.

The Long Hot Summer, The Legend of Jesse James (20th Century-Fox TV): Sonimagó, Uruguay.

Aboard in brief . . .

Mexican office ■ Braverman, Shaw & Associates, radio program production firm with headquarters in Santa Monica, Calif., has opened an office in Mexico City to handle the Latin-American market for the firm's syndicated radio programs and to provide translations for use by Spanish language stations in the U.S. Miss Marty Fournier is manager of the new office, at 827 Nicolas San Juan.

Caribair appointment ■ Caribair, San Juan, P. R., an airline operating in the Caribbean area, has appointed Young & Rubicam, San Juan, as its advertising agency.

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BROADCAST ADVERTISING

Tom Cadden, with Tatham-Laird & Kudner, Chicago, appointed director of commercial production for New York and Chicago offices. Clair Callihan, radio-TV producer for TLK, Chicago, appointed associate director of commercial production in New York.



Mr. Reynolds

Scott Reynolds, merchandising director at Bliss/Grunewald, New York, elected VP. Roy Podorson, art director at Doyle Dane Bernbach, that city, joins B/G, as art director.

Robert R. Dulaney, VP with Bearden-Thompson-Frankel, Atlanta, named account executive at Gerald Rafshoon Advertising, that city.

C. Maury Jones Jr., and Guy V. Pontius Jr., account group heads with BBDO, New York, elected VP's.

Joseph H. Therrien, head of media department of Dancer-Fitzgerald-Sample, San Francisco, elected VP.

Pat Brouwer, timebuyer with Compton Advertising, Chicago, promoted to head timebuyer.

Carroll B. Sugar named regional account executive on American Motors account at Benton & Bowles, Los Angeles.

Helmuth (Hank) Bayer, art director and copywriter with Roche, Rickerd, Henri, Hurst, Chicago, joins O'Grady-Andersen-Gray Inc., Park Ridge, Ill., as VP-creative director.

Richard Riffner, media supervisor at Wade Advertising, Chicago, promoted to media manager. Glenn Archibald, marketing supervisor at Wade, promoted to account executive.

George Mihaly, VP and account executive with Schwerin Research Corp., New York, joins Seymour Smith Associates, that city, as senior VP.

Richard Morse, account supervisor, and Sylvester Cleary, account executive at Sullivan, Stauffer, Colwell & Bayles, New York, elected VP's.

Ruth Weil, assistant advertising manager of Pabco Inc., New York, parent company of Pan American Broadcasting Co., named group advertising manager.

Charles J. Fleishman, named sales manager of WTOD-AM-FM Toledo, Ohio.

William J. Ferguson, with Young & Rubicam, Chicago, promoted to man-

ager of media department. John S. Sheasby, formerly with Needham, Harper & Steers, joins Y&R as TV producer. A. Chandler Warren Jr., named director of casting department at Y&R.

Karl G. Gierhahn, on sales staff of WISN-AM-FM Milwaukee, named sales manager.

Michael Morgan Crossfield, account executive with Rosenbush Agency, Baltimore, named director of media and market research.

Jerry Friedman, advertising manager with Hazel Bishop-Lanolin Plus, Union, N. J., joins Kenyon & Eckhardt, New York, as account executive.

Charles Geoffrey, account supervisor on Bristol-Myers at Young & Rubicam, New York, transferred to Los Angeles office as account supervisor on Hunt Foods & Industries.

Jerry Mathai, with MacManus, John & Adams Inc., Los Angeles, appointed senior account executive at Richardson, Myers and Donofrio Advertising, Baltimore.

Kirk E. Beauregard, formerly head of own film production firm in Detroit, joins VPI of Illinois Inc., Chicago, as

VP.

Harvey Fishbein, production/traffic manager and type director at Sproul & Associates, New York, named production and traffic manager of Helitzer, Waring & Wayne Inc., that city.



Mr. Levathes

Peter G. Levathes, executive VP with Clyne Maxon, New York, joins P. Lorillard Co., that city, as VP and director of advertising. Prior to association with Clyne Maxon, Mr. Levathes was executive VP at 20th Century Fox Film Corp.

L. Richard Sullivan, formerly VP of Bozell & Jacobs, Omaha, joins Needham, Harper & Steers, Chicago, as copy supervisor. James R. O'Reiley, with Fred A. Niles Communications Center, joins NH&S as producer.

Ishmael McCullough, marketing manager for Revlon Inc., New York, named account director by North Advertising Inc., Chicago.

Nicolas J. Maio, merchandising manager for Air France, New York, joins Chenault Associates, that city, as

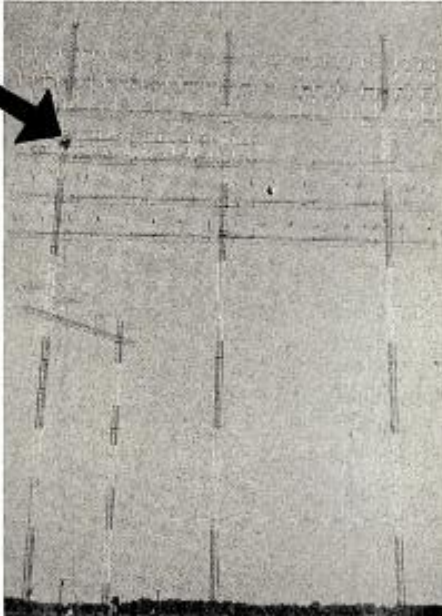
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account executive.

Hal Silverman, art director for J. Walter Thompson, Los Angeles, and **Cliff Einstein**, creative supervisor for Honig-Cooper-Harrington, there, open Silverman / Einstein, 5455 Wilshire Boulevard, that city. Phone: 931-0831.

James Aucone, senior media buyer at Richard K. Manoff Inc., New York, joins Cunningham & Walsh, there, as media buyer.

Ronald S. Klein, radio-TV producer at Edward H. Weiss and Co., Chicago, named radio-TV director.

Ira B. Madris, formerly creative group head and art director at Grey Advertising, New York, named associate creative director, Fletcher Richards Co., that city.

Steve Singer, with Daniel & Charles, New York, joins Warren, Muller & Dolobowsky, that city, as art director.

Evelyn Kogon, director of sales for Beverly Hillcrest hotel, named assistant merchandising director of KCOP(TV) Los Angeles.

THE MEDIA

Richard D. Roberts, research director and assistant secretary of WTAR-AM-FM-TV Norfolk, Va., and station's owner, Norfolk-Portsmouth Newspaper, named to newly created post of assistant to president of WTAR-AM-FM-TV and WFMV-TV Greensboro, N. C., also Norfolk-Portsmouth station.



Mr. Van Ells

Neal Van Ells, program manager of WKYC-TV Cleveland, appointed station manager.

Duffy Bladon, on sales staff of KGIL San Francisco, Calif., named executive VP and general manager of KBLA Burbank, Calif., succeeding **Mel Leeds**, who resigns.

Tony McFayden, music director for KRFM(FM) Phoenix, elected VP.

Albert J. Nesbitt, industrialist, elected board chairman of WHYI Inc. (educational stations: WHYI-TV Wilmington, Del. and WUHY-FM-TV Philadelphia).

Bob Lunquist, with NBC in Nigeria, joins NBC affiliate KCEN-TV Temple-Waco, Tex., as station manager. He succeeds **Burton Bishop**, who becomes VP of Channel 6 Inc., station licensee.

Robert F. Martz, operations manager of WIBM Jackson, Mich., named general manager of WTOD-AM-FM Toledo, Ohio.

William Rimmelin, commercial man-



Ellis elected

Elmo Ellis (r), VP and general manager of WSB-AM-FM Atlanta, elected chairman of NBC Radio Network Affiliates executive committee, succeeding **Lyell Bremser** (l), VP and general manager of KFAB-AM-FM Omaha. **Robert J. Rich**, VP and general manager of WDSM Superior, Wis., elected vice chairman, replacing **Gustav Brandborg**, VP and general manager of KV00 Tulsa, Okla., and **Rex Preis**, VP and general manager of WOAI San Antonio, Tex., elected secretary-treasurer, succeeding Mr. Ellis.

Meeting was held Oct. 22 in Chicago (BROADCASTING, Oct. 25.)

ager for WCWA-AM-FM Toledo, Ohio, named general manager.

Ken Kennedy, WDAY Fargo, elected president of North Dakota Broadcasters Association succeeding **Paul Lange**, KDLR Devils Lake. Other new officers: VP, **Cal Culver**, KBOM Bismarck; secretary-treasurer, **Les Maupin**, KLPM Minot, and director, **Dale Olson**, KOVC Valley City.

Joseph Butler, president and owner of WLKM Three Rivers, Mich., joins Telecable Inc., Seattle, as manager of Telecable of Cowlitz County in Longview, Wash., owned jointly by Telecable and KING-TV Seattle.



Mr. Lasko

(BROADCASTING, Oct. 25.)

Daniel S. Morris, production manager at WCOL-AM-FM Columbus, Ohio, named director of operations, succeed-

ing **Stephen T. Joos** (BROADCASTING, Oct. 25). **John Hill**, air personality, replaces Mr. Morris.

Robert J. McEvelly and **Frank Jett**, in operations department of WPIX(TV) New York, named to newly created posts of assistant operations manager, and operations supervisor, respectively.

Joseph H. Pollock named controller of WIBG-AM-FM Philadelphia.

PROGRAMING

Art Frankel, head of West Coast legal department of Screen Gems, Hollywood, named VP and chief studio counsel of television program and production division.

Mitchell Gamson, program coordinator for ABC-TV Hollywood, named to newly created post of supervisor of live programming, West Coast. **Phillip Miller**, with William Morris Agency, named as Mr. Gamson's assistant.

T. A. (Al) Bland, former VP and general program manager of Crosley Broadcasting Co. stations, joins National Lecture Bureau, Chicago, as head of new broadcast operations division, which plans to go into radio-TV program syndication.

Dr. Joel Nederhood, associate radio minister for *Back to God Hour* succeeds late **Reverend Peter Eldersveld** as radio minister of Christian Reformed Church, New York (BROADCASTING, Oct. 25).

Philip Dinsen, with KFMX(FM) San Diego, promoted to program director.

John Z. Csia, at KORK-TV Las Vegas, joins WLUK-TV Green Bay, Wis., as production manager.

Lawton Wilkerson, PR director for WBEE Harvey, Ill., named program director.

Mort Roberts, staff announcer with WGIR-AM-FM Manchester, N. H., named program director at WTYM East Longmeadow, Mass.

John Garry, production director of WOHO Toledo, Ohio, named program director of WTOD-AM-FM, that city.

Bill Alcine, production manager of KNXT(TV) Los Angeles, named senior producer.

Jeff Dane, commercial production manager at WTAR-TV Norfolk, Va., named creative director for station and Tidewater Productions. division of WTAR-TV.

George C. Stevens, formerly VP of Transcontinent Television Corp., New York, appointed director of marketing at Theatre Network Television, that city.

Tom Whittaker, with WFAS-AM-FM White Plains, N. Y., named music di-

rector.

Penny Riker joins WAMM Flint, Mich., as continuity and public service director.

Seymour Friedman, production manager, elected VP of Screen Gems TV program and production division, New York.

Arlen Sanders, music director of KEZY Anaheim, Calif., appointed director of program operations of WWVA Wheeling, W. Va.

NEWS

Richard Harkness, reporter with NBC News, Washington, named congressional correspondent, completing three-man team covering Capitol that also includes **Sander Vanocur** and **Robert McCormick**.

Robert Howick, acting news director of WHK-AM-FM Cleveland, becomes news director.

George J. Hoffman, legislative correspondent for WTOL-TV Toledo, Ohio, named news director for WCWA-AM-FM Toledo.

Robin Perry, former program director-personality with WHPL Winchester, Va., appointed news director at WFSR Bath, N. Y.

George Keenen, with WJZ-TV Baltimore, joins WFBG-AM-FM-TV Altoona, Pa., as writer, producer and assistant news director.

EQUIPMENT & ENGINEERING

Robert Bollen, field engineering supervisor, Visual Electronics Corp., New York, named manager, special projects.

Richard F. Yearick, sales director of community antenna television equipment division, and **Duane Crist**, assistant treasurer, both with Ameco Inc.,

Phoenix, named VP's.

Lon Cantor, PR director, Jerrold Electronics division, Jerrold Corp., Philadelphia, named director of advertising and PR for that division and for firm's Harman-Kardon division.



Mr. Vining

Douglas R. Vining, manager of defense and industrial products division of Technical Appliance Corp. (TACO) Sherburne, N. Y., owned by Jerrold Corp., named manager of newly created government and industrial division of Jerrold Electronics, Philadelphia.

Robert H. (Hank) Symons, budget director of Teleprompter Corp., Liberal, Kan., named director of operations for company's community antenna television division, New York.

William F. Sailor appointed midwestern regional sales manager for Entron Inc., Columbus, Ohio.



Mr. Wright



Mr. Spencer

Donald Spencer, president of Spencer-Kennedy Laboratories, Boston, named chairman and chief executive officer. **Charles H. Wright**, treasurer, appointed president. Mr. Wright also remains treasurer.

Andrew L. Hammerschmidt, manager of program operations with RCA Surface and Missile Radar Division, Moorestown, N. J., appointed to newly created position of manager of operations plans for Broadcast and Communications Products Division, Camden, N. J. **William L. Holcomb**, staff engineer with Communications Systems Division, Cambridge, Ohio, named manager of international projects of RCA's Defense Electronic Products organization, Camden.

FANFARE

Sally Ball Ehart, formerly with National Association of Broadcasters, joins WWDC Washington, as publicity director.

James W. Keeler, assistant general manager and program manager of WGBH-FM Boston, named promotion manager of WFLN-AM-FM Philadelphia.

Mel Anderson joins KVI Seattle, as director of promotion, replacing **Jack Macdonald**, appointed to similar po-

sition with KGO San Francisco.

Frank D. Eddington Jr., traffic and continuity director for educational KUSD-AM-TV Vermillion, S. D., joins WNAX Yankton, S. D., as promotion manager.

Elaine Taylor, account executive with Dudley-Anderson-Yutzy, joins Monroe B. Scharff & Co., New York, as manager of product services.

David Schwartz, merchandising manager of KCOP-TV Los Angeles, in addition becomes head of press relations department.

Kimberly Fleming, PR director for Ragnar C. Qvale & Associates, Los Angeles, opens PR firm, HARK, at 9145 Sunset Boulevard, that city. Phone: 273-0361.

INTERNATIONAL

J. G. Cudlip, general manager of Schwerin Systems Ltd., Toronto, affiliate of Schwerin Research Corp., New York, appointed VP of Schwerin Systems. He retains position as general manager.

Harold S. Tower, formerly senior accountant executive at WSAI Cincinnati, named general sales manager of CKLW Windsor. Ont.-Detroit.

John Sone, formerly of CJCW-TV

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A RUST CRAFT STATION

Sydney, N. S., and MacLaren Advertising Ltd., Toronto, appointed director of television at Baker Advertising Agency, Toronto.

Willard Bishop, manager of CKEN Kentville, N. S., elected president Atlantic Association of Broadcasters. **George Cromwell**, CHSJ-TV Saint John, N. B., elected first VP; **Norris Nathanson**, CJCW Sydney, N. S., second VP, and **Orville Pulsifer**, CHNS Halifax, N. S., secretary-treasurer.

Ned B. Corrigal named production manager of CKXL Calgary, Alberta.

Elmer Hildebrand named station manager of CFAM Altona, Man., and CHSM Steinbach, Man., both southern Manitoba broadcasting stations.

Ward Cornell, CFPL London, Ont., elected secretary of Central Canada Broadcasters Association, and **Ralph Connor**, ckso Sudbury, Ont., elected treasurer.

ALLIED FIELDS

Richard M. Schmidt Jr., Denver attorney, named general counsel of U. S. Information Agency succeeding Stan-

ley Plesent, who returns to private practice. Mr. Schmidt was with former KMYR (now KDEN) Denver, from 1943-49. He also was legal counsel for Colorado Broadcasters Association and instructor at University of Denver.

Max L. Arons, secretary of New York local 802 of American Federation of Musicians, elected president succeeding late Alfred J. Manuti (BROADCASTING, Sept. 20).

DEATHS

Maurice Moreau Jansky, 52, retired Washington attorney in communications law, died Oct. 25 of brain disease. Mr. Jansky, member of Federal Communications Bar Association, was first VP upon retirement. Surviving are his wife, Margaret, daughter, and two sons. Also surviving is brother, C. M. Jansky, consulting engineer who recently retired.

Rudolph H. Siemens, 60, administrator of laboratory liaison sales for north-eastern district, RCA Industrial Tube and Semiconductor Division, died Oct. 19 of heart attack in his Newark, N.J., office. Mr. Siemens was named chief

engineer of RCA International Division in 1943 and in 1948 was named manager of RCA's TV picture tube equipment sales department.

Betty Llewelyn Craddock, 39, media director of MacManus, John & Adams, Los Angeles, died Oct. 22 at Santa Monica hospital following long illness. Surviving is husband, Robert.

A. Hilton Ritter, 53, principal in Weatherwax, Spurgeon & Ritter, Los Angeles agency, died in his office Oct. 22. His wife and two sons survive.

Mrs. Helen Conrath Smith, 51, wife of Frank M. Smith, board chairman of Capital Cities Broadcasting Co., died suddenly, Oct. 27, at home in Pleasantville, N. Y., apparently of heart attack. In addition to Mr. Smith, she is survived by two children.

Hal Holman, 66, head of his own national radio-TV representative firm, Hal Holman Inc., Chicago, died in hospital, there, on Oct. 24 from complications following heart attack. Mr. Holman entered advertising in 1919. He is survived by his wife, Marie, and two children.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 21 through Oct. 27 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N

—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTION BY FCC
Atlanta—Rice Broadcasting Inc. Granted CP for new TV on UHF channel 46 (662-668 mc); ERP 575 kw vis., 110 kw aur. Ant. height above average terrain 1,100 ft., above ground 1,054.25 ft. P.O. address 3091 Arden Road, N.W., Atlanta. Estimated construction cost \$390,000; first year operating cost \$450,000; revenue \$300,000. Studio and trans. locations both Atlanta. Geographic coordinates 33° 45' 34" north lat., 84° 20' 04" west long. Type trans. GE TT-57A, type ant. GE TY-25E. Legal counsel Cohn & Marks; con-

sulting engineer Gautney and Jones, both Washington. Principal: Jack M. Rice. Mr. Rice owns Atlanta Telemeter Inc. and Home Theaters of Georgia Inc., both Atlanta pay-TV firms. Action Oct. 20.

APPLICATIONS

Eureka, Calif.—T&R Broadcasters Inc. Channel 13 (210-216 mc); ERP 316 kw vis., 63.2 kw aur. Ant. height above average terrain 1,740 ft., above ground 374 ft. P.O. address c/o James L. Hutchens, Box 748, Albany, Ore. Estimated construction cost \$443,433, first year operating cost \$250,000; revenue \$300,000. Studio to be located in Eureka, trans. to S. E. Geographic coordinates 40° 43' 30" north lat., 123° 58' 20" west long. Type trans. RCA TT-25DH/M, type ant. RCA TW-15A, 13-P. Legal counsel Hogan & Hartson, Washington, D. C.; consulting engineer J. B. Hatfield, Seattle. Principals: James L. Hutchens (49%), Robert L. Oldright (51%). Mr. Hutchens owns 41.33% and is president of Radio Broadcasters Inc., Corvallis, Ore., licensee of KFLY-AM-FM Corvallis and applicant for RCC system. Mr. Oldright is owner of T&R Service Inc., trucking and restaurant firm. Ann. Oct. 20.

Jackson, Miss.—John M. McLendon tr/as Tele/Mac of Jackson. UHF channel 16 (482-488 mc); ERP 35.5 kw vis., 7.1 kw aur. Ant. height above average terrain 335 ft., above ground 378 ft. P.O. address: Box 197, 980 Milner Bldg., Jackson. Estimated construction cost \$238,200; first year operating cost \$178,000; revenue \$160,000. Studio and trans. locations both Jackson. Geographic coordinates 32° 17' 50" north lat., 90° 12' 55" west long. Type trans. RCA TTU-1B, type ant. Jamparo JZZ-6-0-A. Legal counsel Prince & Paul, consulting engineer Willis C. Beecher, both Washington. Owned by John M. McLendon, who is 100% owner of WOKJ Jackson, 99.5% owner of WENN Birmingham, Ala. Ann. Oct. 25.

*Lexington, Tenn.—Tennessee State Board of Education. Channel 11 (198-204 mc); ERP 316 kw vis., 63 kw aur. Ant. height above average terrain 640 ft., above ground 496 ft. P.O. address c/o J. H. Warf, 100-B Cordell Hull Bldg., Nashville. 37219. Estimated construction cost \$499,376; first year operating cost \$25,000; operating funds to be supplied by state appropriations. Studio located in Lexington, trans. west of

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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531**

Lexington. Geographic coordinates 35° 42' 12" north lat, 88° 36' 10" west long. Type trans. RCA TTU-25DH, type ant. RCA TW15A11P. Legal counsel George F. McCannless, Att. General, State of Tenn.; consulting engineer W. L. Hamilton, Nashville. Principals: Tennessee State Board of Education. Ann. Oct. 21.

Yakima, Wash.—Apple Valley Broadcasting Inc. UHF channel 35 (596-602 mc), ERP 129 kw vis., 25.9 kw aur. Ant. height above average terrain 957 ft., above ground 171 ft. P.O. address c/o Wayne F. McNulty, West 500 Boone Avenue, Spokane, Wash. 99201. Estimated construction cost \$348,950; first year operating cost \$380,000; revenue \$380,000. Studio and trans. both located in Yakima. Type trans. RCA TTU-10A, type ant. RCA TFU-30J. Legal counsel Scharfeld, Bechhofer & Baron, Washington. Principals: The Evening Telegram Co., Superior, Wis. (100%) is owned in turn by Morgan Murphy (97.48%). Telegram is sole owner of Spokane Television Inc. and Spokane Radio Inc., licensees of KXLY-AM-FM-TV Spokane. Telegram also owns 34.8% of Television Wisconsin Inc., licensee of WISC-TV Madison. Ann. Oct. 25.

New AM stations

APPLICATIONS

Auburn-Opelika, Ala. [BROADCASTING Oct. 11 erred in reporting following application, which appears here in corrected form:] Faulkner Radio Inc. 1520 kc., 5 kw, DA-D. P.O. address Box 569 Carrollton, Ga. Estimated construction cost \$66,666; first year operating cost \$40,800; revenue \$65,000. Principals: James H. Faulkner Sr. (73.33%), James H. Faulkner Jr. (5%), Robert M. Thorburn (16.67%). Faulkner Radio owns WBCA-AM-FM Bay Minette, Ala. and WLBB-AM-FM Carrollton, Ga. Ann. Sept. 24.

Princeton, Ky.—Well Better Broadcasters Corp. 1500 kc. 250 kw. D. P.O. address c/o Wilburn Wilson, Cecile Drive, Princeton. Estimated construction cost \$30,114; first year operating cost \$32,547; revenue \$35,547. Principals: Wilburn Martin Wilson (65%), Edwin Lamb (20%), Samuel Steger (15%). Mr. Wilson is employe of WPKY Princeton until application is granted; Mr. Lamb is bank president and owner of investment firms; Mr. Steger is owner of lumber and construction companies. Ann. Oct. 20.

Dover-Foxcroft, Me.—Frank Alvin Delle Jr. and Eugene Joseph Gosselin db/as Radio Voice of Dover-Foxcroft. 1340 kc, 250 w. P.O. address c/o Frank Alvin Delle Jr., Radio Station WLKN, Box 1450, Lincoln, Me. Estimated construction cost \$19,410; first year operating cost \$32,000; revenue \$55,000. Principals: Frank Alvin Delle Jr. (50%), Eugene Joseph Gosselin (50%). Mr. Delle is general manager and one-third partner of WLKN Lincoln, Maine; Dr. Gosselin is physician and surgeon in Colonis, N. J. Ann. Oct. 25.

Bagnell, Mo.—Lee Mace. 1080 kc, 5 kw, DA, D. P.O. address Box 142, Osage Beach, Mo. Estimated construction cost \$65,800; first year operating cost \$50,000; revenue \$60,000. Mr. Mace is free-lance TV entertainer, director of bank, partner in mobile market enterprise, owner of Indian Burial Cave tourist attraction, and operator of Ozark Opry, Osage Beach. Ann. Oct. 20.

St. Charles, Mo.—Michael S. Rice. 1460 kc, 5 kw, DA, D. P.O. address 329 S. Maple Avenue, Webster Groves, Mo. 63119. Estimated construction cost \$43,795; first year operating cost \$58,070; revenue \$156,000. Mr. Rice is free-lance announcer, engineer and production director. Applicant requests facilities of KADY St. Charles. Ann. Oct. 21.

Alamogordo, N. M.—Fred Kaysbier. 1360 kc, 5 kw, D. P.O. address 722 10th Street, Alamogordo. Estimated construction cost \$16,920; first year operating cost \$6,500; revenue \$12,000. Mr. Kaysbier is licensee of KXXI(FM) Alamogordo. Ann. Oct. 25.

Warwick, N. Y.—Warwick Broadcasting Corp., 1110 kc, 250 kw, D. P.O. address c/o E. N. Klein, 9 Main Street, Warwick, N. Y. Estimated construction cost \$25,530; first year operating cost \$40,500; revenue \$60,000. Principals: Edward N. Klein and John H. Bradner (each 31%), Madison H. Lewis (11.9%), John J. Beattie III (2.3%), and others. Mr. Klein is newspaper publisher. Mr. Bradner is professional musician and composer; Mr. Lewis is director and stockholder of Borden Co.; Mr. Beattie is general counsel for Lehigh and Hudson River Railroad. Ann. Oct. 20.

Existing AM Stations

APPLICATIONS

KELI Kailua, Hawaii—Roger Kent & Alice Cooke db/as Equal Radio. Seeks CP to increase power from 1 kw to 10 kw, install new trans. Ann. Oct. 22.

WSIB Beaufort, S. C.—Sea Island Broad-

casting Corp. of S. C. Seeks CP to increase daytime power from 100 kw to 500 kw, and install new trans. Ann. Oct. 22.

KDRY Alamo Heights, Tex.—National Enterprises Inc. Seeks CP to increase power from 1 kw to 10 kw, install DA system, install new trans. Ann. Oct. 22.

New FM stations

ACTION BY FCC

Albany, N. Y.—Regal Broadcasting Corp. Granted CP for new FM on 103.1 mc, channel 276A, 3 kw. Ant. height above average terrain 179.8 ft. P.O. address 12 Defreest Avenue, Troy, N. Y. Estimated construction cost \$17,745; first year operating cost \$15,000; revenue \$20,000. Principals: Robert L. Hill (43.5%), Thomas H. O'Connor (5%), Edward T. Ryan (2%), Phyllis J. Hill (0.5%) and others. Mr. Hill is electrical engineer for state of New York. Action Oct. 26.

APPLICATIONS

Montgomery, Ala.—WCOV Inc., 92.3 mc, channel 222, 50 kw. Ant. height above average terrain 360 ft. P.O. address c/o Hugh Smith, Adrian Lane, Montgomery. Estimated construction cost \$83,195; first year operating cost \$25,000; revenue \$35,000. WCOV Inc. owns WCOV-AM-TV Montgomery and is in turn owned through holding company WLEX-TV Inc. Ann. Oct. 20.

Sikeston, Mo.—Sikeston Community Broadcasting Co. 97.7 mc, channel 249, 3 kw. Ant. height above average terrain 177 ft. P.O. address 1501 W. Malone Avenue, Sikeston. Estimated construction cost \$12,720; first year operating cost \$7,200; revenue \$7,200. Principals: Ralph L. Hirsch (42.8%), James H. Bucher (16.0%), Mrs. Harry C. Young (12.0%), and others. Sikeston Broadcasting owns KSIM Sikeston. Ann. Oct. 20.

Tucumcari, N. M.—Tucumcari Broadcasting Co. 92.7 mc, channel 224, 3 kw. Ant. height above average terrain 64 ft. P.O. address 1420 E. Gaynell Avenue, Tucumcari, N. M. 88401. Estimated construction cost \$15,607; first year operating cost \$14,350; revenue \$15,645. Principals: S. J. Barnes (25%), Hoyt Houck (37.5%), estate of Robert C. Houck deceased (37.5%). Parties have no broadcast interests other than Tucumcari. Ann. Oct. 20.

Provo, Utah—KOVO Inc. 96.1 mc, channel 241, 37.61 kw. Ant. height above average terrain 2,620 ft. P.O. address c/o Glenn C. Shaw, Box 949, Provo, Utah 84601. Estimated construction cost \$33,990; first year operating cost \$22,000; revenue \$24,000. Principals: Ashley L. Robinson (49.5%), Glenn C. Shaw (50%), Philip V. Christenson (0.5%). Action Oct. 25.

Ownership changes

ACTIONS BY FCC

KXEW Tucson, Ariz.—Granted assignment of license from Pan American Radio Corp. to Paul A. Robinson, receiver in bankruptcy. Pan American is owned by J. Carlos McCormick (59%), James P. McCormick (11.8%), Mercy E. McCormick (3.5%), Oscar H. Stevens (22.2%) and Emilie Carrillo (3.5%). Action Oct. 20.

WSPB-AM-FM Sarasota, Fla.—Granted assignment of license from Community Broadcasting Corp., to Worth Communications Inc., owned by Worth Kramer (100%). Consideration \$250,000 and \$50,000 for agreement not to compete in radio or TV broadcasting for 5 years within 50 miles of Sarasota. Mr. Kramer was previously VP of Capital Cities Broadcasting Corp. Action Oct. 25.

WLOQ Winter Park, Fla.—Granted assignment of CP for new FM from Richard L. Baird, to William S. Clarke and John T. Rutledge d/b Clarke & Rutledge, owned by Mr. Clarke (60%) and Mr. Rutledge (40%). Consideration \$2,553. Mr. Clarke holds 60% of Clarke Broadcasting Corp., licensee of WLOF Orlando, Fla. and has other non-broadcast interests; Mr. Rutledge holds 40% of Clarke Broadcasting and 52% of WYND Radio Inc., licensee of WYND Sarasota, Fla. Action Oct. 21.

WALG Albany, Ga.—Granted involuntary transfer of control of licensee corporation, Radio Albany Inc., from Allen M. Woodall (75%), to The First National Bank of Columbus, executor of estate of Allen M. Woodall, deceased. No financial consideration. Action Oct. 20.

WMOG Brunswick, Ga.—Granted involuntary transfer of control of licensee corporation from Allen M. Woodall (100%) to The First National Bank of Columbus, executor of estate of Allen M. Woodall, deceased. No financial consideration. Action Oct. 20.

WDK Columbus, Ga.—Granted involuntary transfer of control of licensee corporation, Radio Columbus Inc., from Allen M.

Woodall (100%) to The First National Bank of Columbus, executor of estate of Allen M. Woodall, deceased. No financial consideration. Action Oct. 20.

WKIG Glennville, Ga.—Granted assignment of license from Howard C. Gilreath and Claude M. Kicklighter d/b as Tattnall County Broadcasting Co., to Tattnall County Broadcasting Co., owned by Howard C. Gilreath (50%), Claude M. Kicklighter (25%) and Coy Andrew Perkins (25%). Consideration \$7,500. Mr. Gilreath owns 70.6% of WCLA Claxton, 100% of WMAC Metter and 100% of WPGA Perry, all Georgia; Mr. Perkins is announcer at WKIG, and Mr. Kicklighter is captain in U. S. Army. Action Oct. 21.

WDAX McRae, Ga.—Granted involuntary transfer of control of licensee corporation, Radio Telfair Inc., from Allen M. Woodall (68%) to First National Bank of Columbus, executor of estate of Allen M. Woodall, deceased. No financial consideration. Action Oct. 20.

KIOA Des Moines, Iowa.—Granted assignment of license from Swanco Broadcasting Inc. of Iowa, owned by Gilbert C. Swanson and Florence P. Swanson (each 23%), George A. Bolas (24%), Kenneth R. Greenwood (10%), Robert Hall (5%), William Worthing (4%) and others, to Radio Moline Inc., owned by Kankakee Daily Journal Co. (70%), Burrell L. Small and Len H. Small (each 13.65%) and estate of Arthur L. Beckman (2.7%). Consideration \$620,000 plus \$31,000 brokerage fee payment and \$60,000 for agreement not to engage in broadcasting in Polk county and contiguous boundary counties in Iowa. Radio Moline is licensee of WQUA Moline, Ill. Kankakee Daily Journal is owner of WIRL Peoria, Ill., WIRE Indianapolis and WKAN Kankakee, Ill. Mr. B. L. Small is president and co-publisher of Kankakee Daily Journal Co., president of WKAN Radio Inc., chairman of board of Kankakee TV Cable Co., vice president of Radio Moline Inc., president of LaPorte Publishing Co., LaPorte, Ind., vice president and chairman of board of Mid America Radio Inc., licensee of WIRE Indianapolis, and president of Twelve Ninety Radio Corp., licensee of WTVH Peoria, Ill. Mr. L. H. Small is chairman of board and vice president of WKAN Radio Inc., chairman of board and vice president of Radio Rockford Inc., president of Kankakee TV Cable Co. and vice president and chairman of board of Twelve Ninety Radio Corp. Action Oct. 27.

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WHDF Houghton, Mich.—Granted transfer of control of licensee corporation, Upper Michigan Broadcasting Co., from Irma O. Burgan (8% individually and 59% as executrix of estate of George L. Burgan) to Mrs. Burgan individually (59.6%). No financial consideration involved. Action Oct. 21.

KHOL-FM Kearney - Holdrege, Neb.—Granted assignment of license and SCA from BI-States Co., to Radio Kearney Inc., owned by John Payne (40%), J. R. Clodfelter (35%), A. E. Payne (10%), and Alan Oldfather (15%). Consideration \$25,618. Radio Kearney Inc. is licensee of KRYN Kearney, Neb. Action Oct. 25.

WVNO-FM Mansfield, Ohio—Granted voluntary acquisition of positive control of licensee corporation. Johnny Appleseed Broadcasting Co., by Charles J. Hire (42% before, 68% after) through stock purchase from Harry C. Hire (27% before, 0.5% after), and issuance of stock by licensee corporation. Consideration \$2,500 from Charles J. to Harry C. Hire; liquidation of \$7,800 debt to Charles J. Hire by issuance of 39 stock shares. Action Oct. 20.

KRDR Gresham, Ore.—Granted acquisition of negative control of licensee corporation, Action Broadcasting Co., from Marion G. McKeown (20% before, none after) to John E. Grant and George O. DeWitz (each 40% before, 50% after). Consideration \$6,000. Action Oct. 20.

WNET(TV) Providence, R. I.—Granted acquisition of positive control of permittee corporation, Channel 16 of Rhode Island Inc., by Harold C. Arcaro (30.66% before, 61.33% after) through stock purchase from John M. Dunne (30.66% before, none after). Consideration \$1,000. Action Oct. 20.

WFL(FM) Franklin, Tenn.—Granted assignment of license from Robert E. Sewell and William C. Montgomery (each 50% before) to Robert E. Sewell (100% after). Consideration \$13,500. Action Oct. 20.

WKEE-AM-FM Huntington, W. Va.—Granted assignment of license and SCA from Geyer Broadcasting Co., to WKEE Inc., owned by Reeves Broadcasting Co. (100%). Consideration \$475,000. Reeves Broadcasting is licensee of WUSN-TV Charleston, S. C.; WHTN-TV Huntington. Reeves is sole owner of WITH Inc., licensee of WITH-AM-FM Baltimore. Action Oct. 25.

WAPL-AM-FM Appleton, Wis.—Granted assignment of license from John J. Dixon to Dixon Inc., owned by John J. Dixon (100%). No financial consideration. Action Oct. 21.

WKMT Merrill, Wis.—Granted assignment of license from Thunder-Bird Broadcasting Co., to North-Central Broadcasting Corp., owned by Leonard H. Harms, William W. Reed, John A. Hoppe and Michael J. Flaherty (each 25%). Consideration \$118,000. Mr. Flaherty is manager of WRDB Reedsburg, Wis.; Messrs. Harms, Reed and Hoppe have non-broadcast interests in Wisconsin. Action Oct. 20.

WNAM(FM) Neenah - Menasha, Wis.—Granted assignment of CP authorizing new FM broadcast station and SCA from WNAM Inc. to Fox Cities Broadcasting Inc. Both companies are owned by James A. McKenna Jr. (90%) and Don C. Wirth (10%). Action Oct. 20.

APPLICATIONS

KHEB Heber Springs, Ark.—Seeks assignment of CP authorizing new AM broadcast station from Eulis W. Cochran tr/as Cleburne County Broadcasting Co. to Newport Broadcasting Co. owned by Harold L. Sud-

bury (70%), Gladys Benson Sudbury (29.75%), Graham Sudbury (0.25%). Harold L. Sudbury, his wife Gladys Benson Sudbury, and brother Graham Sudbury are together sole owners of Sudbury Service Inc. (KLCN Blytheville, Ark.) and Newport Broadcasting Co. (KNBY Newport and KSUD West Memphis, both Arkansas). Newport is also applicant for FM in Newport and for CP to improve facilities of KNBY and will soon be applicant for licensee of KTPA Prescott, Ark. Consideration \$33,300 for properties, \$1,700 for CP. Ann. Oct. 21.

KPOD Crescent City, Calif.—Seeks assignment of license from H. Frank Walters and Wanda M. Walters - William E. Stamps. Mr. Stamps is at present general manager of KPOD; he will assume complete ownership and debt responsibilities of KPOD on acceptance of application. Consideration \$34,133.85. Ann. Oct. 21.

KCEY Turlock, Calif.—Seeks assignment of license from KTUR Inc. to Hen-Cal Corp., owned jointly by Paul Henning and Ruth Henning. Mr. Henning is creator, producer and writer of television series, including Beverly Hillsbillies, Petticoat Junction, and Green Acres; has interest in music company and real estate investment firm. Consideration \$180,000. Ann. Oct. 26.

WTGA Thomaston, Ga.—Seeks transfer of control of licensee corporation, Radio Georgia Inc., from Sylvia D. Strickland, George Strickland Jr. (each 25%), Leslie E. Gradyk Jr. (50%), to Herbert E. Strickland (100%). H. E. Strickland is 50% owner of WSUZ Palatka, Fla. Consideration \$75,000. Ann. Oct. 21.

KORT Grangeville, Idaho—Seeks assignment of license from KEBCO Inc. to John H. Matlock (50%) and Eugene A. Hamblin (50%), db/as Clearwater Broadcasting Co. Messrs. Matlock and Hamblin each hold 50% interest in KLER Orofino, Idaho, and application for AM in St. Maries, Idaho; each hold 60% and 40% interest respectively in KOZE-AM-FM Lewiston, Idaho. Consideration \$50,700. Ann. Oct. 26.

WANE Fort Wayne, Ind.—Seeks assignment of license from Indiana Broadcasting Corp. to Shepard Broadcasting Corp. of Indiana, subsidiary of Shepard Broadcasting Corp. (Michigan), owned by John J. Shepard (30%), Charles A. Sprague (35%), and Daniel J. Duffy (35%). Shepard Broadcasting owns WLAV-AM-FM Grand Rapids, Mich. Consideration \$250,000. Ann. Oct. 21.

KMDO Fort Scott, Kan.—Seeks transfer of negative control of licensee, corporation, Fort Scott Broadcasting Co., from Lloyd C. McKenney (50% before, 25% after) to James Lloyd McKenney (25% before, 50% after). It is desired for tax purposes that half of shares be transferred in 1965 and half in 1966, thus Dorothy N. McKenney (wife of Lloyd C. McKenney) will hold temporarily 12½% interest during transfer, in addition to her own 25%. No financial consideration. Ann. Oct. 26.

WCLU Covington, Ky.—Seeks assignment of CP for new AM from Irving Schwartz tr/as Kenton County Broadcasters to WCLU Broadcasting Co. Mr. Schwartz is sole owner of WCLU Broadcasting Co. and is sole permittee of station. No financial consideration. Ann. Oct. 26.

WGMZ(FM) Flint, Mich.—Seeks assignment of license from Panax Corp. to Metrocom Inc., owned by Philip R. Munson (66⅔%) and Robert W. Bogart (33⅓%). Mr. Munson is 5% stockholder of Panax Corp.; Mr. Bogart is 1.2% stockholder. Panax Corp. is licensee of WSWM(FM) East Lans-

ing, WQDC(FM) Midland, WABX(FM) Detroit, WGMZ(FM) and WAMM Flint, WMAX Grand Rapids, all Michigan; KLLX Jefferson City, KFEQ-AM-TV St. Joseph, both Missouri; and is applicant for VHF translator to be operated in conjunction with KFEQ-TV. Consideration \$60,000. Ann. Oct. 21.

WLSM Louisville, Miss.—Seeks acquisition of negative control of licensee corporation, Louisville Broadcasting Co., by each Joseph W. Carson and Frank E. Holliday (each 33⅓% before, 50% after) through purchase of stock and retirement thereof by licensee corporation from John S. Primm (33⅓% before, none after). Consideration \$44,200. Ann. Oct. 21.

KBUB Sparks, Nev.—Seeks assignment of license from Silver Circle Broadcasting Co. to KBUB Inc., owned by Lisle R. Sheldon (66⅔%) and Alan C. Lisser (33⅓%). Mr. Sheldon is sole owner of Lisle Sheldon Advertising and 15% owner of KSUR Inc. (applicant for KRML Carmel, Calif.). Mr. Lisser is 50% owner of KSUR Inc. Consideration \$119,000. Ann. Oct. 26.

KFDW-TV Clovis, N. M. and KFDA-TV Amarillo, Tex.—Seeks acquisition of positive control of licensee corporation, Bass Broadcasting Co., by Perry R. Bass through transfer of stock by Sid W. Richardson Foundation to Bass Broadcasting Co. Ann. Oct. 26.

KFUN Las Vegas, N. M.—Seeks assignment of license from Thunderbird Broadcasting Co. owned by Merle H. Tucker (98.2%), his wife Mida H. Tucker (0.9%) and V. F. Diggs (0.9%); to Roadrunner Broadcasting Co., owned by Merle H. Tucker (90%), his wife Mida H. Tucker (5%) and V. F. Diggs (5% beneficially held as qualifying share). Transaction is for tax purposes with reference to possible sale of KGAK Gallup, N. M., owned by Thunderbird. Consideration \$129,000. Ann. Oct. 26.

KREK Sapulpa, Okla.—Seeks assignment of license from Creek County Broadcasting Co. to W. M. Brubaker (33⅓%) and Victor Wickersham (66⅔%). Mr. Brubaker was territory manager of Rasor-Edwards Equipment Co.; Mr. Wickersham has investment business and was member of Congress (1960-1965). Consideration \$150,000. Ann. Oct. 26.

KQIK Lakeview, Ore.—Seeks acquisition of positive control of licensee corporation, Pacific Northwest Radio Inc., by Pauline Walsh (17.6% before, 88.4% after) through transfer of stock from Arbee E. Freeman Sr. (70.8% before, none after). Consideration court-ordered stock transfer. Ann. Oct. 20.

KELP-AM-TV El Paso, Tex.—Seeks assignment of license (of KELP-TV) from Norman E. Alexander and Joseph Harris db/as Kelp Television Co., and (of KELP) from Northern Pacific Radio Corp. owned by Messrs. Alexander and Harris, to John B. Walton Jr. Mr. Walton is owner of KVKM-AM-TV Monahans, KVII-FM-TV Amarillo, both Texas; KVOD-AM Albuquerque, N. M.; KHFF Tucson, Ariz., and is applicant for UHF license in Lubbock, Tex. Consideration \$2,375,000. Ann. Oct. 21.

KRIO McAllen, Tex.—Seeks assignment of license from Bass Broadcasting Co. to Valley Broadcasting Co., owned by Gene L. Cagle. Mr. Cagle holds 19.59% interest in Bass Broadcasting and seeks sole ownership of KRIO through stock transactions connected with transfer of positive control of Bass Broadcasting. (See KFDW-TV Clovis, N. M., and KFDA-TV Amarillo, Tex.) Ann. Oct. 26.

KAMY McCamey, Tex.—Seeks assignment of license from Don Renault (66⅔%) and Jack Burdant (33⅓%) db/as Upton Radio to Don Renault (100%). No financial consideration stated. Ann. Oct. 26.

WARR(FM) Warrenton, Va.—Seeks assignment of CP authorizing new FM broadcast station from United States Trans-dynamics Corp. to Radio Associates Inc., owned solely by Laurens M. Hamilton. Radio Associates Inc. is licensee of WERR Warrenton, Va. Consideration \$9,982. Ann. Oct. 20.

KRAB Seattle, Wash.—Seeks transfer of control of licensee corporation Jack Straw Memorial Foundation, from Lorenzo W. Milan, Jonathon A. Gallant, Gary S. Margason and Robert A. Garfias et al to Lorenzo W. Milan, Jonathon A. Gallant, Gary S. Morgason et al. Jack Straw is non-profit corporation with all directors having equal vote in broadcast operation; absence of Mr. Garfias is temporary (until Sept. 1966). Ann. Oct. 21.

Hearing cases

INITIAL DECISIONS

■ Hearing examiner Thomas H. Donahue issued supplemental initial decision looking toward granting application of Northern Indiana Broadcasters Inc. for a new AM to operate on 910 kc. 1 kw. DA-2, U. in Mishawaka, Ind. (Initial decision of



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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 28

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,012	31	65	364
FM	1,358	56	197	243
TV-VHF	469 ¹	20	21	146 ²
TV-UHF	92	14	74

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 28

	VHF	UHF	Total
Commercial	512 ³	180	692
Noncommercial	66	62	128

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Aug. 31, 1965

	AM	FM	TV
Licensed (all on air)	4,004	1,334	561 ¹
CP's on air (new stations)	29	56	34
CP's not on air (new stations)	68	204	93
Total authorized stations	4,103	1,594	691
Applications for new stations (not in hearing)	275	188	82
Applications for new stations (in hearing)	67	45	57
Total applications for new stations	342	203	139
Applications for major changes (not in hearing)	195	45	30
Applications for major changes (in hearing)	35	2	7
Total applications for major changes	230	47	37
Licenses deleted	1	0	0
CP's deleted	2	2	0

¹ Does not include two licensed stations off the air.

² Breakdown on UHF and VHF applications not available.

³ Includes three noncommercial stations operating on commercial channels.

December 2, 1963, looked toward this action. On August 10, 1964, review board remanded proceeding to examiner for further hearing on "separate community" and "10 percent rule" issues.) Action Oct. 25.

OTHER ACTIONS

■ By memorandum opinion and order, commission (1) granted application for assignment of license of WBOY-TV and auxiliaries, Clarksburg, W. Va., from Rust Craft Broadcasting Co. to Northern West Virginia Television Broadcasting Co., subsidiary of Fortnightly Corp., and (2) denied motion by Citizens TV Protest Committee and Clarksburg Publishing Co. to proceed with hearing, and terminated proceedings. Action Oct. 27.

■ On May 7 court of appeals vacated previous actions of commission which granted assignment applications (March 13, 1964) and denied petitions for reconsideration (June 16, 1964), and remanded proceedings to commission for further consideration concerning common ownership of local TV and CATV systems in Clarksburg and Fairmont, W. Va. By letter dated July 13, 1965, Fortnightly advised commission that on June 29 corporation had disposed of its interests in Clarksburg and Fairmont cable systems to Jack Kent Cooke Inc. in accordance with previously executed purchase agreement. Elimination of problem of common ownership of CATV and local TV removed only significant objection to assignment. Action Oct. 27.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceedings on AM applications of Flathead Valley Broadcasters (KOFI), Kalispell, and Garden City Broadcasting, Inc. (KYSS), Missoula, both Mont., denied latter's petition to enlarge issues as to KOFI. Action Oct. 26.

■ In proceeding on application of Twelve Seventy Inc., for renewal of license of WTID Newport News, Va., granted petition by Broadcast Bureau to extend time to Oct. 29 to file responsive pleadings to appeal by David N. Montague, as trustee of Twelve Seventy, from adverse ruling of hearing examiner. Action Oct. 26.

■ By memorandum opinion and order in proceeding on AM applications of Nebraska

Rural Radio Assn. (KRVN), Lexington, and Town & Farm Co. Inc. (KMMJ) Grand Island, both Neb., in Doc. 15812-3, granted (1) petition by KRVN for leave to file supplemental petition, (2) appeal by latter and reversed examiner's Aug. 5 ruling which granted petition by KMMJ for leave to amend its application to reduce ant. height from 705 ft. to 356 ft.; and (3) dismissed KRVN's petition for stay. Member Nelson not participating; Member Kessler dissenting. Action Oct. 25.

■ By memorandum opinion and order in proceeding on applications of Jacksonville Broadcasting Co. Inc. and Victor Management Co. Inc. for new FM's to operate on channel 239 at Jacksonville and Little Rock, Ark., respectively, granted applicants' petition for reconsideration and granted their joint petition for approval of agreement whereby latter would reimburse Jacksonville \$3,038 for expenses incurred in preparation and prosecution of its application for channel 239 in return for amendment of Jacksonville's application to specify channel 286. Member Nelson not participating. Action Oct. 25.

ACTIONS ON MOTIONS

By Commission

■ Commission on Oct. 22 granted petition by Federal Communications Bar Association to extend time from Oct. 24 to Dec. 8 to file comments in matter of amendment of rules of broadcast practice and procedure relating to responses to commission inquiries and making of misrepresentations to commission by applicants, permittees and licensees.

■ Commission on Oct. 21 further extended time from Oct. 20 to Dec. 15 to file comments and from Nov. 1 to Dec. 31 for replies in matter of amendment of field strength curves for FM and TV stations.

■ Commission on Oct. 21 granted petition by NBC Affiliates and extended dates for comments and replies in rule making portion (paragraphs 14 through 22) to same dates as those in notice of inquiry concerning territorial exclusivity of TV programs in Dec. 16041; Dec. 3 for comments, and Dec. 31 for reply comments.

By Office of Opinions and Review

■ Granted petition by Broadcast Bureau to extend time to Nov. 1 and Nov. 15 respectively, to file briefs and reply briefs in

proceeding on AM application of Central Broadcasting Co. (WCGC), Belmont, N. C. Action Oct. 22.

By Chief Hearing Examiner James D. Cunningham

■ Designated examiners to preside in following proceedings and scheduled prehearing conferences and hearings as shown: H. Gifford Irion—FM application of Keith L. Reising and Kentucky Central Broadcasting Inc. Louisville, Ky.; prehearing conference for Nov. 22 and hearing for Dec. 14; Action Oct. 25. Elizabeth C. Smith—AM application of Jersey Cape Broadcasting Corp. (WCMC), Wildwood, N. J.; prehearing conference for Nov. 18 and hearing for Dec. 2. Action Oct. 25.

■ Designated Examiner David I. Kraushaar to preside at hearings in matter of cease and desist order to be directed to Service Electric Cable TV Inc., Bethlehem, Pa.; scheduled hearing for Dec. 6 in Bethlehem; further ordered, in view of allegations contained in commission's order to show cause herein, viz., . . . community antenna television system operated by Service Electric Cable TV Inc. is source of harmful interference to television reception in said area," that hearing in this proceeding and preparation of initial decision by presiding officer shall be expedited to fullest extent consistent with his obligations concerning other proceedings on his docket. Action Oct. 22.

By Hearing Examiner Basil P. Cooper

■ Granted motion by Town & Farm Co. Inc. (KMMJ), Grand Island, Neb., for corrections in various respects to portion of transcript in proceeding on its AM application and that of Nebraska Rural Radio Assn. (KRVN), Lexington, Neb. Action Oct. 26.

■ Granted petitions by Theodore Granik, All American Television Features Inc., T.C.A. Broadcasting Inc., and Colonial Television Corp., for leave to amend their applications for new TV's to operate on channel 50 in Washington to show new financial and other data. Action Oct. 20.

By Hearing Examiner Thomas H. Donahue

■ Upon agreement of all parties, scheduled further hearing for Oct. 29 in proceeding on applications of Campbell and Sheftall and Fort Campbell Broadcasting Co. for new FM's in Clarksville, Tenn., and Fort Campbell, Ky., respectively. Action Oct. 26.

■ Upon oral request of Broadcast Bureau and with consent of all parties, extended time from Oct. 25 to Nov. 1 to file proposed findings in proceeding on AM application of Naugatuck Valley Service Inc. (WOWW), Naugatuck, Conn. Action Oct. 22.

■ Formalized oral ruling made at Sept. 1 prehearing conference scheduling further hearing for Nov. 1 in proceeding on application of Southington Broadcasters for new AM in Southington, Conn. Action Oct. 22.

By Hearing Examiner Charles J. Frederick

■ On own motion, scheduled hearing for Nov. 9 in proceeding on AM application of Triple C Broadcasting Corp. (WLOR), Thomasville, Ga. Action Oct. 26.

By Hearing Examiner Walthor W. Guenther

■ In proceeding on AM applications of Emerald Broadcasting Corp. (KPIR), Eugene, and Pendleton Broadcasting Co. (KUMA), Pendleton, both Ore., and Hi-Desert Broadcasting Corp. (KDHI), Twenty-Nine Palms, Calif., in Doc. 15998-16000, granted motion by Emerald Broadcasting opposing the taking of depositions by Pendleton Broadcasting in Oregon, and depositions shall not be taken. Action Oct. 25.

■ Denied motion by The Federal Broadcasting System Inc. to further extend time from Oct. 21 Nov. 15 to respond to certain pleadings in Rochester, N. Y., TV channel 13 proceeding. Action Oct. 25.

By Hearing Examiner Isadore A. Honig

■ Upon request by Voice of Dixie Inc. and with consent of other parties, extended terminal date for filing proposed findings from Nov. 1 to Nov. 8, with heretofore scheduled filing for replies being unaffected by this order in proceeding on AM application of Storz Broadcasting Co. (WTIX), New Orleans. Action Oct. 26.

■ Denied request by Midwest Television Inc., for immediate ruling on its motion to continue Nov. 2 hearing until date to be established by further order pending determinations by commission in certain rule-making proceedings, and, on own motion, scheduled hearing conference for Oct. 27 for oral argument on motion for continuance of

hearing in proceeding on Midwest's application for new TV to operate on Channel 49 in Springfield, Ill. Action Oct. 25.

By Hearing Examiner H. Gifford Irion

■ On own motion, scheduled further hearing conference for Nov. 1 in proceeding on application of Iowa State University of Science and Technology for SSA to operate station WOI Ames, Iowa, additional hours from 6:00 a.m. to local sunrise CST with 1 kw. Action Oct. 22.

■ In proceeding on AM applications of WFLI Inc. (WFLI), Lookout Mountain, Tenn., and Newhouse Broadcasting Corp. (WAPI), Birmingham, Ala., in Doc. 15868-9, granted petition by WFLI Inc. for leave to amend its financial showing. Action Oct. 22.

By Hearing Examiner Jay A. Kyle

■ Pursuant to Oct. 26 prehearing conference and in considering petition by WWIZ Inc. and Sanford A. Schafitz for leave to intervene in matter of license renewal and transfer of control of Elyria-Lorain Broadcasting Co. (WEOL AM-FM), Elyria, Ohio, (1) granted petition to intervene to extent of making WWIZ Inc. a party to proceeding, and (2) rescheduled Nov. 15 hearing for Feb. 1, 1966. Action Oct. 26.

■ In proceeding on applications of WTCN Television Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV) and United Television Inc. (KMSP-TV), Minneapolis, scheduled hearing conference for Oct. 27 for purpose of hearing oral argument on joint petition by Midwest and Twin City for reconsideration of Examiner's Oct. 5 grant of Broadcast Bureau's motion for continuance of hearing to Jan. 18, 1966. Action Oct. 20.

By Hearing Examiner Forest L. McClennig

■ Granted motion by George A. Mayoral to continue Nov. 2 hearing to Jan. 11, 1966, at location to be specified in San Juan, P. R., in proceeding on revocation of licenses of Quality Broadcasting Corp's stations WKYN and WFQN(FM) San Juan and Radio Americas Corp's station WORA-FM Mayaguez, P. R. Action Oct. 21.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ Granted petition by Trinity Broadcasting Co. for leave to amend its application for new TV in Fort Worth, to specify operation on Channel 40 in lieu of Channel 20, and to make incidental engineering changes; closed record, and directed Trinity to file proposed findings by Oct. 29 and Nov. 5 for replies by Broadcast Bureau. Action Oct. 22.

■ Scheduled prehearing conference for Nov. 3 in matter of revocation of license of Tinker Inc. (WEKY), Richmond, Ky. Action Oct. 21.

■ In proceeding on applications of KXYZ Television Inc. and Crest Broadcasting Co. for new TV's to operate on Channel 26 in Houston, upon request by latter continued Oct. 25 hearing pending further order, and scheduled prehearing conference for Nov. 4. Action Oct. 21.

■ By separate actions in proceeding on application of KXYZ Television Inc. and Crest Broadcasting Co. for new TV's to operate on Channel 28 in Houston, (1) granted in part petition by Crest Broadcasting and accepted amendment to its application with respect to its financial qualifications to achieve compliance with new standard, but rejected that part of proposed amendment relative to stock options; (2) dismissed motion by Crest to accept into evidence its Exhibit 19 in lieu of Exhibit 18, without prejudice to offering into evidence of Exhibit 19 at appropriate hearing session; and (3) granted petition by KXYZ Television for leave to amend its application as to its financial qualifications. Action Oct. 20.

By Hearing Examiner Herbert Sharfman

■ Granted request by Southern Radio and Television Co. to cancel Nov. 1 hearing, and scheduled further prehearing conference for Nov. 8 at which time new hearing date will be set in proceeding on Southern's application for new AM in Lehigh Acres, Fla. Action Oct. 20.

By Hearing Examiner Sol Schildhouse

■ Rescheduled Oct. 27 hearing for Nov. 16 in proceeding on applications of Chapman Radio and Television Co. and Anniston Broadcasting Co. for new UHF TV's in Anniston, Ala. Action Oct. 26.

■ In Carson City-Reno-Las Vegas, Nev.-Idaho Falls, Idaho, consolidated AM proceeding, granted petition by Radio Nevada for leave to amend its application by revising its financial data to meet commission's

new standard for determining financial qualifications. Action Oct. 25.

■ In Carson City-Reno-Las Vegas, Nev., Idaho Falls, Idaho, consolidated AM proceeding, granted request by Southwestern Broadcasting Co. (KORK), Las Vegas, and rescheduled for Dec. 13 date for exchange of engineering material, Jan. 6, 1966 for conference of engineers and Jan. 14 for further prehearing conference. Action Oct. 19.

ETV fund grants

Following grants for educational television have been announced by Department of Health, Education and Welfare:

■ Oklahoma City — Independent School District I-89, \$316,000 to expand facilities of KOKH-TV channel 25, Oklahoma City; total project cost estimated at \$583,271.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement of counsel at Oct. 26 prehearing conference, scheduled commencement of hearing for Nov. 17 in proceeding on application of Superior Broadcasting Corp. for new TV to operate on Channel 61 in Cleveland. Action Oct. 26.

■ In proceeding on applications of Smiles of Virginia Inc. and Petersburg Broadcasting Co. for new FM in Petersburg, Va., in Doc. 15877-8, granted motion by Smiles of Virginia to continue Oct. 29 prehearing conference to Nov. 26. Action Oct. 25.

■ Scheduled further prehearing conference for Oct. 26 at which time date for exchange of exhibits under financial issues will be scheduled and further hearing date fixed in proceeding on application of Superior Broadcasting Corp. for new TV to operate on Channel 61 in Cleveland. Action Oct. 21.

■ Pursuant to agreement of parties at Oct. 19 further prehearing conference in proceeding on applications of Fidelity Radio Inc. and WHAS Inc. for new FM's in Louisville, Ky., scheduled further conference for Oct. 28, and cancelled date for exchange of exhibits, date for notification of witnesses desired for cross-examination; and Oct. 26 hearing. Action Oct. 19.

BROADCAST ACTIONS

by the Broadcast Bureau

Actions of Oct. 26

WABZ-FM Albermarle, N. C.—Granted license covering remote control operation of trans., installation new trans., change in ant.-trans. location, increase in ERP and ant. height and specify type trans.

KFMN(FM) Abilene, Tex.—Granted license covering installation of new trans. and new ant., changes in ant.-system, increase in ERP and ant. height.

KARA-FM Albuquerque, N. M.—Granted renewal of license and SCA.

■ Granted licenses for the following FM's: WHBB-FM Selma, Ala.; WENY-FM Elmira, N. Y., and specify type trans. KIFG-FM Iowa Falls, Iowa; WIXN-FM Dixon, Ill.; KICD-FM Spencer, Iowa; WFTM-FM Maysville, Ky.; KWHO-FM Salt Lake City, and WNRE Circleville, Ohio.

■ Following stations were granted extensions of completion dates as shown: KRS-81-86, KRW-67, Archdiocese of New York, New York (Instructional TV Fixed stations), to March 29, 1966; WISN-FM Milwaukee, to May 16, 1966; KTFC(FM) Sioux City, Iowa, to May 1, 1966; KIMN-FM Denver, to April 12, 1966; condition; WTAP-FM Parkersburg, W. Va., to Dec. 15; and WHSY-FM Hattiesburg, Miss., to April 1, 1966.

Actions of Oct. 25

KSMB(FM) Lafayette, La.—Granted license for FM.

KETO Seattle—Granted license covering move of daytime ant.-trans. location (two site operation), and installation new trans.; remote control authorized; condition.

KAYE Puyallup, Wash.—Granted license covering change in ant. system.

WHAS Louisville, Ky.—Granted license covering use of old main trans. at present main trans. location as auxiliary trans.; remote control permitted.

KSHE(FM) Crestwood, Mo.—Granted CP to change studio location to trans. site; increase ERP to 100 kw; ant. height to 500 ft.; install new trans. and ant.; make changes in ant. system, and delete remote control operation.

K02DR, K06DS, K07GB, K11GF Pima, Ariz.—Granted CP's to replace expired permits for new VHF TV translator stations.

Actions of Oct. 22

■ Remote control operation permitted for following stations: KXOL (main trans.), KXOL-FM Fort Worth; KPQ Wenatchee, Wash. (second remote control point).

KBOI-FM Boise, Idaho—Remote control permitted.

Actions of Oct. 21

KCAB-FM Dardanelle, Ark.—Remote control permitted.

*WRUV(FM) Burlington, Vt.—Granted license for noncommercial educational FM. WHLT-FM Huntington, Ind.—Granted license for FM and specify type trans. and type ant.

WRAD-FM Radford, Va.—Granted license for FM.

WPBF(FM) West Palm Beach, Fla.—Granted Mod. of CP to operate trans. by remote control.

WKKY-FM Erlanger, Ky.—Granted license for FM.

WGLC-FM Mendota, Ill.—Granted license for FM and specify type trans.

WPBF(FM) West Palm Beach, Fla.—Granted license for FM and specify type trans.

WCOW Sparta, Wis.—Granted license covering change in ant.-trans. location, installation of new trans., make change in ant. system (increase height) and change ground system.

WNNR-FM New Orleans—Granted license covering installations new trans. and new ant., increase in ERP and ant. height; remote control permitted; condition.

WROK-FM Rockford, Ill.—Granted license covering increase in ERP.

KLIR-FM Denver—Granted license covering installation new ant., change ant.-system, ERP and ant. height.

WDOD-FM Chattanooga—Granted license covering increase in ERP.

WATR-FM Waterbury, Conn.—Granted license covering installation new ant.

KPRI(FM) San Diego—Granted CP to change studio, ant.-trans. and remote control point location, and decrease ant. height to 195 ft.

Actions of Oct. 20

WBAL-FM Baltimore—Granted CP to install new ant. and increase ERP to 10.5 kw; ant. height 950 ft.; conditions.

WMBD-FM Peoria, Ill.—Granted mod. of CP to change type ant.

KXJB-TV Valley City, N. D.—Granted mod. of CP to change sur. ERP to 10 kw, and change type trans.; condition.

KBOA-FM Kennett, Mo.—Granted CP to install new trans. and ant.; condition.

WDAE-FM Tampa, Fla.—Granted CP to install new trans. and decrease ERP to 32 kw.

KPAC and aux., KPAC-FM Port Arthur, Tex.—Granted renewal of licenses.

WGH Newport News, Va.—Granted licenses covering change in daytime ant. system.

KBIM Roswell, N. M.—Granted license covering change in hours of operation, ant.-trans. location, installation of new nighttime trans. (2 main trans.) and installation DA-N conditions; and license covering operation of main nighttime trans. as an auxiliary trans. daytime at main trans. site.

WIRL-TV Peoria, Ill.—Granted mod. of license to change name to Mid America Media Inc.

WEFM(FM) Chicago—Granted CP to install new ant., change ant. system (increase height to 590 ft.), decrease ERP to 42 kw.

KCEE-FM Tucson, Ariz.—Granted CP to replace expired permit for new FM (Channel 241, 96.1 mc).

WPIX-FM New York—Granted CP to increase ERP to 14.5 kw (main trans.); remote control permitted; condition.

KCTV(TV) San Angelo, Tex.—Granted CP to change type trans.

WXHR-TV Cambridge, Mass.—Granted CP to change ERP to 191 kw vis., 38 kw aur., type trans., correct geographic coordinates, and make other equipment changes.

WPHL-TV Philadelphia—Granted CP to change ERP to 436 kw vis., 87.1 kw aur., change type trans. and make other equipment changes; condition.

■ Following stations were granted extensions of completion dates as shown: WHLI-FM Hempstead, N. Y., to Dec. 31; KRBE(FM) Houston, to April 1, 1966; WLMC(FM) Okeechobee, Fla., to Jan. 1, 1966; WDBN(FM) Medina, Ohio to Feb. 1, 1966; WGN(FM) Madison, Ill., to Dec. 15; KLGCS(FM) Los Gatos, Calif., to March 30, 1966; *KOAC-TV Corvallis, Ore., to April 20, 1966; WPTZ(TV) North Pole, N. Y., to April 20, 1966; WENN Birmingham, Ala., to March 19, 1966 and WALM Albion, Mich., to Nov. 1.

(Continued on page 96)

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
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RADIO

Help Wanted—Management

Southern Station group needs an assistant manager for one of its stations in Southern city of almost 1 million. Want aggressive, dynamic salesman with real selling ability and administrative talent who can advance to manager after test period. Successful local sales experience in the south preferred. Opportunity and earning power unlimited for right man. Five figure remuneration plan plus incentive bonus, expense account and fringe benefits. A great opportunity for the right man who is able to furnish good references, proof of past performances and stability. Send complete resume and recent photo. Box L-23, BROADCASTING.

Qualified station manager needed for small Ohio daytimer. Box L-59, BROADCASTING.

See our ad under Television Help Wanted Management. Box L-63, BROADCASTING.

Manager-sales manager, midwest non metropolitan market. Opportunity unlimited with expanding group. Successful employment and credit record essential. Box L-80, BROADCASTING.

We will need an experienced manager to build and start our new daytime station. Variety programming. Resort area. Salary open. Send resume to Jim Hayes, Drawer D. Cadiz, Kentucky.

Young (between 25 and 30) radio station manager with both program and sales background needed to manage Chicago office of America's largest radio and TV agency. If you are knowledgeable, enthusiastic, and dependable, here is a great career opportunity. Prefer man from the Midwest. Call Ron Curtis at 312-337-7075, or write Nationwide Broadcast Services, 645 North Michigan Avenue, Blair Building, Chicago 11, Illinois.

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Baltimore—solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box H-107, BROADCASTING.

Salesman wanted. The man we're looking for is a lousy announcer; doesn't have a 1st or even a 3rd ticket; can't run a board; can't write copy. We have other people to do these things. We want a salesman who can only sell—but boy, can he sell. Write Box K-257, BROADCASTING.

Enterprising man to sell for a N.Y.C. quality music FM station. liberal commission. Write Box K-267, BROADCASTING.

Radio Station in New Orleans is seeking skilled and experienced radio time salesman. Station has a top notch customer list and a well authenticated presentation story for advertisers. You will start with a base salary guaranteed of \$9,000 and an incentive bonus plan that will enable you to earn much more. You must have had a tested and proven career in sales and your record should show that you have had some continuity of employment with stations you were with. Write giving full details of your education background and sales experience. Box K-280, BROADCASTING.

We're looking for a "go-getter" who wants to be a sales manager or manager but is a little short on experience. We offer top ratings, job security, above average earnings, company insurance, a retirement program and a good future. If you can offer hard work . . . we ought to get together. Upper midwest. Box L-32, BROADCASTING.

Sales—(Cont'd)

Earn \$10-\$15,000 per year in top midwest small market regional sales opportunity. Will train if you have broadcast experience. Protected accounts. Guarantee. Good rate card. Sales management opportunity. Don't accept another position until you learn about this one. Write Box L-34, BROADCASTING.

Immediate—Two hard driving experienced salesmen for virgin market. Forward complete work history, references, salary requirements. WJRC Joliet, Illinois.

Wanted—Time salesman for upstate New York radio station. Are you now number 2 or 3 man in your sales organization? Would you like to become a top salesman? Station operated by large company, many fringe benefits, good opportunity for aggressive man. Prefer background and experience in radio time sales. Will consider other. Write Chenor Communications Inc., Radio Station WMCR, 214 Cedar St., Oneida, N. Y. Phone: area 315-363-6050.

Experienced salesman to handle local/national accounts. AM-FM adult format offers lucrative future in exploding market. State Capitol, Big Ten University. Draw against commission. Write Sales Manager, WVIC, 933 E. Grand River; East Lansing, Michigan.

WANTED: Salesman for number two rated station in a market of 300,000—excellent opportunity and chance to advance with a growing chain of stations. Salary commensurate with ability. Auto expense, life and hospitalization insurance. Between the ages of 21 and 35 years, married or single. Send resume and experience to Sales Manager, P.O. Box 3253, Albuquerque, New Mexico.

If you are interested in a fine midwest sales opportunity, call area code 816-263-1230.

Guarantee \$600 a month for top salesman. Must have top announcing voice and experience for up to two hours production work per day in addition to sales! Will be with well staffed and well equipped AM station in East Texas. Phone 2211 or send tape, picture and resume to P.O. Box 1071, Jacksonville, Texas.

Experienced, ambitious, creative salesman for dynamic 50 kw property in Fort Worth. Excellent salary plus generous commission plan. Send resume and picture to Jay Elson, P.O. Box 2049, Fort Worth, Texas.

Help Wanted—Announcers

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.

Los Angeles metro area, good music station looking for professional personalities and newsmen. You need not apply if you have less than 5 years of experience, are not an original, deep voice personality capable of handling any phase of broadcasting including sports. We are looking for top people to compete in the toughest radio market in the world, must have first ticket, no maintenance. An AFTRA station. Five day, 40 hour week. Send tape and resume. References will be thoroughly checked. No tapes returned. Box K-307, BROADCASTING.

Nationally known southern radio station in high ranked market looking for established talent on way up from smaller market. Authoritative performance to handle middle of road sound and friendly, warm humor needed. Good salary and excellent fringe benefits await real pro. Tape, resume and picture to Box L-1, BROADCASTING.

Announcers—(cont'd)

We're looking for qualified announcers (not disc jockeys) with mature voices for a high rated limited commercial superb music operation in a major mountain states market. Should be able to sell without shouting; deliver an authoritative newscast and operate a tight, clean board. Rush complete background, expected starting salary, references and tape . . . Box L-5, BROADCASTING.

Ohio metro wants clever morning man, first phone dj's, jocks. Top forty. Tape, resume to: Box L-30, BROADCASTING.

Florida adult station has immediate opening for experienced professional announcer with endorsed third. Must enjoy good radio and be willing to settle permanently in growing central Florida community. Send tape, resume, snapshot and full story first letter. Write Box L-31, BROADCASTING.

Top station in small but growing community in south-central Michigan needs experienced play-by-play man who can also handle four hour board shift daily. Send tape, including air check or play-by-play; resume to Box L-39, BROADCASTING.

Leading Maryland independent has opening for AM-FM announcer. Send resume and full details to Box L-42, BROADCASTING.

Morning-man with class! One who can give a four-hour show listenership in a small but excellent market. Right man can almost write his own ticket. Box L-49, BROADCASTING.

Position open for morning man with production ability. If you like a station that operates in the community interest in the midwest, you'll like it here. Submit tape, resume & expected salary. Box L-70, BROADCASTING.

Immediate opening for play-by-play man. Coupled with news or announcing, Indiana. Send tape, resume and salary requirements. Box L-72, BROADCASTING.

Sportscaster who can also sell time needed for midwest 5 kw station. Excellent opportunity for mature man. High calibre operation, heavy basketball schedule. Salary commensurate with your ability. Must be able to furnish character, ability, and sound credit references. Box L-82, BROADCASTING.

Immediate opening—morning announcer-news-caster. Contact: Mrs. Georgia Crawford, KCNI, Broken Bow, Nebraska.

Announcer with first phone. \$125 per week range. Contact Manager, KOKX, Keokuk, Iowa.

Top forty and good music. Will consider limited experience. Send resume and tape. KSUE, Susanville, California.

Country character dj wanted, capable of complete voice change, and ability to switch to good, straight announcing. Should be able to handle some servicing, sales, or copywriting. Character presentation should emphasize cleverness, deemphasize just plain hillbilliness. Good pay for good man. Send tapes to KVYL Holdenville, Okla.

KXGI, Fort Madison, Iowa; opening for versatile staff announcer.—Opportunity to grow with the Talley Group.

Michigan station—immediate opening for experienced announcer. Adult format. Good working conditions. Send tape, resume and photo to Leo Jylha, WBCM, Bay City, Michigan.

TV RESEARCH DIRECTOR

Company owned and operated TV station in Large Eastern market seeking Research Director/Rating and Sales Analyst. Must have previous experience in Sales Promotion Research for broadcasting media.

Furnish complete experience resume, references with recent photo. All applications treated confidentially. Write:

Box L-81, Broadcasting

Production—Programing, Others

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Top rated TV news-weather-sports station in a major league baseball and football market looking for second on-the-air television sports announcer. Send picture, tape and resume to:

Box K-322, Broadcasting

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West Coast Corporation recently reorganized that can withstand rigid financial examination is offering on a no-franchise fee basis exclusive distributorships. This is a product in demand by every home owner and every business and is currently being used by such national organizations as Sears Roebuck and Co., Holiday Inn Motels and various branches of the armed forces. Product 100% guaranteed; investment from \$600 to \$14,000. Investment guaranteed with 100% markup. Manufacturer has proven method of distribution advertising and merchandising. A factory representative will assist you in setting up your business. For complete details and descriptive literature write:

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Live radio coverage from Jacksonville, Florida . . . Available for local sponsorship December 31, 1965, at 2 P.M., EST. The nation's No. 5 Bowl game is a proven seller! For information on availability write or wire Robert K. Lynch, Box 45, Atlantic Beach, Florida. 32003.

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*Two 200' Towers * 1300 Kc * Complete Equipment in ready-to-operate condition * Collins
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LOUIS TRAIMAN AUCTION COMPANY

Real Estate Brokers — AUCTIONEERS

1619 Spruce St., Phila., Pa. 215-KI 5-4500

(Continued from page 89)

Action of Oct. 19

KSDO-FM San Diego—Granted change of remote control authority.

Action of Oct. 8

KRIK Roswell, N. M.—Granted license for new AM and specify type trans.

Rulemakings

FINALIZED

WRUL Scituate, Mass.—Granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies from Nov. 7, 1965 to March 6, 1966. Action Oct. 27.

Herald Corp., Clarinda, Iowa—Waived Sec. 74.732(e) (1) of rules and granted application for new VHF TV translator station on Channel 13 to rebroadcast programs of its station KETV (channel 7). Omaha. Commissioner Bartley dissented. Action Oct. 27.

■ Commission waived Sec. 73.651(c) of rules and granted authority to board of trustees of Southern Illinois University, and Pennsylvania State University, licensees of noncommercial educational stations WSIU-TV Carbondale, Ill., and WPSX-TV Clearfield, Pa., respectively, for period of one year, to accompany their visual transmission of slides or film with aural transmission of music during scheduled breaks in their in-school programming schedules; conditions. Action Oct. 27.

DENIED

■ By memorandum opinion and order, commission denied petition by National Association of Broadcast Employees and Tech-

nicians, AFL-CIO, for rulemaking to amend Secs. 73.90, 73.296 and 73.632 to compel all AM, FM and TV broadcast stations to carry Emergency Action Notification Signal and Emergency Weather Warnings and to require permanent open line for communication between stations and Weather Bureau to carry weather warnings, when needed. Natural Disaster Warning Survey Group, consisting of members of Weather Bureau, Coast and Geodetic Survey, Central Radio Propagation Laboratory, Office of Civil Defense, FCC, Corp of Engineers, Office of Emergency Planning and Coast Guard, is studying overall problem of natural disaster alerting and warning, and commission feels that until results of NADWAS study are available, request for amendment of rules is premature. Action Oct. 27.

■ By memorandum opinion and order, commission denied petition by Corbin Times-Tribune for rulemaking to add FM channel 228A to Corbin, Ky. That city has one FM assignment and two AM's, and commission concluded that assignment of requested channel there might preclude use of needed future assignments in other communities in area, such as Barbourville and Williamsburg, which have no FM assignment and only daytime-only AM each. Action Oct. 27.

PETITIONS FOR RULEMAKING FILED

■ **Newport, Ore.**—Paul Kafoury and Ray T. Moe. Request amendment of rules, table of assignments, to allocate UHF channel 16 to city of Newport, Ore. Received Oct. 18.

■ **Winston-Salem, N. C.**—Electronics Technicians Association Inc. Requests amendment of new UHF table of assignments to reallocate channel 26, or another UHF channel in lieu thereof, to Winston-Salem. Received Oct. 19.

■ **Knoxville, Tenn.**—Knoxville Ra-Tel Inc. (WKXV). Requests institution of rulemak-

ing proceeding looking toward assignment of FM channel 224-A to Knoxville. Received Oct. 20.

Fines

■ Commission notified Charles E. Kelly, licensee KBMX Coalinga, Calif., that he has incurred apparent liability of \$1,000 for willful and repeated violations of rules including overmodulation, operation by improperly licensed operators, and failure to have trans. equipment inspected once each day for five days a week by first-class operator. Licensee has 30 days to contest or pay forfeiture. Action Oct. 27.

■ By memorandum opinion and order, commission ordered Regional Broadcasting Corp. to forfeit \$1,000 for willful and repeated violation of Sec. 73.93 of rules by not having properly licensed operator on duty at trans. of KLLX Twin Falls, Idaho. Action was taken after consideration of licensee's reply to May 26 notice of apparent liability for that sum. Action Oct. 27.

New call letters requested

Rosenberg, Tex.—D. H. Overmyer Broadcasting Co. Requests WJDO-TV.

WAND-TV Pittsburgh—D. H. Overmyer Communications Co. Requests WECO-TV. Detroit—Aben E. Johnson Jr. Requests WXON.

Beloit, Wis.—Beloit College. Requests WBCR-FM.

Anoke, Minn.—Northwest Broadcasting Co. Requests KTWN.

Spartanburg, S. C.—Carolina Radio Broadcasting Co. Requests WASC.

WHPL-FM Winchester, Va.—Shenval Broadcasting Corp. Requests WHPM.

Normal, Ill.—Illinois State University. Requests WGLT.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Oct. 27. 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.

■ **Atwater, Calif.**—General Electric Co. (group CATV operator) has been granted a 20-year franchise.

Burlingame, Calif.—Television Corp. of America has applied for a 25-year franchise. The firm is offering the city 2% of the annual gross receipts.

■ **Tampa, Fla.**—General Cablevision Inc. has been granted a franchise. General Cablevision is the parent organization for Universal Cablevision Inc., which operates in several Florida cities. Jerrold Electronics Corp. was a previous applicant.

■ **Williston, Fla.**—CAVU Inc., Williston, Fla., has been granted a franchise. The firm agreed to pay the city 2% of the gross earnings. Principals in the company are Charles Williams Jr. and Royal French.

■ **Zion, Ill.**—Cablevision TV Service Inc., represented by J. Kenneth Baird, has been granted a 25-year franchise. Under the proposal the city would receive 3% of gross.

■ **New Castle, Ind.**—Community Teleception Inc., 500 Union Federal Building, Indianapolis (Bruce Storm, president), has been granted a 20-year franchise. Community Teleception, which would charge \$14.90 for installation and \$4.90 monthly, is owned equally by Jerry Kunkel (program director, WATI Indianapolis), Bruce Storm (Bloomington, Ind., druggist & real estate), Murray J. Feiwel (Indianapolis attorney) and Jack Brinson (Indianapolis stock broker).

Portland, Ind.—Citcom Inc., Charles Ehinger, president, has applied for a franchise. The firm, which would charge \$5 monthly, would pay the city 4% a year initially and 5% after five years.

■ **Ashland, Ky.**—Clear View TV Cable Corp. has been granted a 20-year franchise. Based on a possible 465 subscribers, the monthly cost will be approximately \$5.25 per customer. The company has secured franchises in Worthington, Flatwoods, Raceland, Russell and Kenwood, all Kentucky.

Havre de Grace, Md.—Chesapeake Broad-

casting Corp. (WASA Havre de Grace), has applied for a franchise. Principals in the firm are Mrs. J. T. Pate and Charles W. Irwin.

Gaylord, Mich.—American Microwave Communications Co., has applied for a non-exclusive franchise. Two plans of payment have been discussed. One includes a charge of \$19 for the installation and a \$4.50 monthly service charge. The other plan would call for a straight charge of \$5.50 per month.

McCook, Neb.—Multi-Pix Inc., Ogallala, Neb., a group owner, has applied for a franchise. The firm's proposal would not exceed \$6.50 monthly service charge, and the city would receive 2% of the annual receipts. Previous applicants are Gleason Brothers, York, Neb. and Meredith-Avco Co. Plymouth, N. H.—Full Scope Cable Television Co. has applied for a franchise. The firm would charge \$10 installation fee and a \$4.95 monthly service rate. Principals in the company are L. J. Barkhorn and W. J. Rinkore.

Lansing, N. Y.—Ceracche Television Corp., Ithaca, N. Y. (Anthony Ceracche, president), has applied for a franchise. Ceracche Television currently holds a franchise in Ithaca.

Olean, N. Y.—Olean TV Cable Co., a subsidiary of TV Communications Corp., New York (a group CATV owner), has applied for a 10-year nonexclusive franchise. Olean TV Cable would pay 1½% of gross revenue or \$1,000, whichever is greater.

Plattsburgh, N. Y.—RMC Cable Inc. (Richard S. Conde, president), a subsidiary of International Telephone & Telegraph Co., has applied for a franchise. The firm would offer WNEW-TV and WPIX (TV), both New York, WNDR-TV Newark, N.J., New York and other stations for a \$5 monthly charge and for a \$10 installation fee. RMC Cable would pay 5% of gross rentals or \$1,000 annually, whichever is greater (BROADCASTING, July 26).

Hendersonville, N. C.—Burnup and Sims, a Florida cable antenna television corporation, has applied for a 30-year franchise. The city would receive 5% of the gross annual receipts. After 30 years the system would be sold to the city. Previous applicants have been Mountaineer Corp. and Vance Cable TV Co., Henderson, N. C.

■ **Marion, N. C.**—Marion Cable Television Inc., Marion, has been granted a franchise. The firm has agreed to pay the city \$1,200 annually and an additional 5% to 10% of the annual gross income. A monthly service rate of \$4.95 will be charged. Principals in the company are William W. McDonald, LaFayette, Ala. and

Sterling P. McDonald, Roanoke, Ala.

Massillon, Ohio—Armstrong Utilities Inc., Butler, Pa., has applied for a franchise. Previous applicants are Massillon Cable TV Inc., represented by Richard Gessner, Rome, N. Y., and Massillon Telerama Inc., a subsidiary of Telerama Inc., Cleveland (in which Scripps-Howard Broadcasting holds a minority interest).

Tiltonsville, Ohio—Neptune Broadcasting Co., Steubenville, Ohio, a subsidiary of Rust Craft Broadcasting (group broadcast owner), has applied for a franchise. Rust Craft also holds franchises in Steubenville, Martins Ferry and Carrollton, all Ohio.

Apollo, Pa.—Two firms have applied for a franchise: Westmoreland Cable Co., New Kensington, Pa., represented by Samuel A. Buffone, and GT&E Communications Inc., a subsidiary of General Telephone and Electronics Corp., New York, represented by William Heston. See North Apollo, Pa.

Caln, Pa.—Chester County Broadcasting Co. (WCOJ Coatesville, Pa.), represented by William S. Halpern, has applied for a non-exclusive franchise. The firm would collect a \$4.95 monthly fee and would pay 5% of the system's gross. Chester County Broadcasting Co. also holds a franchise in Coatesville.

■ **Lansdale, Pa.**—North Penn Cable Vision Inc., Hatfield, Pa., has been awarded a franchise. The firm was organized by interests from Swartley Brothers Engineering and Schlosser Steel Co., both Hatfield.

■ **McKeesport, Pa.**—Steel Valley Cablevision Inc., represented by Robert Tudek, vice president, has been awarded a 15-year franchise. The firm would charge \$4.50 per month and would pay 3% of gross revenue or \$2,500, whichever is greater.

Millbourne, Pa.—Delaware County Cable Television Co., 2125 Spring Garden Street, Philadelphia, has applied for a franchise. The firm holds franchises in Ridley, Tinicum and Upper Darby, all Pennsylvania.

North Apollo, Pa.—GT&E Communications Inc., a subsidiary of General Telephone & Electronics Corp., New York, has applied for a franchise. GT&E would charge \$10 for installation and \$4 monthly. The firm currently holds franchises in Vandergrift, East Vandergrift and Oklahoma, all Pennsylvania.

Bristol, R. I.—Community Antenna Television has applied for a franchise.

Huntington, W. Va.—Huntington Cable Television Co. has applied for a franchise. Principals of the firm are Robert A. Entley, Gloria J. Entley and C. M. Cunningham, all St. Albans, W. Va. Video Engineering Inc., Washington, is also an applicant.

TALK to various people about Jack Tipton, who for the past year has been chairman of the Television Bureau of Advertising, and you get a unanimity of opinion, all good.

They're summed up in the remarks of Mary McKenna, Metromedia research chief and member of the board of TVB. She describes him as being "extremely personable . . . progressive . . . open minded . . . hard working. He's the ideal young major station television executive."

During his year as TVB chairman, Mr. Tipton pushed no campaigns, plugged no special policies. He was just a "damned good chairman," declares Pete Cash, president of the TVB. His fellow board members agree. He moderated the meetings in an easy, friendly way. They describe him as "great" at finding solutions to differences that arose among members of the board, or between the board and TVB staffers.

Having served on the TVB board for four years, as secretary for two of those years, Mr. Tipton knows his board and the TVB staff.

"There are some very experienced broadcasters on that board. They are the brains. And I think Pete Cash and George Huntington [TVB vice president] and their staffs are as dedicated and well-equipped to run this type of industry bureau as any counterpart I've ever met," Mr. Tipton said.

After Nov. 18 when the new chairman of TVB takes office (the membership meets Nov. 15-18 in Detroit), Mr. Tipton will become an ex officio member of the board.

Local is Best ■ Mr. Tipton brought solid experience to the chairmanship of TVB. As station manager of KLZ-TV Denver for the past seven years he got to see, and like, the various sides of television. The one he is proudest of at KLZ-TV is its attitude toward local affairs.

Giving full credit to Hugh B. Terry, president of KLZ-TV, Mr. Tipton points to two long-established policies that he considers the hallmarks of good station management: local interest and local involvement.

This policy is seen in action, on the air, in the form of, for one, a weekly, half-hour, prime-time *Executive Report* which KLZ-TV has carried for the past 11 years. The program features interviews with the mayor, governor, city, county and state officials.

This policy is also exemplified by the personal involvement of station personnel with local people. For instance, the station holds informal luncheons with leaders of small towns in its coverage area. In this way the station can learn about the specific needs of its listeners. "For example, we always

'Lucky to be in a business I'm proud of'

knew the importance of our 6 a.m. weather report, especially in the winter. Then we learned that school superintendents throughout our area were relying on it to decide whether school should be opened or not during some of our blizzard weather. We now start our morning news with the weather to give the school people another 12-13 minutes leeway to decide what they want to do."

Several years ago, KLZ-TV and its

WEEK'S PROFILE



Jack Knight Tipton—stn. mgr., KLZ-TV Denver and 1964-65 chairman, Television Bureau of Advertising; b. June 8, 1922, Salida, Colo.; B.A. in Journalism, U. of Missouri 1947; seminars, Fordham U., New York, 1951; Harvard Business School, Cambridge, Mass., 1961; salesman, KLZ Denver, 1947-1953; sales mgr., KLZ-TV 1953-58; stn. mgr., KLZ-TV, 1958-present; 1st lieutenant, U.S. Army, (Pacific Theater) 1942-46; member—director, Denver Kiwanis Club, past radio and TV director, Colorado Crusade for Higher Education, Denver Diocese, Episcopal Church; member, committee for American Red Cross, Community Fund, U. of Colorado building fund, Alpha Delta Sigma (national professional advertising fraternity), Denver Press Club; past member Big Brothers, Denver region TV representative, National Brotherhood Week; m. Nancy Thompson of Columbia, Mo., Feb. 8, 1947; children—Scott 11, Anne 9, Susan 7, David 4; hobbies—skiing, photography.

affiliates, KLZ-AM-FM Denver, wanted to find out more about the facts behind the rating numbers. They did not want to know how many people were watching and listening, but why. A Midwest industrial research firm interviewed 1,000 people at a cost of more than \$10,000. "We found out not only what we were doing right," Mr. Tipton explains, "but more important what we were doing wrong in the eyes of our viewers and listeners."

How He Started ■ When Mr. Tipton was a senior at the University of Missouri Journalism School, he spent Christmas at home trying to line up a job with an advertising agency or a newspaper. Someone suggested he see Fred C. Mueller, then sales manager of KLZ (now president and general manager of WEEK-TV Peoria, Ill.), who was a Missouri graduate.

Mr. Mueller spent two-and-a-half hours, as Mr. Tipton recalls, talking about radio. "If he hadn't been nice enough to come downtown that Saturday afternoon, I probably never would have gone into broadcasting because I hadn't even thought about it."

He's never regretted the choice. Today he says: "I'm lucky to be in a business that I'm proud of and enjoy. Every day is different. And I don't think I've met anyone in our business that I didn't like and respect."

Up the Ladder ■ He joined KLZ that summer as an apprentice salesman. Six years later he was named sales manager of KLZ-TV and five years later, he was its station manager.

This man-on-the-move hustle is characteristic of Mr. Tipton. Even when he was at school he was an entrepreneur. He was advertising manager of the student newspaper, printed programs for the football games, and held the franchise for jukeboxes in fraternity houses.

Mr. Tipton served as a paratrooper in the Pacific during World War II. Yet this holder of the Bronze Star and Purple Heart, who's a general all around sportsman (6 feet 1 inch tall, 180 pounds, and an excellent skier and golfer), is still chagrined when his friends recall the time he was trying to fix a neighbor's roof TV antenna and slipped and fell, breaking both ankles.

What Mr. Tipton is proudest of, perhaps, are his four youngsters—two boys and two girls. They look like the typical American family and were chosen that way. All the children are adopted.

He's at his best, he says, when he's out in the mountains enjoying life with his family. At the drop of a hat he'll show pictures of these outings, and they're good. You see, he's a crack photographer too.

Weaving a noose out of wire

BBROADCASTERS who have been frantically beseeching the FCC for more and more protection against the fancied competition of community antenna television systems would be wise to heed the friendly warning of FCC Commissioner Robert T. Bartley.

Mr. Bartley, speaking at a National Association of Broadcasters regional conference in Atlanta (BROADCASTING, Oct. 25), told broadcasters to let up on their demands for government regulation for CATV unless they are prepared to accept more regulation of their own business, including regulation of their rates. Mr. Bartley has been around government a long time (and is destined to be on the FCC for seven years longer, having just been reappointed). He knows from first-hand experience that the government will not give favored status to one business at the expense of another without imposing conditions on the operations of the first.

If the FCC were to decide that it was in the public interest to accord television broadcasting an immunity from the competition of wired television enterprises, it would be obliged also to demand that broadcasting deliver as much public service as its revenues could stand. It would be forced inevitably to match profits against performance, a comparison considerably more severe than the matching of promise against performance that is causing so much trouble for so many broadcasters now.

New hornet's nest

AMONTH from now broadcasters will be doing business under new ground rules—the boldest invasion yet into their business affairs.

On Nov. 29, new rules governing billing practices by all classes of stations become effective. The same rules—except for class of service—were originally aimed at double-billing, a fraudulent practice that cannot be defended.

But the FCC, in summarily ordering a change in its AM, FM and TV rules, has made the provision applicable to all sorts of discounts, rebates and allowances. Enforcement can breed extreme and cruel punishment, extending from fines to revocation on character qualification grounds.

The manner in which the FCC invokes the rule is suspect, aside from doubtful jurisdiction. In 1962 the FCC issued a warning against double-billing on grounds that it constituted a scheme to defraud. Because the practice is reprehensible, only nine comments were filed, mostly questioning the FCC's jurisdiction.

But the FCC not only rejected all opposition out of hand but also broadened the rule to cover almost every type of billing practice that departs from a standard, published rate card.

There is serious question whether the FCC can assert original jurisdiction. If fraud is perpetrated through the mails (double-billing, for example) the Post Office Department can act. If there's a conviction, the FCC could then move on grounds of character. The same would hold for unfair competition cases in which the Federal Trade Commission or the Department of Justice might have jurisdiction.

What a station may charge for its time is no concern of the government unless it indulges in discriminatory practices or violates criminal statutes. Double-billing is a pernicious practice. But uniform discounts, rebates, make-goods, guaranteed costs per thousand and similar conditions constitute

accepted business practices in all media.

The FCC adopted its new rule on Oct. 20, released it on Oct. 22 to become effective Nov. 29 (BROADCASTING, Oct. 25). It came by unanimous vote of the five members present with one (Loevinger) expressing doubts about the commission's jurisdiction and stating he did not agree "with all the statements in the report and order." Commissioners Hyde and Lee were absent. Based on their voting records, we believe these gentlemen would not have gone along on the kind of order that issued. Moreover we have the notion that if they had been present they might have persuaded a tongue-in-cheek Judge Loevinger and at least one other member to soften this staff-contrived extra-legal crackdown.

There may be an ultimate way out of the double-billing bind through adoption of a single rate structure somewhere between the national and the local. But the only way left to combat the invasion of perfectly proper business practices is a frontal attack on legality of the new rule.

Second session

NOW that the 89th Congress has loaded up the books with legislation of large consequence to the Great Society, it may be in a position to turn to more parochial matters, broadcasting for instance, that were ignored in the crush of work that Lyndon B. Johnson assigned. From the broadcasters' point of view this may be good or bad.

It can be good to catch the Congress in a breathing spell if broadcasters are seeking legislation. It can be bad if Congress is looking for a broadcasting issue to stir up a headline or two.

Despite Mr. Johnson's assertion of last week that he had in mind a lot of work for the second session of this Congress which begins next January, the practical political fact is that the 89th cannot possibly be asked to take on as massive a load of major legislation next year as it disposed of in its first session. Congressmen and their staffs will have at least some discretionary time for other work.

The circumstances ought to be right for a revival of the campaign to repeal Section 315 and with it its legal basis for the FCC's fairness doctrine. We know that a good many broadcasters are convinced that no Congress will repeal Section 315. We also know that no Congress will repeal it unless broadcasters get off their lethargy and go to work.



Drawn for BROADCASTING by Sid Hix

"Congressman, we're getting complaints about your loud commercials!"