



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

COPIES OF THIS PUBLICATION ARE AVAILABLE FROM THE NATIONAL ARCHIVES AT COLLEGE PARK, MARYLAND

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9/26



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*When you produce a commercial in color...
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CREAM OF NBC and CBS
Color Programs

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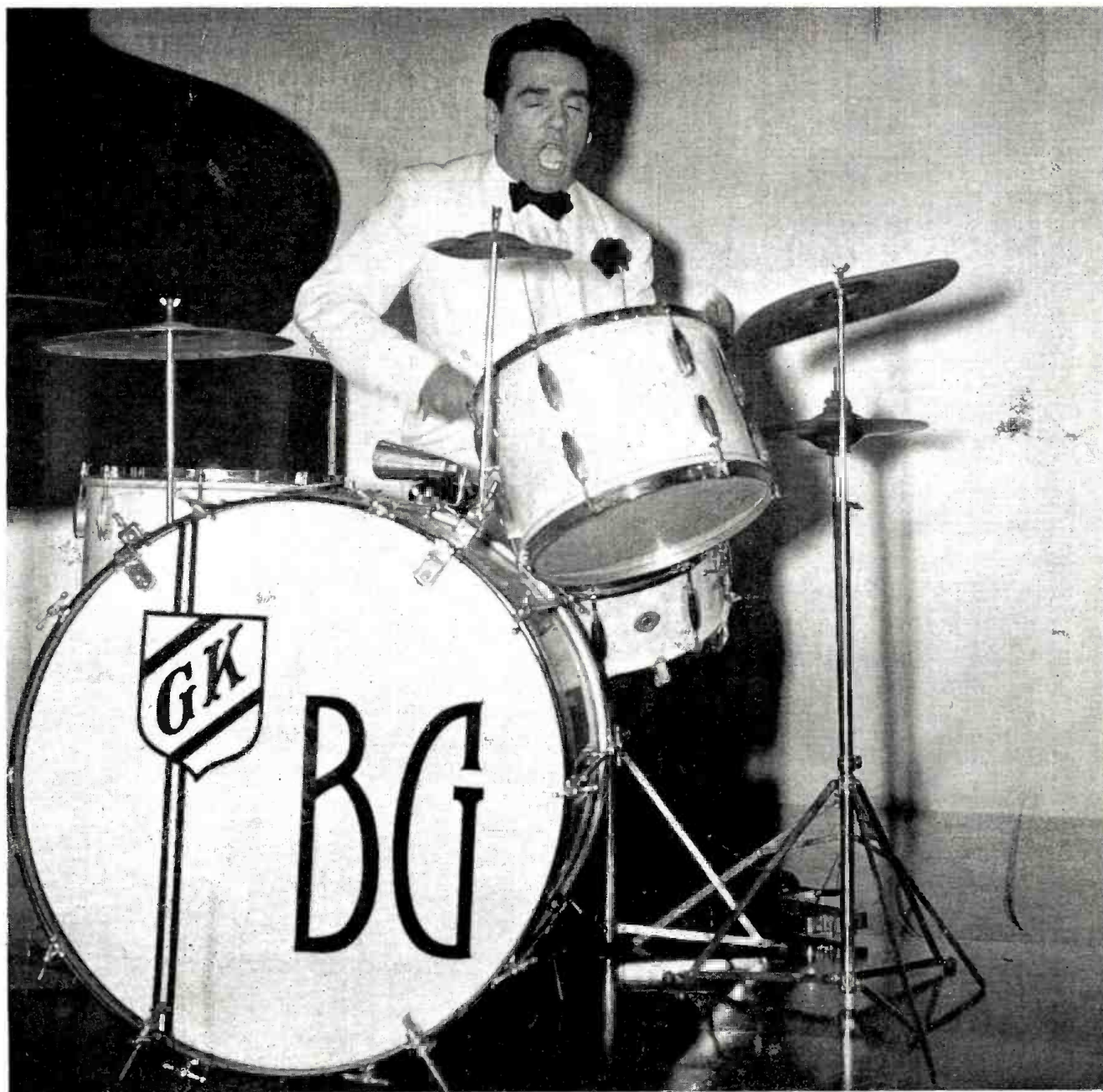
How did the NBC OWNED STATIONS get up front? Chiefly, by knowing the right people.

And in the case of NBC-OWNED WMAQ-TV, that means *Chicagoans*.

WMAQ-TV enjoys a great rapport with its viewers all week long. But especially on Sundays. We're referring to one of television's most provocative locally produced series—the WMAQ-TV "Sunday Night Specials." What the "Sunday Night Specials" provoke is *community attention*—whether the subject is baseball, politics,

railroading, or the special magic of Chicago Jazz. (A recent event on this most versatile color series was the return of Gene Krupa—recalling the halcyon days of his association with Benny Goodman when swing was king in Chicago.)

Naturally, all five NBC OWNED Television Stations can boast quality programming, virtually all in color. But no city is quite like Chicago—and no station knows how to win Chicago's attention like WMAQ-TV. *Wouldn't you like some of this attention, too?*



Represented by NBC Spot Sales



WNBC-TV, New York / WRC-TV, Washington, D.C. / WKYC-TV, Cleveland / WMAQ-TV, Chicago / KNBC, Los Angeles

In the Dallas-Ft. Worth market KRLD-TV delivers more in PRIME TIME*

17.9% more Homes than the second station.

14.4% more Men than the second station.

18.2% more Women than the second station.

12.5% more total Viewers than the second station.

Contact your Advertising Time Sales representative for a most efficient prime time schedule on KRLD-TV — the station that delivers more.

* July 1966 ARB Audience Estimates Station Audience Summary 6:30-10:00 PM Monday through Sunday Average quarter hour.

represented nationally by ADVERTISING TIME SALES, INC.



KRLD-TV



The Dallas Times Herald Station

CLYDE W. REMBERT, President

This week—probably today (Sept. 26)—George C. Smith will take over as chief of FCC's Broadcast Bureau, replacing James B. Sheridan who becomes FCC's planner on satellite communications. Civil Service Commission late last week approved new status of both men in new jobs. Now it's matter of formality of announcement. Mr. Smith has been Commissioner Robert E. Lee's legal assistant.

Casualty report

ABC-TV's new *Tammy Grimes Show* (Thursday, 8:30-9 p.m.) has been scheduled for cancellation on Oct. 6, and substitute show will be nighttime version of *The Dating Game*, now on ABC's morning schedule. That's word from sources close to Grimes show which went into ABC schedule with enthusiastic backing of Bristol-Myers (Young & Rubicam), which has half of its sponsorship.

Advertising agency reading of overnight ratings of first few weeks of new-season programing comes up with these observations: There are 13 shows, other than Grimes, which on basis of audience share have low sampling. These programs may not necessarily be in trouble, but advertisers will watch them closely for new rating indicators—up or down. Eleven of shows are new this season: Garry Moore, Mission Impossible, and Jean Arthur on CBS; Shane, Milton Berle, The Monroes, The Man Who Never Was and The Rounders on ABC; The Hero, Roger Miller and The Monkees on NBC. Carryovers reported in low-sampling range include 12 O'Clock High on ABC and I've Got a Secret on CBS. As yet, charts show no big hits among new programs, though Rat Patrol (ABC) has shown promise in initial sampling.

Buying mood

With one AM vacancy left in its multiple-ownership portfolio, ABC Radio is exploring number of top markets (Houston, Boston, St. Louis, and others) for acquisition of seventh station, but it probably won't make decision until after ABC-ITT merger is buttoned up. Reason: Acquisition would introduce new factor in transfer of 17 licenses that constitute basic consideration in merger transaction which occupied two days of "oral hearing" last week (see page 48).

Oral-hearing technique used by FCC last week in closing record on ABC-ITT merger set precedent to be utilized in other top-drawer cases where case-in-chief has been presented in written form. In ITT-ABC hearing, full commission was indoctrinated on complex issues with freedom to cross-examine. Normally if hearing had been conducted before examiner with subsequent oral argument, year or more might have elapsed before final judgment.

Fewer commercials?

Is television in danger of becoming electronic version of classified advertising medium? Corinthian Broadcasting thinks this possibility is not as farfetched as it may sound—unless something is done. So C. Wrede Petersmeyer, Corinthian president, has written to Howard Bell, director of National Association of Broadcasters Code Authority, proposing substantial tightening of code both to reduce so-called "clutter" and put further limits on commercial time, day and night. Corinthian's idea is that TV had better start looking ahead to see what it may look like few years from now if present pressures and trends continue without further restraint.

Out of the blue

Broadcast-minded Eastern Air Lines has retained W. G. H. Finch, veteran consulting engineer, to develop equipment to pick up and transmit radio news on airlines' flights. Mr. Finch, former head of Hearst radio engineering and with FCC in its early era, is expert in field of multiplexing, entailed in intricate pickups while in flight.

Budget bind

FCC plans for expanded operations in CATV and citizens-band-radio regulation may be affected by President Johnson's order to most government agencies last week to hold employment to July 31 level. Commission budget planners, facing Sept. 30 deadline for submitting appropriation request for fiscal 1968 (which begins next July 1), were plunged into gloom and confusion by President's order. They had been readying request that would have topped \$17,520,000 figure which administration proposed for

agency in current fiscal year and which Congress cut to \$17,338,000. But until implications of President's order are fully assessed, commission officials say, final decision can't be made.

Commission, its understood, had proposed budgeting \$250,000 for CATV next year, and additional \$1.25 million for citizens band radio. (Latter service, officials say, is in "chaos;" with licensees using profanity on air, jumping frequencies, and using power higher than authorized. Whole new program to deal with problem is being mapped.) Commission had also been considering request for supplemental appropriation for current year to permit start on these and other programs. But that decision, too, is in balance, probably won't be made until commission learns what administration will approve for next year.

Looking ahead

Nicholas Keesely, who retired without fanfare in early summer as senior vice president and director of TV-radio for Lennen & Newell, New York, has not deserted industry completely. After long vacation, he takes up duties as consultant to L&N on Nov. 1, presumably to lend his show-business savvy to agency for upcoming 1967-68 season.

No upstaging

President Johnson's first-time use of White House cabinet room for last Wednesday's "news briefing" (which generated some of biggest news of month) may provide format for future "impromptu" news conferences. Because of limited area, single camera was focused on President for duration of 23-minute session, with none of news questioners on camera. President has been looking for informal format, and cabinet room locale seemed well adapted for his purpose.

New form

This is week for FCC consideration of new program-reporting form for TV stations (CLOSED CIRCUIT, Sept. 19). It was on agenda for last week's meeting, cut short because of ITT-ABC oral hearing. Time simply ran out.

Last year, a significant number of Cleveland-area viewers began moving to WJW-TV. Cautiously, we labeled this a trend. Now the latest Nielsen Reports and also ARB* overwhelmingly validate this trend. WJW-TV is clearly the Cleveland leader. It's no longer a trend. It's a fact. Check into it — then us.

Thank you, Mr. Nielsen

for telling us that trend
is now a fact.

WJW-TV/CLEVELAND

*NSI, June 1966; ARB, March, May, July 1966: 9 AM-Midnight 7 days, subject to qualification described in said reports.

LOS ANGELES KGBS	PHILADELPHIA W'IBG	DETROIT W'JBK	MIAMI W'GBS	TOLEDO W'SPD	CLEVELAND W'JW	CLEVELAND W'JW-TV	NEW YORK W'HN	DETROIT W'JBK-TV	MILWAUKEE W'ITI-TV	ATLANTA W'AGA-TV	TOLEDO W'SPD-TV	STORER BROADCASTING COMPANY
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WEEK IN BRIEF

Radio-television looking to Detroit for \$186 million in billings in 1966-67. Figure, \$15 million more than was spent in current model year, would go mostly to network and spot TV. See . . .

AUTO BILLINGS . . . 31

TV networks and some advertisers will be back before Senate Antitrust and Monopoly subcommittee before year is out. Subcommittee looks to post-election session on TV advertising practices. See . . .

PLAN TO RESUME PROBE . . . 38

Gain of 13.9% recorded by network and spot TV in national advertising revenues during first half of year. TVB says billing reached \$1.26 billion with automotives up 33.1% to \$74 million. See . . .

TV'S GOOD FIRST HALF . . . 34

Atlantic Richfield Co. signs 10-year contract as exclusive sponsor of Jack Kent Cooke's Los Angeles Lakers basketball team and L.A. Kings hockey team. Also has option on Cooke's soccer team broadcasts. See . . .

SPONSOR HOOKS WITH COOKE . . . 35

Comsat's Matthews says Congress must decide if it wants private and public satellite users to get lower rates or if savings from satellite use should go to ETV as form of subsidy. See . . .

COMSAT PLANS REVIEWED . . . 54

Goldenson and Geneen go through two days of oral grilling by FCC on proposed merger of ABC-ITT. Expectation is that commission will approve deal; question is how will Johnson vote. See . . .

ABC-ITT AWAITS . . . 48

Hyde uses IRTS forum to speak out in support of five-year license terms for broadcasters. Says radio at 50 and television at 21 have reached maturity and with it goes responsibility. See . . .

HYDE ON LICENSES . . . 58

Appearances by FCC commissioners, including first public one for Nicholas Johnson, plus workshop sessions on every conceivable topic are all on agenda for NAB's eight fall conferences. See . . .

NAB EXPECTS RECORD . . . 59

It took decade but CBS Radio affiliates hear from Hayes that payments to stations for six-month period are highest since 1956 and that sales in first half of year are best since 1958. See . . .

HEAR GOOD NEWS . . . 64

Push for members to get into local program origination continues by NCTA. Association's executive committee studying draft of self-regulation code, wants board to consider seminar on origination. See . . .

PUSH FOR LOCAL CATV . . . 72

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An aerial photograph of a road with several toy cars scattered across it, representing traffic. The cars are in various colors and orientations, some appearing to be stuck in traffic. The background is a light, textured surface.

When WRVA-RADIO'S Eye is in the sky.... motorists can see their way through rush hour traffic

Richmond commuters who want to get where they're going depend on WRVA's Trafficopter Reports. At congested times—7:30 to 8:30 a.m. and 4:45 to 5:45 p.m.—they keep their car radios tuned to 1140. That's where they get the metropolitan traffic picture: which bridge is the busiest, what east-west artery the clearest, where to turn to avoid tie-ups.

The city's Traffic Bureau relies on the WRVA whirlybird's eye view, too . . . sends engineers aloft to study Richmond at rush hour . . . looks into re-routing suggestions as the Eye sees them.

That's trafficopting the city.

WRVA-RADIO



Richmond, Virginia
50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC

Represented by
Peters, Griffin, Woodward, Inc.

KBSA(TV) to become ON's L. A. affiliate

Overmyer Network will announce its first outside station affiliation today (Sept. 26) with signing of KBSA(TV) Guasti, Calif. Channel 46 outlet has transmitter on Mount Wilson and will cover Los Angeles market. Only other affiliates of network, which is due to go on air next year, are stations of network owner Daniel Overmyer.

Ollie Treyz, ON president, will make announcement of KBSA signing in Los Angeles today. He is also due to outline more specific programming plans for network.

KBSA is owned by William A. Myers and expects to go on air before end of year. It is now in process of building substantial studio facilities so some of ON programs can be originated on West Coast.

If broadcasters help they should benefit

Engineers at broadcast symposium sponsored by Institute of Electrical and Electronic Engineers in Washington heard plea Friday (Sept. 23) that broadcasters cooperate with rather than flatly oppose efforts to aid land-mobile spectrum needs through channel sharing or outright reallocation of TV frequencies to other services.

On panel discussing problem, Jeremiah Courtney, Washington attorney, responding to request from floor for prediction of National Association of Broadcasters' response to controversy, said he expected pressures from business leaders—characterized as radio-TV's best customers—who need land-mobile relief for their own operations would "encourage adjustment" by NAB.

Mr. Courtney said he thought broadcasters generally realize that land-mobile provides universal service and if radio-TV industry "participates in solutions" it can be in position to control degree of inroads made on TV. Result, he said, would be more satisfactory than solution imposed without broadcasters' participation.

Technical panelists agreed reallocation would present fewer engineering problems than channel sharing, but more political problems. One suggested

land-mobile operations have wider range "than suspected" and tests would indicate extensive interference.

Questioner asked: "If broadcasters are sure sharing won't work, why are they reluctant to test it?" Howard Head, A. D. Ring & Associates, replied tests need to have "orderly plan, with reasonable chance of success"; that testing shouldn't proceed on faint hope. What's been proposed, he said, are not "well thought out tests." James E. Barr of FCC agreed. "Parameters of the problem need to be definitely outlined," he said.

On Thursday IEEE Group on Broadcasting heard Robert H. Morris, ABC, New York, describe automatic loudness control unit developed by network. He explained it as modified automatic modulation limiter with additional sensing unit. It senses relative loudness in program and if this sensing indicates amount in excess of what would be considered normal, it limits it. It does not, he added, in any way affect characteristic of frequency.

Mr. Morris said work on unit began last October in New York and that for past three months models have been in use at ABC-TV's five owned stations: WABC-TV New York, KABC-TV Los Angeles, WXYZ-TV Detroit, WBKB-TV Chicago and KGO-TV San Francisco, as well as WMAL-TV Washington, ABC affiliate.

Three-day session also included papers on TV equipment, cable TV, satellite broadcasting, session on color TV and report of Study Groups X and XI at spring's CCIR conference in Oslo.

John Chancellor, director of Voice of America, was speaker at Friday banquet.

Review Board overturns FCC, favors Farragut

FCC's Review Board Friday (Sept. 23) reversed earlier commission decision in recommending grant of new UHF on channel 47 in Columbus, Ohio, to Farragut Television Corp. and denial of competing application filed by Peoples Broadcasting Corp. Board's order overruled hearing examiner's decision last March that favored Peoples on comparative public service issue.

New order says Peoples' proposal warrants no significant preference in any comparative category whereas Farragut emerges winner on diffusion of control issue. Farragut's principals own controlling interests in construction per-

mits of three UHF's, KGSJ-TV St. Louis, KGSC-TV San Jose, Calif., and channel 29 St. Paul. Peoples is licensee of WRFD-AM-FM Columbus - Worthington, WGAR-AM-FM Cleveland, both Ohio, and WATE-AM-TV Knoxville, Tenn.

3 Alabama U's seek leapfrog protection

Three Huntsville-Decatur, Ala., UHF stations are asking FCC to deny applications for microwave facilities that would be used to relay signals of two Chicago stations some 600 miles to CATV's in their market.

WHNT-TV (ch. 19), WAAY-TV (ch. 31) and WMSL-TV (ch. 23) say plans of American Television Relay Inc. would, if implemented, constitute "leapfrogging" and would "subvert" FCC policy of fostering UHF growth.

American Relay proposes to carry signals of WGN-TV and WFLD(TV) to four CATV systems in Glasgow, Ky., and in Decatur and Huntsville. Applicant is 85% owned by Bruce Merrill, who owns microwave systems throughout west and southwest, as well as CATV's and KIVA-TV Yuma, Ariz.

Three Huntsville-Decatur stations say grant would work serious economic hardship on them. They say their profit margin is slim, if existent at all, and that they already face serious competition from CATV's in their communities.

Since Huntsville-Decatur is not one of top 100 markets, rule requiring hearing before CATV is permitted to import distant signal does not apply. However, stations say commission policy provides for hearings in smaller market when required by circumstances. They say hearing should be held, then applications denied.

'Think drink' campaign set by coffee group

International Coffee Organization, New York, is announcing today (Sept. 26) \$5.5 million promotion drive from Oct. 17 through mid-April 1967, with \$3.6 million budget to TV in U. S. and \$225,000 to Canadian TV.

Coffee growers forum will promote "think drink" campaign, beginning with \$2.58 million in 14 top spot TV markets for 23 weeks in January, and entering ABC-TV (\$1 million) sponsorship of seven programs, carried by affiliates east of the Mississippi. Accent of six

scheduled commercials is on youth market. ICO will also schedule test radio in Pennsylvania, and possibly expand markets with added \$200,000 budget. Agency is McCann-Erickson Inc., New York.

Football bill out of Senate huddle

Bill giving green light to proposed National-American Football League merger and prohibiting telecasts of Friday night professional grid contests has received unanimous approval of Senate Judiciary Committee.

Measure backed by several influential senators would grant leagues immunity from certain antitrust laws in order to consummate merger. Clause included in measure would also give high school football same protection from eroding effect of pro TV games on attendance now enjoyed by college games. Friday night broadcasts would be barred under bill sponsored by Senate minority leader Everett M. Dirksen (R-Ill.), majority whip Russell Long (D-La.) and Senator Roman Hruska (R-Neb.).

Counterpart legislation in House, however, still faced refusal of Judiciary Committee chairman Emanuel Celler (D-N. Y.) to even consider such move. Broader antitrust exemption for football was already passed by Senate and bills similar to one supported by Senate Judiciary Committee this week have been proposed by House members. But Representative Celler has steadfastly denied consideration. He, however, has told NFL Commissioner Pete Rozelle there was no governmental interest in blocking merger. NFL pressed for congressional action, however, because of threat of rash of suits by potential franchise-holders who might be excluded because of merger.

House source forecast Representative Celler probably would not budge from previous stand on issue. But Senate action was expected soon.

Also on football front, Bill Reed, head of Big Ten Athletic Commission, warned of possible overexposure of football on television. Overexposure on television is "real danger" to college football, Mr. Reed said. He noted even now TV is primary factor in professional sports.

"There are terrific pressures on all of us in athletic administration because of financing," he added. TV should be a "welcome guest at our games," he continued, and "another welcome voice for spreading the word. But television cannot be permitted to take over our sport because at that point we will be swallowed up."

Next: No Santa Claus

NBC-TV does not plan to show *Amahl and the Night Visitors*, perennial one-hour Christmas program that has been telecast on NBC for past 15 years. Composer Gian Carlo Menotti says he is unsatisfied with latest tape used (taped in color in 1963) and wants NBC to cut new production. NBC noted that 1963 production ran about \$500,000 and network thought it still presentable. Mr. Menotti's contract with NBC expired in May and rights have now reverted to composer and his publishers, G. Schirmer Inc.

Radio-TV circuits cut by bulldozer

Transcontinental telephone cable line was accidentally cut by bulldozer near Elko, Nev., Friday (Sept. 23), disrupting radio-TV and news service to several western states for more than half hour. Blackout also affected more than 200 private lines of AT&T and Pacific Telephone & Telegraph. Reports of trouble came from California, Nevada, Oregon, Washington, Colorado and Utah. News services to those areas, Hawaii and Alaska were also affected.

Earlier in week AT&T filed with FCC to build new blast-resistant telephone cable between Chicago and Denver. Communications centers, power stations and cable would all be underground and \$61 million system would be designed to withstand violent weather conditions and nuclear blasts with exception of direct hit. When operational, cable would provide 32,400 voice grade circuits in 20 coaxial tubes.

ABC-TV sets election shows

Series of six shows focusing on this fall's elections and called *Elections '66* will be produced by ABC News, with first show to appear on ABC-TV Sunday, Oct. 2, 1-1:30 p.m. NYT and others on successive Sunday afternoons. First five will have ABC newsman William E. Lawrence as anchor man. Last (Nov. 6) will feature commentator Howard K. Smith as host.

DJMC gets Plymouth

Plymouth Dealers Association of Los Angeles region Friday (Sept. 23) appointed Davis Johnson Mogul &

Colombatto Inc., Los Angeles, to handle \$1 million account. Association serves 109 dealers in Southern California, Arizona and Southern Nevada. Appointment followed presentation by five agencies among whom Young & Rubicam Inc. generally was considered front-runner. Account used to be handled by N. W. Ayer & Son. DJMC is preparing campaign that will follow Plymouth new-car promotion breaking nationally this week.

Industry has chance to show its stuff

Broadcasting has entered "an interesting period . . . a period of testing" with industry "not now being assailed and threatened by government to the degree that has occurred in the past." Symbolic of this period is elevation of Rosel Hyde to be chairman of FCC, Vincent Wasilewski, president of National Association of Broadcasters, said Friday (Sept. 23).

Mr. Wasilewski told meeting of southern area of American Women in Radio and Television in Winston-Salem, N. C., that this period with "a man in office who understands our problems and from whom we can expect a fair deal at all times" is one in which industry can move from defense to offense.

"We have a rare and, perhaps, momentary opportunity" to do this, he said. "Now we have a chance to prove our maturity and responsibility. We have long told the government that it should not do what we can best do for ourselves. Now is our chance."

NAB president said broadcasting will be tested in programming, public service, as broadcasters, businessmen and citizens and industry "can meet this test of showing what it can do without the continuous flick of the government whip."

Commenting on Mr. Hyde's appointment as chairman and general FCC composition, Mr. Wasilewski recalled "most broadcasters felt a sense of relief" when appointment came. "We had been through a period of difficulties," he added, "during which some commissioners had, in the view of most of our industry, consistently attempted to reach beyond the boundaries established by law; had consistently misunderstood broadcasters, and who had given the impression that they felt broadcasters were some sort of amoral group who needed to be whipped into line."

NAB president was also incensed by "imputations of some critics" that broadcasters find in Chairman Hyde "malleable servant to the industry." Such phrases, he said, are "malicious and unwarranted." Single word describing chairman would be "integrity," Mr. Wasilewski added.

Richard Burton

Barbara Rush

Angie Dickinson



THE BRAMBLE BUSH



Rosalind Russell

Alec Guinness

Madlyn Rhue

A MAJORITY OF ONE

Two of the big ones in **color** from

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

The ability of a radio or television station to entertain and relax you is challenged by its ability to disturb you. A broadcaster is literally the most powerful voice in any community. This voice can lull or prod millions of people at a time.

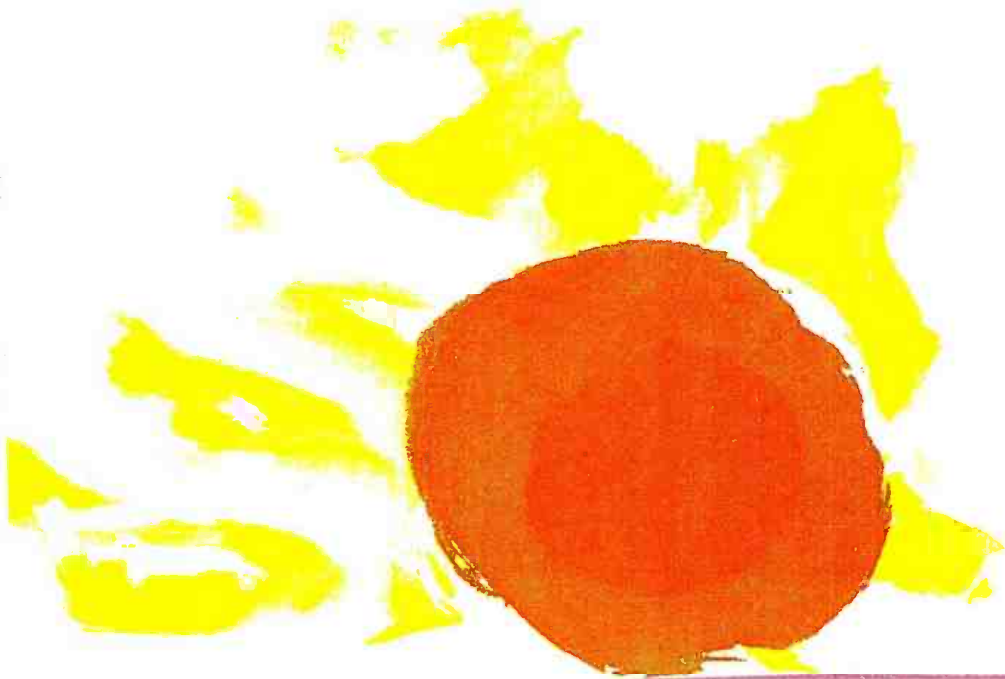
If it does nothing but lull, that is not enough. The broadcaster must frequently say things that make people a little uncomfortable. Because there are things in any community which people should be uncomfortable about. And there are things in the world that need fresh thinking and new ideas. And a thoroughly satisfied person feels no need to progress.

Your broadcaster recognizes his responsibility to disturb you. And to give you something to think about.

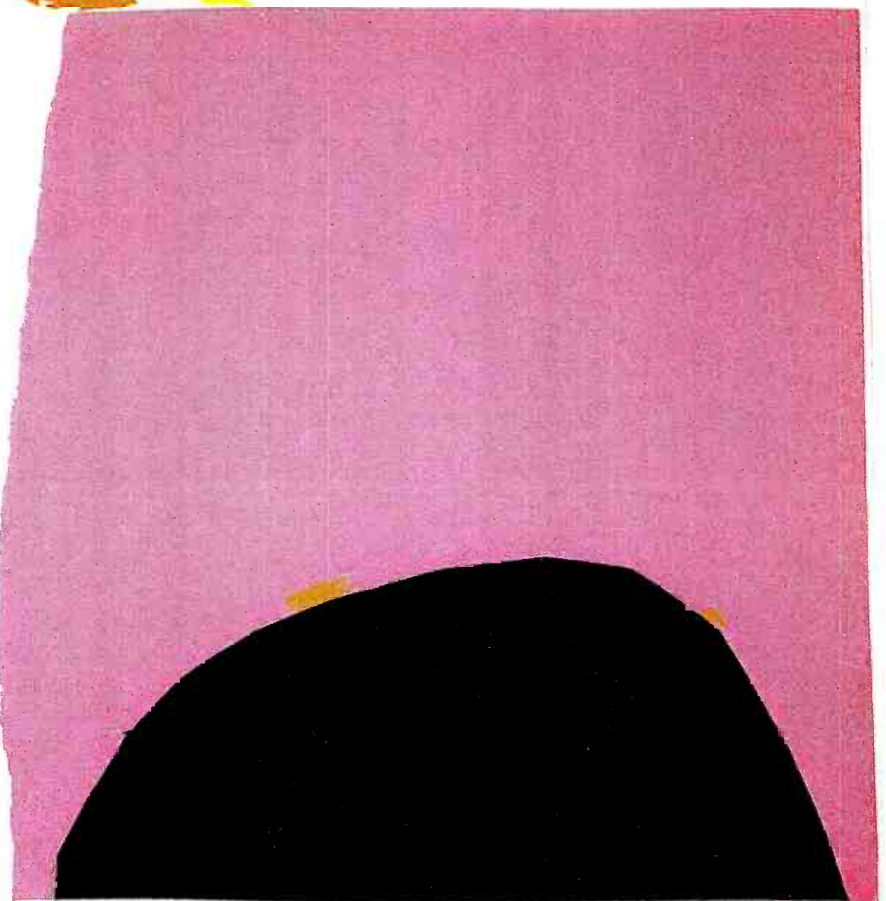


BOSTON WBZ · WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW · KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA · KDKA-TV
FORT WAYNE WOWO
CHICAGO WIND
SAN FRANCISCO KPX

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the
property
of
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genius
to
disturb
all
settled
ideas.



John May Contu 11/11

INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

THE 5 "CONTINENTS
TROPHY" FOR CINEMA FILMS

2 GRAND AWARDS
FOR TELEFILMS



MIFED is the International Film, TVfilm and Documentary Market whose successful operations extend over a number of years. Its Autumn Cine-Meeting will be held from 15 to 24 October 1966.

MIFED is a new-style market dealing in feature and documentary films for the Cinema and TV. It is an active business centre for producers, buyers, renters and distributors of films. MIFED has twenty viewing rooms equipped for all possible technical requirements. Ten are for cinema films and ten for telefilms. Its Club facilities make it one of the most attractive and elegant business rendezvous in Europe. MIFED clients who are unable to attend the whole Autumn Cine-Meeting are invited to make use of its special assistance bureau which undertakes to represent their interests.

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Telegrams: MIFED - Milano

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*Occupation Required

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

■Indicates first or revised listing.

SEPTEMBER

Sept. 26-28—"Wingspread Conference on Educational Radio as a National Resource"—a national educational radio seminar of the National Association of Educational Broadcasters. Johnson Foundation, Racine, Wis.

Sept. 28—Meeting of the Michigan State CATV Association. Croner Restaurant, Flint.

Sept. 28-Oct. 1—1966 international conference of the Radio-Television News Directors Association. LaSalle hotel, Chicago.

Sept. 29-30—Annual fall meeting of Minnesota Broadcasters Association. Speakers include Paul Cornstock, vice president for government affairs, National Association of Broadcasters. Holiday Inn, Duluth.

Sept. 30 — A "Salute to David Sarnoff" dinner honoring the RCA chairman and commemorating the 60th anniversary of his start in communications, sponsored by the Electronic Industries Association, the Institute of Electrical and Electronics Engineers and the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

Sept. 30-Oct. 1—Meeting of the Kentucky Community TV Assn. Continental Inn, Lexington.

Sept. 30-Oct. 1—State sales clinic sponsored by the Montana Broadcasters Association. Lubrecht Forest, Missoula.

■Sept. 30-Oct. 2—Fifth district conclave, Advertising Association of the West. Oasis hotel, Palm Springs, Calif.

Sept. 30-Oct. 2 — Northeastern area conference of the American Women in Radio and Television. Pine Tree Point Club, Alexandria Bay, N. Y.

OCTOBER

Oct. 1—Annual Paul White Memorial Banquet of Radio-Television News Directors Association. LaSalle hotel, Chicago.

Oct. 2-7—100th Semiannual Technical Conference and Equipment Exhibit sponsored by the Society of Motion Picture and Television Engineers. Ambassador hotel, Los Angeles.

Oct. 3 — Deadline for comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's in the top-50 television markets.

Oct. 3-5—Annual fall convention and election of officers of Illinois Broadcasters Association. Sheraton-Blackstone hotel, Chicago.

Oct. 3-5—1966 National Electronics Conference. McCormick Place, Chicago.

Oct. 3-7—Briefing session and workshop

NAB FALL CONFERENCES

- Oct. 13-14—Statler-Hilton hotel, Dallas
 Oct. 17-18—Mark Hopkins hotel, San Francisco
 Oct. 20-21—Hilton hotel, Denver.
 Oct. 24-25—Radisson hotel, Minneapolis.
 Nov. 10-11—Chase-Park Plaza hotel, St. Louis.
 Nov. 14-15 — Waldorf-Astoria hotel, New York.
 Nov. 17-18—Queen Charlotte hotel, Charlotte, N. C.
 Nov. 21-22—Robert Meyer hotel, Jacksonville, Fla.



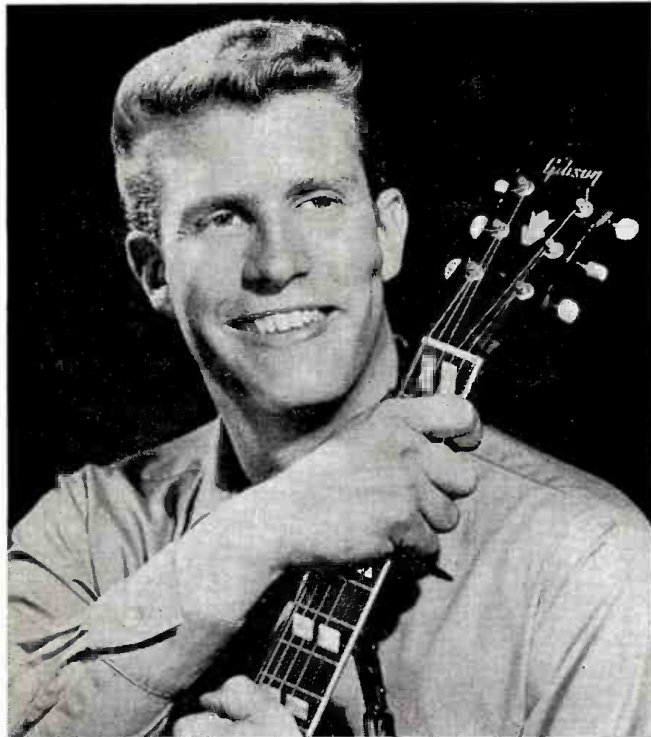
The longest running, most successful program in broadcasting history has surprise, suspense, humor, heart...and The Associated Press.

Your news show has it all, including 3,500 AP staffers working for you day and night everywhere in the world. It started back on November 2, 1920, when radio station KDKA Pittsburgh carried the AP Harding/Cox election results. That was the

first news broadcast. Now 46 years later, while everything else on the air comes and goes with the fashion, news programming is still indispensable... still as fresh and exciting as today's big stories coming over the AP wire.

The Associated Press
YOUR INDISPENSABLE SERVICE

Joe Dowell sings "Big River"



...for the
National Wildlife Federation

Joe Dowell ENTERPRISE, INC

Ever since President Johnson's Water Quality Act of 1965 was passed enthusiastically by Congress, positive steps have been taken throughout the United States to correct the tragic conditions of our polluted rivers. While important inroads have been made, we still have a hard fight ahead.

That is why I composed "The Ballad of the Big River." I felt that if we could capture in a folk song the terrible plight of our dying rivers, perhaps the American public would be moved to appeal to their Senators and Representatives for a statewide conservation program.

The National Wildlife Federation has officially endorsed "Big River" as its pollution protest ballad and I'm proud to be a part of this movement.

The strength of our nation's future depends upon how wisely we use our natural resources. Because of the dire importance of our message, the National Wildlife Federation will sincerely appreciate the assistance your radio station can give in our efforts to arouse in the American Public the need to save the "Big River."

Very sincerely yours,

Joe Dowell
Joe Dowell

413 Woodland Avenue Bloomington, Illinois • Phone 829 4016 Area Code 309

One of America's most versatile balladeers and folk singers, Joe Dowell voices the plaintive "Big River" on a public service transcription now on its way to your radio station. When you receive the disc please indicate arrival on the postal card enclosed. Additional copies are available on request from National Wildlife offices.

Side "B" of this transcription contains a series of 90-second public affairs programs concerning various conservation activities.

Here is a series of spots and programs you can run with pride—good for your audience and good for your own conservation image!

Joe Dowell's plaintive, public-spirited ballad, "Big River," will add colorful interest to your public service image. A quality transcription with a great message concerning the plight of our American Rivers.

For further information concerning talent and distinctive ballad promotion contact Joe Dowell at:

JOE DOWELL ENTERPRISES, INC. 413 Woodland Avenue • Bloomington, Illinois 61701
Phone: 829-4016 - Area code 309

**FALL MANAGEMENT CONFERENCES
OF RADIO ADVERTISING BUREAU**

- Sept. 26-27—Hyatt House (near San Francisco).
- Sept. 29-30—Warwick hotel, Houston.
- Oct. 6-7—Hilton Inn, Tarrytown, N. Y.
- Oct. 10-11—Northland Inn, Detroit.
- Oct. 13-14—Pheasant Run Lodge, Chicago.

seminars on applications of computers to marketing, covering different kinds of computers and their uses, sponsored by the American Management Association. Marketing executives with computer experience discuss specific problem areas in workshop seminars. Statler-Hilton hotel, New York.

Oct. 4-Nov. 29—Time Buying and Selling Seminar sponsored by the International Radio & Television Society (Consecutive Tuesdays, excluding Election Day, Nov. 8). Chemical Bank & Trust Co., 59th Street & Madison Ave., New York.

Oct. 5-6—Twelfth annual conference of the Advertising Research Foundation. Morning session on research and the creative environment includes Roger Purdon, D'Arcy Advertising; Albert Shepard, Motivation Dynamics Inc.; Herbert E. Krugman, Marplan; Alvin A. Achenbaum, Grey Advertising; Charles R. DeCarlo, International Business Machines, and panelists yet to be announced. Luncheon speaker: Sherwood Dodge, ARF president, with Paul E. J. Gerhold of J. Walter Thompson and ARF chairman, presiding. Afternoon session on budgeting strategy and media measurements includes James O. Peckham of A. C. Nielsen Co.; William S. Blair, Harper-Atlantic Sales Inc.; G. Maxwell Ule, consultant; Melvin A. Goldberg, John Blair & Co., and Peter Langhoff, American Research Bureau. Waldorf-Astoria hotel, New York.

Oct. 6-7—Meeting of the Television Code Review Board of the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

Oct. 6-8—Annual fall meeting and election of officers of the Alabama Broadcasters Association. Speakers include John Chancellor, director, Voice of America; Robert Eastman, president, Robert E. Eastman & Co.; Don McCollum, vice president, Schwerrin Research; Earl Nightingale, Nightingale-Conant Corp.; Congressman James D. Martin; Norman Jorgensen, attorney, Krieger & Jorgensen. Stafford Motor hotel, Tuscaloosa.

Oct. 6-9—Combined conference of the 3rd and 7th districts of the Advertising Federation of America. Speakers include Archibald McG. Foster, president, Ted Bates & Co.; Jo Foxworth, Calkins & Holden Advertising; H. Thomas Austern, Covington & Burling, Attorneys; John Avrett, Foote, Cone & Belding; Sherwood Dodge, Advertising Research Foundation; George Goodwin, Bell & Stanton Inc.; Dermott McCarthy, Young & Rubicam, and Nicholas P. Pappas, Cunningham & Walsh. Town House Motor Inn, Augusta, Ga.

Oct. 7-9 — East central area conference of the American Women in Radio and Television. Ambassador hotel, Chicago.

Oct. 8-9—Annual meeting of the Missouri AP Radio TV Association. Ramada Inn, Jefferson City, Mo.

Oct. 10—Deadline for comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for comments on FCC notice of inquiry into the possibility of pay TV by wire.

Oct. 10-11—Annual fall meeting and election of officers of New Jersey Broadcasters Association. Speakers include FCC Commissioner Lee Loevinger; Ben Waple, FCC secretary; Governor Richard J. Hughes of

*Indicates first or revised listing.

STEADY MONEY MAKER



A steady business stimulator for sponsors, too!!!

EARL NIGHTINGALE'S OUR CHANGING WORLD

the most talked about syndicated radio program on the air today!

550 stations say:

*from Worthington, Ohio—
"... virtually SRO for our two daily strips for five consecutive years, 'Our Changing World' has been the most consistent mail puller we've ever had..."*

*from Macon, Georgia—
"... We sold the first sponsor we called on for a minimum of 25 minutes each week for 52 weeks, firm..."*

*from Apple Valley, California—
"... We now feel that 'Our Changing World' is the most popular program of our broadcasting day, and the sponsor agrees, wholeheartedly..."*

*from Wooster, Ohio—
"... 'Our Changing World's' sponsor is an automatic renewal each year... if we needed one, your sponsor promotion program clinches it..."*

550 sponsors say:

*from St. Louis, Missouri—
"... As a result of script requests for specific programs, we have accumulated a mailing list of over 10,000 individuals..."*

*from Nashville, Tennessee—
"... We're so very pleased with this program and feel it is such an image builder, we are adding more broadcasts of 'Our Changing World'..."*

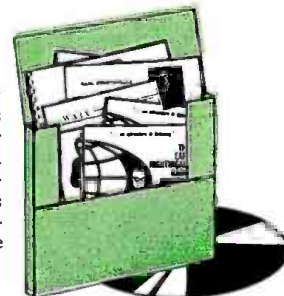
*from Des Moines, Iowa—
"... Now in our sixth year of sponsoring 'Our Changing World', we know it's our most effective advertising and public relations vehicle..."*

*from New Orleans, Louisiana—
"... With five 'Our Changing World' broadcasts daily... we have established an enviable identification with the program throughout the New Orleans area..."*

Earl Nightingale's kaleidoscope commentary on life, the world and people builds and maintains a distinctive image for stations and sponsors alike. Local ratings are phenomenal, and two million broadcast script requests in the past year attest to tremendous listener response. "Our Changing World" is offered for exclusive purchase in each market. And, considering the program's high quality, wide appeal, exclusivity and proved effectiveness, the cost is surprisingly low. Find out more about this amazing program.

Get This **FREE** Fact Kit

Explaining the exciting "Our Changing World" story; how stations use it to acquire long-time sponsors—and how sponsors exploit its unique advantages. Describes station and sponsor promotion and merchandising programs (on-air promos, ad mats, publicity releases, printed scripts, signs, posters, billboards, films, etc.). Includes testimonial letters from stations and sponsors, a 7" presentation recording for potential sponsors and a sample E.T. with ten broadcasts. Just send the handy coupon below, TODAY!



The Earl Nightingale Radio Program
NIGHTINGALE-CONANT CORPORATION
333 North Michigan Avenue • Chicago, Illinois 60601

Please send me—without obligation—my FREE kit which provides full details on "Our Changing World".

NAME _____ TITLE _____

STATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

1 FIRST

SIGN-ON TO SIGN-OFF

AGAIN WSYR-TV is No. 1 IN HOMES

Delivered in the Syracuse Market:
*32.3% More Than Station #2
*83.6% More Than Station #3



7-7:30 P.M.

MONDAY THRU FRIDAY

WSYR-TV is No. 1

IN HOMES

Delivered in the Syracuse Market:
*26.4% More Than Station #2
*56% More Than Station #3

11-11:30 P.M. NEWS

MONDAY THRU FRIDAY

WSYR-TV is No. 1

IN HOMES

Delivered in the Syracuse Market:
*79% More Than Station #2
*190% More Than Station #3

*ARB for March, 1966.

Data quoted or derived from audience surveys are estimates subject to sampling and other errors. Advertisers and their agencies are referred to the complete survey for details.

WSYR-TV

NBC
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

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

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

NATIONAL COMMUNITY TELEVISION ASSOCIATION FALL REGIONAL MEETINGS

- Oct. 10—Plaza hotel, New York (Region 1).
- Oct. 14—Marriott hotel, Dallas (Region 4).
- Oct. 21—Davenport hotel, Spokane, Wash. (Region 7).
- Oct. 24—Tropicana hotel, Las Vegas (Region 8).
- Oct. 26—Raddison hotel, Minneapolis, (Region 6).
- Oct. 31—Sheraton-Gibson hotel, Cincinnati (Region 2).
- Nov. 2—Dinkler Plaza hotel, Atlanta (Region 3).
- Nov. 4—Skirvin hotel, Oklahoma City (Region 5).

New Jersey; and Paul Zur, president, Turnpike Broadcasting Co.

■Oct. 10-12—Management/programming seminar of TV Stations Inc. Speakers include Donald H. McGannon, president of Westinghouse Broadcasting Co.; A. Louis Read, president, WDSU-TV New Orleans; Richard A. Borrel, president, WBNS-TV Columbus, Ohio; Eldon Campbell, vice president, WFBM-TV Indianapolis and George Comte, vice president, WTMJ-TV Milwaukee. New York Hilton hotel, New York.

Oct. 11-12—Annual fall meeting of Texas Association of Broadcasters. Statler Hilton, Dallas.

Oct. 11-14—First World Congress of the International Writers Guild. Beverly Hilton hotel, Beverly Hills, Calif.

■Indicates first or revised listing.

OPEN MIKE®

Assistance needed

EDITOR: Last autumn one of my students, Ruben Romero, was injured in a fall from the building that houses our studio and suffered a broken neck which left him paralyzed from the shoulders down. This young man had completed one year of college and was actively pursuing courses preparing him for a career in broadcasting. He has not lost his interest in broadcasting although his ability to function in a normal capacity has been severely limited. His mind is keen as ever and he has an unusual ability to think in audio symbols. I think he would have made a rather good production man.

At present he gets around in an electric wheel chair. He has only very limited use of his left arm, being able to flex it only slightly at the elbow and to rotate the left wrist very weakly and then only when his arm is supported in a sling. There appears to be very little hope that he will recover further use of his arm.

I would like to be put in touch with someone who has found a successful career under similar handicaps or someone who has hired such a handicapped person or worked with such a person at a rehabilitation center and helped to prepare him for a career in broadcasting.—Don Dick, general manager,

DEATHLESS DIALOG from MANY MOVIES ... #1 of a series

“This is it!”



UAA's 1500 features from WARNER BROTHERS and RKO are "it" ... *your* best bet for sure-to-win programming.



WRITE, WIRE or PHONE **u.a.a.** 555 MADISON AVENUE, NEW YORK, N. Y. 10022 area code 212/688-4700
BROADCASTING, September 26, 1966

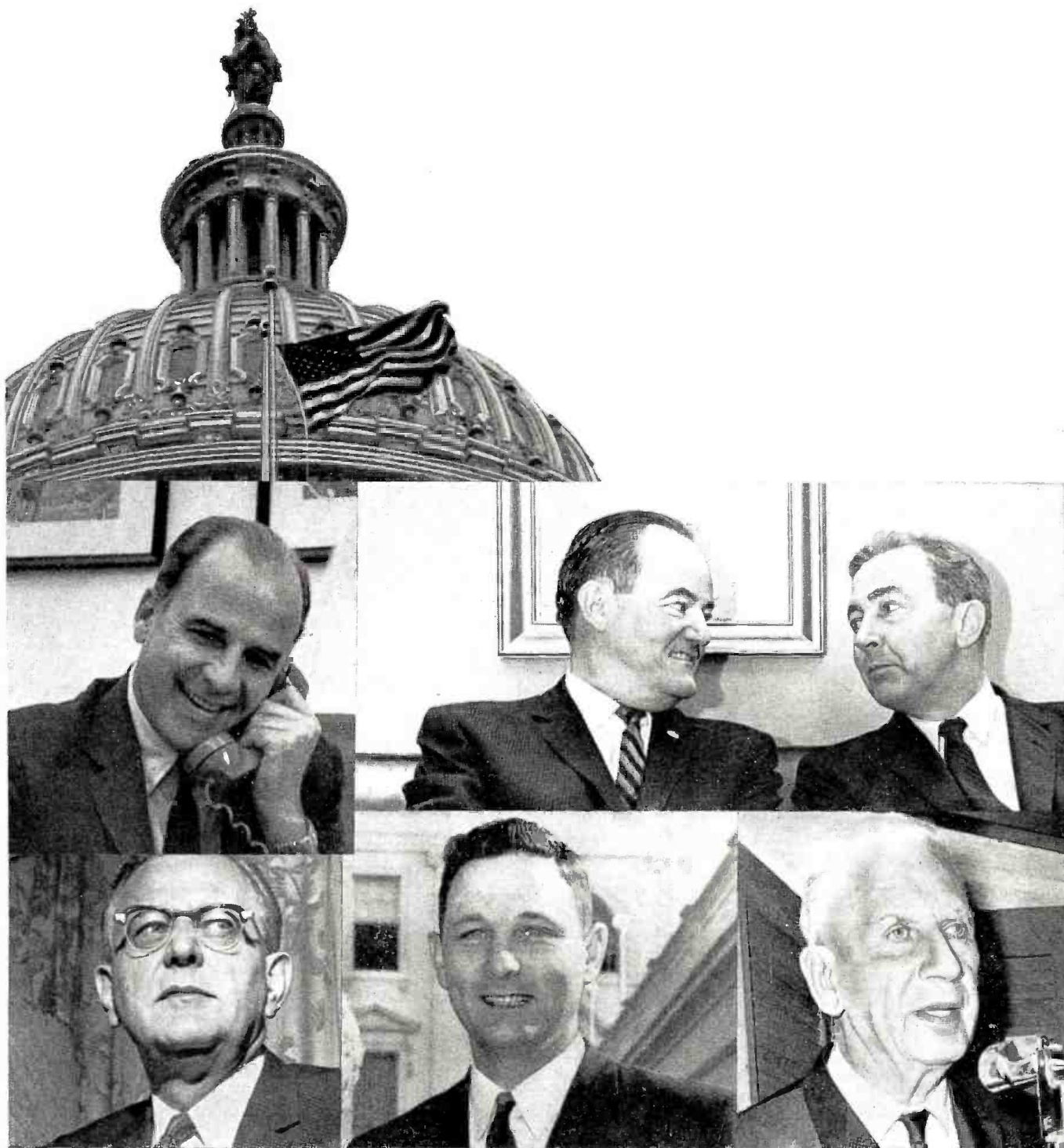
WHAT'S SO SPECIAL ABOUT OUR NEWS SERVICE IN DULUTH, DENVER AND CHICAGO?



For one thing, our own Washington News Bureau



Washington reporters, Hank Wilson and Bob Foster



... providing an important link between lawmakers in the nation's capital and their constituents in Duluth-Superior, in Denver and in Chicago.

Regular news broadcasts presented by WGN Continental group stations bring the man in office in Washington and the people he represents together day-by-day as important decisions are made and pertinent developments take place.

Each area has its special problems ... and its special interests ... served by our Washington News Bureau.

For Duluth it may be a story on a petition to increase St. Lawrence Seaway tolls... for Denver a report on the status of bids for a \$375 million atom smasher ... while Chicago is interested in plans to eliminate Lake Michigan pollution.

Another example of service provided by

WGN CONTINENTAL BROADCASTING COMPANY

Serving Chicago: WGN Radio and WGN Television / Duluth: KDAL Radio and KDAL Television / Denver: KWGN Television

Twelve Great Radio Stations Have Compelled Us To Run This Ad

We don't particularly relish the idea of paying for this ad . . . but we simply have no choice. Twelve great radio stations have rung the cash register for 7-Eleven stores . . . and they've done it with such spirit and showmanship that we truly believe they have written what well might be . . .

RADIO'S GREAT SUCCESS STORY.

Gentlemen . . . you have taken our campaign and presented it with *great feeling* and *marvelous spirit*. What came out the speaker was exactly what you put in. Magic.

we salute . . .

WQAM

MIAMI, FLORIDA

KENO

LAS VEGAS, NEVADA

KCPX

SALT LAKE CITY, UTAH

KNAK

SALT LAKE CITY, UTAH

WIRK

WEST PALM BEACH, FLORIDA

KROY

SACRAMENTO, CALIFORNIA

KXOA

SACRAMENTO, CALIFORNIA

WKDA

NASHVILLE, TENNESSEE

KFJZ

FORT WORTH, TEXAS

KXOL

FORT WORTH, TEXAS

WHB

KANSAS CITY, MISSOURI

KYSN

COLORADO SPRINGS,
COLORADO



A DIVISION OF THE SOUTHLAND CORPORATION

KSDA (FM) noncommercial, 11735 Campus Drive, La Sierra, Calif.

In the swim

EDITOR: I know there are some people who only swim or relax while in a pool.



Avco's John Murphy

Then there are others who make better use of their leisure time.—*John C. Burpee, director, public relations and advertising, Avco Broadcasting Corp., Cincinnati.*

ETV's past, present, future

EDITOR: As an educational television broadcaster, I feel compelled to respond to your Sept. 5 editorial.

ETV is not attempting "to flout the rules," rather it is attempting to follow the current rules and regulations of the FCC and interpretations of those rules by the commission.

The late Commissioner Frieda B. Hennock's "electronic blackboard" concept of educational television is not the direction the FCC currently says ETV should take. BROADCASTING of Nov. 8, 1965, illustrates the new emphasis in paraphrases and quotations from a speech delivered by former FCC Chairman E. William Henry at an NAEB meeting:

. . . Chairman Henry said the "honeymoon between the FCC and noncommercial television" may be nearing an end. The commission, he indicated, may no longer be satisfied merely with seeing educational channels activated.

. . . He said that educational broadcasters—like commercial broadcasters—are expected to present public affairs programming.

As further evidence of the commission's de-emphasis of the "electronic blackboard" concept, the FCC in Public Notice—B, dated July 13, 1966, stated clearly its feelings about fulltime use of ETV channels:

" . . . if the broadcast channels are used to serve a limited number of pre-planned receiving points they are, in effect, withdrawn from the broadcasting service, thereby compounding an already serious shortage."

The commission further stated in this public notice that they recognized "that educational television broadcast station licensees also have an obligation to provide a broadcast service to the general public."

I submit . . . that ETV broadcasters should not be chastised for following



They bought our complete antenna line.

KPRC-TV has a G-E Batwing antenna.
KHOU-TV broadcasts with a G-E Helical.
And KHTV owns a G-E Zig-Zag antenna.

These three Houston television stations didn't buy different General Electric antennas just to be different.

KPRC-TV, Channel 2, needed an antenna designed to very tight system specifications over the high percentage band-widths essential to a VHF Low Channel station. That's why they bought a G-E Batwing.

KHOU-TV, Channel 11, needed another kind of antenna for their VHF High Channel station. This antenna had to meet physical as well as electrical specifications. That's why they bought a G-E Helical.

KHTV, Channel 39, needed a UHF antenna with a radiation pattern tailored to the Houston-Galveston area. And a unique upper-and-lower dual input facility for more power in the future (ERP is now 2.58 megawatts).

That's why they bought a G-E Zig-Zag.

So take another look at this Candelabra®. You'll see three good reasons to contact your G-E Broadcast Equipment representative. General Electric, Visual Communications Products, Electronics Park, Syracuse, New York 13201.

GE-36

©Dresser Industries, Inc.

GENERAL  ELECTRIC

We proudly
announce it in
BLACK and WHITE
ALL COLOR
WTRF-TV
Wheeling, West Virginia
Wheeling - Steubenville
Market

WTRF-TV colorcasting live, film, tape, slides and network. National Rep: BLAIR Television.

the rules of their licensing body. ETV is only as "different" today from the 1952 vision of the FCC as the commission desires and directs.—*B. W. Spiller, vice president and general manager, Central Virginia Educational Television Corp., WCVE-TV Richmond.*

EDITOR: Re: "It isn't ETV." What is?

In confusing sponsorship and underwriting, you are simply muddying the water. Underwriting does not "buy" time, it pays the extra costs of production which the station cannot afford. What is the difference between "This program is made possible through a grant from Smith's Shoe Stores" and "This program is made possible through a grant from the United Council of Churches"? One sells shoes, the other sells salvation, but [the ETV does] no commercials for either. Draw me a line that makes some sense.—*Michael H. Pengra, Spokane, Wash.*

EDITOR: The intent and purpose of BROADCASTING's editorial ("It isn't ETV," Sept. 5) against the existing ETV service in this country is, we believe, not representative of the opinion of the broadcasting industry. . . .

We would welcome and do welcome the FCC's regular scrutiny of our right to hold our franchise. WTTW Chicago, ch. 11, provides in-school service for elementary and secondary schools 32 broadcast hours a week. This service is used by over one million pupils in 168 independent school districts. Our cooperative junior-college program (now in its 11th year) has a credit enrollment each semester of more than 2,000 students and at least twice that many registered not for credit. About 50,000 viewers see each college class at a minimum. We are doing other special educational work for governmental and medical agencies and have a program in nursing education in progress for 20 schools of nursing and 1,000 students.

This is a sizable educational load. If then, we are able to prevail on leading corporations to support television programs that will enrich the lives of our citizens and (as required by the FCC) give credit [for such support] without commercials, we have not shirked our responsibility. We have expanded it to fulfill another part of our obligation to the "public interest, convenience, and necessity." It is not BROADCASTING's role (self appointed) to become our conscience, for our conscience is clear.—*Edward L. Morris, director of programming, WTTW(TV) and WXXW(TV) Chicago noncommercials.*

(The point of our editorial was simply that the role being played by ETV now and the one envisioned for it by numerous interests including the Ford Foundation are considerably different from the role in which it was cast in the FCC's Sixth Report and Order.)

BROADCASTING, September 26, 1966

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 THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office
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Get a good hold on it!

What a whale of a market prize. KELO-LAND. The full sweep of its 5-state distribution flow. You have it all in your grasp — with a single origination of your commercial on KELO-TV Sioux Falls. KELO-LAND TV's three interconnected transmitters operate as one super-powered station. Your product is displayed *simultaneously* to more than a quarter of a million homes. More than double the Metro Share of any other station. More total coverage than by all other stations combined. An amazing selling force.

ONE OF
 AMERICA'S GREAT ADVERTISING
 BUYS IS

CBS ABC

kelo-land tv

KELO-TV • KDLO-TV • KPLO-TV (Interconnected)

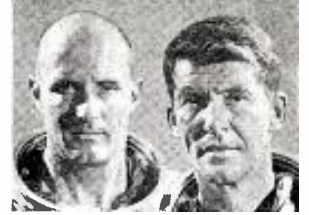


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 General Offices: Sioux Falls, S.D.
 Represented nationally by H-R

Continuing story...



L. Gordon Cooper, Jr.—Charles Conrad, Jr.



Thomas P. Stafford—Walter M. Schirra, Jr.



James A. Lovell, Jr.—Frank Borman



Neil A. Armstrong—David R. Scott



Thomas P. Stafford—Eugene A. Cernan



Michael Collins—John W. Young



Richard F. Gordon, Jr.—Charles Conrad, Jr.

* Source: *National Arbitron*. Sept. 12 through Sept. 15.

** Source: *National Arbitron*. Gemini 5, 6, 7, 8, 9, 10, 11.

GEMINI 5

GEMINI 6

GEMINI 7

GEMINI 8

GEMINI 9

GEMINI 10

GEMINI 11

Gemini 11 has written another brilliant chapter in America's space program.

It is a chapter in an ever-continuing adventure, and NBC News' color coverage of this chapter was the latest example of NBC's continuing leadership in broadcasting the news.

NBC News' start-to-finish coverage was the most complete in the medium. And—as usual—even during periods of simultaneous coverage, NBC News attracted larger audiences than either of the other two networks.*

“As usual” is really understating the case. The fact is that during the common-coverage periods of *every one of the last seven Gemini missions*, NBC reached more viewers than any other network.**

Besides Chet Huntley, David Brinkley and Frank McGee, who reported with their customary clarity and expertness, scores of dedicated NBC News personnel combined their skills to make our Gemini 11 coverage the success that it was.

Not incidentally, *another* continuing story in the NBC News picture is the manner in which the nightly “Huntley-Brinkley Report” persists in asserting its superiority.

The public's preference for “The Huntley-Brinkley Report,” demonstrated most recently in the latest Nielsen estimate,** goes back over the years. Indeed, it has led the Nielsen measurements *every year since 1960*.****

NBC News' continuing dominance—whether the event being covered is an election or a space mission—is no accident. It is a result of the experience, energy and effort of the talented personnel who make up the foremost organization in electronic journalism.



*** Source: *NTI*. Aug. II, 1966.

**** Source: *NTI*. Average audience; full years 1960, 1961, 1962, 1963, 1964, 1965.

All estimates subject to qualifications available on request.

Help needed

The following help wanted ad, which appeared in several trade publications, caught my eye:

**Media Research Analyst
For New York TV Station**

Minimum two years media experience. Salary open. Looking for sharp, aggressive, competitive researcher who knows how to turn numbers into sales. Send resume to ..

This solicitation for a researcher seems to me, indeed, a sad commentary on the state of the research art at the local media level.

At one point some years ago I had the feeling that the quality of all media-produced research might be lifted to new heights. The Harris committee hearings shook us all with revelations not only of inadequacies but also of some downright hanky-panky in ratings research. The industry got together, as a result, and did an admirable although incomplete job of setting up procedures that would promote the complete acceptance of ratings data by the industry. The rating services then cleaned house, improved techniques, provided additional diagnostic tools and, in general, did all they could to make their product as good as the technology and the subscriber's money permitted.

Goal to Go ■ But the one goal all this soul-searching has thus far failed to accomplish is the upgrading of the quality of the analysis that the raw data are subjected to by the individual medium. And here is where the leaders of the industry have their work cut out for them.

This misinterpretation and misuse of ratings data is far more dangerous than any possible inadequacy of the numbers themselves.

The advertisement looks for a "sharp" analyst, not an intelligent, introspective one. What a shame, because there is no room for the "sharpie" in media research. He is not only a throwback to better-forgotten antiquity, but he also doesn't stand a chance against the ever-increasing number of highly sophisticated and knowledgeable media specialists at the agency level.

The ad looks for an aggressive analyst. Unfortunately, there is no room for aggressiveness in any kind of serious research. Serious analysis entails long, hard hours of labor, of soul-searching, of weighing the pros and cons, of considering and bringing to light the two sides of the coin that inevitably exist. The aggressive media analyst is never a good researcher and as such defeats the ultimate goal of his

employer. Neither he nor his product is generally well received at the agency because aggressiveness is not compatible with the objectivity so necessary in a good media researcher.

The ad seeks a "competitive" researcher. The only competitiveness that has a right to exist in media research is the one that leads individuals to do a better analysis, the competitiveness that develops a new technique, that opens new vistas. The "competitiveness" so often found at the local media level, however, is a competitiveness that dictates coming out faster with more numbers, that indicates an analysis of "half-hour wins," that calls for emphasis on half-truths and isolated numbers rather than a study of trends. That type of competition has no place in serious media research.

Basic Problem ■ The ad wants a man "who knows how to turn numbers into sales." Here we are at the crux of what ails a sizeable proportion of the media fraternity. This TV station really wants a sales promoter, not a fact finder. It seeks a man who knows how to sweep the bad numbers under the carpet.

How short-sighted this is. One might argue that this employer represents an isolated case, but, unfortunately, this is not so. The figure twisters abound in this business despite the Harris committee, despite the example set by Nielsen, ARB, NAB and other research leaders. One need only analyze one week's promotional media mail that comes across a media director's desk to discover the research puffery practiced by some of the media.

How much better it would have been for the TV station to headline its ad:

"Sales Promoter Wanted"

Then the body copy would have fit. Or else, if it were serious about employing a good media analyst, how reassuring copy that ran something like this would have sounded:

Looking for an experienced, knowledgeable, serious, objective researcher who knows how to analyze existing research data and who—through quality of his work—can help our sales department create a favorable image in the industry.

In the last 20 years the industry has made tremendous strides in the art of media research. We have progressed from a simple, sales-oriented philosophy to one of a degree of sophistication that has thrust the "Madison Avenue" media researcher into considerable prominence even in academic circles.

New Era ■ We are now drawing on complicated statistical techniques, such as multiple and partial correlations, for example, to analyze the multitude of available data as thoroughly and completely as possible. We build mathematical models to simulate media interrelationships. We are leaving linear computer programming and are exploring nonlinear programming as a better way for selecting media.

This is an area of the media researcher's rapid climb to the highest levels of professional competence. It is my opinion that the goal of the sellers of broadcast time should be the acquisition of real research talent among their personnel and not the perpetuation of the old line of thinking. The research hack will not only be out of his depths in company with the new breed of media analysts, but he will also be a detriment to the interests of his employer.

It is about time that employers of analysts realize this fact of life.



Paul Keller is vice president in charge of research and media at Reach, McClinton & Co., New York. He joined the agency in 1957 as associate research director, moved up to research director, became a vice president and in 1963 was placed in his current post. He is a Phi Beta Kappa graduate of New York University with a degree in mathematics and holds an MA in mathematical statistics from Columbia University. He is a committee vice chairman of AAAA.

what has 22 feet,
one flat-foot
and always
stands up for you?



NOTRE DAME FOOTBALL



HONEY WEST



PERRY MASON

The Fighting Irish of Notre Dame, a beautiful lady detective and America's favorite defense attorney—that's the kind of top-notch programming diversity that keeps audiences tuning in a channel, not to mention shows like *The Defenders*, *Patty Duke*, *Rawhide*, *The Munsters*, *Wackiest Ship*, *Gidget*, *20th Century* and *Dr. Kildare*.

They're all on our schedule this year, making WPIX TV/11 a one-station network — proven programming that's been added to award-winning news, first run movies, TV specials and special events, plus leadership in programming for children, young adults and sports fans. Just the place for your 60-second commercials.

NEW YORK'S ONE-STATION NETWORK



Represented by Peters, Griffin, Woodward, Inc., and in New England by Bill Creed Associates.

Only 19 more to go!



WBTV ranks 20th among 185 CBS affiliates - ahead of Kansas City, Milwaukee, Houston, Providence and Cincinnati (tie).*

WBTV's "Early Report" tops all local early-evening newscasts in Washington, Atlanta, Cincinnati, Miami, Baltimore, Kansas City, Milwaukee, Dallas.**

WBTV delivers more Television homes than the leading station in Providence, Louisville, New Orleans, Denver or Syracuse*** — reaching 505,400 homes each week.****

WBTV
CHARLOTTE

JEFFERSON STANDARD
BROADCASTING COMPANY
WBTV/WBT-FM/WBTV/
WBTV/Jefferson Productions
Represented Nationally by
Television Advertising  Representatives, Inc.



**BUY
THE
BIG
ONE
WBTV**

Auto billings near \$186 million

Spot television leads the advance with \$5 million over a year ago; network TV up significantly; spot radio shows upturn and network radio is steady

Broadcast billing by auto makers, once a quantity that moved up from year to year in fairly predictable increments, spurted ahead of expectations in the last model year and now has radio-TV looking for \$186 million in Detroit money for 1966-67.

That's a \$15-million advance over the last auto year, with major increases expected in spot and network television and a moderate increase in spot radio. Network radio appears to be holding its own.

The biggest news in auto broadcast advertising is spot television exposure, which picked up dramatically last year and has sales representatives looking for more of the same this year. A consensus of television industry sources indicates spot TV should climb to \$48 million, up from \$43 million in the previous car year.

Local dealers, always major spot television customers, spent 51% more in that medium for the first quarter of the year and 69% more in the first half, compared to last year's outlays.

Network television is expected to get about \$84 million in auto billings, as against \$76 million last year.

Critics Vocal ■ It was a year in which auto manufacturers came under a barrage of congressional and public criticism on the issue of safety and at least part of the industry's added broadcast advertising effort is attributed to the car makers' desire to counter some of the bad publicity they have received and speak up for themselves on safety features.

Last year it was anticipated that the auto companies and dealers would invest about \$155 million in broadcast media. However, this projection was topped by an estimated \$16-million margin.

Predicted spot television billings of \$31 million fell \$12 short of an actual \$43 million outlay as estimated by the Television Bureau of Advertising for the 1965-66 model year. In addition, network television auto investment, which had been pegged at approximately \$70 million, hit close to \$76 million.

Prior to introduction of new models, it should be noted, auto makers cannot be precise about their dollar allocations by media due to such variables as sales performance of their cars, success of network TV shows with which they're associated and the local marketing requirements of dealers which have a strong bearing on spot TV and radio activity.

Spot radio revealed in its strongest auto year ever in 1965-66, as its car money moved up some 20% to \$42 million. Although spot radio schedules will generally start later this model year,

TV ads for autos up

Television advertising of automobiles and automotive products increased 33.1% in the first six months of 1966 according to the Television Bureau of Advertising (see page 34).

Totals for the category, announced last week by TVB showed spot TV \$28,989,000, network \$45,159,400 for a total of \$74,148,400 for the January to June period.

mostly after Jan. 1, they are expected to account for \$44 million before the new car year is over.

One possible depressant on auto sales—and on auto advertising—is the tight money situation, which the auto companies' fear may discourage new-car buying in the coming year. But agency representatives still think radio-TV spending by Detroit, especially in the winter and spring months will hold strong.

ABC Happy ■ Auto business is up at ABC-TV and expectation is that ABC Radio also will have a substantial gain in billing from auto companies. Particularly in the fourth quarter—the auto maker's new-model introductory period

—ABC-TV reports commitments on a climb, it's estimated that the TV network will see a 23% increase in auto billing in this year's fourth quarter compared to the same period in 1965.

Ford, through J. Walter Thompson Co., in particular, is buying heavier. In addition to continuing its full sponsorship of *FBI*, Ford was the sole advertiser of the three-hour telecast of "The Bridge on the River Kwai" last night (Sept. 25). Chevrolet, via Campbell-Ewald, is in five shows, *Bewitched*, *Hawk*, *Time Tunnel*, *12 O'Clock High* and *Combat*. Another General Motors' car, Pontiac, through MacManus, John & Adams, is in *Hawk* and *12 O'Clock High*.

Volkswagen has a participation schedule placed by Doyle Dane Bernbach on ABC's *Sunday Night Movie* and on *Voyage to the Bottom of the Sea*, *The Fugitive* and *Wide World of Sports*.

Buick (McCann-Erickson) is in *Wide World of Sports* and Oldsmobile (D. P. Brother) is in *NCAA Football*.

American Motors, via Benton & Bowles, has a participation schedule in several new nighttime ABC-TV programs, *Iron Horse*, *Hawk*, *Time Tunnel*, *Milton Berle Show* and *Shane*, in addition to the carryover *12 O'Clock High* series and *Wide World of Sports*. Another major auto buyer, Plymouth (Young & Rubicam), is represented on ABC in *The Fugitive*, *Voyage*, *Combat*, *Sunday Night Movie* and the new *Rat Patrol* series.

ABC Radio's auto advertiser list this model season resembles the lineup of a year ago but with reports of some increased schedules, such as Oldsmobile's which will have a 52-week campaign on the *Tom Harmon Sports* program, ABC Radio has had a 53% auto billings increase over two year, with this year's business expected to be up.

Other Advertisers ■ Other major auto advertisers on the ABC Radio network include Ford, Lincoln-Mercury (Kenyon & Eckhardt), Plymouth, Buick and American Motors.

CBS-TV is understood to have \$11.5

AUTO BILLINGS NEAR \$186 MILLION continued

million on its books in fourth-quarter automobile business. Its biggest single car customer is Ford, which has three minutes in each of 23 National Football League telecasts as well as sponsorship of the NFL's post-season contests.

Other Detroit business on CBS-TV includes American Motors' sponsorship of a Jim Nabors special (Oct. 12) and various participations; Buick with nighttime participations, Dodge participating in *Mission: Impossible* and Thursday and Friday movies, and Chevrolet backing *Garry Moore Show* and participating for a short term in *Lost in Space*.

Also on CBS-TV are Oldsmobile with thrice-weekly participations in Walter Cronkite newscasts; Plymouth and Pontiac participating in Thursday and Friday movies and Volkswagen with a scattering of 30 nighttime minutes.

CBS has at least two year-round advertisers; Chevrolet with 12 five-minute newscasts each weekend and Fisher Body in nightly Lowell Thomas programs. Another sponsor, GM's Guardian Maintenance, which carried *It's Sports Time* six nights a week on CBS Radio, will probably be a full-year sponsor of the program. Oldsmobile, with half of the network's *Walter Cronkite Reporting* and *World Wide Sports* is committed through March 1967; Plymouth has fourth-quarter sponsorship of 10 five-minute news segments weekly and Ford will participate in the radio network's coverage of three NFL post-season games.

First Position ■ NBC-TV, the traditional leader in automotive advertising, emerges once again in the number-one spot with approximately \$50 million in business. This represents a \$6 million gain over the 1965-66 season and, according to one NBC-TV official, is an estimated 60% of total dollars allocated to network TV by Detroit.

Chrysler and the General Motors Chevrolet division shape up as the heaviest investors on NBC-TV. Chrysler is back with full sponsorship of the Bob Hope program and Chevrolet is once again sole advertiser on *Bonanza*. These companies also are represented with partial sponsorships of NBC-TV programs, along with Dodge, Ford, Plymouth, Pontiac, American Motors and Oldsmobile.

Of the \$10 million total projected for network radio during 1967-68, NBC Radio will account for slightly more than \$4 million, approximately the same amount as last year's total. Breakdowns from other radio networks were not obtainable.

Broadcast plans of major auto companies follow.

The Ford Motor Co., including its Ford and Lincoln-Mercury division and dealers, is expected to spend a total

of about \$46 million in broadcast advertising during the coming year, an increase of approximately \$4 million.

An estimated \$40 million of the overall spending will support the Ford line of cars by factory and dealers and about \$6 million will be in behalf of the Lincoln-Mercury models.

The Ford division is slated to pour about \$21 million into network TV, \$8.5 million into spot TV, \$10 million into spot radio and \$500,000 into network radio. L-M expenditures will reach about \$3.5 million in spot radio (including dealer money), \$1.5 to \$2 million in network TV and about \$1 million divided between network radio and spot TV.

Ford's introductory campaign was to

GM head is optimistic

General Motors President James M. Roche predicts a good sales year for all 1967 cars even though there are some current problems in the economy such as high interest rates and tight money. Good sales traditionally have been good business for the broadcast media too as far as the automotive accounts go.

Mr. Roche feels the continuing recovery of consumer confidence is evident in rising car sales recently. There were record-breaking auto sales in January through March, he recalls, but new car sales declined in April and May. During the past three months the sales pace has quickened, he notes, and this assures orderly disposition of the remaining 1966 models as well as momentum for the new cars.

Total industry retail sales for passenger cars are at a level of about 9.1 million units for the 1966 model year, Mr. Roche states. Combined with import sales the industry total will go over the 10-million mark for the second year.

be spearheaded by its sponsorship of the three-hour motion picture special, "The Bridge on the River Kwai," on ABC-TV last night. The Ford division teamed up with other divisions of the company in picking up a reported \$2 million tab for "River Kwai."

In addition, on network TV, Ford will sponsor during 1966-67 *The F.B.I.* series on ABC-TV and is cosponsoring National Football League games on CBS-TV and Walt Disney's *Wonderful World of Color* on NBC-TV. Lincoln-

Mercury will be represented on many of the Ford buys through corporate purchases.

During the introductory campaign, the Ford division is using spot radio in the top 27 markets in five-week flights, starting on Sept. 30, and network radio messages on ABC, CBS, and NBC. Ford dealer spots will be scheduled during and after the introductory period. Spot TV will be reused sparingly on behalf of Thunderbird cars but Ford is expected to go the traditional route and concentrate on spot TV during the winter and spring months. Ford has bought news and sports schedules on MBS and NBC. The agency is J. Walter Thompson Co., New York.

Growing Market ■ Detroit buyers and sellers of automotive spot television indicated that the spot-TV volume will run about the same as last year for the new announcement period. There is considerable optimism the spot TV buying will step up after the first of the year as the auto factories turn to spot to help keep sales rolling and also to capitalize on high sales potential situations about the country—or problem areas too—where spot works efficiently.

"Confused" is the word most often used for describing the radio spot picture, however, unlike last year's bright radio spot billings that came "with a bang," as one major representative noted. The pattern for this model year appears to be rather limited use of radio spot for new car introductions, with the heavy buying to come after Jan. 1. Whether TV or radio, many Detroit observers note, the extra spot money often comes more readily through the various dealer groups regionally or locally rather than direct from the factory. This spending falls later in the model year than initially, it was explained.

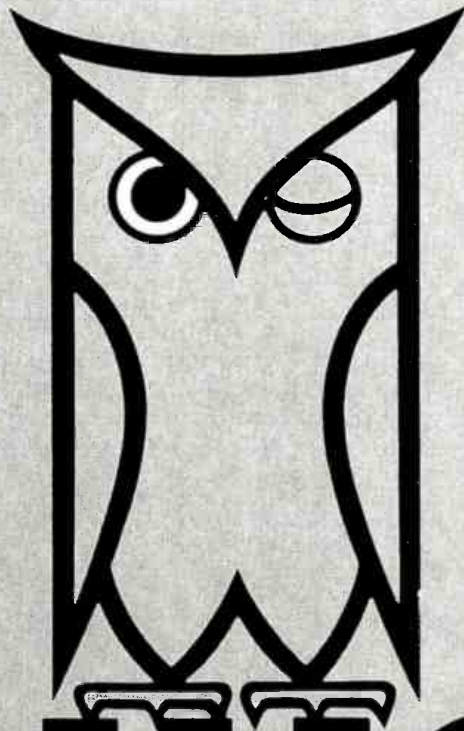
Chevrolet, through Campbell-Ewald, initially had planned radio spot for four weeks in about 67 markets for new model introduction Sept. 29. Last week the account came up with additional factory funds so the station list now is being expanded selectively.

Renew Again ■ Chevrolet's quarter-hour radio newscast franchises in some 40 markets also have been renewed for another year. The company eventually hopes to build a base of about 50 stations in news and has been waiting out the most favorable availabilities rather than buying all at once.

Buick plans to use concentrated radio spot in about 90 markets. Buick's agency is McCann-Erickson. Like Chevrolet, Buick's TV exposure will be heavy in network rather than spot, at the factory level.

Cadillac, which debuts Oct. 6, will use spot radio in about 150 markets for three weeks, including a few buys for FM. MacManus, John & Adams is the

Who gives you
the nation's
23rd largest radio market?*



WHO RADIO

...that's who!

*NCS '61

50,000 WATTS • 1-A CLEAR CHANNEL •  • DES MOINES, IOWA



Represented Nationally by Peters, Griffin, Woodward, Inc.

agency.

MJ&A almost came up with some new announcement time spot radio money for Pontiac but this spending has been postponed until the new calendar year. Other holdouts in spot radio for new car introduction this fall are Oldsmobile, Dodge, Plymouth, Chrysler and Rambler. Hopes are high for some of these billings later this year or early next however.

Lincoln-Mercury, through Kenyon & Eckhardt, is buying a small amount of spot radio for the Sept. 29 introduction period. The division is doing much better in spot TV, planning prime minutes and chain breaks in the top 30 markets for four weeks.

Dodge, through BBDO, is planning fringe minutes in spot TV buys for six weeks in approximately 18 markets. Dodge also is expected to buy spot TV again more heavily next spring, a pattern it has used before.

Traditional buyers of radio spot out of Detroit also include the Guardian Maintenance, Delco and Harrison Radiator division of General Motors and they are continuing active though modest. Guardian Maintenance and Harrison Radiator, both handled by D. P. Brother, are making fall buys now as is Delco, handled by Campbell-Ewald. Campbell-Ewald also is understood to be buying some radio spot for General Motors' corporate institutional purposes.

TV rings up good first half

Network-spot gain of 13.9% marked by 33% rise in automotive billings

National advertisers spent a record \$1.26 billion in network and spot television in the first half of this year, representing a gain of 13.9% over last year's comparable figure.

The estimate was reported today (Sept. 26) by the Television Bureau of Advertising's Harvey Spiegel, vice president and director of research.

TVB's compilation of network and spot by product classifications showed gains in 24 of 31 categories. These, the bureau said, indicated an apparent trend of a greater use of TV by advertisers of products and services generally considered high-priced or limited in their consumer appeal.

The top percentage increases were in such categories as clothing and furnish-

Estimated expenditures by product classifications—network and spot television
January-June 1966

	Spot TV	Network TV	Total TV	% change '66 vs. '65
Agriculture	\$ 616,000	\$ —	\$ 616,000	— 44.2
Feeds, meals	169,000	—	169,000	
Miscellaneous	447,000	—	447,000	
Ale, Beer & Wine	41,925,000	8,997,600	50,922,600	+ 13.4
Beer & ale	36,583,000	8,997,600	45,580,600	
Wine	5,342,000	—	5,342,000	
Amusements, Entertainment	1,833,000	995,600	2,828,600	+ 16.8
Automotive	28,989,000	45,159,400	74,148,400	+ 33.1
Anti-freeze	2,000	—	2,000	
Batteries	2,000	193,400	195,400	
Cars	26,536,000	35,670,300	62,206,300	
Tires & tubes	1,916,000	6,547,200	8,463,200	
Trucks & trailers	148,000	1,159,400	1,307,400	
Misc. accessories & supplies	385,000	1,589,100	1,974,100	
Building Materials, Equipment, Fixtures, Paints	2,353,000	8,852,100	11,205,100	— 13.2
Fixtures, plumbing supplies	1,000	—	1,000	
Materials	453,000	3,573,800	4,026,800	
Paints	1,236,000	4,012,100	5,248,100	
Power tools	358,000	878,500	1,236,500	
Miscellaneous	305,000	387,700	692,700	
Clothing, Furnishings, Accessories	7,404,000	12,735,900	20,139,900	+ 70.6
Clothing	2,759,000	9,880,600	12,639,600	
Footwear	3,045,000	1,235,400	4,280,400	
Hosiery	993,000	1,619,900	2,612,900	
Miscellaneous	607,000	—	607,000	
Confections & Soft Drinks	62,809,000	17,778,400	80,587,400	+ 17.9
Confections	28,863,000	12,918,500	41,781,500	
Soft drinks	33,946,000	4,859,900	38,805,900	
Consumer Services	17,187,000	18,106,700	35,293,700	+ 22.4
Dry cleaner & laundry	—	65,100	65,100	
Financial	3,786,000	580,000	4,366,000	
Insurance	3,662,000	8,422,900	12,084,900	
Medical & dental	406,000	1,096,000	1,502,000	
Moving, hauling & storage	102,000	212,000	314,000	
Public utilities	6,190,000	6,668,000	12,858,000	
Religious, political, unions	1,311,000	—	1,311,000	
Schools & colleges	331,000	—	331,000	
Miscellaneous services	1,339,000	1,062,700	2,461,700	
Cosmetics & Toiletries	47,950,000	97,714,600	145,664,600	— 4.0
Cosmetics	6,131,000	4,428,500	10,559,500	
Deodorants	4,869,000	10,735,500	15,604,500	
Depilatories	96,000	531,200	627,200	
Hair tonics & shampoos	6,357,000	15,927,100	22,284,100	
Hand & face creams, lotions	4,041,000	7,991,600	12,032,600	
Home permanents & coloring	9,066,000	24,034,600	33,100,600	
Perfumes, toilet waters, etc.	726,000	188,100	914,100	
Razors, blades	4,357,000	10,357,200	14,714,200	
Shaving creams, lotions, etc.	1,834,000	5,552,400	7,386,400	
Toilet soaps	5,057,000	12,525,600	17,582,600	
Miscellaneous	5,416,000	5,442,800	10,858,800	
Dental Products	17,709,000	32,664,800	50,373,800	+ 20.3
Dentifrices	9,581,000	22,890,400	32,471,400	
Mouthwashes	7,376,000	7,510,900	14,886,900	
Miscellaneous	752,000	2,263,500	3,015,500	
Drug Products	44,887,000	78,919,000	123,806,000	+ 22.0
Cold remedies	7,709,000	16,403,100	24,112,100	
Headache remedies	11,213,000	25,472,200	36,685,200	
Indigestion remedies	8,715,000	12,113,700	20,828,700	
Laxatives	2,271,000	6,225,800	8,496,800	
Vitamins	3,693,000	5,552,900	9,245,900	
Weight aids	5,754,000	3,315,700	9,069,700	
Miscellaneous drug products	5,121,000	9,835,600	14,956,600	
Drug stores	411,000	—	411,000	
Food & Grocery Products	153,092,000	113,470,700	266,562,700	+ 14.3
Baked goods	18,979,000	6,895,600	25,874,600	
Cereals	26,073,000	25,972,900	52,045,900	
Coffee, tea & food drinks	20,595,000	10,413,800	31,008,800	
Condiments, sauces, appetizers	9,938,000	14,762,900	24,700,900	
Dairy products	10,158,000	9,671,400	19,829,400	
Desserts	4,139,000	5,694,800	9,833,800	
Dry foods (flour, mixes, rices, etc.)	6,129,000	7,199,200	13,328,200	
Fruits, vegetables, juices	11,607,000	10,665,100	22,272,100	
Macaroni, noodles, chili, etc.	4,712,000	3,844,800	8,556,800	
Margarine, shortenings	7,460,000	6,728,000	14,188,000	
Meat, poultry & fish	13,203,000	2,742,900	15,945,900	

	Spot TV	Network TV	Total TV	% change '66 vs. '65
Soups	2,964,000	2,803,200	5,767,200	
Miscellaneous foods	9,176,000	5,938,000	15,114,000	
Miscellaneous frozen foods	3,110,000	138,100	3,248,100	
Food stores	4,849,000	—	4,849,000	
Garden Supplies & Equipment	3,893,000	343,900	4,236,900	- 2.9
Gasoline & Lubricants	23,689,000	8,690,200	32,379,200	+ 14.3
Gasoline & oil	23,532,000	8,687,800	32,219,800	
Oil additives	102,000	2,400	104,400	
Miscellaneous	55,000	—	55,000	
Hotels, Resorts, Restaurants	2,061,000	382,000	2,443,800	+ 76.5
Household Cleaners, Cleansers, Polishes, Waxes	15,534,000	27,595,200	43,129,200	+ 0.3
Cleaners, cleansers	9,512,000	10,726,500	20,238,500	
Floor & furniture polishes, waxes	3,962,000	13,081,600	17,043,600	
Glass cleaners	162,000	1,775,800	1,937,800	
Home dry cleaners	444,000	201,900	645,900	
Shoe polish	150,000	639,300	789,300	
Miscellaneous cleaners	1,304,000	1,170,100	2,474,100	
Household Equipment—Appliances	7,188,000	10,477,800	17,665,800	+ 25.6
Household Furnishings	1,093,000	3,082,100	4,175,100	- 13.8
Beds, mattresses, springs	646,000	411,100	1,057,100	
Furniture & other furnishings	447,000	2,671,000	3,118,000	
Household Laundry Products	37,612,000	35,490,600	73,102,600	+ 17.3
Bleaches, starches	6,215,000	2,334,500	8,549,500	
Packaged soaps, detergents	27,408,000	29,872,000	57,280,000	
Miscellaneous	3,989,000	3,284,100	7,273,100	
Household Paper Products	13,828,000	7,733,500	21,561,500	+ 7.8
Cleansing tissues	1,256,000	979,900	2,235,900	
Food wraps	2,561,000	5,364,300	7,925,300	
Napkins	81,000	—	81,000	
Toilet tissues	2,563,000	38,100	2,601,100	
Miscellaneous	7,367,000	1,351,200	8,718,200	
Household General	4,169,000	9,455,400	13,624,400	+ 18.7
Brooms, brushes, mops	84,000	—	84,000	
China, glassware, crockery, containers	196,000	1,781,300	1,977,300	
Disinfectants, deodorizers	743,000	3,880,700	4,623,700	
Fuels (heating, etc.)	543,000	49,300	592,300	
Insecticides, rodenticides	1,334,000	1,520,800	2,854,800	
Kitchen utensils	985,000	613,700	1,598,700	
Miscellaneous	284,000	1,609,600	1,893,600	
Notions	336,000	129,800	465,800	- 17.9
Pet Products	7,947,000	9,668,200	17,615,200	- 16.3
Publications	1,377,000	1,040,700	2,417,700	+ 50.5
Sporting Goods, Bicycles, Toys	5,930,000	7,548,800	13,478,800	+ 10.5
Bicycles & supplies	127,000	427,200	554,200	
Toys & games	5,584,000	6,553,500	12,137,500	
Miscellaneous	219,000	568,100	787,000	
Stationery, Office Equipment	130,000	5,617,500	5,747,500	+ 92.1
Television, Radio, Phonograph, Musical Instruments	1,792,000	7,330,400	9,122,400	+ 65.7
Radio & television sets	459,000	4,810,000	5,269,000	
Records	1,069,000	24,600	1,093,600	
Miscellaneous	264,000	2,495,800	2,759,800	
Tobacco Products & Supplies	24,885,000	73,565,600	98,450,600	+ 2.5
Cigarettes	22,886,000	65,689,100	88,555,100	
Cigars, pipe tobacco	1,801,000	7,605,300	9,406,300	
Miscellaneous	218,000	271,200	489,200	
Transportation & Travel	17,691,000	2,828,300	20,519,300	+ 53.5
Air	13,015,000	2,189,000	15,204,000	
Bus	1,526,000	—	1,526,000	
Rail	459,000	—	459,000	
Miscellaneous	2,655,000	639,300	3,294,300	
Watches, Jewelry, Cameras	1,495,000	13,739,900	15,234,900	+ 38.3
Cameras, accessories, supplies	202,000	8,555,800	8,757,800	
Clocks & watches	43,000	2,661,100	2,704,100	
Jewelry	23,000	—	23,000	
Pens & pencils	1,178,000	1,304,000	2,482,000	
Miscellaneous	49,000	1,219,000	1,268,000	
Miscellaneous	6,483,000	3,362,600	9,845,600	+113.8
Total	\$603,887,000	\$663,478,100	\$1,267,365,100	+ 13.9

Sources: Network TV—LNA/BAR net time & program costs by TVB categories. National & regional spot TV—N. C. Rorabaugh Co. Gross time charges only by TVB categories.

ings and accessories, up 70.6% from \$11.8 million to \$20.1 million; hotels, resorts and restaurants, 76.5% from \$1.4 million to \$2.4 million; stationary and office equipment, 92.1% from \$3 million to \$5.7 million.

The Volume Giants — Though percentages were not that high, the gains in dollar volume were considerably more in such leader categories as automobiles, up 33.1% from \$55.7 million to more than \$74 million, and consumer services, up 22.4% from \$28.8 million to \$35.3 million.

Also noted were increases by transportation and travel, from \$13.4 million to \$20.5 million (53.5%); household equipment-appliances from \$14.1 million to \$17.1 million (25.6%); publications from \$1.6 million to \$2.4 million (50.5%); TV, radio, phonograph, musical instruments from \$5.5 million to \$9.1 million (65.7%), and watches, jewelry, cameras from \$11 million to \$15.2 million (38.3%).

Cooke finds angel in oil

Atlantic Richfield signs big radio-TV deal for Los Angeles sports

In what's estimated to be one of the biggest sports-broadcasting packages ever negotiated for a single market, Atlantic Richfield Co. last week signed a 10-year radio-TV agreement with California Sports Inc., one of the many enterprises of multimillionaire Jack Kent Cooke. The transaction gives Atlantic Richfield (the resultant company from a January merger between Atlantic Refining Co., Philadelphia, and Richfield Oil Corp., Los Angeles) exclusive rights to the broadcasts of the Los Angeles Lakers of the National Basketball Association and the Los Angeles Kings, a new National Hockey League franchise. The agreement becomes effective September of next year.

Also included in the oil company's sponsorship contract is an exclusive option to broadcast the games played by the Los Angeles Zorros in the newly formed North American Soccer League. The professional soccer league is scheduled to begin operation in 1968.

Neither California Sports nor Atlantic Richfield would disclose financial terms of the contract other than to describe it as a "multimillion dollar" deal. Indications are, however, that the advertiser is paying as much as \$5 mil-

lion to broadcast the games of the Lakers, Kings and Zorros for the next 10 years. All three teams are part of the far-flung sports and broadcast operations of the 53-year-old Canadian-born Jack Kent Cooke. Mr. Cooke, president of California Sports, paid \$5,175,000 for the Lakers last year and \$2 million for the Kings' franchise last February. Among other interests, he owns 25% of the Washington Redskins professional football team and is head of Ameri-man Cablevision Co., a Beverly Hills, Calif., based CATV firm that services some 78,000 subscribers in eight states.

Forum Aid ■ There's a possibility (although it could not be confirmed) that Atlantic Richfield, as part of the deal, will help finance the \$14 million private sports facility Mr. Cooke is building in Inglewood, Calif. Announcement of the lucrative new radio-TV contract was made at a news conference at the construction site of The Forum, the indoor arena that will eventually house the Lakers and the Kings. Current plans call for the building's completion by Jan. 1, 1968.

As an auxiliary benefit, Atlantic Richfield's contract with the Cooke operation gives the advertiser exclusive commercial name rights to the Forum's scoreboards, time clock and other locations within the seating area. The oil company's exclusive sponsorship rights for the play-by-play broadcasts are based on estimated seasonal schedules that would include 11 preseason and 81 regular season Lakers games on radio and 10 preseason and 74 regular season Kings games on radio. Provisions for television call for preseason and regular schedule games totaling a minimum of 12 and a maximum of 25 for each team.

KNX Los Angeles has been chosen as the originating radio station for games of both teams. It's expected that a Southern California regional network of stations will be lined up to carry

feeds of the broadcasts from Los Angeles. An originating television station, however, has not been selected. Post-season playoff games of both teams to be carried on radio are included in the provisions of the sponsorship contract.

Although Atlantic Richfield's exclusive rights for the Lakers and Kings contests do not become effective until the 1967-68 seasons, the Los Angeles-based company will immediately begin cosponsorship of the radio broadcasts of the Lakers for the 1966-67 season with Sears, Roebuck & Co.

Atlantic Richfield sponsors play-by-play broadcasts of four major baseball teams (Philadelphia Phillies, Pittsburgh Pirates, Boston Red Sox and New York Yankees) in its eastern marketing territory, but never before has sponsored major sports programming in the West. Agency for the petroleum products advertiser on the West Coast is Hixson & Jorgensen Inc., Los Angeles.

A feeling for selling shoes

Ads that 'sound right' help Thom McAn capture teens, young adults

Although Thom McAn (Melville Shoe Corp., New York) has used TV since 1950 to reach young adults, and radio since 1954 to get to teen-agers, it's only lately that the company has begun to realize and catch the youth's "feeling" with more skillful techniques of advertising.

Edward Gorman, now marketing assistant to the vice president and general manager of J. C. Penney Co., but former vice president and director of marketing at Thom McAn, last week told a Sales Executives Club of New York meeting how Thom McAn was able to "reach this giant 'supermarket.'"

Mr. Gorman said there's a different magic word in selling nowadays: "New evidence now points to the fact that 'new' is now the second best word, and already outranks 'sale'. It may even be a threat to the long-standing number-one word, 'free.'"

Mr. Gorman indicated that most of Thom McAn's budget is in radio-TV (about 90%), because the company feels that both media cover with equal effectiveness the metropolitan areas and the expanding suburbs. He said radio collects the teen-age market, and TV, the young adults.

"TV" he said, "is a dynamic medium, capable of producing quick customer

reaction. You can deliver a feeling, in addition to a specific product message, and it takes only 60 seconds of a customer's time—and no effort." In fact, he said, TV provides the opportunity for easy humor and unlimited nuances, allowing the advertiser a chance "to elicit a small chuckle, use a 'throw-away' line, an unexpected sound and musical underscoring." He summarized: "TV can make you feel involved. It can be empathetic, warm and very human."

How It's Done ■ Putting "abstracts" aside, Mr. Gorman presented examples of how radio and TV work for Thom McAn.

Radio commercials put Thom McAn in the number-one spot in the teen-age shoe market, he said. How? "It is the subtlety and momentary quality of change that makes a teen-ager know it is his sound." The jingle must sound right, he continued, but it should not be simply an imitation of the music surrounding it on the radio.

"It should have its own quality, its own gimmick, perhaps, to sound right." The words, also, must be right, he said, because sophisticated kids know "when they're being advertised at."

With radio Thom McAn has influenced the adult world. For example, Mr. Gorman cited a Pontiac GTO tie-in with Thom McAn last year that for five weeks, preceding Christmas was carried on 20 major radio stations. Pontiac, he said, wanted to presell its GTO to what General Motors called the 'pre-driver' market. Results were that although Thom McAn's "GTO shoe" didn't become a "sensation," Pontiac's GTO sales during a general below-industry sales period soared 50% ahead. "The youngsters made the GTO the 'in' car for their parents—those indefinable young adults."

He noted that this year's back-to-school radio campaign for Thom McAn's Duke and Duchess shoes features a new approach that avoids using typical words and cliches. Each shoe is sold only with a nod toward Carnaby Street, "Mod", or the London Look, all recent trends.

Rep appointments . . .

■ KDKO Littleton, Colo.: Dora-Clayton Agency, Atlanta, and Mid-West Time Sales, Kansas City and St. Louis, both Missouri.

■ KTW Seattle: The Devney Organization, Chicago, and J. A. Lucas Co., Los Angeles.

■ WLRW Champaign-Urbana, Ill.: C. Otis Rawalt Inc., New York.

■ WAEO-TV Rhinelander, Wis.: Venard, Torbet & McConnell Inc., New York.

Brand X backlash

Studies undertaken by Schwerin Research Corp., New York, indicate that television advertising that attempts to discredit a competitor may backfire and alienate the prospective customer.

Harold M. Spielman, executive vice president of Schwerin, told the Houston chapter of the American Marketing Association last Thursday (Sept. 22), that tests show that viewers don't resent the naming of the competition but tend to dislike "innuendo, incomplete proof and snide criticism of unnamed rivals."

THE BIG NEWS

on WHIO-TV, Dayton, Ohio — 6 p.m. to 7:30 p.m., Mon. thru Fri.

First 90-minute news in Dayton — First full-color news, weather and sports

News hungry viewers are now enjoying full-color fare in a variety and volume never before provided in the large Dayton area. Anchor program is Huntley and Brinkley, and in half-hour segments on either side WHIO-TV's favorite news specialists will present complete coverage on sports; state, local and regional news; women's features; a Wright Patterson Air Force Base report; business news; daily filmed reports from Ohio and the Miami Valley; weather and miscellany. With steadily soaring interest in news, news, and more news, THE BIG NEWS offers audiences that are big, alert, affluent, and influential. Availabilities will fill fast.



Represented by Petry



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

Senate antitrusters plan to resume probe

Postelection investigation to renew scrutiny of big budgets' TV power in the marketplace

With fresh suggestions that a big advertising budget is often accompanied by economic power, the Senate Antitrust and Monopoly Subcommittee last week worked toward a resumption sometime after the November elections of its inquiry into television advertising practices.

The subcommittee, which earlier this year delved into the TV networks' advertising rate discounts, is currently formulating plans to pursue the investigation when senators return to work after the election. It is anticipated the hearing will resume late in November or early in December. At that time the subcommittee will recall the networks and hear from witnesses who feel they have been stung by TV ad policies. In preparation for the hearing the subcommittee staff has been furnished additional information by the networks.

The group will resume the hearing supported by the weight of recent disclosures backing the thesis that large advertisers wield substantial power in the marketplace. The support was given by the subcommittee's chief economist and by a national commission studying the food industry.

The subcommittee, in a recent hearing on large firms' growing share of their markets, heard its economist, John Blair, cite a study analyzing trends toward concentration in 36 consumer categories each spending at least \$250,000 for TV advertising. Dr. Blair noted that the one thing these various industries had in common was their ability to exploit their product in a manner not available to their smaller competitors.

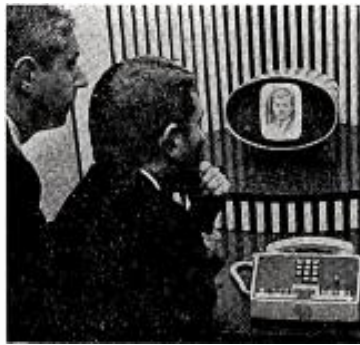
No Quick Solution ■ Adding that he had no quick remedy for this situation he said: "Certainly one possible avenue of approach would be to find some way, some mechanism, some institutional means by which this new technology of communications could be made available to the medium-size and smaller producers, so that they would get to the consuming public the qualities of their products." He categorized a suggestion that he might be advocating equal time in advertising similar to the equal time given competing politicians as perhaps going to far.

But he said: "Something in that direc-

tion, a step in that direction, is certainly worth contemplating. I think this is an approach which must be followed if we are not going to have monopolizing of consumer goods industries."

In 25 of the 36 product classifications studied he noted that even the industries with relatively high concentration ratios in 1947 and 1954 show further increases in concentration after the advent of large-scale TV advertising outlays. "Among industries which are the largest users of TV advertising, malt liquors showed an increase in concentration of 13 percentage points," he said, "as more than 200 local and regional brewers, unable to match the national advertising campaigns of the largest ones, went out of business."

He also concluded that in the 11 industries where TV expenditures were heavy but the leading firms did not gain



Intercity interview

Caught short by time in finding an announcer for Old Milwaukee beer commercials on WFLD(TV) Chicago, Cunningham & Walsh in New York auditioned and hired WFLD(TV)'s Bob Hale through AT&T's Picturephone facilities. Watching Mr. Hale perform are (l-r) C&W's Rich Topham, account manager, and John Held, producer. Old Milwaukee is sponsoring a series of 17 half-hour National Football League highlights weekly on WFLD(TV).

a larger share of the market, this situation was due to other factors. In the cigarette field, for instance, he observed that heavy promotion by filter brands had helped cut the leading brands' share of the market. In four other instances he cited the brands faced heavy competition from private label brands of the grocery chains.

Food Industry Study ■ The other study, by the National Food Marketing Commission, also tended to support charges of such concentration in a single industry. It noted that in the 16 years between 1947 and 1963 the 50 largest food manufacturing firms' share of total industry assets increased from 41% to 50% and the total profits from 53% to 61%. It added that the 50 leading firms accounted for nearly two-thirds of all advertising, including 90% on the radio and television networks. "Advertising advantages of large firms create a barrier to entry of new food manufacturers and the continued competitive development of smaller established firms," the study said. While advertising expenditures per dollar sales were fairly constant for smaller corporations between 1947 and 1961, the large firms increased their advertising-to-sales ratios more than two-and-one-half times, the study added.

The observation made by Dr. Blair and the commission also underlined testimony given earlier at the hearing and comments made by the subcommittee chairman, Senator Philip A. Hart (D-Mich.). Earlier this year Senator Hart said "unless the smaller company has equal access to this TV time on terms equivalent to the largest advertisers, the smaller company does not have a fair chance to survive in the consumer goods market." At that time he also forecast Dr. Blair's suggestion and gave an indication of the path the hearing might take upon its resumption. He said that it should be government's role to develop the kind of ground rules that will outlaw economic discrimination so that "economic opportunity" is something more than a hollow hope. He also noted the influence such giant advertisers must wield over program content as their advertising increases.

Truth-in-packaging bill survives tabling motion

After a week of legislative infighting that saw the controversial truth-in-packaging bill rescued from the brink of defeat, the House Commerce Committee last Thursday unanimously approved a modified version of the measure.

Supporters of the measure warded off a maneuver to shelve the bill with a countermove of their own and Chair-



**Why KGO-TV, San Francisco
bought Volumes 1,2,8,9 and 10
of Seven Arts'
"Films of the 50's and 60's"**

Says David M. Sacks:

*ABC Vice President and General Manager, KGO-TV,
San Francisco, California*

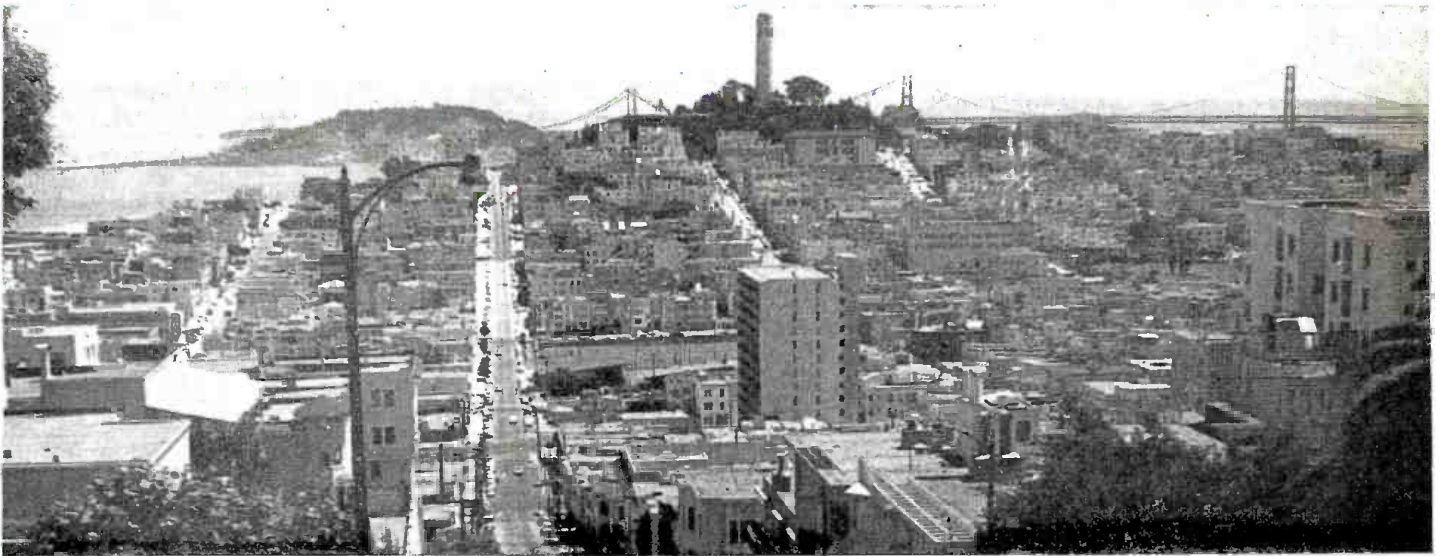
“More and more San Franciscan's are tuning in for a colorful look at Channel 7 because of our 372 Seven Arts' 'Films of the 50's and 60's,' 197 of which are in color.

KGO-TV, colorcasting during our around-the-clock broadcasting schedule, leans heavily on color features to program our 7 different feature time slots in addition to our 'All-Night Movies':

- Saturday evening "The Best of Hollywood" (11:15 P.M. to conclusion)
- "Morning Movie" (Mon.-Fri., 9:00-10:30 A.M.)
- "The 6 O'Clock Movie" (Mon.-Fri., 6:00-7:30 P.M.)
- "The Late Movie" (Mon.-Fri., 11:30 P.M. to conclusion)
- "The Saturday Movie" (3:30-5:30 P.M.)
- "The World's Greatest Movies" (Sun. 5:00-7:00 P.M.)
- Sunday evening "The Best of Hollywood" (11:15 P.M. to conclusion)

Accordingly, our feature film programming requirements demand

***a library well-stocked with
excellent Seven Arts' features."***



Seven Arts ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 200 Park Avenue, YUkon 6-1717

CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105

DALLAS: 5511 Royal Crest Drive, EMerson 3-7331

LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276

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

man Harley O. Staggers (D-W.Va.) succeeded in gaining approval of a compromise plan in a week that climaxed months of heated hearings and private sessions.

Opponents of the bill earlier had caught its backers off guard and, when many supporters were home campaigning, rammed through a resolution to set it aside. However the supporters took advantage of a House rule allowing backers of such a tabling motion to later move for reconsideration. One of the supporters temporarily sided with the foes and later resurrected the bill with all its backers present.

Representative Staggers also sought to pacify critics of the bill by amending a provision that would have permitted the government to set mandatory size standards when it felt proliferation of package sizes in one product tended to confuse the buyer. The approved provision now would have the secretary of commerce seek voluntary industry standardization in such instances before asking Congress for mandatory guides if the industry failed to act. The original provision had aroused much criticism within the committee and from industry and advertising groups.

Representative Staggers also report-

edly assured opponents of the bill, which has already been passed by the Senate in a stronger form, that he would fight for the House version if the House passed it and it was thrown into a Senate-House conference to work out the differences.

Although the revised measure gained unanimous committee approval some members reserved the right to oppose portions of it on the House floor. The bill has been on President Johnson's high priority list for passage and has been debated strenuously since its Senate sponsor, Senator Philip A. Hart (D-Mich.), introduced it several years ago.

Radio show airs views of ad industry leaders

A one-hour program spotlighting modern techniques of advertising and marketing was presented last Wednesday night (Sept. 21) on WHN New York.

Titled *Trumpet of the Marketplace*, the radio program was produced by the station in cooperation with the American Association of Advertising Agencies. It presented the views of 20 in-

dustry and government officials.

Edward L. Bond Jr., president of Young & Rubicam, said on the program that many people think of advertising in a negative way because the general public reads, sees and hears the "excesses" of the field in books, motion pictures and on TV and radio shows. But he felt that in time the advertising business would be recognized by the general public "as a more professional business, which I believe it is becoming."

Jock Elliot, board chairman of Ogilvy and Mather, commented that advertising is a challenging business and "pressures are formidable." The field requires a person to be imaginative, disciplined, vigorous, tactful, outgoing, patient, realistic and courageous, though he acknowledged that he didn't know anyone "who is all these things."

William Bernbach, president of Doyle Dane Bernbach, discussed overseas advertising and made the point that this is one area in which America has pioneered and the rest of the world is copying. He said America is in Europe because "Europe wants us there with our advertising skills."

Others on the program were Mrs. Esther Peterson, special consultant to President Johnson for consumer affairs and assistant labor secretary; George Ludlum, vice president, Advertising Council; Hope Martinez, media buyer, BBDO, and Robert Colwell, vice president and editorial group head, J. Walter Thompson Co.

Export programing to be simulcast in N.Y.

Advertisers and advertising agencies in New York will be exposed today (Sept. 26) to programing normally carried via short-wave to Latin America, Africa and Western Europe when WRFM(FM) New York begins to simulcast the 12-hour *American Magazine of the Air* of WNYW New York, international station.

Radio New York Worldwide, which operates WNYW, bought WRFM last May because it wanted to have a "showcase" in the metropolis for its international shortwave programing. The international radio station constantly faced this question from advertisers: "What does your overseas operation sound like?"

James Larkin, vice president of Radio New York Worldwide, feels the move will benefit both outlets. Advertisers and agencies in New York, from which a substantial portion of national business is placed, will be enabled to sample the programing of WNYW. In addition, WRFM itself is available for sponsorship with a new format that station officials consider unique.

From 7 a.m. to 7 p.m. WRFM carries the English-language pro-

graming broadcast overseas by WNYW consisting of the *American Magazine*, including news, features and interviews centering on the U. S. scene plus popular music in stereo. From 8-11 p.m. WRFM will broadcast *The New York Supplement*, which reverses the *American Magazine* by bringing to New York listeners news, music and features from the rest of the world. From midnight to 8 a.m. the station carries middle-of-the-road music.

Radio New York Worldwide has completely refurbished its studios in New York and has applied to the FCC for an increase in power for its five 50-kw transmitters now located in Scituate, Mass., to 250 kw each when they move to Chatsworth, N. J.

WNYW beams more than 16 hours in Spanish including a Spanish-language version of *American Magazine* to Latin America.

Recent advertisers that have placed business on WNYW and WRFM include Schick Electric; John Deere Co.; Champion Spark Plugs; Esso; Merrill, Lynch, Pierce, Fenner & Smith; Iberia Airlines and Emigrant Savings Bank of New York.

Coca-Cola: Happiness is Charlie Brown on TV

"Things go better with Coke," claims the company's slogan. And evidently two of the things are Charlie Brown and TV, according to what the San Francisco Advertising Club was told last week by A. E. Pickhardt, product manager, the Coca-Cola Co., Atlanta, who discussed why the soft-drink advertiser sponsors Charlie Brown TV specials and the results achieved.

Mr. Pickhardt said that Coca-Cola's choice of bringing an "intriguing group of little characters" from the comic strip to television in animated form was not based on clairvoyance, secret information, or wild luck. Instead, he emphasized, the choice "was predicated on the belief that big rewards are worth a professionally calculated risk." He went on to note that in the advertising business "where there is no risk, there is little profit."

But this concept, Mr. Pickhardt pointed out, greatly "depends on an agency-advertiser relationship of great confidence and shared responsibility both for success and for disappoint-

NEWS...

First on WLBW-TV.




WLBW-TV, MIAMI, FLORIDA

AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO



Television, Inc.





Color TV isn't
five years away.
Or four.
Or three.
Or two.
Or one.

The color countdown is over. Virtually all prime-time programming is now in color. Color TV counts its audience in the millions, and these are customers who count for more. Shouldn't your product enjoy the immediacy of the programs that surround it? Shouldn't you be shooting commercials in color *now*?

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

EASTMAN KODAK COMPANY

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

Chicago: 130 East Randolph Drive
312-236-7234

Hollywood: 6677 Santa Monica Boulevard
213-464-6131

Nothing's beyond your reach on Mutual Radio

(Especially the Mutual Tween-agers!
They're between 18 and 49—the heaviest spenders!)



Teen-agers are a great audience—if you sell lollipops. Middle-agers are great, too ... for rocking-chair manufacturers.

But Mutual concentrates on the Tween-agers. They're between 18 and 49, with young, large and growing-larger families. With growing-larger needs. And growing-larger incomes to spend. The Tween-agers are your bread-and-butter audience. And Mutual gives you a larger percentage of Tween-agers in its vast audience than any other network.* If you want to reach listeners at the prime age for spending, reach the Mutual Tween-agers!

*Sindlinger



ments." He said that this "risk reward concept" worked to Coca-Cola's decided advantage in the decision to go ahead with the Charlie Brown specials. For while the risks were big—about \$250,000 for producing *A Charlie Brown Christmas*—the rewards also were big. Among the extra advantages the specials have brought to Coca-Cola, Mr. Pickhardt cited more beneficial time periods, greater station clearances and "programming with a tailored pertinence to our specific media objectives."

Equitable wants more merchandising

One of spot radio's steadiest customers praised the medium last week but called upon it to give an "extra effort," particularly in merchandising.

"We want \$1.50 of results for every \$1 we spend," Charles R. Corcoran, advertising vice president of the Equitable Life Assurance Society of the U. S., told an annual station clinic held by CBS Radio Spot Sales.

Among the merchandising supports that stations can supply, he said, are use of Equitable authorities as sources for news and interviews in fields in which they are expert; providing station personalities for local Equitable sales meetings; cooperation with Equitable agents in setting up sales contests; use of the local agent's tagline on Equitable commercials and making sure that Equitable is mentioned in program guides.

"We're not greedy [but] there is a quid pro quo in business." Mr. Corcoran said. He noted that print media offer strong merchandising support and that this sort of extra effort, in radio as well as print, can attract new business while serving existing clients.

Mr. Corcoran said the extra effort is needed from stations to help clients prove to their managements that their media allocations are "right." He said that "today, for us, spot radio is best," but that a time always comes when "someone says, 'lets do something different.'"

Equitable, he said, spends around \$2 million a year in radio, with about 21% of this budget going to stations represented by CBS Radio Spot Sales.

He recalled that Equitable and its agency, Foote, Cone & Belding, launched a pilot campaign in spot radio in 1962 and found that it brought immediate response from Equitable agents.

From 50 to 350 "Since the fall of 1962," he said, "we have had a spring and fall radio campaign, each one of 12 to 13 weeks duration, split into two flights. The campaigns have coincided with our Equitable spring and fall sales

drives. From the 50 markets used in 1962, we are now in 350 markets. About half of our total national advertising budget goes to radio, the other half to print. We also find an increasing use of radio by our representatives under our 50% reimbursed cooperative advertising program."

At another point he said: "I think spot radio is coming out better for us than national print."

Mr. Corcoran was introduced at the clinic luncheon by Maurie Webster, vice president and general manager of CBS Radio Spot Sales, who reported that his organization's sales gain for the first seven months of this year as compared to the same period last year was "31% better than the increase for the next best year in the last decade."

The clinic, held in New York last Monday (Sept. 19) in advance of the annual CBS Radio affiliates convention (see page 64), brought together executives of the 13 stations represented by CBS Radio Spot Sales.

American Dairy alters its broadcast strategy

American Dairy Association, Chicago, which heretofore has relied considerably upon network television to carry its milk product promotions to the consumer, is moving more into use of spot in selected markets, both TV and radio. Some network radio also will be used.

Directors of ADA met in Boston last week and approved the 1967 advertising budget of \$5,480,000 up \$36,000 from 1966. This represents over 70% of the association's total promotion budget. ADA will continue to sponsor the daily *Betty Furness Show* on CBS Radio as well as the Don McNeill *Breakfast Club* on ABC.

TV and radio commercials featuring George Gobel will continue to be placed on a spot basis in various markets. ADA agencies are Compton Advertising and Campbell-Mithun, both Chicago.

DDB 9-month billings show radio-TV up 70%

The Doyle Dane Bernbach agency billed \$138.6 million in the nine months ended July 31, up from \$94.4 million for the same period of the previous year.

An updated prospectus filed with the Securities & Exchange Commission last week for registration of 146,251 shares of the agency's common stock contained figures through the third quarter.

By far the biggest gain during the period for the fast-growing agency came in billings for radio and television

time and talent. For the first three quarters of the fiscal year radio-TV billing was up 70% to \$63.6 million.

Network radio volume tops in percent gain

Network radio continues to show a gain in this year's first half over last year's comparable period that is appreciably above the estimated increase in total national advertising volume.

The increase was 16% for network radio while total national advertising volume showed a gain of 8%, according to material prepared by the media research department of McCann-Erickson, New York.

Though network radio had the best relative gain among national media the size of it was reduced (from a gain of 29% at the end of the first quarter). Network TV was up 8% for the six months, same point reached in the first quarter.

The McCann-Erickson material is prepared as a "national advertising index" that is published in *Printer's Ink*.

Other gains noted: magazines up 9% with weekly magazines gaining 11%; women's 5%, general monthly 10% but farm down 4%; newspapers up 8%; business papers increased 8% and outdoor down 1%. Spot television (not reflected in the general index) climbed 6% in the first six months.

According to the index, spot TV receded in volume slightly from 8% at the first quarter; magazines down a bit from 10% in the first three months; newspaper and business papers both up from 7% at the first quarter and outdoor down considerably from a plus 8% at the quarter period. Total advertising volume for the first quarter also was 8% up, same as for the half.

The index is formed on estimated total advertising investments in each medium, including talent, production and media costs with a base of 100 used as an average of total investments in the years 1957-59. On that basis, network TV would appear to be on the upswing in the second quarter (index of 182 in April, 183 in May and 197 in June). But network radio's trend appeared down: 129 in April, 122 in May and 116 in June.

Norge sets TV campaign

Heretofore only an occasional user of television, the Norge division of the Borg-Warner Corp., Chicago, will use a minimum of 20 color spots a week during October in 75 major markets. The concentrated saturation drive to

introduce the new Norge VHQ ("very high quality") line of washing machines is the biggest in the firm's history and will exceed \$1 million for TV and print. Clinton E. Frank Inc., Chicago, is the agency.

Speakers named for Western 4A's meeting

An advance outline of the program for the 29th Western Region Convention of the American Association of Advertising Agencies has been announced in Los Angeles. The meeting is scheduled for Sunday through Wednesday, Oct. 16 through 19, at the Hotel del Coronado, Calif.

AAAA President John Crichton and chairman of the board Thomas B. Adams, (also president, Campbell-Ewald Co., Detroit), will open the business sessions of the convention on Oct. 17. They will report to members only.

Among the speakers scheduled to address the open meetings of the convention are Robert Keim, president, The Advertising Council Inc., New York; John R. Caples, vice president, Batten, Barton, Durstine & Osborn Inc., New York; Gordon Webber, vice president, Benton & Bowles Inc., New York; Sherwood Dodge, president, Advertising Research Foundation Inc., New York; Robert Ross, vice president and creative director, Leo Burnett Co., Chicago; Charles T. Lipscomb Jr., chief executive officer, Bureau of Advertising, American Newspaper Publishers Association, New York, and William A. Marsteller, chairman of the board, Marsteller Inc., New York.

Registration and a welcoming cocktail reception are scheduled for the opening day of the convention, Oct. 16, and a golf tournament, reception and formal dinner-dance are among the other social activities planned. A featured luncheon speaker for the opening business day of the convention has not yet been chosen.

Also in advertising . . .

Splitting up ■ Jackson Brewing Co., New Orleans, and Needham, Harper & Steers, New York, terminate their six-year advertising relationship Dec. 15, agency announced last week. Differences in marketing policy were the principal cause, it was explained. The Jax beer account bills around \$2 million annually.

Name change ■ Monroe F. Dreher Inc., has changed its name to Dreher Advertising Inc., 30 Rockefeller Plaza, New York.

Spot-makers formed ■ Arranger-com-

poser-conductor George Romanis last week formed Futura Music Inc. to produce television and radio commercials, making motion picture titles, writing special material for supper club performers and for cutting independent record masters. Offices are in the First Federal building, Hollywood.

A new home ■ Regional Reps Corp., Cleveland, has moved to larger quarters at 1220 Huron Road. New phone number is (216) 781-0035.

Seiden buys ■ Henry Seiden, former senior vice president and creative director of the Marschalk Co., has bought a "major" stock interest in Hicks & Greist and will become that agency's senior vice president in charge of creative services.

Business briefly . . .

Liggett & Myers Tobacco Co., New York, is supporting national introduction of its Chesterfield Filters cigarettes with heavy advertising that includes network and spot TV and spot radio, starting in early October. Company declined to provide information on expenditures, but said all three TV networks would be used plus substantial spot TV and radio effort. Agency is the J. Walter Thompson Co., New York.

Curtiss Candy Co., Chicago, through Clinton E. Frank Inc. there, buys participations on several CBS-TV and NBC-TV programs and spots on local children's shows in 64 major markets for heaviest Halloween promotion in firm's history. All commercials are in color.

Alberto-Culver Co., Melrose Park, Ill., is introducing nationally its new Alberto VO-5 Clear Gel hairdressing through J. Walter Thompson Co., Chicago. Heavy television support, both spot and network, will be used.

State Farm Mutual Automobile Insurance Co., Bloomington, Ill., through Needham, Harper & Steers, Chicago, has purchased participating sponsorship in *The Joe Garagiola Sports Show*, and *Monitor*, on NBC Radio.

Campbell Soup Co., Camden, N. J., is planning fall-to-early-spring campaign for its Bounty line of corned beef hash (set for national distribution), stews and chili, that will include 19 daytime network TV shows, and spots in over 20 major markets. Company has prepared one-minute color commercials, featuring comedian George Gobel. Agency is Needham, Harper & Steers, Chicago.

The Washington State Apple Commission, Wenatchee, Wash., through Dancer-Fitzgerald-Sample, San Francisco, has made its first network radio buy. Starting Oct. 3, commission will spon-

sor 15-minute *News Sounds* with Frank Hemingway on Thursdays and Fridays for 13 weeks on ABC Radio West. Schedule will be carried on 47 stations.

Commercials

in production . . .

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are names of advertisers, product, number, length and type of commercials, production manager, agency with its account executive and producer.

Fraser Productions, 38 Hotelling, San Francisco.

AC Transit, Oakland, Calif. (bus service): two 50's for TV, live, color. Barbara Styman, production manager. Agency: Scott-Hermansky, Oakland. Harvey Scott, agency producer. Approximate cost: \$4,000.

Montgomery Ward & Co., Oakland, Calif. (dryers, rugs, shoes); five 60's for TV, live, color. Barbara Styman, production manager. Agency: Lufano & Associates, Oakland. Tony Lufano, agency producer. Approximate cost: \$5,000.

Goulding-Elliott-Greybar Productions Inc., 420 Lexington Avenue, New York 10017.

Nationwide Insurance Co., Columbus, Ohio (insurance); six 60's, two 30's for radio. Victor B. Cowen, production manager. Agency: Ogilvy & Mather, New York. Arkie Koehl, account executive. Ken Shaw, agency producer.

H&H Productions, 112 East Euclid Avenue, Tampa, Fla. 33602.

Jim Walter Homes, Tampa (homes); seven 60's for TV, live on film, color. Agency: Coast to Coast, Tampa.

Paul Kim & Lew Gifford Productions Inc., 342 Madison Avenue, New York 10017.

Eastman Kodak Co., Rochester, N. Y. (Verifax copier); one 30 for TV, live on film, color. Julia Whalen, production manager. Agency: J. Walter Thompson, New York. Arthur Kling, agency producer.

General Electric Co., New York (institutional), one 60 for TV, live on film, color. Julia Whalen, production manager. Agency: BBDO, New York. Alan Pentaleri, agency producer.

Insurance Co. of North America, Philadelphia (insurance); one 120, one 60, one 20 for TV, live and animated on film, color. Julia Whalen, production manager. Agency: N. W. Ayer & Son, Philadelphia. Carlton Reiter, agency producer.

American Iron & Steel Institute, New York; one 90, one 15 for TV, animated and live on film, color. Julia Whalen, production manager. Agency: Sullivan, Stauffer, Colwell & Bayles, New York. Rod Albright, agency producer.

Tele-Tape Productions, 234 West 44th Street, New York 10036.

Frito-Lay Inc., Dallas (Christmas promotion); three 60's for TV, live on tape, color. Jim Witte, production manager. Agency: Young & Rubicam, New York. Roger Bram, agency producer.

Ronson Corp., Woodbridge, N. J. (Carve 'n' Slice electric knife); one 60 for TV, live on tape. J. Robert Breton, production manager. Agency: Young, Smith & Dorian, New York. Sylvan Taplinger, agency producer.

Bankers Trust Co., New York (bank services); ten 20's for TV, live on tape. James R. Hartzler, production manager. Agency: Doyle Dane Bernbach, New York. Don Trevor, agency producer.

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GROUPS: TWO • THREE and FOUR

MANY MORE STAR-STUDED FEATURE FILMS FEATURING SUCH NAMES AS:
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MAXIMILLIAN SCHELL • INGRID BERGMAN
CLAUDIA CARDINALE • PETER SELLERS
ZSA ZSA GABOR • JEAN GABIN
EVA BARTOK • AND OTHERS

ABC-ITT awaits FCC decision

After hectic two-day oral hearing, \$2-billion marriage is expected to be approved but whether by 4-to-3 or 5-to-2 vote is a question

With all of the testimony and evidence now in, the FCC has begun active consideration of the most important batch of station-assignment applications ever to come before it; those involving the proposed merger of ABC into International Telephone & Telegraph Corp.

Principals and attorneys for the two companies presented prepared statements and subjected themselves to lengthy and detailed cross examination in an oral hearing that had been scheduled for one day only, Monday (Sept. 19) but that stretched over into a second full day on Tuesday.

If previous indications and the tenor of the questioning in the hearing last week are a valid guide, the applications will be approved, but with some dissents. Chairman Rosel H. Hyde, Commissioners Lee Loevinger, Robert E. Lee and James J. Wadsworth are believed to be in favor of the merger, with Commissioners Robert T. Bartley and Kenneth A. Cox opposed. Commissioner Nicholas Johnson indicated by his questioning and comments that he would oppose the merger also. Some observers felt he might vote "yes."

A tentative decision on the merger which ABC says is essential if it is to

become fully competitive with CBS and NBC, might be reached within a week. But, the commission's formal written opinion, along with the dissenting statements certain to be filed, probably will not be issued for several weeks.

Justice Silent ■ The Justice Department, which has been studying the anti-trust aspects of the proposed merger, has not submitted any comments to the commission and did not ask to appear at the hearing. Consequently, it's believed the commission will not hold up its decision waiting for Justice's views.

Technically, all that is before the commission are ABC's five TV, six AM and six FM licenses. But at stake also are the network of 137 primary affiliates, motion-picture theaters, records and the networks' other interests—in all, a \$400-million company. It would be the single most important subsidiary of the \$2 billion ITT, which owns some 80 companies around the world.

The hearing did not bring out much that was new but it did allow commissioners to draw from Leonard Goldenson, president of ABC, and Harold Geneen, president and chairman of ITT, specific commitments and explicit assurances. (In the process, they turned in iron-man performances, standing and

answering questions for about four hours each).

Chief among these was Mr. Geneen's statement that ITT would make available to ABC a minimum of \$50 million over the next three years. The figure was cited by Mr. Goldenson as the amount ABC would need, after persistent questioning on the point by Commissioner Johnson. Mr. Goldenson literally calculated the figure on the spot. Previously, both principals had said only that ITT intended to provide the support ABC needed to become fully competitive with NBC and CBS.

And earlier in the hearing, John A. McCone, ITT director, said he was unaware of any specific commitment. Mr. McCone, the former head of the Atomic Energy Commission and the Central Intelligence Agency, was the only director of either firm, other than Mr. Goldenson and Mr. Geneen, to testify.

Newsroom Integrity ■ The principals gave assurances that every possible safeguard would be taken to protect the integrity of the ABC news department against influence, intended or not, by ITT. Mr. Geneen said not only would the newsroom's independence be respected but that the company would attempt to create an "environment" in

Not all 'mergers' need pass public-interest test

When pressure builds up, a man is apt to say some funny things, sometimes, but not always, intentionally. Harold S. Geneen, president and chairman of International Telephone and Telegraph Corp., demonstrated that last week while undergoing intense grilling during the FCC's oral hearing on the proposed ABC-ITT merger.

At one point, Commissioner Nicholas Johnson, who at 32 looks boyish but whose voice in questioning takes on a sharpness and seems to hit with the impact of a machine-gun burst, outlined the problems he saw ABC facing in maintaining the independence of its news operation

if the merger is approved.

"Yes, professor . . ." Mr. Geneen began, as the room erupted in laughter. He said later he was listening so intently he forgot himself. It so happens Commissioner Johnson is a former University of California law professor.

Later, while attempting to help Mr. Geneen satisfy Commissioner Johnson's curiosity as to the specific amount of money ITT would make available to ABC (the two companies had said only that ITT knew of ABC's plans and would support them), Commissioner Lee Loevinger asked whether Mr. Geneen had promised to support his wife when

he married her and whether he had made a specific commitment.

Mr. Geneen answered "yes" to the first question, "no" to the second. He also said, in answer to another question, that he had probably provided more support for his wife over the years than any amount he might have specified at the wedding ceremony.

But, asked Commissioner Kenneth A. Cox, "was the minister required to make a public-interest finding?"

It was Mr. Geneen, however, who had the last word. If that had been the case, he said, "I am sure I would never have got the merger through."



Leonard Goldenson, president of ABC, is shown flanked by his lawyers, James McKenna (left), Washington communications attorney, Everett H. Erlick (second from right), ABC vice president and general counsel and Herbert Bergson, an attorney specializing in antitrust matters.



Harold S. Geneen (right) president and chairman of International Telephone and Telegraph Corp., waits his turn to testify. With him are (l-r) John A. McCone, an ITT director, and Raymond L. Brittenham, senior vice president, general counsel and director of ITT.

which news department staffers would not be motivated, on their own, to slant their news judgments in favor of ITT.

They also attempted to explain to some dubious commissioners how ABC could, as the applications said, remain "substantially autonomous" while ITT assumed full licensee responsibility for the stations' operations. Mr. Geneen said ABC would run the day-to-day operations and make all decisions, but would keep the ITT board informed. The parent company would have the right to overrule ABC decisions.

Among other points brought out in questioning of Mr. Geneen were that ITT had had "conversations" with "another network," presumably CBS, before turning to ABC. Mr. Geneen said he had made the first overture in the merger talks with ABC, in early 1965, but that the network didn't show any interest until late in the year.

Throughout their testimony, Messrs. Goldenson and Geneen said the merger would result in benefits to the public by making ABC competitive with CBS and NBC. Mr. Goldenson also said the network would be able to strengthen its programming, particularly in news and public affairs. He noted the network is now preparing an early-morning news show that would compete with NBC's *Today*.

A Question of Influence — But the questions troubling Commissioners Bartley, Cox and Johnson revolved around the fact that one of the largest corporations in the country (it ranks 30th and will rank in the top 20 if the merger is approved), will acquire a major broadcasting network that it could use to influence opinion. They noted that 60% of ITT's revenues are from foreign business and that half its domestic rev-

enues are from defense and spacework.

They questioned also whether ABC did in fact need the help to be provided through the merger and whether the public interest would be served if it were provided. They noted that ABC, while in third place, is profitable. Commissioners Johnson and Cox also felt there might be a benefit to the public in the programming gambles Mr. Goldenson said ABC was forced to take to compete with CBS and NBC.

Commissioner Johnson, the newest commissioner who was making his debut in that type of proceeding, was the most aggressive in questioning ITT and ABC witnesses. Besides virtually forcing Mr. Goldenson to come up with a specific figure as to the minimum amount of money ABC would need from ITT, he along with Commissioners Bartley and Cox pressed the witnesses on what technological advances ABC could expect from ITT's research and development programs.

Mr. Geneen said ITT engineers were working on a number of projects in the television field, including three-dimensional television, but added that all developments would be available to the entire broadcasting industry, regardless of a merger with ABC.

Commissioner Johnson's questioning also drew from Mr. Goldenson the fact that his holdings in ABC stock were valued at \$7 million at the time the ABC-ITT merger agreement was reached. On the basis of current stock prices, his holdings would climb in value to \$7.8 million if the merger were approved. The merger provides for a swap of 0.57 of ITT preferred and 0.57 of ITT common for each share of ABC stock.

In addition, Commissioner Johnson

left no doubt in the two-day hearing that he was not being won over by the arguments of ABC and ITT. Several times he said the principals had not demonstrated that the benefits to flow to the public from the merger would outweigh the possible detriments.

How Independent? — He said it was "extraordinarily difficult" for him to comprehend how ABC could be fully independent of ITT in its programming. He suggested that the reason NBC gave greater coverage to Philippine President Ferdinand E. Marcos during his Washington visit than did either ABC or CBS was RCA's "important interests" in the Philippine Islands. An NBC News spokesman said later that news judgment was the only factor in the decision as to the amount of coverage NBC gave President Marcos.

Marcus Cohn, counsel for ITT, cited a host of what he said were parallel cases in which the commission permitted large conglomerate companies to own broadcasting stations—chief among them NBC's parent, RCA. He also noted that some multiple-owner licensees have interests in competing mass media.

And in response to the comment that the public might be better served by an ABC forced to scramble on its own out of third place, he said: "That's like saying an injured football player will play better because he tries harder."

He also said it's unfair to require the applicants to prove a negative—that no harm to the public will result from the merger. "The record requires something more than speculation," he said. "It requires probative facts showing that harm will result." As long as the commission licenses diversified companies like General Electric and Westinghouse,



FIRST FULLY INTEGRATED TV TAPE RECORDING SYSTEM

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band color

Superb Multiple Generation Color Tapes

The TR-70 makes superb copies of color tapes that look for all the world like the original. Improvements in signal-to-noise, bandwidth, and "K" factor account for the superiority in picture performance. The TR-70 maintains this uniformly high quality on a day-to-day basis.

Color Tested . . . Color Ready

The TR-70 is built and tested at the factory as a complete color system. Its system features include: ATC, Air-bearing Headwheel, Color ATC and Switchable Standards. This means that the user may produce color tapes and go on-air immediately.

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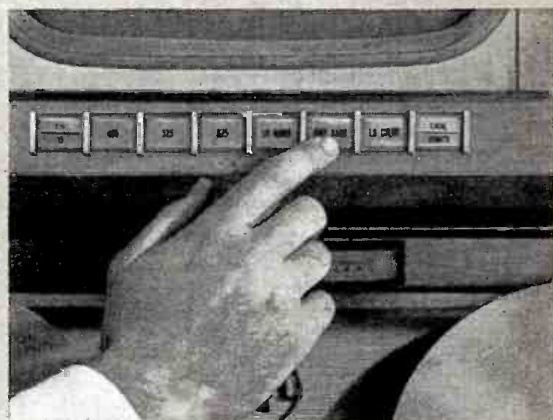
There is instant selection of three recording standards—low band monochrome, low band color, or high band monochrome/color.

The TR-70 is RCA's newest and the first fully integrated high band color tape system. This "state of the art" system means best possible design and performance. Discover for yourself why the TR-70 color system is superior to any TV Tape Recorder built to date.

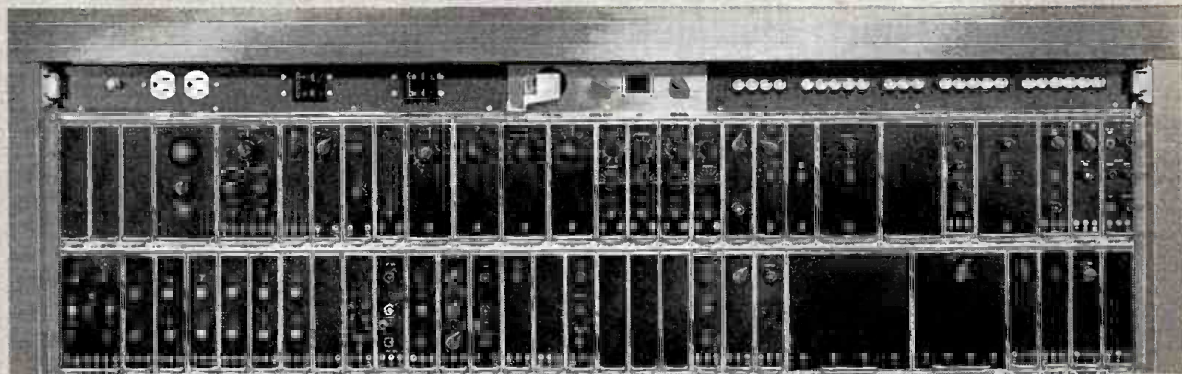
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TR-70 makes multiple-generation color tapes look like originals.



TR-70 has "instant selection" of high band or low band, color or monochrome.



TR-70 comes with color modules installed, wired and "system tested" at the factory.



The Most Trusted Name in Electronics

he said, it must approve the merger.

But Commissioner Johnson insisted the burden is on the applicants. He was not impressed by the fact that what is now proposed "has been condoned in the past." That argument is not persuasive, he said.

Help Needed ■ Throughout his testimony, Mr. Goldenson stressed ABC's need for the financial assistance that he said would be available from ITT. He said a financial cushion is essential if the network is to engage in long-range planning. "If our ratings fall off at night, and the price of our stock dips," he said, "stockholders and directors say, 'pull in your horns.'"

He noted that while the CBS and NBC TV-network operations are showing a profit, ABC's is showing a loss—\$5.6 million in 1965 (BROADCASTING, Aug. 1). The radio network also operates at a loss, he said. ABC's owned TV stations produce more than enough profits to offset the loss—\$25.5 million last year.

But he pictured the network as fated to fall further behind in its race with CBS and NBC without the infusion of new capital to meet rapidly expanding costs. He said the network plans to spend \$34 million for converting its facilities to color (a move dictated by the color programming of the other networks) and \$90 million for studio complexes in Los Angeles and New York. While earnings and additional loans (the company will soon have obligations totalling \$92.5 million) could offset some of this, he said, a merger or sale of stock is needed to supply the rest. And a stock issue, he said, would be "highly undesirable."

More UHF ■ One question Commissioner Cox kept pressing was how ABC could overcome the disadvantage of a

shorter affiliate lineup without getting more affiliates. ABC's 134 affiliates cover 93.4% of all homes, while CBS's 192 reach 99.2% and NBC's 206, 99%.

Mr. Goldenson said the network would have to rely increasingly on the growth of UHF television. He said also the network hopes to "force" conversions of antennas as well as sets to UHF by providing the kind of programming, including news and public affairs, that will be attractive to viewers. He noted this would help open the door to additional UHF stations.

He said the network plans to increase expenditures on news from \$26 million in 1966 to \$40 million in 1968, when the national political conventions and elections will be covered in color. In sports, costs are increasing from \$20 million to \$38 million in 1968, when the network will cover the winter and summer Olympic Games.

The interim policy barring the expansion of multiple owners into major markets was touched on only briefly during the hearing. The policy requires the commission to hold a hearing on an application that would result in anyone owning more than two VHF's in the top 50 markets. All five of ABC's VHF stations are in that category.

The commission staff has taken the position that the merger, which includes an entire network, doesn't fall within the policy. Commissioner Cox, however, indicated he felt the policy did apply. And James McKenna, counsel for ABC, said that, "basically, we are seeking a waiver of the policy."

The KOB issue was also raised briefly. Hubbard Broadcasting Co., licensee of the Albuquerque, N. M., station, has filed an application in competition with the renewal application ABC has filed for 770 kc New York, the frequency on

which WABC operates. The action was in connection with a 25-year-old dispute between KOB and WABC over use of the frequency. Frank Fletcher, counsel for KOB, argued that the commission could not assign the license before the issue is resolved. Mr. McKenna said ABC and ITT would accept an assignment of the license conditioned on the outcome of the KOB proceeding.

Colorado stations sale approved

The sale of KREX-AM-FM-TV Grand Junction, Colo., and two television satellites by Rex Howell, western broadcast pioneer, and associates was approved last week by the FCC.

Western Slope Broadcasting Corp., in which Mr. Howell was the principal stockholder, sold the Grand Junction properties and KREY-TV (ch. 10) Montrose and KREZ-TV (ch. 6) Durango, both Colorado, to a new corporation, XYZ Television Inc., which is controlled by Cincinnati investors. Mr. Howell and several of the minor stockholders in Western Slope have minority interests in the purchasing corporation.

The majority ownership, 81%, of XYZ Television is held by Forestville Realty Corp., Cincinnati, which is owned by James R. and William J. Williams, real estate developers, and Lawrence H. Kyte, attorney, each with 26⅔%, and Dr. J. Harry Dornheggen, physician, with 20%. The minority interests in XYZ are split among Mr. Howell (8.5%); Roy H. Adamson, former treasurer of Western Slope (2.5%); Robert J. McMahan, general manager of Western Slope (2.5%); Ruth Kendrick and Marlene J. Hoskin, daughters of Mr. Howell (0.8% each); and Carl Q. Anderson, who formerly held a 49% interest in KREY-TV (3.9%). Mr. Anderson sold his KREY-TV interest to Western Slope for \$75,000 as a preliminary to the sale to XYZ Television. XYZ Television also has an agreement with John W. English, who owns an interest in WSEE(TV) Erie, Pa., permitting him to buy \$350,000 in debentures convertible after four years to XYZ common stock.

Mr. Howell will receive \$500,000 over 10 years as a consultant to XYZ and under an agreement not to compete in broadcasting within a 150-mile radius of the stations. XYZ also assumes \$75,000 in Western Slope liabilities.

KREX, founded in 1926, operates full-time on 920 kc with 5 kw day and 500 w night. KREX-FM, founded in 1960, is on 92.3 mc with 3 kw.

The Montrose and Durango television stations are satellites of KREX-TV (ch. 5), although they originate some programs.



Commissioner Nicholas Johnson (right) proved an aggressive cross-examiner in his questioning ABC and

International Telephone and Telegraph Corp. at the hearing. At left is Commissioner Robert E. Lee.

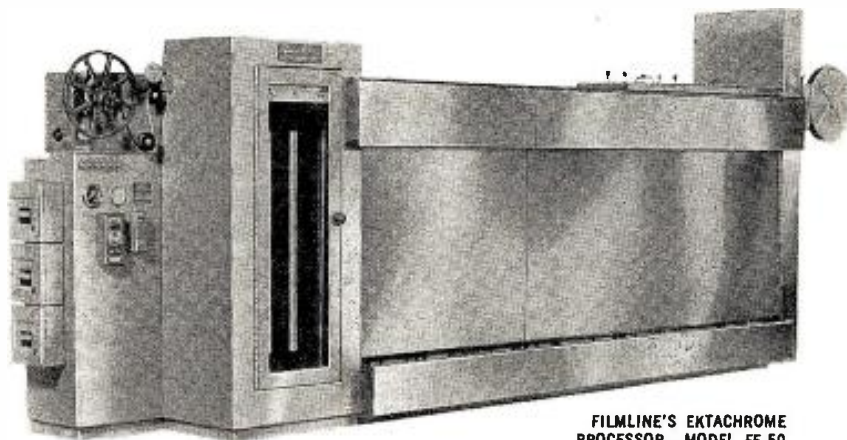
SUCCESS STORY-BALTIMORE STYLE!

FULL-COLOR NEWS

ANOTHER WMAR-TV FIRST!

Now, in keeping with its great tradition, WMAR-TV is first in Maryland with full-color news; live, tape and film.

A new Filmline FE-50 colorfilm processor, turning out 16 millimeter color film at 50 feet per minute, enables WMAR-TV to shoot and show news and sports events in color within one hour of elapsed time, for our 37 newscasts weekly.



FILMLINE'S EKTACHROME
PROCESSOR—MODEL FE-50

OTHER WMAR-TV "FIRSTS" INCLUDE:

- 1st** WMAR-TV installed the first continuous black and white newsreel processor back in October, 1947.
- 1st** At that time the first newsfilm producing unit was established — one of the oldest, continued, uninterrupted television newsreels in the United States.
- 1st** WMAR-TV was the first Television Station in the United States to deliver a larger audience than any radio station in its home city.
- 1st** First to use a Zoomar lens.
- 1st** First to utilize two remote units.
- 1st** First to produce its own documentary films exclusively for television.
- 1st** First commercial Television Station in Maryland to experiment in color television.

*No wonder... In Maryland
Most People Watch* **COLOR-FULL**

WMAR-TV



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

Comsat plans told to finance managers

Matthews says under Ford plan, radio-TV would subsidize ETV, but Congress can allocate savings

"Broadcasters would in effect be subsidizing educational television" if the Ford Foundation's satellite television plan were put into effect, Bruce Matthews, vice president-treasurer of the Communications Satellite Corp., acknowledged last week. But he indicated Congress must decide whether it wants to put the satellite savings into ETV or give lower rates to users.

A featured speaker before the annual convention of the Institute of Broadcasting Financial Management in Denver last week, Mr. Matthews noted that "satellite technology represents the fruit of an enormous wartime and postwar expenditure of public funds. Thus it would seem—in both social and economic terms—the savings the new system would make possible for commercial broadcasters and for users of other commercial communications could be shared with the total community on a basis determined by Congress."

The range for congressional evaluation is broad, he said, "including what order of priority should be assigned to noncommercial television as a beneficiary of national largesse."

Where should the line be drawn "between what is educational in the schoolhouse and what is cultural entertainment or general enlightenment?", he asked. "An appraisal also must be made of the relative advantages to the public of concentrating satellite savings on lower message rates for public and private users as contrasted with siphoning off part of the savings to subsidize ETV alone."

Two More ■ Before the end of this year Comsat will send up two more powerful satellites to join Early Bird in extending communication over the Atlantic and Pacific oceans, Mr. Matthews said. Both will be able to transmit all forms simultaneously, he explained, but with some limitations.

"The Atlantic satellite will further expand circuit capacity to Europe and also link in Latin America," Mr. Matthews reported. "The Pacific satellite will join Asia and Australia with Hawaii and North America, thereby extending satellite communications to some two thirds of the world," he said.

"In addition to other commercial

services these two satellites will serve as the space segment in NASA's Apollo moonlanding communications network," he explained. "The Pacific satellite is also expected to provide the Department of Defense with 30 voice channels—10 each between Hawaii and Japan, Thailand and the Philippines, thereby providing much needed communications in support of the Vietnam war effort."

Comsat in 1968 will launch still more powerful and versatile 1,200-channel satellites that already are under construction at a cost of \$30 million, he continued. These will comprise the global communication satellite system Comsat is developing in cooperation with 52 other nations.

By 1968 it will be possible for Japan and Hawaii to view the New Year's Day Rose Bowl game from Pasadena, Calif., and ultimately such feats will be routine, Mr. Matthews told IBFM.

Major Howard B. Hitchens Jr., director of audio-visual services at the Colorado Springs headquarters of the Air Force Academy, explained how a complex closed circuit television system there helps train the 3,000-member cadet corps.

Accounting ■ New accounting techniques to help broadcasters calculate their profits as well as their losses were outlined before the IBFM by a panel of specialists. Anton S. Petran, senior consultant with Touche, Ross, Bailey & Smart, for example, explained that "by using correct work measurement techniques to figure costs, accounting can go a long way in showing management areas where improvements are needed."

He explained a three-step checklist by which accounts can provide data needed at various operating levels. These are 1) Who is responsible for this expense? 2) What is the type of expense? and 3) Who gets the benefit of the expense?

Selective Markets ■ C. A. Kellner, vice president for station services of the American Research Bureau, also told the meeting that to more fully utilize the potential of audience research broadcasters must emulate the selective marketing techniques used by their sta-

tions' sponsors. Increasingly, he said, advertisers are using television as a selective rather than mass medium. Because they buy specific markets according to the value they place on these markets.

By following the lead of such advertisers, Mr. Kellner said the station can take advantage of a selective market approach to promote themselves and sell time. Too often, he continued, stations tend to concentrate on their ratings while overlooking the characteristics of their audience.

Other IBFM topics included community antenna television, paperwork simplification, coordinating traffic, sales and accounting, music licensing and insurance.



Mr. Bridge

Officers ■ Also at the convention Leonard Bridge, business manager of WOOD-AM-FM-TV Grand Rapids, Mich., was elected president of IBFM to succeed John C. Herklotz, controller of WGN Continental Broadcasting Co. who becomes chairman of the IBFM board. Other new IBFM officers: Richard C. Guerin of Susquehanna Broadcasting, York, Pa., vice president, and Blaine Whipple of Bonneville International, Salt Lake City, secretary-treasurer. New IBFM directors include John H. Blaine, King Broadcasting Co., Seattle; Justin Liss, WGN Continental Broadcasting Co.; Joseph Mikita, Westinghouse Broadcasting Co., Cincinnati, and Donald Schomburg, KSD-AM-TV St. Louis.

LA moves on CATV franchises

The Industry and Transportation Committee of the Los Angeles City Council last week unanimously approved the awarding of four community antenna television franchises to two high bidders offering a total of \$855,100 for the right to serve four municipal areas. Afterwards the committee recommendation was submitted to the entire city council, which then granted its tentative approval to a 10-year franchise for Theta Communications of California and another for King Videocable Corp., Seattle.

Theta, a joint venture of Hughes Aircraft Co. and Teleprompter Corp., bid a total of \$845,100 to serve the Santa Monica Mountains, Pacific Palisades and Eagle Rock-Highland Park areas. King Videocable, a division of King Broadcasting, bid \$10,000 to serve the Sun Valley area (BROADCASTING, Aug 22).

CINEMA 20

20 distinguished motion pictures combining the most exciting award-winning talents in the entertainment industry today.

DOMINANT 10

Fast paced action—the ingredients for MUST television viewing and 'top' ratings.

AMAZING ADVENTURES 1967

From secret agent adventures to the jungles of lost worlds: all this in twenty-six rip roaring action films in color.

REAL LIFE ADVENTURES

5 all color documentaries.

TOP SECRET ADVENTURES

The lethal world of the secret agent—their fearless exploits—their torrid love affairs.

AMAZING '66

Weird, way out, science fiction at its explosive best.

ADVENTURE 1966

High adventure—fierce action: 20 excitement filled features.

EPICOLOR '65

20 powerful adventure features in color.

AMAZING '65

20 features with all the exciting elements of the best in science fiction.

EPICOLOR '64

40 top-notch action-filled spectacles.

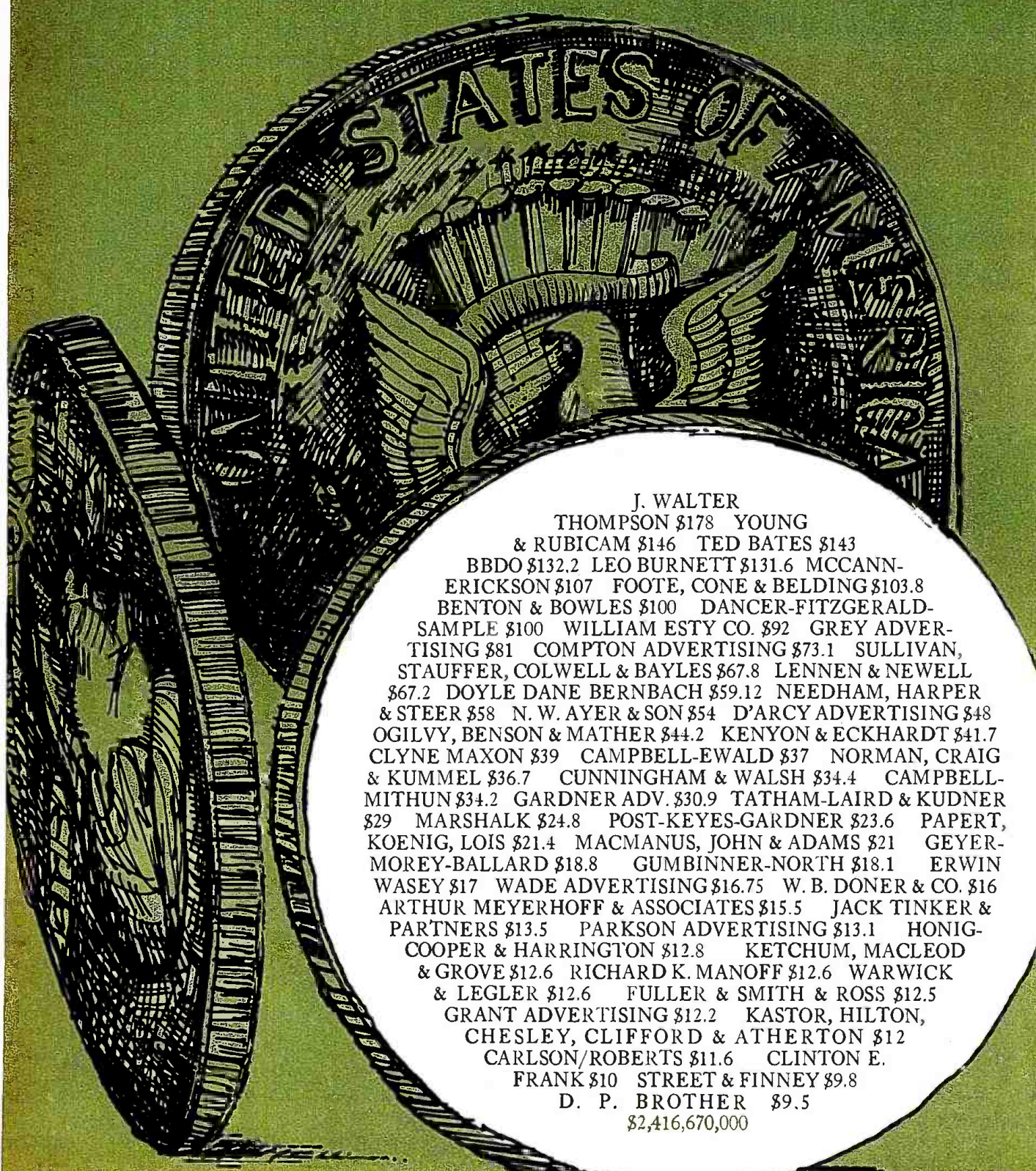
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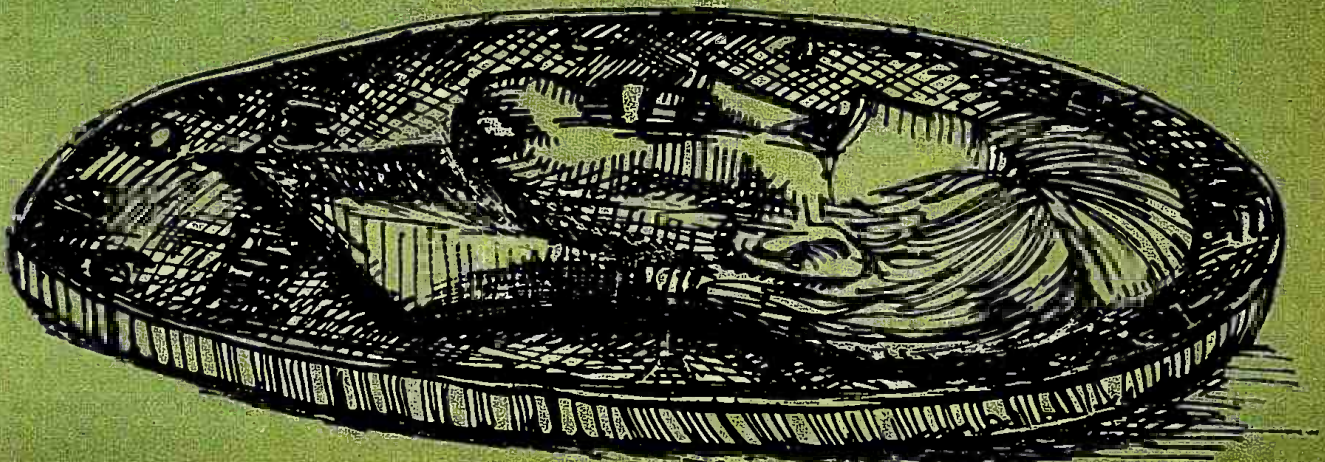
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Hyde stumps for longer licenses

Uses forum of IRTS Newsmaker Luncheon to urge congressional approval for five-year terms; also affirms view that broadcasters need 'latitude'

Rosel H. Hyde used the forum provided him last week by a blue-ribbon group of broadcasting and advertising executives for his first major speech as FCC chairman to urge Congress to extend the license period for broadcasters from three to five years.

The time has come, he said, for Congress to amend the Communications Act to provide for the longer license period—and thus relieve not only the broadcaster but the commission of the burden imposed by the three-year license.

The chairman, who was named to that office in June, spoke in New York Friday at the opening Newsmaker Luncheon of the International Radio and Television Society.

His position on the longer-license period is well known. But the speech indicated he is prepared to use the platforms available to him as chairman to gain attention and support for his views.

Previous chairmen have done the same. But in the recent past they have trumpeted causes less pleasing to broadcasters. In 1963, for instance, former Chairman E. William Henry, in his appearance at an IRTS Newsmaker Luncheon, announced his plan to crack down on "overcommercialization" (BROADCASTING, Sept. 30, 1963).

Freedom for Broadcasters ■ Chairman Hyde also made clear his view that broadcasters can do a better job if given sufficient latitude by the government. He said the specials planned by the networks for the new season are "encouraging" and indicated that broadcasters are "taking advantage of the broad discretion which our system affords [them] to be innovators, to provide fresh and vital leadership, and especially inspiration."

In the process, he gently rapped the commission's requirement that broadcasters seek out community needs. He said that although research as to community needs is helpful, the "seek-out" doctrine shouldn't be construed as leading to undue concern for established tastes. Broadcasters, he said, "should not be satisfied with the status quo."

Chairman Hyde is currently in the minority on the commission on the longer-license issue. The commission two weeks ago voted 4-to-3 to reject a proposal that it recommend the longer

period to Congress. Several bills providing for five- or six-year licenses are pending in the House.

The chairman called for a five-year license period in discussing the commission's need to devise new procedures to meet the rapidly mounting workload it faces as a result of the technological revolution sweeping communications.

New Procedures Needed ■ He noted that the commission, which has more than 1.5 million licensees, most in the nonbroadcast field, has made good use of a computer. But, he added, "we need to re-examine basic matters, such as the need for all this paperwork."

He said the longer period would be "most helpful" in the commission's effort to eliminate all backlogs. With renewal applications being filed every five years instead of every three, the com-

mission would have some 800 fewer applications annually to process. This would permit the transfer of a minimum of five people to other work, he said, adding: "In our world, that is a lot of manpower."

He gave these additional reasons for supporting the longer-license period:

■ Radio is almost 50 years old, and television has turned 21. "With maturity goes responsibility."

■ Licenses in other fields, including common carrier and safety and special services, are for five years. "There is no reason for continuing this disparity."

■ The new program-reporting form in radio, and the one soon to be adopted for television licensees, provide for substantially more in-depth information regarding the manner in which licensees have performed and intend to carry out their responsibilities. The additional information will require more time to evaluate, but will also make possible an informed judgment as to whether or not the license "will be in good hands for the next five years."

Time Is Now ■ The commission, he said, can always grant a license for a shorter period, if necessary in a particular case. "But I believe the time has come to amend the Communications Act to provide for five-year broadcast licenses, which will lessen the burdens on the service and on us without, in my judgment, any deterioration in standards of public service."

"I hope that this view will soon attract the support of a majority of the commission and of Congress."

The chairman called the challenges the commission faces "awesome" but said the agency is determined to evolve procedures to deal with them. One area he cited was the new one of CATV regulation, where commission processes have been virtually stalled.

"We are well aware of the need for priority processing in this area so that CATV service can be rendered where permissible, hearings held where called for and, in general, the ground rules more fully expounded," he said.

He noted that the commission has established a task force "to move these petitions off the shelf and onto the commission's agenda. The wheels are already turning," he added.

He also cited the commission's "chal-



After 6

During business hours, FCC Chairman Rosel H. Hyde (right) and Commissioner Kenneth A. Cox seldom see eye to eye, but things were different last Wednesday evening (Sept. 21) at a reception honoring the chairman. The reception, attended by broadcasters, government figures and others in communications, was given by the National Broadcasters Club in Washington.

lenges in frequency allocation and management (an increasingly complex job as demands for spectrum space continue to grow), space communications (in which the commission is working to establish "as expeditiously as practicable" a commercial satellite system that will be part of a global system), domestic satellites (which involve the question of "not whether we will have satellites for domestic purposes but rather when, where and by whom"), and the investigation of AT&T ("one of the most important matters before us").

Jesuits make media plans

Want establishment of communications departments on their college campuses

The four-year-old Jesuit organization for radio-TV-films, the North American Commission for Mass Media, last month completed its first project: a summer Jesuit institute in social communication conducted for six weeks at the University of Detroit.

Among the purposes of the summer project was to bring together the Jesuits of North America who will eventually be responsible in their respective regions for implementing the recommendations of the North American Commission for Mass Media and to investigate possible methods of integrating into current high school and college curricula activities in film and broadcasting. The sessions were attended by 32 priests and seminarians, representatives sent by provincial superiors of the 14 North American Society of Jesus provinces, and by three Jesuits from the Philippines. Among other speakers they heard lectures by Rev. James A. Brown, member of the radio-TV department of the University of Detroit and William J. Murphy, another university faculty member, who formerly was script editor for NBC in Chicago.

Guest lecturers included FCC Commissioner Robert E. Lee and Lawrence Laurent, television-radio editor, of *The Washington Post*. Among other material supplied the institute was a video-tape interview with Rod Serling by Father Brown contributed by CBS-TV; a lecture by Rene Belle, a professor in television at the University of Southern California, produced by KNXT(TV) Los Angeles; a lecture by the Very Rev. Peter Arrupe, superior general of the Society of Jesus, taped in Rome by the Italian television network and a video-

tape lecture on educational television by Father Phillip Bourret, produced in Taipei, Taiwan.

Media Study ■ By such projects as its summer institute, the U. S. Jesuit mass media commission, which is headed by Rev. Celestin J. Steiner, president and chancellor, University of Detroit, hopes to stimulate serious study of radio-TV-films so that, in part at least, it can establish departments of communications on Jesuit college campuses and strengthen such departments where they already exist. It hopes, too, to coordinate Jesuit activities in mass media, to research the field and to collaborate, where requested, with professional broadcasters and other church agencies. The commission, however, is only a consultative group. It does not have authority to legislate for Jesuit or other church-related agencies.

The commission's next step, one that it has been working on for some time, is to get several of its universities to collaborate on a video-tape interchange of credit courses. Currently four Jesuit schools—Marquette, Loyola of Chicago, University of Detroit and Loyola of Los Angeles—are equipped with video-tape machines but do not collaborate on projects.

A new headquarters for the North American Commission for Mass Media is now being sought. The choice has narrowed down to Washington or New York, with a decision due soon.

NBC-owned TV's to meet

NBC has set the regular meeting of general managers of its owned television stations for Oct. 1-5 at Pocono Manor, Pa.

Raymond W. Welpott, president of the company's owned television stations division, will lead the meeting. Others expected to attend are George H. Fuchs, NBC's personnel vice president; Richard H. Close, vice president, spot television sales; George Lenfest, operations director; William Rubens, director of marketing services, and Robert Small, business affairs director.

Lee sees approval of pay TV

FCC action to establish pay television as a regular service has been predicted by Commissioner Robert E. Lee. The commissioner, who participated in a panel discussion at the Maine Association of Broadcasters annual convention, made the comment in response to a question. He made clear, however, that CATV would not be part of the pay-TV system. The commission is considering a proposed rule that would establish a nationwide system of over-the-air pay television.

NAB expects a new record

Participants revealed for several sessions of its fall conferences

With the opening date less than three weeks away, the National Association of Broadcasters is looking hopefully for another record attendance at this year's fall regional conferences. Last year's autumn roadshow drew 2,403 broadcasters in its eight appearances.

The day-and-a-half sessions open in Dallas, Oct. 13-14; move on to San Francisco, Oct. 17-18; then to Denver, Oct. 20-21, and Minneapolis, Oct. 24-25. After a two-week break they resume in St. Louis, Nov. 10-11; move to New York, Nov. 14-15, and then go south to Charlotte, N. C., Nov. 17-18, and Jacksonville, Fla., Nov. 21-22.

A recent addition to the agenda will be the appearance in Minneapolis of Nicholas Johnson, the newest FCC commissioner. He had not been on the original list (BROADCASTING, Sept. 5), but last week agreed to take part. With his acceptance, some shifts have occurred in placing the commissioners. Six commissioners will take part in the sessions with Chairman Rosel L. Hyde not participating.

The updated list of commissioners and their appearances (all on the second day): Lee Loevinger in Dallas and Denver, Kenneth A. Cox in San Francisco and Charlotte, Robert E. Lee in St. Louis, James W. Wadsworth in New York and Robert T. Bartley in Jacksonville, Fla.

One major change at this year's sessions will be the lack of luncheon speakers. The conferences are being billed as informal workshop sessions and the luncheons are also tagged as informal.

The only exception will be at the New York meeting. There NAB will hold a joint luncheon with the International Radio and Television Society and NAB President Vincent Wasilewski will be the speaker.

Split Afternoons ■ The afternoon session will be again split into television and radio meetings. Highlights of the TV session will be a discussion of the forthcoming TV program form, and hearing why land-mobile users feel they need more spectrum space.

The radio sessions will feature a special section on small-market radio problems, the first time these markets have received a spot on the agenda, and an

explanation of how do-it-yourself research can be handled.

Each conference will have an informal opening the evening before with a 6-7 p.m. NAB hospitality suite.

The official morning opening will come when Mr. Wasilewski makes his annual report. That will be followed by the traditional bull session, covering among other topics: the fairness doctrine, political broadcasting, longer licenses, communications satellites and how they will affect the local broadcasters, access to public meetings, the best way to make use of ratings reports, the current status of CATV, political spots, questionable lyrics, TV remote control, operator relief for directional stations.

The afternoon radio sessions will be moderated by Sherril Taylor, NAB vice president for radio. Following his report, Howard Mandel, NAB vice president for research will delve into a slide presentation of do-it-yourself-research using findings made in a new study by Belden Associates, Dallas, and NAB.

A panel presentation on "A Better Image—Bigger Profits" will be moderated by John M. Couric, NAB vice president for public relations. Two broadcasters will appear at each of the conferences to tell of their own PR experiences. Already lined up are: David H. Morris, KNUZ Houston and Cliff Gill, Cliff Gill Enterprises, Bel Air, Calif., in Dallas; Dan McKinnon, KSON San Diego and Don B. Curran, KGO San Francisco, in San Francisco; Allan Thomas, KLBK Salt Lake City and Clayton H. Brace, KOGO San Diego, in Denver; Heber E. Darton, WHBF Rock Island, Ill., and James G. Hanlon, WGN Continental Broadcasting Co., Chicago, in Minneapolis.

FM Rule ■ A panel discussion on the pro and con of the FCC's nonduplication order for commonly owned and located AM and FM stations will be covered in "What Are You Going to Do with Your New Radio Station?" Participants have been named for three cities: Abe Voron, WQAL(FM) Philadelphia, in San Francisco; Harvey Glascock, WNEW New York, in St. Louis; Lynn Christian, WPIX-FM New York and David Polinger, WTFM(FM) Lake Success, N. Y., both in New York.

"Full Speed Ahead for Small-Market Radio" will be a special discussion moderated by members of the NAB Small-Market committee: Julian Haas, KAGH Crosssett, Ark., in Dallas; Ted A. Smith, KUMA Pendleton, Ore., in San Francisco; Robert E. Thomas, WJAG Norfolk, Neb., on Denver; John Hurlbut, WVMC Mount Carmel, Ill., in Minneapolis; Raymond A. Plank, WKLA Ludington, Mich., in St. Louis; Frank Balch, WJOY Burlington, Vt.; John W. Jacobs, WDUN Gainesville, Ga. in Charlotte and/or Jacksonville.

The TV afternoon session will open with Douglas A. Anello, NAB general counsel, discussing the FCC's new TV program-reporting form. (The form was expected to come out last week but was passed over by the FCC. It is now expected to be approved this week.) NAB will permit traffic managers of member stations to attend this session without charge.

Roy Danish, director of the Television Information Office, will present "A New Role in Television for the Local Businessman" and William L. Walker, NAB director of broadcast management will discuss a management problem in depth and seek possible solutions from those at the session.

A panel discussion on "Land Mobile and the Spectrum" will feature broadcast representatives and spokesmen for the National Association of Manufacturers. The NAM, a leader in the struggle to get broadcaster frequencies assigned to business, is sending representatives to the conferences to explain why they need the frequencies. NAM participants already set are: Robert P. Wertz, U. S. Steel Corp., Chairman of the NAM communications committee, and Frank M. Smith, committee executive, in Dallas; H. W. Davis, Lockheed Aircraft Corp., in San Francisco; Herbert Fitzgerald, Thompson Ramo Woolridge, in Minneapolis.

The TV session will conclude with a general discussion of current problems including CATV, TV transmission tariffs and log controls.

Manpower needs and broadcasting education will be covered at the opening session of the second morning. Roy Morgan, WILK Wilkes-Barre, Pa., president of the Association for Professional Broadcasting Education will discuss these subjects. Sharing the rostrum will be a commercial broadcaster and a professional broadcast educator.

The NAB Code Authority presentation "Something of Value" will be an audiovisual endeavor featuring taped comments from leaders in advertising, business, government, religion, education and broadcasting and how they feel the codes affect—good and bad—various segments of society.

The concluding item on the agenda will be the appearance of the FCC commissioners.

WFIW Fairfield burglarized

About \$5,000 worth of equipment was stolen from WFIW Fairfield, Ill., Tom Land, part owner and general manager, reported last week. He said the gear, taken through forced entry at night, included amplifiers, tape recorders, microphones and tape cartridge units. The station was able to continue on the air.

FCC has clarity problem

Agency asks appeals court for rehearing on stay of CATV cease-and-desist order

The FCC appeared to be a very misunderstood agency last week. First a Michigan CATV company that said it had understood (incorrectly) that it could relay distant signals into a major market without a hearing won a U. S. Court of Appeals stay of a commission order directing it to stop importing those signals.

Then the commission asked the court to reconsider part of its decision. The commission said it had apparently not made its position clear to the court. In any case, it wants the court to delete language from the decision indicating an erroneous interpretation of the CATV rules.

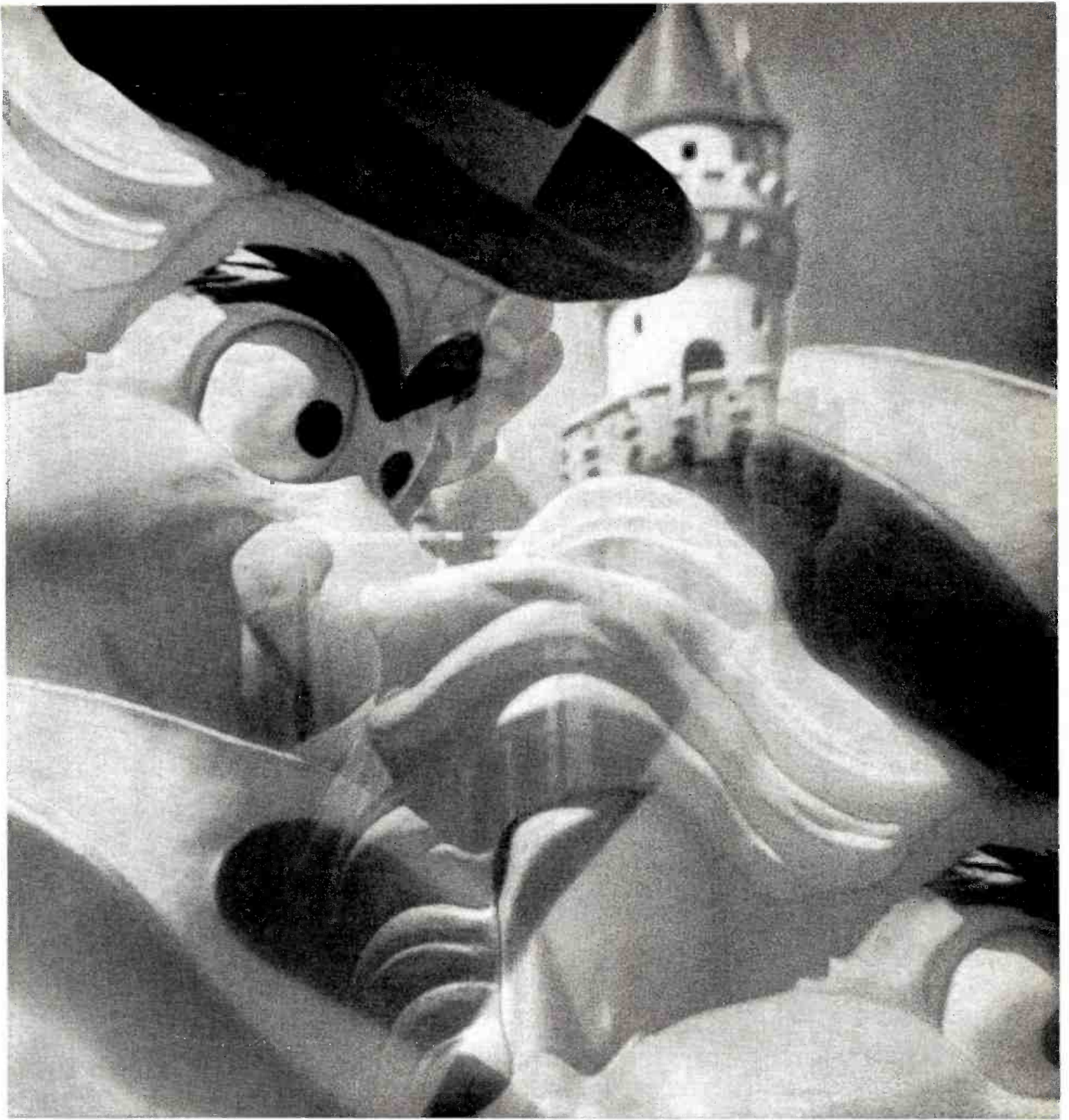
The court stayed the effect of the cease-and-desist order pending a decision on an appeal from the order on the merits or until the commission acts on the system's request for a waiver of the rule involved, whichever is sooner.

The case concerns Booth American Co., which relays nine channels of service into the adjoining communities of North Muskegon and Muskegon. Five of the signals—four from Milwaukee and one from Chicago—are carried beyond their grade B contour. Since service began after Feb. 15, the effective date of the rule, which applies to the top-100 markets, the commission said Booth American could not continue unless it demonstrated in a hearing that local television service will not be adversely affected.

Misled ■ The company, however, said it began service into North Muskegon on March 4 under the impression a hearing would not be required unless the community fell within the grade A contour of "all" stations in the market (Grand Rapids-Kalamazoo, ranked 38th).

That was the language in the commission's Feb. 15 notice of its intention to assert jurisdiction over all CATV's. And North Muskegon and Muskegon are within the grade A contour of only one of the stations in the market, WZZM-TV Grand Rapids. When the formal order was issued on March 8, however, it specified "any" stations in the market.

A principal factor in the court's decision to grant the stay was the commission's refusal in the hearing it held on the cease-and-desist order to consider



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possibly extenuating circumstances in the case. The commission in such hearings normally considers evidence only as to whether a violation of the rules was committed.

The commission, in requesting a re-hearing, asks that the court vacate its stay of the cease-and-desist order as it applies to Muskegon. The CATV, the commission said, "is operating illegally in the City of Muskegon, whether or not it had good grounds . . . for starting service in North Muskegon prior to the date the final rules were made public." Service in Muskegon began April 15.

Commission Concerned ■ What particularly concerns the commission in this connection is the court's discussion of commission rulings in cases in which broadcasters extend their service into "new geographic areas." The commission does not require hearings in such cases unless a local broadcaster objects. And the court said "the commission considers an extension to be into a 'new geographic area' when the extension area is a different political entity, albeit a suburb or adjoining locality." It also noted that no one objected to the CATV's entry into Muskegon.

But, the commission made clear, it doesn't interpret its rules the way the court appears to believe. An extension of service into a separate political sub-

division requires commission permission in a hearing, regardless of whether anyone objects. The "new geographical area" test applies only to expansion within the same community, the commission said.

Accordingly, it added, it's important for the court to delete language in its decision indicating "a contrary interpretation of the rules by the commission itself." Furthermore, the commission said it believes the court based its order at least in part on the misunderstanding that Booth American was not prohibited by the rules from extending its service from the small community of North Muskegon into the larger city of Muskegon.

In addition, the commission asked the court to delete language from the order stating that "the commission does not oppose the stay on the grounds of likely prejudice in this area." The commission said it "strongly opposes a stay on the ground of public prejudice.

"The entire purpose of the hearing requirement contained in the commission's rules is to provide an opportunity to determine the impact of the importation of outside distant signals by CATV before CATV service grows in any community to the point where it may no longer be possible to decide the issues properly," the commission said.

NCTA hits Maryland's planned CATV rules

A representative of the National Community Television Association last week told the Maryland General Assembly's judiciary committee that CATV operations do not deserve to be regulated by the state.

Robert D. L'Heureux, NCTA general counsel, was directing his remarks at a move toward state regulation of Maryland's CATV's as proposed in a measure presented to the judiciary committee two months ago. In defense of the 14 cable television systems that hold franchises in Maryland, Mr. L'Heureux said that "no abuses have been shown to warrant state controls."

The proposal for state controls over CATV was submitted by Solomon Liss, chairman of the Maryland Public Service Commission. Mr. Liss had previously claimed that CATV regulatory policies were needed to protect the public interest, particularly in the area of rates for cable television customers.

"Cable television companies are not of a common-carrier nature like utilities," Mr. L'Heureux said. "In the last 16 years, the companies serving 1,700 cities throughout the country have not increased rates by more than 4% while telephone rates have gone up 35% to 40%" he stated.

Changing hands . . .

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

■ WCSM-AM-FM Celina, Ohio: Sold by WCSM Radio Inc., owned 25% by Richard E. Hunt, to Central Broadcasting Corp. for \$157,000. Central Broadcasting, whose president is Lester Spencer, is licensee of WKBV Richmond, WBAT Marion, and WBTW Bedford, all Indiana. WCSM, founded in 1963, operates daytime only on 1350 kc with 500 w. WCSM-FM, founded in 1965, is on 96.7 mc with 3 kw. Broker: Blackburn & Co.

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

■ KREX-AM-FM-TV (ch. 5) Grand Junction, KREY-TV (ch. 10) Montrose and KEEZ-TV Durango, all Colorado: Sold by Rex Howell to XYZ Television Inc. for \$2,092,000, assumption of \$75,000 liabilities and \$500,000 to Rex Howell for noncompeting and consulting agreements. (See page 52).

■ KBOA-AM-FM Kennett, Mo.: Sold by

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Kennett Broadcasting Corp. to KBOA Inc., local Kennett and Chicago businessmen, for \$260,000. KBOA Inc. is composed of Maurice F. Dunne Jr., Chicago businessman; John Hough, Chicago attorney, and Charles C. Earls, vice president and general manager of KTBS Berryville, Ark. Messrs. Dunne and Hough both have interest in KTBS. KBOA is on 830 kc with 1 kw daytime. KBOA-FM operates on 98.9 mc with 6.9 kw.

▪ **KFAY Fayetteville, Ark.:** Sold by H. Weldon Stamps to Big Chief Broadcasting Co. of Fayetteville for \$150,000. Big Chief Broadcasting is composed of Lovelle Morris Beasley, Omer Carl Thompson, Bill Harper and Levoy Demaree. Messrs. Beasley, Thompson and Harper have interests in KTCS-AM-FM Fort Smith, Ark., and KTOV Sand Springs, Okla. Messrs. Beasley and Thompson also have interests in KLPR-AM-TV Oklahoma City. Mr. Stamps is licensee of KFAY-FM and is applicant for new TV in Fayetteville. KFAY, founded in 1957, operates on 1250 kc with 1 kw daytime.

New TV station

KHTV(TV) (ch. 39) Houston, expects to go on the air with complete color programming in late December. A color test pattern will begin sometime in early November and will be aired from 1 p.m. to 2 p.m. daily. The station will operate with 2.580 kw visual and 258 kw aural from an antenna located in DeWalt, Tex., 1,441 ft. above average terrain and 1,473 ft. above ground. KHTV will share the tower with KPRC-TV and KHOU-TV, both Houston. Crawford P. Rice is the manager and The Katz Agency is the rep.

Comments sought on ETV rulemaking

The world of educational TV received FCC consideration in various areas last week.

The commission asked for comments on a proposed rulemaking that would assign channel 51 to Staunton, Va., for noncommercial educational use. A joint request for the TV assignment had been made by the Advisory Council on Educational Television of the Commonwealth of Virginia and the Shenandoah Valley Educational Television Corp. Two radio observatories, operating in a "radio quiet zone" in the area of the proposed assignment, have consented to the channel 51 allocation to Staunton "for use at a specified site and with radiation restricted in their direction."

In another ETV area the FCC granted the requests of The Greater Toledo Educational Television Foundation

(WGTE-TV [ch. 30] Toledo, Ohio), University of New Hampshire (WENH-TV [ch. 11] Durham, N. H.) and Delta College (WUCM-TV [ch. 19] University Center, Mich.) to broadcast music as accompaniment to slides and films during the in-school programming schedules. The ETV's may carry the background music during their broadcast days for a period of one year, the FCC said.

A petition for reconsideration filed by the National Association of Educational Broadcasters was denied by the commission last week. NAEB had asked the FCC to reconsider an action last June that denied the Oregon State Board of Education's request to reserve channel 8 for noncommercial educational use in Medford, Ore. Channel 8 had been reassigned to Medford from Brookings, Ore.

A similar petition for reconsideration filed by Redwood Empire Educational Television Inc. was also denied by the commission. Redwood Empire had asked the FCC to reconsider its denial last May of a proposal to reserve channel 13 in Eureka, Calif., for noncommercial educational use. The commission's original order had stated that other VHF and UHF channels in the area could be assigned for educational use.

Media reports . . .

ETV in Delaware ▪ The newly opened Educational Television Resources Center in Dover, Del., adjacent to Delaware State College, will be dedicated by Governor Charles L. Terry Jr., Oct. 8. The 20,000-square-foot television facility serves as headquarters for a three-channel closed-circuit ETV network, telecasting programs to 170 Delaware schools.

CBS adds another ▪ Effective Nov. 6, KJNO Juneau, Alaska, joins the CBS Radio network replacing KINY as the CBS affiliate there. KJNO is owned by South Eastern Alaska Broadcasters Inc., and operates on 630 kc with 1 kw day and 500 w night.

Higher and higher ▪ The Hollywood offices of BROADCASTING and Television magazines and the BROADCASTING YEARBOOK moved up in the world last weekend. Formerly in suite 510 at 1680 North Vine Street, Hollywood, the publications now are operating out of suite 1014 in the same building.

New address ▪ William T. Stubblefield Co., station broker, has moved its Washington offices to Suite 610, Madison Bldg. Telephone: 296-8294.

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CBS Radio affiliates hear the good news

Hayes tells group that 6-month sales are best since '58; \$1-billion radio industry seen in offing

CBS Radio affiliates heard a double dose of good news last week from Arthur Hull Hayes, president of the network.

He told delegates to CBS Radio's 13th affiliates association convention in New York that sales for the first six months of 1966 are the best for the same period since 1958 and that station payments during the half-year are the highest since 1956.

To underline the accomplishment of the 1966 six-month period, Mr. Hayes pointed out that the 1958 sales achievement was made on twice the amount of time now available to the network for sale and the 1958 station payments were based on 60 hours in contrast to the current 26 hours.

"I think I can safely say that station payments for the entire year will be the highest of any year since we reinstated station payment four years ago," the CBS Radio president said.

Mr. Hayes also reported to the affiliates that CBS Laboratories, on behalf of the CBS/Broadcast Group, has developed a prototype device to measure

the loudness of commercials.

Significant Meter ■ "We are very enthusiastic about what we have seen and believe that it is possible to have a meter that will measure loudness," he said. "This is very significant because it has always been feared until now that much of the objectionable loudness effect was subjective and could not be measured."

John A. Schneider, president of the CBS/Broadcast Group, told the meeting that improved radio research could result in a better demonstration of the "size and universality" of the medium and forecast that a billion-dollar radio industry is in the offing. He expressed the view that once the billion-dollar mark is attained, it would be surpassed often.

Harper Carraine, director of radio research, department of economics and research, CBS/Broadcast Group, asserted that the All Radio Methodology Study (ARMS) investigation is proving that radio is shortchanged in so-called multi-media audience research. According to Mr. Carraine, ARMS-tested

multi-media techniques, requiring concurrent record-keeping of exposure to radio, TV, and the printed media, produced "lower average levels of total radio exposure . . . than did any of the other techniques tested."

George J. Arkedis, vice president, network sales and affiliate relations. CBS Radio, pointed to the "considerable new business" that his staff has developed. He cited Enna Jettick Shoes as one example in which the network's business had stimulated tie-in sales in local markets, and singled out Arthur Godfrey for his "unbroken leadership in radio network sales."

Speakers ■ Vice President Hubert Humphrey was the luncheon speaker on the first day of the two-day convention, held last Tuesday and Wednesday (Sept. 20-21) at the New York Hilton. He lauded radio news for providing up-to-the-minute coverage of national, international and local events.

Other speakers during the convention were W. Thomas Dawson, vice president, information services, CBS Radio, who provided a summary of current and forthcoming advertising and promotion campaigns; Dr. David M. Blank, vice president, department of economics and research, CBS/Broadcast Group, who gave a review and forecast on national economic trends; William D. Greene, director, CBS/FM Broadcasting, who made a report on the company's new FM syndication operations; Richard S. Salant, president of CBS News, who spoke on radio's ability to provide fast-breaking news coverage, and Leon Brooks, vice president and general counsel, CBS Inc., who reviewed recent FCC, court and legislative decisions affecting the broadcast community.

The convention was attended by 297 officers and key executives of the network and its affiliated stations. The CBS Radio Affiliates Association adopted a resolution commending the network for its "continuing industry leadership in 1966." A banquet and reception were held on Tuesday evening.

BBC head sees problems in Ford satellite plan

Sir Hugh Greene, director general of the BBC, finds the Ford Foundation plan to support educational television through financing provided by satellite broadcasting "an interesting proposal" but believes it would pose organizational problems.

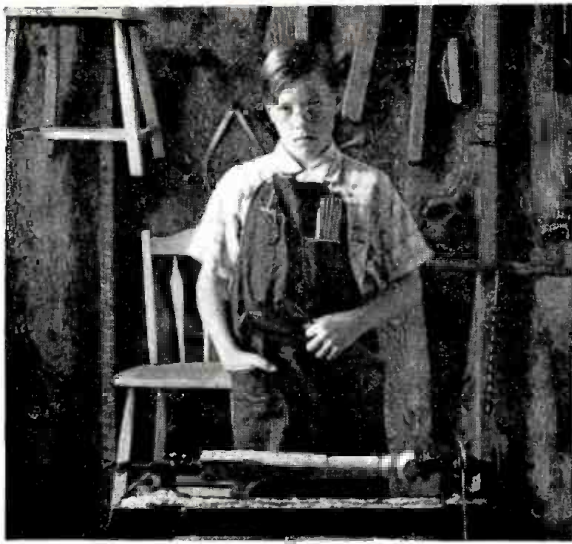
He told host Richard K. Doan on a WNEW New York interview on Sept. 18 that Americans don't grasp clearly the concept of the BBC, which is a public corporation that operates independently of the government. He continued:

"Could there be a system devised for



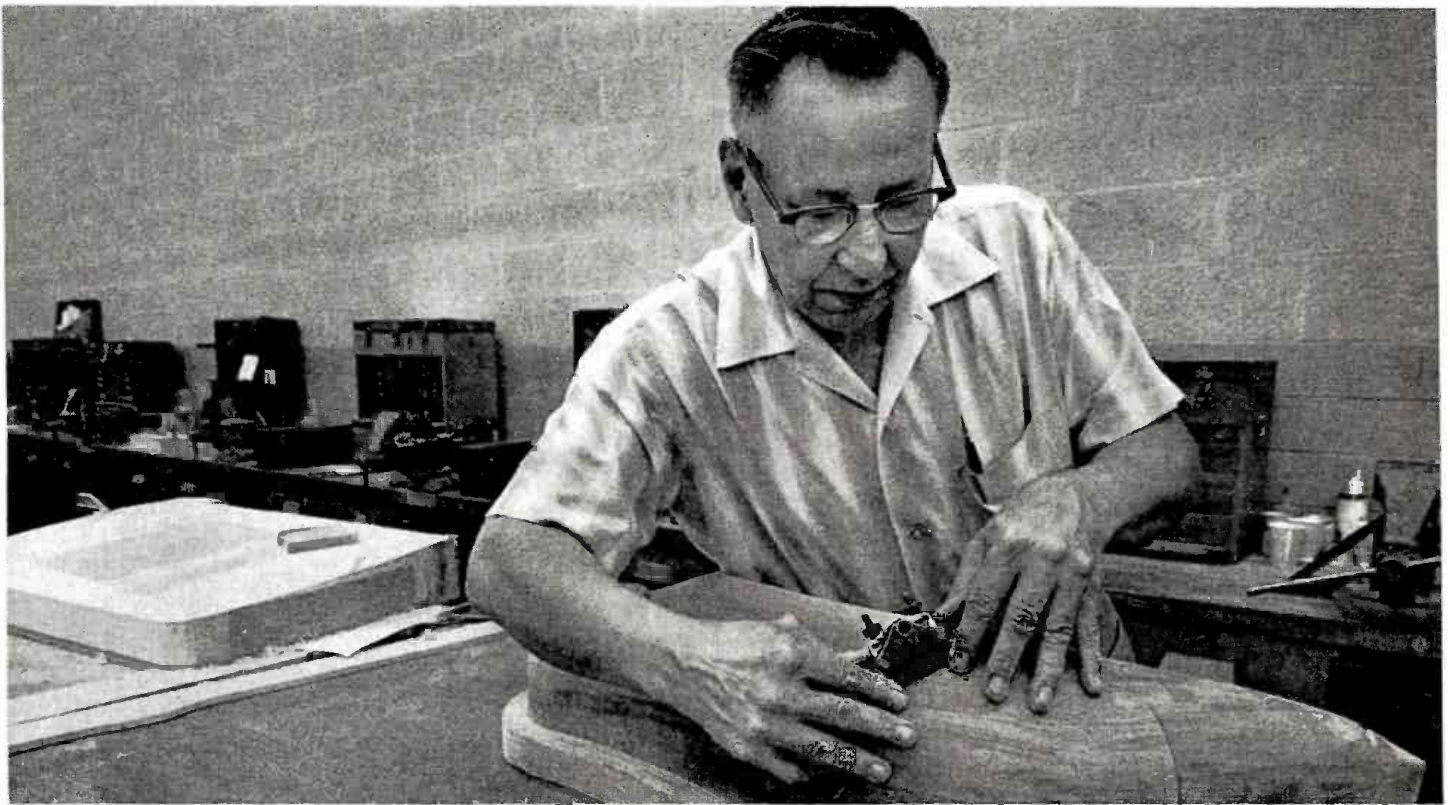
Vice President Hubert H. Humphrey, who addressed the CBS Radio affiliates at their convention, is flanked by (from left) Chairman Lee Fondren,

KLZ Denver; Arthur Hull Hayes, president, CBS Radio, and (on right) John A. Schneider, president, CBS/Broadcast Group.



Leo Darga was cut out to work with wood.

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The hands that hold the chisel are the hands that help shape the car. And exceptional hands they are. For they belong to Leo Darga, for 35 years with General Motors, and now a skilled wood craftsman and designer at the Fisher Body Central Engineering Plant in Warren, Michigan.

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as his father was a woodworker for GM for some 30 years. In fact, as a young boy Leo became interested in working with wood by watching his father carve out his own pipes with knife and chisel. It naturally followed that young Darga showed an amazing aptitude and skill for wood shaping in manual training all through school.

Today, with all of his experience, Leo concentrates on the fine work—minute detailing of the dips, bends and flairs on the exteriors and interiors of Fisher Bodies in the initial stage of their development.

It's great to have the skill and artistry of men like Leo Darga working on the General Motors team.

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running the Ford Foundation type of programming which would have genuine independence in the country that the BBC has with us?"

On another subject, Sir Hugh expressed doubt that a commercial radio station set-up would be established in Britain. He said business organizations there have asked for local radio licenses, but added there has been no government decision as to whether outlets should be licensed or not. Sir Hugh voiced the view that BBC should be allowed to conduct a number of experiments in a limited number of localities to determine whether there is a need for a local radio service.

Sir Hugh predicted that by early 1967 the pirate radio stations operating from waterways outside the UK would be legislated out of existence. He said a bill that is expected to be enacted by the beginning of 1967 would make it illegal for anyone to aid the pirate stations by providing them with supplies or advertising or working with them.

Megawatt transmitter readied in Carolina

The beginning of broadcasting operations by WCCB-TV Charlotte, N. C., on a new one-megawatt, channel 18 facility, have been scheduled to begin Oct. 15, according to President Cy N. Bahakel.

The station was acquired by Cy N. Bahakel Broadcasting Stations in November 1964 while the facility was operating on channel 36. The station

broadcasts programs from the three TV networks. Two other Charlotte stations, WBTW and WSOC-TV also have network affiliation. The new facility represents the largest UHF investment to date by the Bahakel Stations, which operate six AM stations and four other TV outlets.

The erection of a new tower and antenna and the installation of a General Electric TT59-A transmitter have been completed. The station has also completed the installation of new equipment for local color.

Broadcast Pioneers aim at educational projects

Plans for stepped-up activities in education, radio-TV history, charitable projects and membership recruitment were outlined by the board of directors of Broadcast Pioneers at its annual meeting in New York last Tuesday (Sept. 20).

To facilitate financing of the accelerated program the board took steps looking toward amendment of the Pioneers' constitution and by-laws to permit incorporation of a separate Broadcast Pioneers Educational Fund Inc.

John T. Murphy of Avco Broadcasting Co., new president of the Pioneers, presented the 1966-67 program and named an executive committee to work on it with the organization's officers. Members of the executive committee are Don Mercer and Ernest Lee Jahncke Jr. of NBC and Charles Tower of Corinthian Broadcasting Co.

Plans ■ Designated for emphasis dur-

ing the coming year are the membership drive, an expanded program of scholarships and other inducements to attract students into broadcasting; several continuing commitments including the Broadcast Pioneers history project, sponsorship of the annual Peabody Awards luncheon and the U.S. Conference of Mayors' awards contest.

Broadcast Pioneers officers for 1966-67 in addition to President Murphy are Arthur Hull Hayes of CBS Radio, John F. Dille Jr. of the Communicana Group, and Robert W. Ferguson of WTRF-TV Wheeling, W. Va., vice presidents; Robert J. Higgins of Broadcast Music Inc., treasurer; Betty Luster, secretary, and M. H. Sharpiro of BMI, executive secretary.

NBC asks time to study group-ownership report

NBC last week asked the FCC to extend from Oct. 3 to Nov. 1 the deadline for comments on the commission's proposed rulemaking concerning multiple ownership of TV stations.

The network stated that interested parties would need more time to study a "voluminous" report on the multiple ownership question prepared by United Research Inc. for the Council for Television Development (BROADCASTING, Sept. 19).

The FCC's proposed rulemaking would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's, in the top-50 television markets.

PROGRAMMING

The latest form sheet

Ratings show it's

still anybody's

race in ratings game

The television industry last week got its first rating averages for a full week of new-season network programming and there were no indications that any one network was headed for a runaway audience victory in 1966-67.

For the premiere week—Sept. 12-18—Trendex figures, released by ABC-TV, indicated CBS-TV held a slim average rating advantage with a 16.1 mark for the week. The same Trendex reports showed NBC-TV with an average of 15.9 and ABC-TV with 15.8.

Average shares for that week according to Trendex were 32.0 for CBS, 31.7 for NBC and 31.4 for ABC.

Arbitron data for the Sept. 12-18 period, revealed by NBC, covered each network's new programs only. NBC-TV reported its 14 half hours of new programming averaged a 15.8 rating, that CBS-TV's 11 new-program half hours average 15.0 and ABC-TV's 23 half hours of new programming achieved a 14.1.

NBC seemed especially pleased with its Sunday night performance when, according to Arbitron, it pulled an average rating of 19.2 against 17.1 for CBS and 15.8 for ABC.

Trendex data showed ABC's new programming during the same premiere week averaged a 15.2 rating, and a share of 30 while CBS had a rating of 16.2 and a share of 32.3 and NBC stood with rating and share marks of 14.4 and 27.9.

Trendex gave ABC 18 half-hour wins during the week, CBS 16 half-hour wins

and NBC 15 half-hour victories. Among the top-10 programs of the new season, according to Arbitron reports for the week of Sept. 11-17, CBS-TV had seven; NBC, two and ABC, one. The top-rated show was NBC-TV's Sunday-night *Bonanza* with a rating of 27.3.

Among the top-10 shows, three were movies (see top-20 Arbitron listing on page 68).

* New shows

† Continuing shows in new time periods.

	Trendex	
	Rating	Share
Friday, Sept. 16		
7:30-8		
ABC Green Hornet*	14.8	36.0
CBS Wild West	9.9	24.0
NBC Tarzan*	11.8	28.6
8-8:30		
ABC Time Tunnel*	17.1	38.8
CBS Wild West	10.9	24.8
NBC Tarzan*	12.1	27.5
8:30-9		
ABC Time Tunnel*	17.2	35.0
CBS Hogan's Heroes	11.5	25.5
NBC Man from U.N.C.I.E.†	16.3	33.2



This is a news desk?

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

the most difficult situations.

Once the call is received, Lederle's emergency product shipment procedure goes into effect. It requires close and fast cooperation among Lederle physicians and people responsible for plant security, packing, routing and shipping the goods. Soon the life-saving antitoxin is aboard a plane headed west.

Routine procedure? Seems like it, but, just as in meeting any deadline, it takes preparation and practice to make it so.

LEDERLE LABORATORIES • A Division of American Cyanamid Company, Pearl River, New York



9-9:30		
ABC Milton Berle*	12.7	24.4
CBS Friday Movie*	20.3	38.9
NBC Man from U.N.C.L.E.†	17.2	33.2
9:30-10		
ABC Milton Berle*	14.7	27.5
CBS Movie*	22.3	41.8
NBC T.H.E. Cat*	12.3	23.1
10-10:30		
ABC 12 O'Clock High	12.5	26.3
CBS Movie*	22.5	46.2
NBC Laredo†	10.8	22.2
10:30-11		
ABC 12 O'Clock High	12.7	28.9
CBS Movie*	14.1	32.1
NBC Laredo†	12.7	29.0
Saturday, Sept. 17		
	Trendex	
	Rating	Share
7:30-8		
ABC Shane*	8.5	20.3
CBS Jackie Gleason	22.2	53.4
NBC Baseball/Space	7.7	18.5
8-8:30		
ABC Shane*	9.7	20.4
CBS Jackie Gleason	26.3	59.9
NBC Daisies†	10.1	21.1
8:30-9		
ABC Lawrence Welk	14.8	28.4
CBS Pistols/Petticoats*	15.0	29.5
NBC Get Smart	19.4	38.2
9-9:30		
ABC Lawrence Welk	16.6	31.0
CBS Mission: Impossible*	13.7	25.7
NBC Saturday Movie	22.2	41.5
9:30-10		
ABC Hollywood Palace	16.5	31.1
CBS Mission*	13.5	25.5
NBC Movie	21.1	39.9

ARB top-20 programs

Based on National Arbitron rating estimates for the week of Sept. 11-17, 1966

Rank	Program	Rating estimates	
1	Bonanza (NBC)	27.3	
2	Jackie Gleason (CBS)	25.5	
3	Ed Sullivan (CBS)	25.2	
4	Peyton Place I (ABC)	22.8	
5	Green Acres (CBS)	21.5	
6	Lucille Ball (CBS)	21.4	
7	*It's About Time (CBS)	20.9	
	Saturday Nite Movie (NBC)	20.9	
	Thursday Nite Movie (CBS)	20.9	
10	*Friday Nite Movie (CBS)	20.6	
11	Andy Griffith (CBS)	20.3	
12	*Rat Patrol (ABC)	19.8	
13	*Girl From UNCLE (NBC)	19.7	
14	Andy Williams (NBC)	19.5	
	Red Skelton (CBS)	19.5	
16	*Felony Squad (ABC)	19.2	
	*Pistols 'n Petticoats (CBS)	19.2	
18	Lawrence Welk (ABC)	18.9	
19	*Pruitts of Southampton (ABC)	18.8	
20	Gomer Pyle (CBS)	18.5	

*Indicates new show

10-10:30		
ABC Hollywood Palace	12.9	25.9
CBS Gunsmoke	14.1	28.3
NBC Movie	21.3	42.7

10:30-11		
ABC Local	9.1	17.4
CBS Gunsmoke	17.9	34.4
NBC Movie	22.0	42.2
Sunday, Sept. 18		
	Trendex	
	Rating	Share
7-7:30		
ABC Voyage to Bottom of Sea	11.0	31.8
CBS Lassie	13.3	38.4
NBC News	5.7	16.5
7:30-8		
ABC Voyage to Bottom of Sea	13.2	30.9
CBS It's About Time*	14.0	33.3
NBC Walt Disney	13.1	30.6
8-8:30		
ABC F.B.I.	14.7	29.7
CBS Ed Sullivan	17.3	34.9
NBC Walt Disney	15.2	30.6
8:30-9		
ABC F.B.I.	17.3	34.2
CBS Ed Sullivan	22.2	43.8
NBC Hey, Landlord*	10.0	19.7
9-9:30		
ABC Movie	17.0	30.6
CBS Garry Moore*	15.9	28.5
NBC Bonanza	21.7	38.8
9:30-10		
ABC Movie	19.0	35.7
CBS Garry Moore*	13.5	25.0
NBC Bonanza	20.4	37.9
10-10:30		
ABC Movie	19.4	37.0
CBS Candid Camera	15.4	29.0
NBC Andy Williams†	16.9	31.8
10:30-11		
ABC Movie	18.9	39.4
CBS Whats My Line?	13.5	28.1
NBC Andy Williams†	13.6	28.2

'Psycho' put on the shelf

CBS-TV postpones its showing in wake of Percy murder

The temporary postponement last week of a showing of the Alfred Hitchcock thriller, "Psycho," as the Sept. 23 (Friday) movie on CBS-TV was described by network officials as a prime example of a carefully edited and heavily promoted film falling victim to an outside circumstance.

Postponement of the showing was decided on Sept. 19 after the first half of the motion picture had been sent to affiliates by closed circuit. CBS announced that "Kings Go Forth," a United Artists release that starred Frank Sinatra, Tony Curtis and Natalie Wood, would be substituted in the Sept. 23, 9-11 p.m. period. The second half of "Psycho" was to be fed affiliates by closed-circuit line on Sept. 20.

CBS acknowledged that its decision was triggered by reservations of several network executives and of several affi-

liates (particularly stations in Chicago and elsewhere in Illinois) evoked by the fatal stabbing and clubbing in a Chicago suburban community of 21-year-old Valerie Jeanne Percy, daughter of Republican senatorial candidate Charles H. Percy of Illinois, on Sept. 18.

The motion picture, released theatrically six years ago, centered on a psychopath's slaying of a young woman. It stars Anthony Perkins, Vera Miles and Janet Leigh.

Right to Edit - A CBS spokesman said the film was purchased with the right to edit and that at the time "in realization of its impact and nature as a motion picture film, we had reservations from the very beginning on whether it could be edited suitably for family viewing."

He said the film was put through the most stringent review with both programming practices and programming department executives carefully applying the highest standards in terms of acceptability. "It became a major project," he said, and the film was edited until "everybody was satisfied." The spokesman said "we took out the horror but kept the suspense."

Nearly 110 minutes in its original length, the film was cut to about 100 minutes.

The motion picture, considered by the network as a potential audience

builder, had been heavily advertised by both CBS and stations. The decision to postpone the film's showing was made as quickly as possible, it was explained, to permit the network and particularly affiliates maximum time to change their promotion.

Several affiliated stations expressed doubts over the advisability of telecasting "Psycho" at this particular time, buttressing the feeling of the network. It was said. Mentioned were CBS-owned WBBM-TV Chicago and "other stations in the Midwest."

Before CBS made its postponement decision, some officials had figured on possibly a double feed, sending "Psycho" to stations outside of the Midwest and another motion picture to the Midwest. WBBM-TV and other stations in Illinois had suggested a fill-in with either local programming or otherwise adjusting with another network program. But complications and "our own reservations," the CBS spokesman said, caused the network to postpone the film's showing.

CBS said it customarily fed programming by closed circuit in advance for station inspection in situations where there are questions about how a particular program was handled because of its content adjudged by some to be in a sensitive area or controversial.

CBS said Westinghouse Broadcast-

Monday, Sept. 19

	Trendex	
	Rating	Share
7:30-8		
ABC Iron Horse*	11.0	24.3
CBS Gilligan's Island†	13.0	29.9
NBC Monkees*	14.8	33.4
8-8:30		
ABC Iron Horse*	15.1	30.6
CBS Run, Buddy, Run*	12.8	25.9
NBC I Dream of Jeannie†	16.1	32.8
8:30-9		
ABC Rat Patrol*	20.2	40.2
CBS Lucille Ball	19.3	35.9
NBC Roger Miller*	12.0	22.3
9-9:30		
ABC Felony Squad*	19.3	36.3
CBS Andy Griffith	19.3	36.3
NBC Road West*	9.5	17.9
9:30-10		
ABC Peyton Place†	22.4	41.3
CBS Family Affair*	16.5	30.4
NBC Road West*	11.4	21.0
10-10:30		
ABC Big Valley†	12.2	24.9
CBS Jean Arthur Show*	11.9	24.4
NBC Run for Your Life	18.8	38.8
10:30-11		
ABC Big Valley†	14.6	30.3
CBS I've Got a Secret†	10.9	22.8
NBC Run for Your Life	17.8	37.0
Tuesday, Sept. 20		
7:30-8		
ABC Combat	15.8	31.9
CBS Dakтари	13.0	26.1
NBC Girl From U.N.C.L.E.*	17.7	35.3
8-8:30		
ABC Combat	14.2	27.2
CBS Dakтари	14.1	27.1
NBC Girl from U.N.C.L.E.*	18.7	35.8

	Trendex	
	Rating	Share
8:30-9		
ABC Rounders*	15.5	27.5
CBS Skelton	17.1	30.4
NBC Occasional Wife*	20.3	35.7
9-9:30		
ABC Pruitts*	18.6	32.2
CBS Skelton	17.1	29.8
NBC Movie	19.7	34.4
9:30-10		
ABC Love On Rooftop	18.8	32.8
CBS Petticoat Junction	12.4	21.6
NBC Movie	21.2	36.9
10-10:30		
ABC Fugitive	19.2	37.7
CBS News Special	6.8	13.4
NBC Movie	20.4	40.1
10:30-11		
ABC Fugitive	17.9	36.8
CBS News Special	5.1	10.5
NBC Movie	24.2	49.5

Wednesday, Sept. 21

	Trendex	
	Rating	Share
7:30-8		
ABC Batman	16.7	32.6
CBS Lost in Space	13.4	26.1
NBC Virginian	16.9	33.0
8-8:30		
ABC Monroes*	12.2	24.2
CBS Lost in Space	17.7	34.9
NBC Virginian	17.1	33.7
8:30-9		
ABC Monroes*	13.7	27.0
CBS Beverly Hillbillies	16.2	32.3
NBC Virginian	16.0	32.1
9-9:30		
ABC Man Who Never Was*	16.2	29.8
CBS Green Acres	19.2	35.2
NBC Bob Hope Theater	15.4	28.3
9:30-10		
ABC Peyton Place	23.7	43.5

CBS Gomer Pyle	17.8	32.7
NBC Bob Hope Theater	12.1	22.2
10-10:30		
ABC Stage 67*	12.3	24.9
CBS Danny Kaye	13.3	26.8
NBC I Spy	20.5	41.1
10:30-11		
ABC Stage 67*	11.1	24.5
CBS Danny Kaye	12.9	28.5
NBC I Spy	18.1	39.9

Thursday, Sept. 22

	Trendex	
	Rating	Share
7:30-8		
ABC Batman	19.5	42.2
CBS Jericho*	12.6	27.3
NBC Daniel Boone	8.6	18.7
8-8:30		
ABC F Troop†	16.0	33.1
CBS Jericho*	15.1	31.2
NBC Daniel Boone	13.1	27.2
8:30-9		
ABC Tammy Grimes	10.7	21.2
CBS My Three Sons†	18.5	37.5
NBC Star Trek*	16.2	32.0
9-9:30		
ABC Bewitched	17.0	31.5
CBS Movie	18.7	34.6
NBC Star Trek*	14.9	27.6
9:30-10		
ABC That Girl*	16.7	30.2
CBS Movie	24.4	44.3
NBC The Hero*	9.3	16.9
10-10:30		
ABC Hawk*	12.0	24.1
CBS Movie	20.1	40.5
NBC Dean Martin	15.3	30.7
10:30-11		
ABC Hawk*	9.4	18.5
CBS Movie	22.0	43.4
NBC Dean Martin	19.0	37.6

ing Co. officials in New York were shown the entire film in advance by their request.

Westinghouse Policy ■ WBC in a directive last July 1 from Donald H. McGannon, its president, asserted that its TV stations would present edited feature films, though scheduled for telecast by the networks in prime time, only if "considered appropriate for family viewing." The directive noted that the basic standard to be used by Westinghouse was that of "the reasonable man," avoiding especially situations that would evoke "unusual response, questions or embarrassment between parent and child."

Two Westinghouse stations—KDKA-TV Pittsburgh and KPX(TV) San Francisco, both affiliated with CBS—had said they would not carry "Psycho" on Sept. 23 and presumably will not schedule it when the motion picture is reset for network showing. The Westinghouse people had based their decision on the actual screening.

Mr. McGannon's directive pointed up time periods involved, suggesting that more adult audiences could be expected to be viewing at late night but that caution should be exercised. It was noted the percentages of teen-age viewing were 9.8% in the 9-11 p.m. period and 6.5% in the late-night time period.

3-year CBS-TV hockey deal set

National Hockey League and network ready \$3.6 million pact; playoffs included

CBS-TV last week agreed to sign an estimated \$3.6 million, three-year contract with the National Hockey League for exclusive U. S. TV rights to a number of regular season NHL games plus Stanley Cup playoffs, all in color, on weekends during the 1966-67, 1967-68 and 1968-69 hockey season.

The agreement was announced jointly by William C. MacPhail, CBS-TV sports vice president, and Bruce A. Norris, NHL board of governors chairman. Mr. MacPhail termed the CBS-TV package "by far the largest amount ever paid for any sports series other than football or baseball."

The CBS-NHL deal precludes NBC-TV's chance for picking up hockey. NBC had first choice under a 1965 contract for four Sunday playoff games at \$250,000 (BROADCASTING, July 25).

The CBS and NHL executives spelled

out some details of the new agreement. For 1967—immediately after CBS ends its National Football League season in January—the network has arranged to sell off eight Sunday regular season games, featured as an *NHL Game of the Week* series (Feb. 10-April 2), to Madison Square Garden-RKO General sports presentations. MSG-RKO, as an independent network, is expected to produce and broadcast the games to various stations. Because of previous program commitments, CBS-TV will not be able to begin hockey coverage until the playoffs in April. The network will carry all remaining games in the package.

Expanding ■ For the next two seasons (1967-1969), the NHL will expand from its original six teams (New York, Chicago, Detroit, Boston, Montreal and Toronto) to a 12-team circuit. New cities joining the league are San Francisco, Los Angeles, Minneapolis-St. Paul, St. Louis, Pittsburgh and Philadelphia.

William M. Jennings, New York Rangers president and NHL TV committee chairman, said the new TV contract will encompass at least 10 or 12 regular-season games (starting in January) in the 1967-68 and 1968-69 seasons. He indicated a new playoff schedule may be introduced with 12 teams participating in the league. The regular

Staggers dedicates new wing for NBC News

WRC-AM-FM-TV Washington, which has spawned several of NBC's top news and executive staff members including President Julian Goodman, News President William McAndrew and commentator David Brinkley, dedicated an additional wing last Tuesday to house its still burgeoning staff.

The \$300,000, two-story addition was added to the stations' headquarters which was built in 1958. Although many persons at that time felt that the original plant was larger than necessary, an increase in staff from 24 to 120 soon caused overcrowding.

Among those attending the official dedication of the new wing were (l to r) Mr. Goodman; Representative Harley O. Staggers, chairman of the House Interstate and Foreign Commerce Committee, who dedicated the addition, and Walter D. Scott, chairman of the board of NBC. Representative Staggers in his dedication remarks pointed to the growth that had made the new wing necessary. "The increasing importance of Washington as the source of national and international news,

together with the emergence of broadcasting as the primary news medium," and NBC's tradition of giving news all the resources required were responsible for the expansion, he said.

Essential Function ■ The full meaning of the addition, he continued, far transcends its importance to Washington. "It expands the resources of what always has been—and I hope always will be—an essential function of broadcasting: its news and public affairs services."

In addition to the increase in space for the correspondents, color processing laboratories have been installed and each of the news units stationed in Washington will have its own cutting and screening room. NBC News currently processes more than 40,000 feet of film each week in Washington, the equivalent of more than 1,000 one-hour shows a year. Both local and network news areas have been enlarged and each now has its own teletype-wire rooms. The new structure also has been designed to accommodate still another floor above it for future needs of the staff.



season contests, he added, will include an interlocking schedule: where teams in the East or West divisions play their own division teams). Another TV scheduling possibility he suggested is regional games.

CBS-TV will carry all its games live and in color, each one running an average of two hours and 10 minutes. Although no sponsors were announced, CBS was said to be lining up 16 commercial minutes for each game.

A black-out policy for the 1966-67 season has been worked out, but for

the two other seasons no decisions have been made. For the coming season which starts in October some of the six original NHL members have already made local radio and TV arrangements. New NHL members in the next season are expected to make similar arrangements.

TV series sales . . .

Marine Boy (Seven Arts TV): WLWT (TV) Cincinnati, and WLWD (TV) Dayton, both Ohio; WFTV (TV) Orlando, Fla.; WPSD-TV Paducah, Ky.; WGN-TV

Chicago; KWGN-TV Denver; WTIC-TV Hartford, Conn., and WRoc-TV Rochester, N. Y.

The DeLuxe 20 (Independent Television Corp.): KHJ-TV Los Angeles; WFIL-TV Philadelphia; CKLW-TV Windsor, Ont.-Detroit; WNAC-TV Boston; WJIC-TV Pittsburgh; KTVU (TV) Oakland-San Francisco; WHBQ-TV Memphis; KUTV (TV) Salt Lake City; KLAS-TV Las Vegas; KGMB-TV Honolulu; KXTV (TV) Sacramento-Stockton, and KFRE-TV Fresno, both California; WHNC-TV New Haven, Conn.; KOTV (TV) Tulsa, Okla.; KHQ-TV Spokane, Wash.; WKZO-TV Kalamazoo, Mich.; WBNF-TV Binghamton, N. Y.; WFBG-TV Altoona, WLYH-TV Lancaster-Lebanon, WSBA-TV York and WHP-TV Harrisburg, all Pennsylvania.

Superman (Superman TV Corp.): WGAL-TV Lancaster, Pa.; WLOS-TV Asheville, and WRAL-TV Raleigh, both North Carolina; KPLR-TV St. Louis; WPRO-TV Providence, R. I.; KHJ-TV Los Angeles; KMJ-TV Fresno, Calif.; WTAR-TV Norfolk and WSLS-TV Roanoke, both Virginia; KHFI-TV Austin, and KBMT (TV) Beaumont, both Texas; KORK-TV Las Vegas; WBRZ (TV) Baton Rouge; WLEX-TV Lexington, Ky.; WTTV (TV) Bloomington-Indianapolis; KLZ-TV Denver; WTVT (TV) Tampa, Fla.; WRoc-TV Rochester, and WAST (TV) Albany, both New York, and WHNB-TV New Britain-Hartford, Conn.

5 p.m. news move judged successful

The ABC-owned television stations division is pleased with audience and sponsor acceptance of its one-hour newscast which has been scheduled earlier than usual (in the 5-6 p.m. period) on four of the division's five outlets.

Ted Shaker, president of the division, said in an interview in New York last week that information from three of the stations—KABC-TV Los Angeles, WXYZ-TV Detroit and WABC-TV New York—indicates that the change from the 6-7 p.m. traditional slot was beneficial. The fourth station, KGO-TV San Francisco, shifted to a 5-6 p.m. news period later than the others (Aug. 15), and "it's too early to tell the effects, though a research study undertaken there shows there's strong interest among viewers," reported Mr. Shaker.

The move to an earlier news spot was started by KABC-TV in August 1964. Judged successful, the concept was extended to WABC-TV in January 1966 and to WXYZ-TV Detroit in April. Mr. Shaker said the changes were made to counter-program the offerings (usually soap operas or shows for children or

teen-agers) carried by other major stations in the markets and to reach an adult audience that the division felt was at home by 5 p.m.

"As an indication of the success of the programs in the three markets where we have track records," Mr. Shaker observed, "I can point out that we have been able to raise the minute participation rate substantially over what it was in the later time period, even though the latter segment usually commands a higher price."

The earlier news approach has not been extended to the fifth ABC-owned station, WBKB-TV Chicago. At this point, Mr. Shaker is undecided as to whether it would be practicable there but a decision will be made before the end of 1966, he indicated.

The newscasts consist of 45 minutes of local presentations and the 15-minute *Peter Jennings and the News* from ABC-TV.

Color-slide file offered by AP

The Associated Press will enhance the graphic dimension of color television news with a new 35-mm color slide service beginning Oct. 2. AP said last week that networks and stations will be able to better illustrate current news, and also build a library for future use with the new AP Photocolor service.

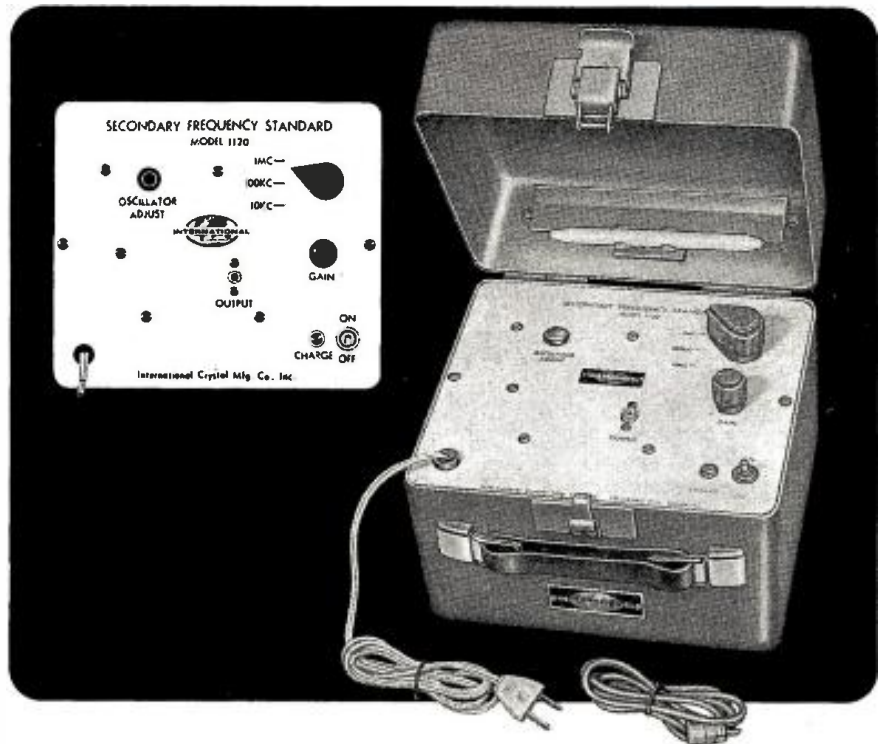
Television subscribers to the regular AP Photofacts news service will be mailed a basic, "starter" slide file showing 50 persons and places in the news, to which two 10-slide mailings will be added each week.

The slides will be gathered, edited and prepared with TV requirements in mind at a special television color desk in New York, headed by William (Sandy) Colton. Color editors will call for special pictures for the TV service, as well as using the increased color output of AP photographers around the world.

Robert Eunson, AP assistant general manager for broadcast services, said pictures would include head shots of world leaders, entertainment figures, sports personalities, politicians, military leaders, and others who make significant news. AP Photocolor, he said, also will supply easily recognizable photographs of places in the news, color drawings (especially of space events) and background pictures for continuing news stories.

The slides will be numbered, and described on accompanying file cards, to facilitate filing by broadcast station subscribers.

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Push for local wire programming

NCTA makes preliminary moves to get members into program originations and to promote their product

The National Community Television Association is moving to get its members into local CATV originations of public-service programming.

At a meeting in Washington last Tuesday and Wednesday (Sept. 20-21), the NCTA executive committee discussed the possibility of holding a seminar on local originations and passed on to a committee a staff-proposed self-regulatory code for such originations.

Also on Wednesday the NCTA public relations committee got a look at the first effort under its \$175,000 program: the first in a series of members kits containing newspaper mats and radio spots aimed at specific seasonal promotions rather than general CATV promotion.

The code on originations had been in the works since early August when the executive committee instructed NCTA President Fred Ford to begin work on it (BROADCASTING, Aug. 4). It was to have been discussed by the committee last week, but NCTA Chairman Alfred R. Stern, Television Communications Corp., New York, passed it on to a committee headed by Marcus Bartlett, Cox Cablevision, Atlanta, for study. One executive committee member said the proposed code is "looking into the future. We don't know if we'll

adopt one yet. Hopefully we'll need one."

The code was developed with one eye on the television code of the National Association of Broadcasters and the other on NCTA's own code of ethics. NCTA felt that since it has been urging members to get into public service originations it should offer them some guidelines. The NAB guidelines it chose are those followed by the three TV networks and a majority of the nation's stations.

It is expected that the proposed code, possibly modified, will be presented to the NCTA board at next month's meeting (Oct. 16-20) in Carmel, Calif. If the board accepts it, with or without modification, it would probably be sent to members for their views and would then go back to the board.

The executive committee also left it to the board to decide if a seminar on local program origination should be held in early 1967.

NAB Invited ■ Discussing the eight NCTA regional meetings, which open Oct. 10 in New York, the committee decided to ask the Bell System to participate in the meetings. Earlier in the week Mr. Stern invited NAB Chairman John F. Dille Jr. to send NAB representatives to the NCTA meetings.

Alert KEZY remembers to run with a fumble

KEZY Anaheim, Calif., has found itself originating a collegiate football network because the program distributor that was originally supposed to supply the station with games couldn't fulfill the obligations of the agreement.

The Southern California station had contracted with Broadcast Features Syndicate, Los Angeles, to carry a collegiate *Game of the Week* starting on Sept. 17. On Sept. 13, the syndicate wired KEZY that "objections raised" by schools in the Athletic Association of Western Universities prevented Broadcast Features from feeding games to stations in California, Oregon and Washington (states where the AAWU schools are located.)

So Tom Thacker, KEZY sports director, set out to create his own collegiate package and developed a 12-game schedule built around the games of Nebraska, Oklahoma and the Air Force Academy opening with Air Force-Wyoming and Nebraska-Utah State. KEZY last week said it would make the remaining 10 games on this schedule available to other stations in the Far West.

The games are: Oct. 8, Oklahoma-Texas; Oct. 15, Oklahoma-Kansas; Oct. 22, Nebraska-Colorado; Oct. 29, Nebraska-Missouri; Nov. 5, Nebraska-Kansas; Nov. 12, Air Force-North Carolina; Nov. 19, Missouri-Kansas; Nov. 24, Oklahoma-Nebraska; Nov. 26, Iowa State-Colorado State.

NCTA spokesmen participated in last year's NAB fall meetings.

The public relations committee got a look at the fall and winter mat service, which includes a letter from Mr. Ford. This first series of ad mats, he says, "has been designed to create enthusiasm for the new fall TV shows—and action from that enthusiasm. . . . You can give your campaign added impetus by tying in with the association's national-advertising campaign in October. This is the year to make America TV-cable conscious."

Unlike previous NCTA efforts, which were aimed at general CATV promotion, the new mats promote categories such as football, movies, news, children's shows, educational programs and the new network shows.

Christmas, Too ■ A coming kit, Mr. Ford points out, will have ads "selling cable hook-up as a Christmas gift."

Another major PR effort was discussed by the committee. This is the series of full-page institutional ads that will make their first appearance in the Oct. 7 issue of *Time* magazine. The ad works around the theme: "Is Cable TV: Entertainer? Good Citizen? Educator? Businessman?—Yes."

The same ad will appear from Oct. 10-Nov. 4 in seven major papers and the *New York Times Magazine* on the dates that the NCTA fall conferences are in the respective cities.

In addition to Messrs. Stern and Bartlett, other executive committee members attending last week's meeting were: Jack R. Crosby, Westex Cable Corp., Del Rio, Tex., vice chairman; Ralph L. Weir Jr., Junction City Television Inc., Junction City, Kan.; Harry C. Butcher, Cable TV of Santa Barbara Inc., Santa Barbara, Calif.; Benjamin Conroy Jr., Genco, Uvalde, Tex.; A. J. Malin, Community TV Corp., Laconia, N.H.

Attending the PR meeting were: Irving Kahn, Teleprompter, New York, chairman; Selman Kramer, Jerrold Corp., Philadelphia; Samuel Street, Viking Inc., Hoboken, N. J.; Sanford Randolph, Clarksburg TV Cable Co., Clarksburg, W. Va., and Mr. Malin. Not present were Al Ricci, Better TV Inc., Keene, N.H., and Arlo Woolery, Ameco Inc., Phoenix.

Minow mixes praise with criticism of TV

Newton Minow, former chairman of the FCC, thinks broadcasting has made some "significant improvements" in the area of news and informative programming since he left the FCC but doesn't see much change in the quality of its entertainment programs.

His views are expressed in the Septem-

ber-October issue of *The Viewer*, a publication of the National Audience Board.

Mr. Minow said the success of CBS-TV's *Death of a Salesman* "dramatized the public's hunger and need for entertainment programs of depth and enduring value. I would only hope for more."

On the subject of CATV Mr. Minow said he believes the FCC has taken a sound basic approach although he differs on some details. He did not explain his reservations.

His observations on broadcasting's development since his tenure as commission chairman included the comment that "there has been considerable improvement in the quality of some commercials—which remain better than some of the programs. I still wish that the NAB code on commercial content and also number and frequency could be better enforced."

50 stations sign for 'Accent' on paid basis

General Media Associates, Chicago, producer and distributor of *Accent*, a free package of one-minute special features for radio stations, last week announced conversion of the program service to a conventional paid syndica-

9 more 'Honeymooners'

CBS-TV says it was "so delighted" with the first two "Honeymooners" tapes for *The Jackie Gleason Show* (Saturday, 7:30-8:30 p.m. NYT), that the network has nearly doubled the 10 originally scheduled hours this season to 19. In addition to starting in *The Honeymooners*, Mr. Gleason and Art Carney will be hosts of variety and original book shows, including an all-band show with Guy Lombardo, Les Elgart and others, and an all-country & western music program.

tion basis. Nearly 50 stations have already bought the series of minute vignettes, GMA said.

Earlier this year the FCC advised General Media that since third parties paid the firms for participation in *Accent*, these companies would have to be identified on the air as "sponsors" even though the stations received no compensation other than the program itself or from the local sponsorship (BROADCASTING, April 18). More than 200

stations carried the programs on a free basis, General Media said, and the underwriters were credited at the end of each program.

The change to the regular syndication format was made in view of numerous station requests, General Media explained. The minute features cover a wide range of subject in a dozen categories and include Quincy Howe, William Winter, Richard Applegate, Robert St. John, Sam Saran, Kathryn Darrell and Dorothy Jordan. General Media also is syndicating a new series by Mr. Applegate for five-minute format called *The First Angry Man*.

Radio series sales . . .

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood): KUPI Idaho Falls, Idaho; KEWI Topeka, Kan., and KCLS Flagstaff, Ariz.

Dottie Frye, Your Dear Friend (Creative Services): WGIL Galesburg, Ill.

Earl Nightingale Program (Nightingale-Conant): KNBY Newport, Ark.; WCSR Hillsdale, Mich.; WTHH Port Huron, Mich.; WHWH Princeton, N. J.; KGGM Albuquerque, N. M.; KTXJ Jasper, Tex.; WFNY Racine, Wis.

Tips on Tots (Woroner Productions): WDAE Tampa, Fla.



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How critics assess new shows—Part 3

The last four of 34 new TV programs had their premieres between Thursday (Sept. 15) and Sunday (Sept. 18). Here's a sample of critical reaction to the final four. (The critics' opinions of earlier reviews were sampled in BROADCASTING Sept. 12 and 19.)

Jericho (CBS-TV, Thursday 7:30-8:30 p.m. EDT).

"... is neither worse nor better than others of its kind." Bob Hull, *Los Angeles Herald-Examiner*.



"... thin and shaky, but might turn out to be a massive spin-off from the general theme of *Hogan's Heroes*..." Jack Gould, *New York Times*.

"... has potential through the development of its

characters." Walt Dutton, *Los Angeles Times*.

T. H. E. Cat (NBC-TV, Friday 9:30-10 p.m. EDT).

"... best of all the TV suspense shows..." Harriet Van Horne, *New York World Journal Tribune*.



"... a stark, dark dandy." Bob Williams, *New York Post*.

"... showed promise as a visual tour de force..." Bernie Harrison, *Washington Evening Star*.

"... should prove popular with the action-suspense fans." Aleene MacMinn, *Los Angeles Times*.

Pistols 'n' Petticoats (CBS-TV, Saturday 8:30-9 p.m. EDT).

"... there's no end to the tried-and-trite banality TV's program creators can strew around video's vast wasteland when they put their minds to it." Bill Irvin, *Chicago's American*.

"... looks now as if the biggest handicap of James Aubrey, former president of CBS Television, was a taste that was too sophisticated." Jack Gould, *New York Times*.

"I liked [it], though not enough to tune in every week." Harriet Van Horne, *New York World Journal Tribune*.

"... just a notch above the *Beverly Hillbillies*." Bob Hull, *Los Angeles Herald-Examiner*.

"There was lots of shooting and a couple laughs." Lawrence Laurent, *Washington Post*.

Mission: Impossible (CBS-TV, Saturday 9-10 p.m. EDT).

"... level of suspense throughout the hour rarely achieved in television." Don Page, *Los Angeles Times*.



"... very likely [will] catch on." Jack Gould, *New York Times*.

"... strained credulity well beyond the breaking point." Lawrence Laurent, *Washington Post*.

"... it was virtually an impossible mission for the viewers to sort out the good guys from the bad guys and still keep track of the plot." Bill Irvin, *Chicago's American*.

"... a taut tale..." Bob Hull, *Los Angeles Herald-Examiner*.

"... may be the best-of-breed of the new network series batch." Bob Williams, *New York Post*.

House group finishes its work on copyright

A House Judiciary Subcommittee last week completed work on a thorough revision of the copyright law, including its application to CATV operations, but the prospects for congressional action

The rains came

Homer Berry, professional rainmaker, appeared on KARK Little Rock, Ark. as a guest of *Open Line*, a show that invites questions and comments on a topic of the day, which, for this particular day was Mr. Berry's mystic rainmaking powers.

While Mr. Berry was claiming credit for a 10-inch rain that was falling after the long summer drought, lightning struck KARK's transmitter and cut the show off the air. Tom Longfellow, *Open Line* emcee, reported that the departing Mr. Berry had to run through the downpour to his parked car. The rainmaker had forgotten his umbrella.

before the end of the 89th Congress appear remote.

The subcommittee's action came after 51 private sessions and an extensive hearing on the measure, which would be the first complete revision of the copyright law since 1909. The bill received unanimous subcommittee approval and is expected to be taken up by the full committee sometime this week. However, the Senate subcommittee considering the same legislation is awaiting House action and does not plan to resume its hearing on the matter until next year.

Although the subcommittee would not reveal the content of the part dealing with CATV, it was reported that it considered a proposal made earlier by acting chairman Robert W. Kastenmeier (D-Wis.) on CATV (BROADCASTING, May 9) and agreed to an altered form of the proposal. The proposal made by Representative Kastenmeier suggested total, partial or no payment by CATV to the copyright holder depending on the area covered by the CATV transmission.

The proposal suggested three copyright categories for CATV operations: white, black and gray. In the white area, within the radius of the area served by the primary broadcaster, the CATV system would be exempted from copyright fees and could retransmit broadcasts to fill in gaps or improve reception. In the black area, not covered by the primary broadcaster and where no other stations were licensed to carry a program, the CATV system would be fully liable to the copyright owner if the owner gave notice to the cable operation before retransmission. In the gray area, where retransmission was into distant territory, reasonable license fees could be fixed by a court in the absence of an agreement. The subcommittee reportedly modified this earlier approach in approving the copyright package.

Holden amends action against 'Kwai' telecast

An injunction action to prevent ABC-TV from showing "Bridge on the River Kwai," filed by actor William Holden last July, was amended in Los Angeles Superior Court last week. Mr. Holden, who starred in the movie, called off his attempt to enjoin the telecast, scheduled for Sunday (Sept. 25). Instead, the actor is now attempting to prevent any additional television showings of the Columbia Pictures release.

Reportedly, Mr. Holden called off his application to stop the Sunday telecast because he'd have been required to post a bond of \$665,000 to indemnify ABC against possible loss. But Mr.

Holden still is seeking damages for the showing of the film.

In his original complaint, he contended that the Academy Award winning movie has grossed \$28.5 million to date and is still profitable for theater showing. Televising it, he argued, would diminish, if not destroy, its earning ability. Accordingly, Mr. Holden filed for \$1.1 million damages against Columbia Pictures Corp. and four other firms, including the Ford Motor Co. and J. Walter Thompson, the sponsor and its agency for the Sunday telecast of the movie.

This original complaint subsequently has been expanded. The actor now is asking for aggregate damages of \$2.3 million.

Curbs on media use asked for lawyers

The ever-simmering controversy in California over broadcast and press coverage of court trials boiled over again last week when a state bar organization endorsed a resolution aimed at preventing lawyers from arguing their cases on television, radio or to newspapers.

Delegates to the 38th annual meeting of the California State Bar, convening at the Disneyland hotel in Anaheim, Calif., debated for about an hour before adopting the resolution. It requests the board of governors of the state bar to adopt a rule that would prohibit any attorney from issuing to any media of communication "any statement, material or any matter which may tend to interfere with a fair trial in the courts, or otherwise tend to prejudice due administration of justice."

The state bar board of governors already has such a rule under consideration. It provides that no member of the state bar make any disclosures to newspapers or broadcast media relating to any pending or anticipated judicial proceeding if their information might reasonably be expected to interfere with a fair trial.

Discussion ■ The entire subject of "free press and fair trial" was featured at a panel discussion held during the convention. Baxter Ward, news director of KABC-TV Los Angeles and one of the four participants in the discussion, indicated that the lawyers were creating "an artificial problem" by their anti-media measures. He said that television can help make the public greatly aware of what's going on in the courts and in local government but is denied this role by the legal profession's negative attitude.

Nick B. Williams, editor of the *Los*

Expecting to make news

The Radio-Television News Directors Association convention in Chicago this week will include a communications center for feeding beeper-phone reports to stations calling (code 321) 372-0700 and asking for the "RTNDA hot line." Apart from these always available brief feeds, the center is enabling newsmen to also send their own material back home. Civil rights leader Martin Luther King and other speakers are expected to make spot news during the Tuesday-Saturday sessions.

Angeles Times, doubted that newspapers have prejudiced very many trials and said that he had "equally grave doubts about any attempts to circumscribe the press under rigid rules applied at any point."

Also taking part in the discussion were attorneys Joseph Ball of Long Beach and Herman F. Selvin of Los Angeles, both former state bar presidents.

Top names jam agenda of TV Stations seminar

Vincent T. Wasilewski, president of the NAB, will be the keynote speaker at the TV Stations Inc. management programing seminar in New York, Oct. 10-12.

Mr. Wasilewski will speak on Oct. 10 and set the stage for other participants who will discuss TV station programing and management. TV Stations Inc. serves as programing consultant and market analyst for more than 100 TV outlets.

Herbert Jacobs, president of TV Stations Inc., said he expects more than 175 executives to attend the three-day seminar at the New York Hilton hotel.

Among other speakers will be Donald H. McGannon, president of Westinghouse Broadcasting Co.; Bill Leonard, vice president, CBS News; Arch Knowlton, director of media services, General Foods Corp.; John O. Gilbert, vice president, affiliate relations, ABC-TV; Harold Grams, general manager, KSD-TV St. Louis.

Also, A. Louis Read, president, WDSU-TV New Orleans; Richard A. Borel, president, WBNS-TV Columbus, Ohio; Eldon Campbell, vice president,

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GOP urges broadcast coverage of Congress

The Republican Party jumped into the growing dialogue over whether congressional sessions and hearings should be televised when a GOP study group last week criticized "discrimination" against television and radio newsmen and urged that permission be granted for broadcast coverage.

The recommendation was made by the House Republican Task Force on Congressional Reform and Minority Staffing in a book "We Propose: A Modern Congress," released by McGraw-Hill. In a chapter entitled "The Case for Television and Radio Coverage," Representative Robert F. Ellsworth (R-Kan.) says "a policy of discrimination exists in the Congress today. Even though television and radio have created a revolution in communications techniques in recent years," he adds, "television and radio do not have the same full access to congressional activity enjoyed by the

print media. Indeed, for TV and radio, the doors of Congress are closed."

Representative Ellsworth, who has introduced a bill to allow TV and radio coverage of House sessions and hearings, said that Congress "cannot continue to deny television and radio coverage of its activities by simply citing the hollow fear that it may trip over an electric cord or be 'distracted' by a bright light. Modern television techniques require no special lights or equipment or other disturbing factors which might result in interference with the normal debate."

Hurt Image ■ He blamed the refusal to allow such coverage as a major factor in what he called Congress's declining prestige and non-descript image in the public eye. He said that while the President and other executive agencies have made full use of the broadcast medium Congress has been standing still.

He also observed that representa-

tives of the electronic media have been exceedingly restrained and patient under a system that has granted their competitors — newspapers and periodicals — unfair advantages in reporting. He said that the press reporters have much larger facilities in the congressional galleries than the broadcast newsmen and that the latter are not permitted to use the tools of their trade in reporting congressional events.

Representative Ellsworth added that "the decision to shield the activities of Congress from the public eye is totally unjustified and a break in faith with the American people." He pointed out that the Senate allows committee chairmen to decide if they will permit broadcast coverage of hearings and that the House under Representative Joseph W. Martin Jr. (R-Mass.) as Speaker gave its committee heads such powers. But neither chamber has allowed broadcasting of sessions.

WFBM-TV Indianapolis and George Comte, vice president, WTMJ-TV Milwaukee.

ABC OK's production of QM's 'invaders'

The green light was given last week to what's likely to be ABC-TV's initial offering for the replacement season beginning in January when QM Productions was told to activate its *The Invaders* series. Indications are that the hour science-fiction series will replace a year-end dropout program on ABC-TV.

QM Productions will start filming the new series on Oct. 10 at the Goldwyn

Studios in Hollywood and expects to have 12 segments finished before its expected January debut (a pilot show already is in the can). *The Invaders*, which will star Roy Thinnes, will give producer Quinn Martin four prime time series on the network. Others are *The Fugitive*, *The FBI* and *12 O'Clock High*.

Category in movie code for 'mature audiences'

The Motion Picture Association of America last week announced a revised code of self-regulation that was described as "updated and more liberal" and reflecting contemporary life more

realistically. The code applies to production, to titles of motion pictures and to advertising, including TV and radio spots.

One important feature of the code is that some films will be designated as "Suggested for mature audiences." A spokesman of MPAA said the TV industry must decide for itself the manner in which it will handle the code "suggestion."

An NAB code spokesman praised the new MPAA code saying anything the motion picture industry does to strengthen itself will ultimately help broadcasters. The MPAA code and films, in general, will be discussed at the NAB TV code board meeting Oct. 6-7 in New York.

EQUIPMENT & ENGINEERING

Booming business prompts new GE unit

General Electric's Consumer Electronics Division, Syracuse, N. Y., last week announced the opening of a new Visual Communications Products Department, headed by James M. McDonald, general manager.

Robert C. Wilson, vice president and general manager of the consumer division, said the new department, formerly

called the Visual Communications Products Business Section, was created to handle a growth in GE's broadcast and closed-circuit TV business. The department will make antennas, transmitters, audio and video broadcast studio equipment, CCTV systems including cameras, monitors and video recorders for industrial, educational and commercial use. GE's newly introduced PE-250 color TV camera is handled by the new department.

At a showing of the new PE-250 in New York last week, Mr. McDonald

said that local live color now originates from only about 15% of the more than 600 commercial TV stations in this country.

In contrast, Mr. McDonald said, network color shows are rebroadcast by approximately 97% of the television stations.

His remarks reflected an assessment of the market for GE's new \$70,000, 155-pound camera, first exhibited last spring (BROADCASTING, April 11). GE promises delivery on current orders during the first quarter of 1967.

Entron to build W.Va. CATV

Entron Inc., Silver Spring and Cablevision of Frederick, both Maryland, have signed a contract involving more than \$150,000 for construction of a CATV facility for Charles Town and Ranson, both West Virginia.

The system will encompass approximately 30 miles of cable and will receive 10 channels from Washington, Baltimore, Harrisonburg, Va. and Lancaster, Pa. stations. It is scheduled for completion within three to four months.

Technical topics . . .

New vidicon ■ Production of the 3200 series of solid-state vidicon TV cameras was announced last week by Cohu Electronics Inc., San Diego. The camera, selling for a base price of \$2,295, is said to meet most requirements of closed-circuit and broadcast installations.

Color only ■ National Video Co., Chicago TV picture tube manufacturer, drops production of monochrome tubes Nov. 1 to concentrate on color output. The firm has been supplying about 10% of the industry's black-and-white tubes. National Video's expanded color output will be just under 2 million units a year.

New from Shure ■ Shure Brothers Inc.,

NAB Purdue seminar set

The National Association of Broadcasters is accepting applications for the second NAB Engineering/Management Seminar to be held Nov. 28-Dec. 2 at Purdue University, Lafayette, Ind. Enrollment is limited to 45, with an Oct. 1 deadline.

Open to station and network engineering management, the seminar is under the supervision of Dr. Charles Lawshe, dean of the College of Technology. The enrollment fee of \$275 includes tuition, teaching materials and housing.

Evanston, Ill., introduced a new phonograph pickup cartridge last week that it claims has overcome one of the most stubborn problems in music reproduction, the proper tracking of difficult musical passages which were recorded under maximum velocity conditions. Called the Super-track V-15 type 11 cartridge, the new Shure pickup is designed for broadcast use and will also be available in a conical stylus version that some stations prefer. Price: \$67.50.

FANFARE

Americans win IBS awards

Two Americans are among a group of seven persons honored by the International Broadcaster's Society for their prominence in furthering the goals of the global organization.

Executive Shield awards were presented at a ceremony in Amsterdam. Americans who received the awards are Eugene Bernald, president of the Pan American Broadcasting Co. of New York, and John Gregory, director of broadcasting at Pasadena City College in Pasadena, Calif. Other award winners are: The Rev. Edwin H. Robertson, assistant head of religious broadcasting at the British Broadcasting Corp.; Liang Han-Chao, chairman of the board of the Broadcasting Corp. of China; Auguste Moutongo-Black, director general of Radiodiffusion of the Federal Republic of Cameroon; the Verwey brothers and Radio Veronica of the Netherlands and Monsignor Jose Joaquin Salcedo of Columbia, who has pioneered the use of radio as an educational tool in Latin America.

The society was founded in 1964 to

maintain a forum for the free flow of ideas and services conducive to improving radio and television everywhere. It currently has a membership of around 1,700.

Drumbeats . . .

Selection ■ KDEO San Diego, has appointed Bratten & Evers/Advertising, also San Diego, to handle their plans for local, regional and national advertising and promotion. Agency principal Don Evers will supervise the account.

The stamp of success ■ A campaign by Howard Miller, DJ with WIND Chicago, a Westinghouse station, came to the aid of Little City, a training and treatment center for mentally retarded children in Palatine, Ill. The center had spent a year and a half trying to collect 3,000 books of trading stamps for a school bus, but in that time had only collected 300 books. Within five days of the start of the WIND effort, the 3,000-book goal was exceeded and the station continued the campaign for another five weeks, seeking additional equipment. Total books received so far: 11,000.



Go East, MJB

Southern California's popular radio personality MYRON J. BENNETT is now being syndicated under an intriguing arrangement that spells smooth selling for stations, plus profitable brand loyalty for sponsors coast to coast.

One alert station in your market soon will join those already airing MJB's stimulating "Modern Talk Digest," long a favorite with western audiences on KABC and KFI of Los Angeles . . . now in national syndication!

MYRON J. BENNETT is heading your way . . . ready to turn on adult purchase power with his "Modern Talk Digest." Call, write, or wire for the good word on this unique arrangement. One key station will air MJB . . . it could be you!



Call

Althea Line

Worldwide Productions

P.O. Box 5000

Laguna Hills, California

(714) 837-2020

CBS now 100% boss of Yankees

Final 10% bought from resigning Dan Topping; Burke takes over reins

CBS, which purchased control of the New York Yankees two years ago amid howls of protest from sportswriters, public and a couple of American League baseball teams, bought full ownership of the club last week to the accompaniment of no brickbats at all.



Mr. Burke

The broadcasting company already held 90% of the Yankees. The final 10%

was purchased from Daniel R. Topping, resigning chief executive officer of the team, for a price estimated at over \$1 million.

CBS immediately announced the appointment of Michael Burke as chairman and president of the Yankees. Mr. Burke for four years has been vice president in charge of development at CBS, investigating acquisition possibilities for the company. However, it's understood

he has spent most of his time in liaison work with the baseball team since CBS bought control of the club in August 1964.

At that time CBS bought 80% of the Yankees for \$11.2 million from co-owners Mr. Topping and Del E. Webb. Messrs. Webb and Topping were given options to sell their remaining interest in the team to CBS up to May 1969. Mr. Webb exercised that option last year.

A CBS spokesman said there are no plans to fill the office of development vice president being vacated by Mr. Burke but noted that another CBS vice president, Felix Kalinski, has recently assumed related duties.

The CBS spokesman said Mr. Burke's original assignment had been in the nature of inspecting acquisition opportunities for the company whereas Mr. Kalinski's duties involve long-range diversification planning.

Cox buys 80% interest in service for retired

Cox Broadcasting Corp., Atlanta, has acquired a controlling interest in Retirement Advisors Inc., a counseling and publishing service for senior and retired employes of major corporations. Cox will have an 80% interest in the firm. The purchase price was not disclosed.

Retirement Advisors Inc. will be operated as a subsidiary of United Technical Publications, Garden City, N.Y., a publisher acquired by Cox Broad-

casting in January. UTP has contributed substantially to Cox's earnings for the first half of the year (BROADCASTING, July 25).

Retirement Advisors, founded in 1958, will continue to have Merlyn Pitzele as its executive director.

Outlet profits up sharply in first half

The Outlet Co., Providence, R. I., has reported increased profits and sales for the six months ended July 31. Six months results have been consolidated with those of Cherry & Webb Co., a wholly owned subsidiary acquired Jan. 29.

The Outlet Co. owns WJAR-AM-TV Providence, WBDO-AM-FM-TV Orlando, Fla., 50% of Salt Lake City Broadcasting Corp., is one of eight owners of WNYS-TV Syracuse, N. Y. (an interim operation), and has department stores in the Providence area.

For the six months ended July 31:

	1966	1965
Earnings per share	\$0.54	\$0.33
Sales and broadcasting revenues	20,299,704	12,708,066
Net income	556,074	331,871

Transamerica confirms

UA merger talks

Transamerica Corp., a San Francisco-based financial holding company, confirmed last week that it has been discussing a merger with United Artists

SEC's August report of transactions

The Securities and 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 August (all common stock unless otherwise indicated):

ABC Inc.—Leonard H. Goldenson sold 10,000 shares, leaving 87,061. James C. Hagerty sold 2,375 shares, leaving 1,604.

Avco Corp.—James R. Kerr sold 3,600 shares, leaving 32,601.

Capital Cities Broadcasting Corp.—Daniel B. Burke exercised option on 3,000 shares, giving total of 14,450. J. Floyd Fletcher sold 3,000 shares, leaving 59,082; Carl T. Hogan sold 400 shares, leaving 4,400. Following exercised stock options: Kenneth M. Johnson, 2,000, giving total of 2,622; Charles G. Pogan, 2,000, giving total of 7,300; Joseph B. Somers, 1,000, giving total of 3,280.

CBS Inc.—Norman E. Walt Jr. sold 1,720, leaving 1,000.

Cowles Communications—John F.

Harding sold 200 shares, leaving 15,250.

Filmways Inc.—Harold M. Austin bought 700 shares, giving total of 7,536, and bought 400 shares on beneficially held account with wife, giving total of 400.

Gross Telecasting—Raymond W. Miottel, holding 100 shares personally, bought 400 shares and sold 872 shares, leaving 435 on beneficially held Paine Webber Jackson & Curtis account.

Jerrold Corp.—Dalck Feith, holding 144,470 shares personally, and 1,500 beneficially with wife, bought 20,000 shares in a private purchase on beneficially held Dalco Manufacturing Co. account, giving total of 202,447. Simon Pomerantz bought 15,000 shares, giving total of 22,347, plus 20 on beneficially held account with wife as custodian. Alex Satinsky sold 100 shares, leaving none. Milton J. Shapp sold 286,226 shares, leaving none. Muriel Shapp sold 199,411 shares, leaving none.

National Telefilm Assoc.—Burton I. Lippman bought 5,000 shares, giving total of 10,000.

A. C. Nielsen Co.—Marshall F. Chapman sold 800 class B shares, leaving none.

Official Films—Louis C. Lerner bought 8,300 shares, giving total of 564,100. Mr. Lerner bought 5,700 shares on beneficially held Victoria Investment account,

giving total of 863,500; sold 6,000 shares in private transactions on beneficially held SMTR Corp. account, leaving none; bought 300 shares and sold 1,000 shares on beneficially held Lerner & Co. trading account, leaving 44,670, plus 25,000 on beneficially held Lerner & Co. investment account and 2,000 beneficially held with wife.

RCA—Elmer W. Engstrom sold 25,004 shares, leaving 52,390, plus 2,000 held beneficially with wife.

Reeves Broadcasting—Thomas J. Stevenson Jr. sold 2,600 shares in a registered offering on beneficially held corporation account, leaving 15,000.

Screen Gems—Donald S. Stralem, holding 1,498 shares personally, and 9,503 beneficially held in trust for wife, sold 200 shares beneficially held in trust for daughter, leaving 2,638, plus 314 beneficially held in trust for grandchild, and 2,105 beneficially held with wife.

Scripps-Howard Broadcasting—M. E. Greiner Jr. bought 1,000 shares, giving total of 1,000.

Seven Arts Productions—Jeremy A. Hyman sold 100 shares, leaving 4,900.

Storer Broadcasting Co.—William E. Rine sold 2,000 shares, leaving 21,800.

Walt Disney Productions—Donn B. Tatum exercised option on 535 shares, giving total of 535.

Corp. High officials of both companies apparently have been conducting negotiations for the past few weeks. Transamerica, however, stresses that the talks have been "exploratory" and no agreements, in principle or otherwise, have been reached.

Indications are that the Transamerica-United Artists talks started after opposition from stockholders forced Consolidated Foods Corp. and the movie-TV production and distribution company to drop a merger plan last August. Transamerica, which had a consolidated net income of \$42.4 million in 1965, is primarily involved in insurance and financing operations.

Stockholders okay Natco-Polaris merger

Acquisition of the Milwaukee-based Polaris Corp. by broadcaster J. B. Fuqua's Natco Corp. through merger and exchange of stock won the approval of the majority of stockholders in both companies last week. Applications for transfer of the radio-TV stations involved are before the FCC and commission officials last week indicated approval was imminent.

Polaris is to be absorbed by Natco, it was explained, and the Milwaukee office closed. Natco has headquarters in Augusta, Ga. In addition to its station holdings, Natco has clay-product and agricultural-product manufacturing facilities in Pittsburgh. Polaris also is a diversified holding company with real estate, warehousing leasing and station interests. Polaris owns WTVW(TV) Evansville, Ind.; KTHI-TV Fargo-Grand Forks, N. D., and KXOA-AM-FM Sacramento, Calif. Jim Goese, financial vice president of Polaris, will join Natco as a vice president.

The Polaris stations will be licensed to Natco Communications Inc., a wholly owned subsidiary of Natco Corp. J. B. Fuqua owns 100% of Fuqua Industries, which in turn, controls Natco Corp. Fuqua Industries will continue to own WJBF(TV) Augusta and KTVE(TV) El Dorado, Ark.-Monroe, La.

Jerrold Corp. issues a healthy report

Jerrold Corp. stockholders at the firm's annual meeting last week were told that the company had achieved record highs in sales and earnings for the six months ended Aug. 31. "This substantial increase in profits is par-

ticularly noteworthy," Robert H. Beisswenger, president and chief executive officer, told the meeting; "since the figures for last year are exclusive of federal income taxes due to the federal tax-loss carryover at that time, while this year's figures are fully taxed."

The financial health of Jerrold was also indicated by a report that the company now has a backlog of orders of \$17 million, compared with \$8.5 million a year ago, and by another report that over \$7 million in new business had been written during three recent trade shows covering educational TV products, home-TV antennas, and CATV equipment and construction services.

Elected to the board of directors at the meeting were Mr. Beisswenger, Jerrold president; Howard Butcher III and W. W. Keen Butcher, partners in Butcher and Sherrerd, Philadelphia investment banking firm; Dalck Feith, president, Dalco Manufacturing Co.; Daniel McCarthy, vice president, Fidelity-Philadelphia Trust Co.; Simon Pomerantz, Jerrold treasurer, and Philip Zinman, board chairman, Associated Mortgage Companies Inc.

For the six months ended Aug. 31:

	1966	1965
Earnings per share	\$0.94	\$0.61
Sales	22,763,914	15,441,426
Net income	2,024,265	1,294,949

Sarkes Tarzian moves into newspaper field

Sarkes Tarzian, group broadcast owner and president of a major broadcast equipment manufacturing firm, has spread his interests into print. Mr. Tarzian and his wife, Mary, are majority stockholders of Lu-Mar Publications, which on Sept. 11 began publishing the *Bloomington, (Ind.) Tribune*, a new evening newspaper.

Mr. Tarzian is chairman of the board of Lu-Mar. Dr. Dillion Geiger, who with his wife, Louise, are the other major stockholders, is president of the new firm. It was estimated that the investors have put up \$1.5 million in getting the paper started.

The *Tribune*, publishing Monday through Friday afternoons and Sunday morning, is the second newspaper in the city of 33,000. The other paper, the *Bloomington Herald-Telephone* was purchased by the *South Bend (Ind.) Tribune (WSTB-TV)* in January. The Tarzian-Geiger interests bid unsuccessfully for the existing paper.

Promotion for the new paper included radio and TV advertising on the Tarzian stations in the Bloomington-Indianapolis market. The campaign included 20 spots daily on WTTS and

WTTV-FM, both Bloomington, and 10 a day on WTTV(TV) Bloomington-Indianapolis.

Mr. Tarzian also owns WATI Indianapolis, WPTA(TV) Roanoke, WFAM-TV Lafayette and WPTH(FM) Fort Wayne, all Indiana, and Sarkes Tarzian Inc., electronics manufacturer in Bloomington.

Chicago radio predicted up \$2 million over '65

Chicago's 30 radio stations will do about \$30 million in business this year, up some \$2 million over 1965, it was predicted last week by the *Chicago Tribune's* advertising columnist, James Smith. He said eight stations will account for 80% of the total, with WGN topping the list at \$6.6 million to 57 million (\$6.5 million in 1965).

Mr. Smith predicted WIND will hit \$5.4 million, up \$200,000, while WLS will total \$4.4 million, up \$400,000. He said WBBM will go up about \$200,000 to \$3.2 million while WCFL will edge up \$100,000 to \$2 million. Mr. Smith claimed WMAQ is off a bit and will total just under \$2 million. He predicted increases for both WJJD and WAIT, each to a total of around \$1.5 million.

WTPA NUMBER ONE

HARRISBURG, PA.

STATION

* * *

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HARRINGTON RIGHTER & PARSONS, INC.

Western Union wants TV channels on Intelsat

CARRIERS ALSO SUPPORT FCC ON AUTHORIZED USERS

Western Union International last week became the first common carrier to ask for FCC authority to lease and operate TV channels on Intelsat, the communications satellite to be orbited over the Pacific ocean late next month by the Communications Satellite Corp.

WUI specifically wants permission to use the satellite's TV channels for transmission between the earth stations at Brewster Flat, Wash., and Paumala, Hawaii, and also between these locations and other available points in the Pacific. The carrier said it would use the TV channels periodically "in accordance with requirements for the provision of broadcasting and closed-circuit television transmission services." WUI also stated that it was willing to participate with other authorized carriers in a joint offering of trans-Pacific television service. Trans-Atlantic TV service via Comsat's Early Bird satellite is currently being provided through the joint effort of authorized carriers.

WUI's application also requested authority to lease 65 of Intelsat's voice-grade circuits to provide additional communications services between the continental U. S., Hawaii, Australia, Japan, the Philippines and Thailand.

Others in Race ■ Intelsat's voice-grade circuits are being pursued by several other carriers. AT&T and Hawaiian Telephone Co. last month requested joint authority to lease and operate 50 such circuits between the Brewster Flat and Paumala earth stations. The State of Hawaii, however, has asked the FCC to postpone its decision on the AT&T-HTC application pending further research. Hawaiian officials have stated that approval of the application may be "incompatible" with the need to provide Hawaii with direct commercial and educational TV communication with the mainland. Believing that perhaps a larger portion of Intelsat's facilities should be allocated to TV transmission, Hawaiian officials also say they want more time to study the merits of the Ford Foundation and Comsat proposals to use satellites for ETV as well as other forms of communication.

RCA Communications, ITT World Communications, WUI and Comsat have each applied for 30 voice-grade circuits to provide leased channel service to the Defense Communications Agency between Hawaii, Japan, Thailand and the Philippines. A contract to provide such circuits now exists be-

tween DCA and Comsat, but the carriers are challenging it. They base their argument on the FCC's authorized-user decision (BROADCASTING, June 27). That decision says that Comsat may not, except in unique circumstances, lease channels directly to noncommon carriers. The U. S. government is among those barred from direct access to the space system and the carriers do not feel that DCA's 30-circuit requirements are "unique and exceptional" within the meaning of the commission's order.

Authorized-User Support ■ Meanwhile strong support for the FCC's authorized-user decision appeared last week as eight parties opposed the reconsideration petitions filed earlier by Comsat and the General Services Administration (BROADCASTING, Aug. 29).

Opposing the requests for reconsideration of the commission's order were ITT, AT&T, Western Union Telegraph, Western Union International, Hawaiian Telephone Co., RCA Communications, Aeronautical Radio Inc. and the Air Transport Association of America.

Both GSA, the housekeeping arm of the government, and Comsat had urged reconsideration of the authorized-user decision primarily on the grounds that the Communications Satellite Act vests in the executive branch, not the commission, the authority to determine when the government should deal with Comsat.

Sound Decision ■ All of the parties



Pope Paul receives broadcasters

Twelve broadcasters representing the AP Radio and Television Association were among a group received in private audience by Pope Paul VI in Rome last Monday (Sept. 19). The Pope urged them to "communicate this rich treasury [of knowledge] . . . Knowledge breaks down the barriers of suspicion and prejudice. Knowledge nurtures love and respect. True knowledge will make men free."

The broadcasters, in Europe for two weeks, met with U.S. ambassadors and information ministry personnel in several countries. They met with U.S. ambassadors David K. E. Bruce in Great Britain, George C. McGhee in West Germany, Angier Biddle Duke in Spain and Charles E. Bohlen in France. They also received briefings from the Foreign Ministry, the Spanish Ministry, the British Foreign Office, the Danish

Ministry of Information and Francis Meloy, charge d'affaires of the U.S. Embassy in Rome.

Members of the party before leaving for Europe are front row (l-r): Carl E. Lee, Fetzter Broadcasting Co., Kalamazoo, Mich.; Mrs. Carl Lee; Mrs. Ray Smucker; Ray Smucker, KTAR Phoenix; Mrs. Ted McDowell; Ted McDowell, WMAL-AM-FM-TV Washington; Mrs. B. H. Peace Jr.; B. H. Peace Jr., *Greenville News-Piedmont*, Greenville, S. C.

Back row (l-r): Thomas J. Frawley, WHIO-AM-FM-TV Dayton, Ohio; Howard Hosmer, WHEC-AM-TV Rochester, N.Y.; Andrew M. Cassells, WHIO-TV; Alfred E. Shumate, KRXX Rexburg, Idaho; James H. Quello, WJR Detroit; J. W. Knodel, Avery-Knodel Inc., New York; Frank A. Balch, WJOY Burlington, Vt.; Mrs. A. James Ebel; A. James Ebel, KOLN-TV Lincoln, Neb.

Not present when the picture was taken were John Fetzter, Fetzter Broadcasting Co., and David Ainsworth, KSRA Salmon, Idaho.

opposing the Comsat and GSA petitions contended that the FCC's decision was essentially sound. Most stated that the commission, and not the executive branch, should regulate Comsat's dealings with the government. ITT, arguing that the FCC's position is fully supported by the Satellite Act, reflected the views of all the carriers filing comments when it said that approval of the reconsideration petitions "would, in effect, leave Comsat virtually unregulated in its dealing with government agencies." WUI stated that the commission's policy confirms the carrier's belief that "Comsat is, and was intended to be, a carrier's carrier, not a carrier's competitor." AT&T, challenging Comsat's fear of a false rate structure, argued that the commission's approach would not result in unnecessarily high charges for satellite services.

Comsat and GSA also filed oppositions last week to procedures suggested by RCA Communications on the grounds that the RCAC proposals were not authorized by law. RCAC had filed a petition supporting the FCC's order but had also urged that procedures be adopted to prohibit Comsat from concluding agreements with noncarriers pending a commission decision to permit the service (BROADCASTING, Aug. 29).

Gates gets Vietnam TV transmitter order

Gates Radio Co., Quincy, Ill., announced last week that it had been awarded a \$350,000 contract by the Department of the Army to supply seven TV transmitters to be used to broadcast programs to the armed services in Vietnam.

For use by the Armed Forces Radio and Television Services, the transmitters, standard Gates models with 40 kw visual and 4 kw aural, are engineered especially for van installation. With studio and control switching gear, the units will form a television studio on wheels able to be moved easily as concentrations of troops change.

Expectation is that the first two units will be in operation in Vietnam by October, with the remaining five to be operative within the next six months. Programming will be approximately 90% network material and 10% locally produced news and information.

U. S. troops in Vietnam now receive regular programming only from Saigon, where telecasts are transmitted from a roving U. S. Navy aircraft. According to AFRTS, plans are underway for a fixed transmitter in Saigon.

Gates Radio is a division of Harris-Intertype Corp., Cleveland.

BROADCASTING, September 26, 1966

Stations underwrite foreign-newsmen visits

NAB-USIA PROJECT TO SHOW U.S. NEWS TECHNIQUES

A dozen foreign newsmen from Europe, Africa, Asia, and Latin America today (Sept. 26) begin a one-month training program underwritten by U. S. radio and television stations. The project, originated by Leonard Marks director of the United States Information Agency, and coordinated by the National Association of Broadcasters, is designed to demonstrate how news is handled in the U. S.

The foreign visitors will spend their first week in Washington at orientation sessions and visits to the White House and Capitol Hill. From Oct. 3 to Oct. 22 they will be at stations assigned to them. Their remaining three days in this country will be spent in New York studying network news operations and the news facilities at the United Nations.

The foreign broadcast newsmen and the stations where they will train are: Jean Carlier, Radio Luxembourg, Paris, at WNEW New York, WIP Philadelphia and WCBM Baltimore (all Metromedia stations); Michael Adjare, Ghana Broadcasting Corp., Accra, at WTOP Washington; Sammy Mdee, Radio Tanzania, Dar es Salaam, at KYW Philadelphia; Luis Lopes Correa, Radio Nacional & TV Paulista, Sao Paulo, Brazil, at WPRO Providence, R. I.; Vo Hong Chi, Radio Saigon, Saigon, South Vietnam, at WFIL Philadelphia.

Luis Carrizo, Television Nacional, Panama, at WHEC Rochester, N. Y.; Vinith Boonvivathana, Thai-TV, Bangkok, Thailand, at WOOD Grand Rapids, Mich.; Pastor B. Escano, Alto Broadcasting Co., Cebu, Philippines, at WFBM Indianapolis; Kazem Hekmat Shoar, ministry of information, Tehran, Iran, and Victor Hugo O'Farrill Avila, Telesistema de Mexico, Mexico, City, both at WGN Chicago; Jawad Mohammad Asad Maraka, ministry of information, Amman, Jordan, at WKBW Buffalo, N. Y.; Samuel Milic, Radio Sarajevo, Belgrade, Yugoslavia, at KPRC and KTRK-TV, both Houston.

The 12 were selected by the NAB from a list of more than 30 recommendations supplied by USIA posts in other countries.

It is costing the stations \$1,500 for each man to underwrite travel expenses to and from his homeland and his living expenses while in this country.

Marks's Challenge ■ Last November USIA Director Marks went before the Broadcasters Promotion Association annual meeting and challenged U. S. broadcasters to invite foreign broadcast newsmen to this country "to actually go out on a story, to help write the news, to see how we broadcast

it. . . . These journalists would be able to see everything there is on the American scene. Ours is a goldfish-bowl society and we have nothing to hide." This personal contact, he said, is the best way to get foreign audiences to understand the United States (BROADCASTING, Nov. 15, 1965 et seq.).

He had originally suggested bringing the broadcasters here for two months, but the cost was found to be prohibitive to many stations. The NAB, when it took over the liaison role earlier this year, suggested the one-month period.

Mr. Marks, in a letter to NAB President Vincent Wasilewski, commended that organization and "its participating stations in making this valuable contribution to international understanding. Such projects . . . demonstrate again the vitality and responsibility of the nation's free and independent communications system."

Full Days ■ The opening week in Washington will be a full one for the foreign visitors. On Monday afternoon and Tuesday morning they will attend the orientation program at the Washington International Center for lecture discussions on American land and people, and American government. Tuesday afternoon they will be briefed on U. S. broadcasting by the NAB staff.

Wednesday morning the 12 newsmen will go to the White House and that afternoon they will visit the Senate and House radio and television galleries to see how news originates from those sources. Thursday will be spent at the USIA, touring the radio, television and motion-picture divisions and visiting with Voice of America personnel who prepare broadcasts for the visitors' native countries. On Friday they will meet with a panel of Washington newsmen who will describe their own training and how they cover stories. Saturday will be open for general sightseeing.

Next Sunday (Oct. 2) the foreign newsmen leave Washington for their training sites.

British charge pirate with illegal operation

The British government last week began a crack-down on the pirate radio stations operating off the coast by charging an officer of one station with illegally operating a transmitter.

Police served a summons on David Lye, a director of Radio 390 which operates from an abandoned gunnery tower in the Thames estuary. The move is seen as the first government step in an attempt to crush the stations that

generally operate from ships outside the three-mile territorial limit.

A spokesman for the station said it would stay on the air until a decision is made whether or not the station is within British jurisdiction.

NBC, Time-Life in on New Zealand TV network

NBC International and Time-Life Broadcasting are principal U. S. investors in a projected network of privately owned TV stations in New Zealand. The network would be operated by a newly formed group called New Zealand Television Corp. Ltd., Auckland.

NBC and Time-Life would each hold 10-20% of the shares in the new firm. According to the New Zealand corporation, overseas interests would invest an estimated \$3.8 million of \$7 million capital. CBS also was said last week to be interested in the company but its name was not mentioned in the initial application for a license.

This would be the first private TV venture in the country.

T-L's Brazilian interests questioned

The disputed constitutionality of a financial agreement between Time-Life Inc. and Brazil's TV Globo was a key topic at the Fourth Brazilian Broadcasting Congress, held at Salvador, Brazil. The opening speaker at the general assembly of the convention was Federal Deputy Joao Calmon, president of the Brazilian Radio and Television Broadcasters Association, and an outspoken critic of the Time-Life-TV Globo arrangement.

As reported last week by Saul Haas, chairman of the board of KIRO-AM-FM-TV Seattle and invited observer at the Brazilian meeting, a parliamentary commission and the CONTEL (the Brazilian equivalent to the FCC) have ruled against the Time-Life-TV Globo agreement and given the parties 90 days to take corrective action. A presidential fact-finding committee, however, ruled that the agreement is not necessarily at odds with the Brazilian constitution, so the 90-day order is currently under suspension, pending a final deci-

sion by Brazilian President Castello Branco.

It is Time-Life's position, according to company authorities, that all legal steps of its proposed arrangements in Brazil have been carefully checked out by Time-Life legal counsel, particularly in regard to compatibility with the Brazilian constitution.

ABERT, as the Brazilian Radio and Television Association is called, was founded in 1962 with 172 of Brazil's nearly 900 radio and TV outlets as charter members. The organization currently claims more than 560 members and a growth rate of 15% a year. The group already has a major victory to its credit. Appealing directly to the congress, and against presidential opposition, the broadcasters won new licensing regulations—extending the term of the radio license to 10 years and the TV license to 15 years.

Another issue facing Brazil's broadcasters is a current government effort to limit the number of radio and TV stations owned by a single group or individual. There is now no limit, and three groups control most of the larger stations in the country. The largest is Diarios Associados, with 17 TV stations. O Globo has two TV outlets.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Bruns



Mr. Elbaum

Robert A. Bruns and **Melvin Elbaum**, account supervisors, Ted Bates & Co., New York, elected VP's. **Peter Colonel**, account executive at Bates, New York, elected VP and account supervisor.

Bernie Roer, executive art director for Campbell-Mithun, Chicago, and **Frank Flis**, director of art at C-M, Minneapolis, elected VP's.

Kenneth A. Harris, VP, advertising and public relations for Kitchens of Sara Lee, Deerfield, Ill., named VP, marketing administration.

Richard E. Hellyer, account supervisor, Allen, Anderson, Niefeld & Paley, Chicago, elected VP.

Houston D. Jones, commercial manager of WAVE-TV Louisville, Ky., named national sales manager. **Wheeler Rudd** appointed local sales manager.

Jacques Wilson, lyricist for A&M Records, appointed creative copy director for Heller Corp., Hollywood, com-

mercial production company.

Jim Oetken, sales representative for WAVE Louisville, Ky., named general sales manager of WFRV(TV) Green Bay, Wis.

Dana F. Baird, with WILD Boston, appointed manager of Time & Space Advertising Agency, that city.

Michael Sisson, with Bozell & Jacobs, Chicago, appointed senior art director.

Randall Clay, local sales manager of WOAI San Antonio, Tex., appointed general sales manager.

Glenn M. Brillhart, with WDCA-TV Washington, named regional sales manager.



Mr. Schlank

Colgan Schlank, in TV-radio department at Young & Rubicam, New York, named VP.

Jules Fine, VP and associate media director of Ogilvy & Mather, New York, named VP and media director. Mr. Fine succeeds

Samuel L. Frey, who becomes VP for administration.

Max Enock and **Gerry Hotchkiss** appointed VP's of new British agency, Kingsley, Manton & Palmer Inc., which opens in New York Oct. 10 at 529 Fifth Avenue and is expected to begin billing

for \$1.2 million Cunard Line on Jan. 1, 1967 (BROADCASTING, Aug. 8). Mr. Hotchkiss leaves Eastern Airlines as advertising director. Mr. Enock has been in KMP's London headquarters.



Mr. Riney

Hal P. Riney, head art director of BBDO, San Francisco, named VP. **Stephan T. Toth**, advertising specialist at Youngstown Sheet and Tube Co., Pittsburgh, joins BBDO there as account executive on U. S. Steel.

Konrad Philipp, with Quadrant International Inc., New York agency, elected senior VP.

L. F. Curly Broyles, with WBAP-TV Ft. Worth-Dallas, named sales manager.

Robert Emery appointed advertising and sales promotion manager of WIND Chicago.

J. William Beindorf, previously with KAAR(TV) and KOGO-TV, both San Diego, appointed regional sales manager of WTCN-TV Minneapolis-St. Paul.

Bill Moylan, with WMBD-TV Peoria, Ill., named sales manager. **Tom Greer**, with WMBD-AM-FM, appointed sales manager.

James Thompson, manager of KBEE Modesto, Calif., named local sales man-

ager of KOVR(TV) Stockton-Sacramento, Calif.



Mr. Kovacs

George M. Kovacs, VP and account executive at Duncan-Brooks Inc., Garden City, N. Y., named VP of A. D. Adams Advertising Inc., New York.

David Shook, formerly associate advertising manager for Procter & Gamble de Italia in Rome, and director of advertising for Procter & Gamble de Venezuela, joins Ogilvy & Mather, New York, as VP and account supervisor.

Walter B. (Joe) Archer Jr., manager, H-R Representatives, Detroit, appointed manager, AM Radio Sales Co., same city. **Jack Ambrozic**, manager, Robert Eastman & Co., Philadelphia, joins sales staff of AM Radio Sales, New York.



Mr. Lowden

John L. Lowden, manager, advertising and sales promotion, for International Telephone and Telegraph Corp., New York, appointed director of advertising and sales promotion.

Charles M. Thomas, director of sales for Greyhound Lines, Chicago, appointed to newly created post of director of sales and advertising.

Victor L. Laytham, account executive with WBJA-TV Binghamton, N. Y., named sales manager.

Charles G. Gilmore, general manager of WMEL Pensacola, Fla., named sales manager of WCOA-FM, that city.

Roy Taylor, with WSFC-AM-FM Somerset, Ky., appointed sales manager.

Dorothy L. Hogg, formerly account executive with Fuller & Smith & Ross, and N. W. Ayer & Son, both New York, appointed manager of radio and TV

production by ABC Advertising Agency, Teaneck, N. J.

Marion (Matt) Willis, with WQVA Quantico, Va., appointed commercial manager.

Ronald Laufer named director of research and sales development for WXYZ-TV Detroit, replacing **Dennis Boyle**.

Anthony Wilson, with Sullivan, Stauffer, Colwell & Bayles, New York, joins Erwin Wasey Inc. there as account supervisor.

Richard C. Ridgeway, account executive for KNBC(TV) Los Angeles, appointed executive for NBC-TV Spot Sales, that city.

Betty D. Gwyer, media director of Henry J. Kaufman & Associates, Washington, appointed executive assistant to agency's managing director, Henry J. Kaufman. She will continue as director of marketing research.

Raymond Vitale, national sales coordinator, appointed account executive for WCBS New York. **Robert Qudeen**, currently merchandising director, will assume additional duties and title of national sales coordinator.

Albert L. Strada, account executive, Adam Young Inc., New York, appointed account executive, Peters, Griffin, Woodward, same city.

Kent Replogle, timebuyer at Benton & Bowles, New York, joins Venard, Torbet & McConnell there as television account executive.

Al Yallen, former owner and general manager of KPAL Palm Springs, Calif., joins KWIZ Santa Ana, Calif., as account executive.

Steven J. Malta, account executive with Harvey Advertising, Newark, N. J., joins WMTR Morristown, N. J., in same capacity.

Thomas J. Shutter, with Foote, Cone & Belding, Chicago, rejoins Leo Burnett Co. there as copy supervisor.

Barbara Ossola, casting director of Geyer, Morey, Ballard, New York, joins

CBS Radio affiliates board elected

Elected at the CBS Radio affiliates convention last week (see page 64) to the affiliates association board of directors for 1966-67 were **Ben Falber Jr.**, WTHI Terre Haute, Ind.; **Joe Kjar**, KSL Salt Lake City; **Frank Koehler**, WDBJ Roanoke, Va.; **Bob Peeples**, WROW Albany, N. Y. (vice chairman); **Lee Fondren**, KLZ Denver (chairman); **Bill Koster**, WEAN Providence, R. I. (secretary treasurer); **Bill Dean**, WWL New Orleans; **Gordon Thompson**, KFYO Lubbock, Tex.; **Tom Bashaw**, KFH Wichita,

Kan.; **Wes Whillock**, KBOI Boise, Idaho; **Arthur Hull Hayes**, president, CBS Radio; **George Arkedis**, VP-sales/affiliate relations, CBS Radio; **Mike Hanna**, WHCU Ithaca, N. Y., and **Carl Hallberg**, WDBO Orlando.

Also at the convention announcement was made of the promotion of **Eric Salline** to director, affiliate relations; the appointment of **Neil Knox** to national manager, succeeding Mr. Salline, and of account executive **Gene Jankowski** to eastern sales manager, replacing Mr. Knox.

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Street & Finney there as assistant TV producer.

Sylvia S. Adams, with Needham, Harper & Steers, joins Post-Keyes-Gardner, Chicago, as copywriter.

Dickens J. Wright Jr., with TV sales staff, Venard, Torbet & McConnell, New York, joins TV sales staff, The Katz Agency, same city, assigned to Katz TV West.

Frances Ottomanelli, with Sears, Roebuck and Co., New York, joins research and promotion department of Advertising Time Sales, that city.

Bob Hyland, with U. S. Army, joins sales staff of KGO San Francisco.

Cassandra Stone, copywriter at Revlon Inc., New York, joins Warwick & Legler, that city.

Ronald Young and **Steve Morrissey** join marketing and merchandising staff of Honig-Cooper & Harrington, San Francisco.

Robert I. Fleming, chairman of committee examining problems of private investment in developing countries for U. S. Agency for International Development, named VP of sales for Radio New York Worldwide Inc. (WNYW New York).

MEDIA

Ed Peters, manager of WMBD-AM-FM Peoria, Ill., named director of radio for Midwest Television Inc., San Diego. Midwest radio stations are WMBD-AM-FM and KFMB-AM-FM San Diego.



Mr. Peters

M. E. Greiner Jr., assistant general manager of WMC-AM-FM and WMC-TV Memphis, appointed general manager, succeeding **H. W. Slavick**. Mr. Slavick will continue as VP and director of parent Scripps-Howard Broadcasting Co.



Mr. Franklin

Robert O. Franklin, station manager of WSAZ Huntington, W. Va., named general manager of WSAZ and VP of parent Capital Cities Broadcasting Corp.

Stanley A. Lyons, manager of WAGM-AM-TV Presque Isle, Me., elected VP and general manager.

John F. Tallcott, station and sales manager of WLNG Sag Harbor, N. Y., named VP and general manager. **Don Neville**, sales representative, appointed operations manager.

Dale L. Moudy, VP and general manager, woho Toledo, Ohio, appointed

ABC realigns

Due largely to the increase in production operations on the West Coast, ABC-TV's engineering department in Hollywood has realigned areas of responsibility, and two new positions were created. **George Hillas**, manager of quality control, was promoted to new post of manager of on-air operations. **Jack Wood**, formerly engineering supervisor at WXYZ Detroit, joined the engineering staff succeeding Mr. Hillas. **Don Dunbar**, a studio field engineer for the network, was appointed business manager, the other newly created staff position. In addition, **George Otte** becomes general manager, studio field operations; **Bob Springer**, manager of video tape and projection; **Jack Neitlich**, manager of engineering maintenance; **Norma Olsen**, supervisor, television operations coordinating office, and **Glen Akins**, manager of television engineering facilities.

station manager, KNBR-AM-FM San Francisco. Mr. Moudy has served as director of special station services and assistant to president of ABC Radio, and spent eight years with Storz Broadcasting Co. as VP-director of engineering.

Al Hulsen, noncommercial WPCR Amherst, Mass., re-elected chairman of Eastern Educational Radio Network. **Michael Rice**, with noncommercial WGBH-FM Boston, elected vice chairman for programming.

Roy Swanson, sales manager of KMJ Fresno, Calif., named manager of KBEE Modesto, Calif.

Milton L. Lubow, account executive at WPIX(TV) New York, named assistant general manager of WVNJ-AM-FM Newark, N. J.

Mike Layman, president and general manager of WSFC-AM-FM Somerset, Ky., resigns. No future plans announced. **Jim Brown**, program director of WSFC-AM-FM, appointed station manager. **Jerry Wallace** succeeds Mr. Brown as program director.

Samuel S. Carey, VP of Richmond Television Corp. and assistant station manager of WRVA-TV Richmond, Va., named station manager. **Barron C. Howard**, VP and general manager of WRVA-TV, named special assistant to president.

Lee Browning, VP and general manager of WFRV(TV) Green Bay, Wis., joins WAVE-TV Louisville, Ky., as station manager. **Robert Southard**, general sales manager of WFRV, succeeds Mr. Browning.

PROGRAMING

John W. Nelson, with NBC from 1954-1962 as general program executive and director of daytime programming, appointed director of program development, NBC-owned television station division.

Quentin T. Kelly, PR-publicity director for KPIX(TV) San Francisco, appointed manager of advertising and sales promotion for WBC Productions Inc., New York.

Anthony DeLuca, music director, WFIL-AM-FM-TV Philadelphia, named to newly created post of program supervisor, Triangle Audio Program Service, same city, as executive in charge of all music programming.

Dan Kornfeld named to newly created post of executive assistant to Milton Herson, president of Mitch Leigh companies, New York. New position follows naming of Mr. Herson to presidency (BROADCASTING, Sept. 19). Mr. Kornfeld will be concerned with operations of two major companies: Music Makers and Mark Century.

Bruce N. Stratton, music director for WEER Warrenton, Va., named program director of WDDT Greenville, Miss.

Jim Turner, news director of WIST-AM-FM Charlotte, N. C., appointed program director of WIST-FM.

Milton DeLugg named musical director and conductor of NBC-TV's *The Tonight Show Starring Johnny Carson* in New York.

Norton T. Gretzler, secretary-treasurer of JLN Productions Inc., New York, joins Wolper Productions (division of Metromedia Inc.) there as account executive in Wolper's industrial film division.

William H. Bowers, with WTVJ(TV) Miami, joins WKYC-TV Cleveland as producer-director.

Philip E. Nolan, head of his own broadcast consulting-production company, Decade Productions, joins national radio program staff of Westinghouse Broadcasting Co., New York.

NEWS

John Lloyd, general executive for Europe, Middle East and Africa at Associated Press in London, retires effective Dec. 1. **Richard A. O'Regan**, chief of bureau at Frankfurt, Germany, succeeds Mr. Lloyd in London with title of chief of bureau. **Richard K. O'Malley**, chief of bureau at Paris, succeeds Mr. O'Regan in Frankfurt. **Marshall Lee Garrison**, with AP, Dallas, appointed correspondent at Harlingen, Tex., succeeding **Walter H. Gray**, who resigns.

Keith McBee, Washington correspondent for ABC News, named anchorman for *ABC Weekend News* (Sat-

IEEE chapter elects

The Institute of Electrical and Electronics Engineers' Washington chapter of the Group on Broadcasting has announced its elected 1966-67 officers: chairman, **Robert G. Weston**, engineering assistant to FCC Commissioner Robert E. Lee; vice chairman, **Howard T. Head**, partner in A. D. Ring and Associates, Washington engineering firm, and secretary-treasurer, **John F. Watter**, Washington manager of district broadcast sales, General Electric Co.

urdays and Sundays, 11 p.m. EDT, on ABC-TV).

Douglas Kiker, White House correspondent for former *New York Herald-Tribune*, named correspondent for NBC News, Washington.

Bernard J. Shusman, with WGY, WGFM(FM) and WRGB(TV) Schenectady, N. Y., appointed manager of news. **Albert G. Zink** named to newly created position of supervisor of news.

Stan Redmond, formerly with WSTV-TV Steubenville, Ohio, and KENS-TV San Antonio, Tex., appointed news director of WNYS-TV Syracuse, N. Y. **Robert Visser** becomes news editor of WNYS-TV.

Dean Curfman, with KAKE Wichita, Kan., appointed news director. **Jack W. Robinson** named to newly created position of city editor of KAKE-TV.

Hank Schnaue, appointed assistant news director of WINS New York.

Fred Briggs, with WSB-TV Atlanta, joins WKYC-TV Cleveland, as business-financial editor.

Doug Mauldin, news editor for *11th Hour News* on KNBC(TV) Los Angeles, named producer.

Lawrence Mills, news director of KFVR-TV Bismarck, N. D., joins KRON-TV San Francisco, as writer-producer. **William Magee**, newsman for KPAT Berkeley, Calif., and **Victor Burton**, newsman for KXTV(TV) Sacramento, Calif., joins news staff of KRON-TV.

Louis F. Prato, on PR staff of Michener Associates, Harrisburg, Pa., joins news department of WIIC-TV Pittsburgh.

Phil Painter, with WCTC New Brunswick, N. J., named news director of

WHWH and WTOA(FM) Princeton-Trenton, N. J.

Clif Kirk, production manager for KOGO-AM-FM San Diego, named to news staff of KOGO-AM-FM-TV.

Al Goetz, formerly with WAZZ(FM) and WKJF(FM), both Pittsburgh, joins news staff of WFAA Dallas.

Joe Sullivan, news photographer of WCCO-TV Minneapolis-St Paul, named photo chief for station's news photo staff.

FANFARE

Donald O. Newman, VP-director of publicity, Vernon Pope Co., New York, appointed VP and director of client services, Central Feature News Inc., publicity service, same city.

Alvin H. Goldstein, director, advertising-promotion, CBS Records division of CBS Inc., New York, named director of information services for CBS News, that city.

Alan Grip, PR coordinator at WRC-TV Washington, appointed administrator, advertising and promotion. **Aquilla T. Ruffner**, writer for Governor J. Millard Tawes in Annapolis, Md., named PR coordinator.

Charles W. Dryden, manager, special markets, special markets department, Pepsi-Cola Co., New York, named manager, special projects, PR department.

Marion Cameron and **Jane Zager**, with WTVJ(TV) Miami, appointed on-air promotion coordinator and press information coordinator, respectively.

James M. Watters, editorial associate of *The Independent Film Journal*, New York, joins Harold Rand & Co. there as writer-press contact.

EQUIPMENT & ENGINEERING

Herbert A. Hollander, director of sales for ColorTran Industries, Burbank, Calif., named VP of sales for Berkey Technical Corp., Woodside, N. Y.



Mr. Stadig

Sidney V. Stadig, engineering manager of KYW-AM-TV Philadelphia, named director of color television engineering for five Westinghouse Broadcasting Co. TV stations.

Charles H. Magee, project engineer with industrial electronics department of Westinghouse Electric Co., Baltimore, appointed chief engineer of KYW-TV Philadelphia, replacing **Richard Monroe**, who becomes engineering manager of KYW-AM-TV.

W. Warren Barker, in market research with Cresap, McCormick & Paget, New York management consultant, appointed

ed manager of new product planning in professional products department of CBS Laboratories, Stamford, Conn.

Colonel John W. Bowman, USMC retired, named manager of engineering for Evening Star Broadcasting Co. (WMAL-AM-FM-TV Washington and WLVA-AM-TV Lynchburg, Va.).

Jack Taub, treasurer of Olympic Radio & Television division of Lear Siegler Inc., Long Island City, N. Y., also named executive VP.

Guy Rauer, director of engineering of WEJL Scranton, Pa., appointed national director of public relations of Society of Broadcast Engineers.

H. B. (Bud) LaGrandeur, sales manager for consumer products at Revere-Mincom division of 3M Company, St. Paul, appointed national sales manager, consumer and audio visual products.

Ralph Monroe, salesman for Lindsay Communications sales division of Anacosta Wire and Cable Co., named southeastern area territorial manager in Forest Park, Ga. **C. D. Boykin**, salesman for Lindsay covering parts of Alabama, Georgia and Mississippi, appointed southeastern area manager for cable and supplies at Forest Park, Ga.

Carl J. Hayworth, sales engineer for Dage-Bell division of Raytheon Co.,

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Washington, joins Visual Electronics Corp., as sales representative in Houston office.

Mary Lou Campbell, executive secretary of American Cable Television, Phoenix, named administrative assistant of operations.

Richard A. Morhauser, with Reeves Soundcraft division of Reeves Industries Inc., Danbury, Conn., named controller. **Frank R. Sestanovich** appointed western regional sales manager.

ALLIED FIELDS

Richard K. Doan, TV-radio editor of *New York Herald-Tribune* prior to its suspension, will discontinue his weekday TV column for Publishers Newspaper Syndicate that appeared in 30 papers. Mr. Doan has been named to New York bureau staff of *TV Guide*.

Joseph J. Kessler appointed legal assistant to FCC Commissioner James J. Wadsworth, succeeding **Thomas G. Fisher**, who resigns to return to private practice and to assist in forming Washington firm of Keith, Putbresi.

J. Leonard Reinsch, president of Cox Broadcasting Corp., Atlanta, elected to board of First National Bank of Atlanta.

Frank McCarthy, 20th Century-Fox producer, appointed treasurer of Motion Picture Relief Fund.

Sam Kuczun, with news department of KSTP-AM-FM-TV St. Paul-Minneapolis, appointed assistant professor at school of journalism faculty of University of Colorado, Boulder, Colo.

Stan R. Alten named chairman of radio department, communications division at Cambridge School, Boston.

INTERNATIONAL

Keith Campbell, VP, media, for MacLaren Advertising Co. Ltd., Toronto, named VP, marketing, of CTV Television Network Ltd., that city, effective Oct. 3.



Mr. Brown



Mr. Lenahan

Ross L. Brown, account supervisor at BBDO, Toronto, named VP. **F. A. (Tony) Lenahan**, managing director of Lintas-Italia, Milan, Italy, appointed managing director of BBDO, that city.

Andre Kicq, managing director of Publicontrol, Benton & Bowles, S. A., in Belgium, elected VP of Benton & Bowles, New York. **Maurice Smelt**, creative group director, Ogilvy and Mather Ltd., London, joins Benton & Bowles Ltd., same city, as creative director, effective Jan. 1, 1967.

Ken McDonald, sports director of CFOR Orillia, Ont., also appointed program director, succeeding **Howard Langdale**, who moves to CFCN Calgary, Alberta.

Donald W. Lloyd appointed European

representative for Modern Talking Picture Service, London.

DEATHS

Roland Martini, 63, VP, executive director of broadcast programming and member of board of directors, Gardner Advertising, New York, died Sept. 20 at Harkness Pavilion of Columbia-Presbyterian Medical Center. Mr. Martini started his career as writer of short stories and later became freelance radio writer, writing scripts for such serials as *Skippy* and *Little Orphan Annie*. In 1933, he joined Gardner Advertising Co. to organize broadcast staff of writers, directors and producers. After advent of television, he worked as director of programming, helping to develop such TV shows as *Four Star Revue*, which later became *All Star Revue*. In 1960 he negotiated first TV rights sale of Rome Olympic games to CBS-TV and was awarded Grand Order of Merit by Italian government for his efforts.

John Conwell, 56, general sales manager of KOMU-TV Columbia, Mo., died of heart attack Sept. 18 in Boone County hospital, Columbia. Mr. Conwell had been sales manager since station went on air in 1953. He is survived by his wife, Ann, and daughter.

Lawrence R. Knowles, 56, news director of CFNB Fredericton, N. B., for last 12 years, died Sept. 17. He had served as managing editor of *St. Croix Courier* in St. Stephen, N. B., for 25 years and had also been director of Radio Press, news service in New Brunswick which ceased operation in 1960.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 15 through Sept. 21 and based on filings, authorizations and other FCC actions.

	<p>EDWIN TORNBERG & COMPANY, INC.</p> <p>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p>New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p>
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Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N—night, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

ACTION BY FCC

*Washington — The Greater Washington Educational Television Association Inc. Granted CP for new UHF on channel 32 (578-584 mc); ERP 1,310 kw vis., 130 kw aur. Ant. height above average terrain 814 ft., above ground 471 ft. P.O. address: W. J. McCarter, 1225 19th Street, N.W., Washington 20036. Estimated cost of construction \$300,200; first-year operating cost \$80,000. Geographic coordinates 38° 53' 20" north lat., 77° 07' 55" west long. Studio and trans. both located Washington. Legal counsel Krieger & Jorgensen; consulting engineer John H. Mullaney & Associates, both Washington. Greater Washington Educational

Television Association Inc., is tax-exempt nonprofit corporation which is licensee of WETA-TV Washington. Action Sept. 14.

APPLICATIONS

Miami—Gold Coast Television Corp. UHF channel 33 (584-590 mc); 199 kw vis., 39.5 kw aur. Ant. height above average terrain 427 ft., above ground 451 ft. P.O. address: c/o Budd Mayer, Box 771-N.W. Branch, Miami 33147. Estimated construction cost \$508,703; first-year operating cost \$300,000; revenue \$175,000. Studio and trans. both to be located in North Miami. Geographic coordinates 25° 54' 44" north lat., 80° 09' 33" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-30J. Legal counsel Smith & Pepper, consulting engineer Raymond E. Rohrer & Associates, both Washington. Principals: Bernard A. Mayer, Robert M. Haverfield, Herbert K. Cummings and Burton S. Kahn (each 25%). Mr. Mayer is in food brokerage company. Mr. Haverfield is attorney. Mr. Cummings is in investments. Mr. Kahn is in real estate and insurance. Mr. Cummings is applicant for new AM in Palm Springs, Calif. Ann. Sept. 19.

Tulsa, Okla.—Victor Muscat. UHF channel 29 (560-566 mc); ERP 2,099 kw vis., 419.8 kw aur. Ant. height above average terrain 476 ft., above ground 511 ft. P.O. address: Sherwood Ave., Greenwich, Conn. 06833. Estimated construction cost \$723,260; first-year operating cost \$400,000; revenue \$300,000. Studio and trans. to be located in Tulsa. Geographic coordinates 36° 09' 02" north lat., 95° 59' 25" west long. Type trans. RCA TTU-50C1; type ant. RCA TFU-46K. Legal counsel Fly, Shuebruk, Blume & Gaguine, consulting engineer Sillman, Moffet and Kowalski, both Washington. Victor Muscat is 100% owner. Mr. Muscat is owner of various industrial and real estate companies and is also beneficial owner of KMYO-AM-FM and application for new TV, all Little Rock, Ark.; KIKS-AM-FM Sulphur, La., application for new TV in Lake Charles, La., and is majority partner in application for new TV in Memphis. Ann. Sept. 21.

Existing TV stations

ACTIONS BY FCC

By letter, commission granted petition by Northwest Television Co. for waiver of call letter assignment policy to change call letters of its KQTV(TV) Fort Dodge, Iowa, to KVFD-TV, thereby conforming basically to those assigned to Northwest Broadcasting Co. for its KVFD in that city. Both stations share same physical plant, serve substantially same areas and population and, although licensed to different corporations, more than 49 percent of Northwest Television's outstanding shares are owned and voted by stockholders of AM company and, additionally, majority stockholder in latter is president and general manager of both stations. Commissioner Bartley dissented. Action Sept. 14.

By letter, commission waived sec. 73.682 of its rules and granted further extension of authority to Community Television of Southern California to transmit scrambled programs of medical nature over its noncommercial educational TV *KCET (TV) Los Angeles, on experimental basis for period ending Dec. 1, 1968. Conditions include limiting scrambled operation to not more than three hours each week and for use specifically to medical educational programs. Action Sept. 14.

NEW CALL LETTERS ASSIGNED

Lubbock, Tex.—KJJJ-TV Inc. Assigned KJJJ-TV.

Lead, S. D.—Duhamel Broadcasting Enterprises. Assigned KHSD-TV.

Lorain, Ohio—United Artists Broadcasting Inc. Assigned WUAB(TV).

Omaha—Nebr-Iowa TV Inc. Assigned KNIO-TV.

New AM stations

ACTIONS BY FCC

Sallnas, P. R.—Island Broadcasting Corp. Granted CP for new AM on 1210 kc, 1 kw D. P.O. address: Box 532, Guayama, P. R. Estimated construction cost \$18,840; first-year operating cost \$24,000; revenue \$36,000. Principals: Luis Antonio Morales, Juan M. Ortiz, Pedro E. Conesa and Antulio Conesa (each 25%). Mr. Morales owns advertising agency in Ponce, P. R. Mr. Ortiz owns translator in Guayama, Mr. A. Conesa owns radio parts and supplies firm. Action Sept. 19.

By letter, commission denied request by Annapolis Broadcasting Corp. for waiver

of sec. 1.569 of rules and returned as unacceptable for filing its application to increase power of WANN Annapolis, Md., from 10 kw to 50 kw, continued operation on 1190 kc, DA, D. Commissioner Bartley dissented. Action Sept. 14.

By letter, commission granted request by David B. Jordan for waiver of sec. 1.569 of rules and accepted for filing his application for new daytime AM to operate on 1130 kc, 250 w, in Selmer, Tenn. Action Sept. 14.

By letter, commission granted request by Bay Broadcasting Corp. for waiver of sec. 1.569 of the rules and accepted for filing its application for new daytime AM to operate on 1190 kc, 5 kw in Bay St. Louis, Miss. Action Sept. 14.

APPLICATIONS

Existing AM stations

ACTION BY FCC

By memorandum opinion and order, commission (1) affirmed June 15 grant of application of A. B. Corum Jr., tr/as Loudon County Broadcasting Co., for license for WBLC Lenoir City, Tenn.; (2) granted assignment of license to WBLC Radio Station Inc.; and (3) denied petition by WLLI Inc., Lenoir City, for reconsideration of June 15 action and dismissed its petition opposing assignment application. Commissioner Bartley dissented. Action Sept. 14.

APPLICATIONS

KWEB Rochester, Minn.—Mod. of CP which authorized change hours of operation to U; increase daytime power; change trans. site; install DA-2; install new trans. and delete remote control, to change ant. and studio location to east of Chicago Great Western RR, approximately 0.9 mi. south of city limits of Rochester; install new trans. Ann. Sept. 20.

WHN New York—CP to change from DA-1 to DA-2. Ann. Sept. 20.

WWRL New York—Mod. of CP, as modified, which authorized changes in daytime DA pattern; and make changes in ground system, to make changes in daytime DA pattern. Ann. Sept. 20.

WLIL Lenoir City, Tenn.—CP to change hours of operation from D to U using power of 250 w, 1 kw-LS; install DA-N. Ann. Sept. 20.

New FM stations

ACTIONS BY FCC

Owatonna, Minn.—Owatonna Broadcasting Co. Granted CP for new FM on 104.9 mc, channel 285, 2.9 kw. Ant. height above average terrain 175 ft. P.O. address: P.O. Box K, Owatonna 55060. Estimated construction cost \$13,000; first-year operating cost \$4,000; revenue \$10,000. Principals: Duane Allen, Todd R. Hale and Gerald J. Boos (each 33⅓%). Owatonna Broadcasting is licensee of KRFO Owatonna. Action Sept. 18.

Yakima, Wash.—Cascade Broadcasting Co. Granted CP for new FM on 107.3 mc, channel 297, 29.3 kw. Ant. height above average terrain 908 feet. P.O. address: Box 702, Yakima. Estimated construction cost \$13,250; first-year operating cost \$1,500; revenue \$10,000. Applicant is licensee of KIMA-AM-TV Yakima. Action Sept. 21.

Menomonie, Wis.—Chris Hansen, Evelyn Whitford and Wendell Hansen db/as Menomonie Broadcasting Co. Granted CP for new FM on 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 145 ft. P.O. address: 321 Main St., Menomonie 54751. Estimated construction cost \$15,750; first-year operating cost \$7,500, revenue \$5,100. Principals: Chris Hansen, Evelyn Whitford and Wendell Hansen (each 33⅓%). Both Mrs. Whitford and Mr. Wendell Hansen have interests in filed CP for new FM in Noblesville, Ind.—East St. Louis, Ill. Action Sept. 19.

APPLICATIONS

*Concord, Calif.—Church of Christ of Concord California. 90.5 mc, channel 213, 3 kw. Ant. height above average terrain minus 119 ft. P.O. address: c/o John F. Terry, 1124 Bancroft Rd., Walnut Creek, Calif. Estimated construction cost \$18,302; first-year operating cost \$2,520. To be supported by civic groups and individual donations. To be administered by board of trustees. Ann. Sept. 20.

Georgetown, Del. — Scott Broadcasting Corp. 93.5 mc, channel 288, 2.11 kw. Ant. height above average terrain 349 ft. P.O. address: c/o Herbert Scott, 247 High St., Pottstown, Pa. 19464. Estimated construction

cost \$20,378; first-year operating cost \$10,000; revenue \$10,000. Principals: Herbert Scott (75%) and others. Scott Broadcasting is licensee of WPAZ Pottstown, and WKST New Castle, both Pennsylvania; WJWL Georgetown, and WTTM-AM-FM Trenton, N. J. Ann. Sept. 20.

Denison, Iowa—Denison Broadcasting Co. 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 300 ft. P.O. address: Box 337, Denison 51442. Estimated construction cost \$27,637; first-year operating cost \$12,000; revenue \$14,000. Denison Broadcasting is licensee of KDSN Denison. Ann. Sept. 20.

St. Johns, Mich.—Ditmer Broadcasting Co. 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 126 ft. P.O. address: c/o Robert D. Ditmer, Box 276, St. Johns 48879. Estimated construction cost \$13,659; first-year operating cost \$7,600; revenue \$12,750. Ditmer Broadcasting is licensee of WJUD St. Johns. Ann. Sept. 15.

*Minneapolis—Order of St. Benedict Inc. 91.7 mc, channel 219, 3.03 kw. Ant. height above average terrain 348 ft. P.O. address: c/o William H. Kling, St. John's University, Collegeville, Minn. 44805. Estimated construction cost \$14,449; first-year operating cost \$4,282. To be supported by civic groups and Order of St. Benedict. To be administered by board of directors. Ann. Sept. 20.

Hudson, N. Y.—Colgreene Broadcasting Co. 96.7 mc, channel 244, 3 kw. Ant. height above average terrain minus 15 ft. P.O. address: c/o Albert Heit, 400 Madison Ave., New York 10017. Estimated construction cost \$17,340; first-year operating cost \$10,000; revenue \$12,000. Principals: Orin Lehman (70%) and others. Colgreene Broadcasting has interest in KPOI-AM-FM Honolulu, KMEN San Bernardino and KMAK Fresno, both California. Ann. Sept. 15.

*Ashland, Ohio—Ashland College. 88.1 mc, channel 201, 10 w. Ant. height above average terrain 102 ft. P.O. address: c/o Richard Leidy, 401 College Ave., Ashland 44805. Estimated construction cost \$2,706; first-year operating cost \$3,500. To be supported by university appropriations. To be administered by board of trustees. Ann. Sept. 20.

Vinita, Okla.—Vinita Broadcasting Co. 100.9 mc, channel 265; 3 kw. Ant. height above average terrain 135 ft. P.O. address: c/o Gene Humphries, 601 S. Foreman St., Vinita 74301. Estimated construction cost \$16,000; first-year operating cost \$15,000; revenue \$10,000. Principals: Gene Humphries (98%), Marie Humphries and Jim Humphries (each 1%). Vinita Broadcasting is licensee of KVIN Vinita. Mr. Humphries is also ½ owner of KHAL Homer, La. Ann. Sept. 20.

Existing FM stations

ACTION BY FCC

By letter, commission denied waiver of minimum mileage separation requirements of sec. 73.207 of rules and dismissed applications of Radio WBOW Inc. and Paul Dean Ford to exchange frequencies of their respective Terre Haute, Ind., FM's WBOW-FM and WPFM(FM), and for modification of WPFM to change ERP from 1.1 kw to 5.8 kw and ant. height from 30 ft. to 140 ft. Proposed exchange of facilities would worsen existing short spacing of WPFM with first adjacent channel WSOY-FM Decatur, Ill., by reducing 105-mile separation requirement from 87 to 85 miles. WPFM is eligible to apply for improved facilities to correct any existing interference problem. Action Sept. 14.

NEW CALL LETTERS ASSIGNED

West Terre Haute, Ind.—United Broadcasting Inc. Assigned WVVW(FM).

Holland, Ohio—Maumee Valley Broadcasting Association. Assigned WPOS-FM.

Statesboro, Ga.—WWNS Inc. Assigned WMCD(FM).

Murray, Ky.—Service Broadcasting Co. Assigned WAAW(FM).

Ownership changes

ACTIONS BY FCC

WKUL Cullman, Ala.—Granted relinquishment of positive control of Airmidea Inc., parent corporation of licensee corporation Cullman Broadcasting Co., by Hudson C. Millar through sale of stock to general public. Action Sept. 20.

KZAZ(TV) Nogales, Ariz.—Granted assignment of CP for new TV from International Broadcasting Co. to International Broadcasting Co., Danny Thomas and Ziffren & Ziffren Number 2 db/as I.B.C., Limited Partnership. International Broadcasting is owned by

Ronald C. Waranch. Ziffren & Ziffren No. 2 is law and investment firm. Danny Thomas is TV personality and owner of several TV production firms. Consideration \$22,000. Action Sept. 20.

KFAY Fayetteville, Ark.—Granted assignment of license from H. Weldon Stamps to Big Chief Broadcasting Co. of Fayetteville, owned by Lovelle Morris Beasley (55%), Omer Carl Thompson, Bill Harper (each 20%) and Levo Patrick Demaree (5%). Messrs. Beasley, Thompson and Harper all have interests in KTCS-AM-FM Fort Smith, Ark. and KTOW Sand Springs, Okla. Messrs. Beasley and Thompson also have interest in KLPR-AM-TV Oklahoma City. Consideration \$150,000. Action Sept. 14.

KHER Santa Maria, Calif.—Granted assignment of license from Raymon C. Curry to Hospitality Broadcasters Inc., owned by Stanley Saueressig (49%), Mrs. Harold Saueressig (45%), Harold Saueressig (5%) Joan E. Saueressig (1%). Mr. Stanley Saueressig is employed by NBC. Principals have no other broadcast interests. Consideration \$72,000 plus \$20,000 consulting fee and non-compete covenant. Action Sept. 19.

WHJR-TV Clearwater, Fla.—Granted assignment of CP from Bay Broadcasting Co. to Acorn Television Corp. owned by Robert M. Robbins, Harold Thurman and David Landau (all 33 1/3%). Mr. Robbins is vice president of finance company. Mr. Thurman has investment company and consultant firm. Mr. Landau has electronic manufacturing interests. Consideration \$24,453. Action Sept. 14.

KDLA-AM-FM DeRidder, La.—Granted assignment of license from John B. McCrary and Cyril W. Reddoch db/as Sabine Broadcasting Co. to Cyril W. Reddoch, Ralph L. Hooks and C. Winsett Reddoch db/as Sabine Broadcasting Co., owned by Cyril W. Reddoch (51%), Ralph L. Hooks (25%) and C. Winsett Reddoch (24%). Cyril Reddoch is 50 2/3% owner of KREH Oakdale, La., 66 2/3% owner of KSTV Stephenville, Tex., and 33 1/3% owner of WCWR Tarpon Springs, Fla. Mr. Hooks is 33 1/3% owner of KREH and KSTV. Winsett Reddoch is 16% owner of KREH and 33 1/3% owner of WCWR. Consideration \$105,000. Action Sept. 19.

WJPD Ishpeming, Mich.—Granted assign-

ment of license from Ishpeming Broadcasting Co. to WJPD Inc. owned by Eugene A. Halker. Mr. Halker has real estate interest. Consideration \$57,500. Action Sept. 14.

KBOA-AM-FM Kennett, Mo.—Granted transfer of control of licensee corporation, Kennett Broadcasting Corp., from Earl G. Vandiver, Robert H. Conner, Paul C. Jones, et al to KBOA Inc. owned by Maurice F. Dunne Jr. (31.633%), Charles C. Earls, John W. Hough and Eleanor I. Dunne (each 19.184%) and others. Mr. Dunne has interest in KTHS Berryville, Ark. and in application for new TV on channel 57 in Janesville, Wis. Mr. Hough is lawyer and also has interest in KTHS. Mr. Earls has interest in and is employed by KTHS. Consideration \$260,000. Action Sept. 19.

KEYR Terrytown, Neb.—Granted transfer of control of licensee corporation, Western Nebraska Broadcasting Co., from Robert T. Marland (100% before, none after) to Nebraska Rural Radio Association (none before, 100% after). Nebraska Rural Radio is nonprofit, nonstock membership corporation, owned by over 4,000 people, and is licensee of KRVN-AM-FM Lexington, and KOIL Omaha, both Nebraska. Consideration \$29,800. Action Sept. 14.

KADA Ada, Okla.—Granted transfer of control of licensee corporation, KADA Broadcasting Inc., from Mrs. Virginia Clyde High, guardian (100% before, none after) to Mrs. Stella Katherine Hoover (none before, 100% after). Mrs. High and Mrs. Hoover are sisters, and Mrs. High was guardian for her sister's interests while she was ill. No consideration. Action Sept. 20.

KWSH Wewoka, Okla.—Granted transfer of control of licensee corporation, Tri-Cities Broadcasting Co., from Mrs. Virginia Clyde High, guardian (100% before, none after) to Mrs. Stella Katherine Hoover (none before, 100% after). See KADA, Ada, Okla. above.

WBLC Lenoir City, Tenn.—Granted assignment of license from A. B. Corum Jr. tr/as Loudon County Broadcasting Co. to WBLC Radio Station Inc. owned by A. B. Corum Jr. (99.35%) and Jennie B. Corum (.65%). Assignment is for legal convenience only, no ownership change. No consideration. Action Sept. 15.

KJIM Fort Worth—Granted assignment of license from Everett S. Salley and C. D. Salley db/as KJIM Broadcasting Co. to Everett S. Salley (60% before, 54% after). E. D. Salley (40% before, 36% after) and Broadcast Consultants Corp. (none before, 10% after) db/as KJIM Broadcasting Co. Broadcast Consultants is 100% owned by Tracy-Locke Co., advertising agency. Consideration \$20,000 with option to buy 70%. Action Sept. 15.

WBUC Buckhannon, W. Va.—Granted assignment of license from Jessie D. Newman and Lee P. Clagett db/as Upshur County Broadcasting Co. to Radio Station WBUC Inc., to be owned by Messrs. Newman and Clagett (each 50%). No consideration; assignment is for legal convenience. Action Sept. 20.

APPLICATIONS

WAJF Decatur, Ala.—Seeks assignment of license from J. B. Falt Jr. to Falt Broadcasting Co., owned by J. B. Falt (80%), Joseph B. Falt III, Anne Stewart Falt, Evelyn Chase Falt and Martha Falt Priddy (5% each). No consideration. Ann. Sept. 19.

KIFN Phoenix—Seeks transfer of control of licensee corporation, Western Broadcasting Co., from H. Walker Harrison to KIFN Radio Inc., owned by McHenry Tichenor (29.2%), McHenry T. Tichenor (30.8%) and J. C. Looney (40%). Messrs. Tichenor and Looney have interests in KGBT-AM-TV and KELT-FM Harlingen, and KUNO Corpus Christi, both Texas. Consideration \$250,000. Ann. Sept. 21.

KLFM Long Beach, Calif.—Seeks assignment of license from Harriscope Broadcasting Corp. to Carl C. Loucks, Robert Switzer and W. Mike McCray db/as McCray Broadcasting Co., of which Mr. Loucks owns 11%, Mr. Switzer 10% and Mr. McCray 79%. Mr. McCray is lawyer. Mr. Loucks is in radio construction business. Mr. Switzer is presently employed with KWIZ-AM-FM Santa Ana, Calif. Consideration \$50,000. Ann. Sept. 21.

WSEB-AM-FM Sebring, Fla.—Seeks assignment of license from H. Philip Nesbitt and Maryan B. Nesbitt, joint tenants to Erway Broadcasting Corp., owned by Guy S. Erway (98.55%) and others. Erway Broadcasting is licensee of WAYE Baltimore. Consideration \$30,000. Ann. Sept. 21.

KNUI Makawao, Hawaii—Seeks assignment of license from Eugene G. Panissidi, O. Doris Panissidi, Roy V. Blanscet and

Billie M. Blanscet db/as KNUI Broadcasting Co. to Qualitron Aero Inc., owned 62.54% by four present licensees and E. P. King (32.86%) and seven others none more than 1.5%. Qualitron Aero is engaged in sales, service, engineering and modification of aircraft. Ann. Sept. 19.

WGRM Greenwood, Miss.—Seeks assignment of license from Fayette C. Ewing, executor of estate of Mrs. P. K. Ewing, deceased, to Fayette C. Ewing. No consideration; Mr. Ewing is beneficiary of will. Ann. Sept. 19.

—Seeks transfer of control of licensee corporation, Northwest Broadcasters Inc., from Merton Giant (75% before, none after) and Tishelle Giant (25% before, none after) to Walter N. Neiskog. Mr. Neiskog is owner of Everett Cablevision Co., Everett, and Edmonds Cablevision Co., Edmonds, and is general manager and 50% owner of KIXI Seattle, all Washington. Consideration \$100,000. Ann. Sept. 21.

WCAN-TV Milwaukee—Seeks assignment of construction permit for new TV from Lou Poller to Field Communications Corp., owned 100% by Field Enterprises Inc. Field Enterprises publishes Chicago Sun-Times and Daily News. Consideration \$35,000. Ann. Sept. 21.

Hearing cases

FINAL ACTIONS

■ Commission gives notice that July 21 initial decision which looked toward granting application of Cascade Broadcasting Co. for new FM to operate on channel 297, [107.3 mc] with ERP of 29.3 kw in Yakima, Wash., became effective Sept. 9 pursuant to sec. 1.276 of rules. Action Sept. 21.

■ By memorandum opinion and order review board denied petition by KASI Iowa Inc. to enlarge issues as to Lunde Corp. in proceeding on their applications for new FM's in Ames, Iowa. By separate action, dismissed appeal by Lunde from examiner's adverse ruling; application of KASI was dismissed Sept. 12, thus rendering moot request by Lunde. Action Sept. 19.

■ By memorandum opinion and order, commission denied petition by office of communications of United Church of Christ, et al., intervenors, for reconsideration and modification of order designating for hearing applications of Lamar Life Insurance Co. for renewal or license of WLBT(TV) Jackson, Miss., to (1) impose burden of proof upon all issues on applicant, (2) require Broadcast Bureau to participate in presenting evidence on all issues, (3) "clarify" right to submit evidence of applicant's operation from time it began operating and forbid reception of evidence of its operation subsequent to date of filing last renewal, and (4) add "overcommercialization" issue. Commissioner Cox issued dissenting statement; Commissioner Johnson not participating. Action Sept. 14.

■ By memorandum opinion and order in Syracuse, N. Y., TV channel 9 proceeding commission (1) denied petition by seven of applicants to set aside June 16, 1965 order reopening record to dispose of all pending pleadings, and (2) dismissed as moot their joint request for approval of agreement for certain payments to be made to WAGE Inc. and George P. Hollingsbery and approval of concurrently filed application for assignment of construction permit of W.R.G. Baker Radio and Television Corp. to new corporation made up of Baker (48.6%), Onondaga Broadcasting Inc. (19.9%), Six Nations Television Corp. (14.5%), Syracuse Civic Television Association Inc. (13.6%) and Salt City Broadcasting Corp. (3.4%). Eighth applicant, Syracuse Television Inc. is not party to agreement. (Commission decision of Jan. 22, 1965 granted Baker application and denied others but on June 18, 1965 commission reopened record and remanded case to examiner for further hearing on issues involving New York State anti-trust charges against Edward Joy Co., owned by families of two principal stockholders of Baker corporation.) Commissioner Lee dissented; Commissioners Cox and Loevinger not participating; Commissioner Johnson absent. Action Sept. 14.

■ By memorandum opinion and order, commission (1) denied application by Broadcast Bureau for review of June 7 action by review board granting joint request for approval of agreement by Richard O'Connor and Kops Communications Inc. dismissing O'Connor's application for new FM to operate on channel 293, 106.5 mc, in Albany, N. Y., and granting Kops application for same facility, and (2) on own motion modified board's opinion to reflect that Kop's proposal would provide third local FM in Albany. Commissioners Bartley and Cox dissented with separate statements;

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Commissioner Johnson concurred in result. Action Sept. 14.

By memorandum opinion and order in proceeding on applications of Abacoa Radio Corp. to change facilities of WRAI Rio Piedras, P. R., from 1520 kc, 250 w, U, to 1190 kc, 500 w, DA-2, U, and Mid-Ocean Broadcasting Corp. for new AM to operate on 1190 kc, 10 kw, U, DA-2, in San Juan, review board granted joint petition for approval of agreement for payment by Mid-Ocean of \$16,750 to WRAI as partial reimbursement of expenses incurred in connection with its 1190 kc application and (1) granted Mid-Ocean's application, with condition; (2) granted WRAI's petition to amend to specify operation with 10 kw, U, directionalized on present 1520 kc frequency, removed amended application from hearing status and returned to processing line; and (3) terminated proceeding. Action Sept. 13.

DESIGNATED FOR HEARING

Meroco Broadcasting Co. and The Mid-Western Radio Corp., both Greeley, Colo.—Designated for consolidated hearing applications for new FM's to operate on channel 22.2, 92.3 mc—Meroco with ERP of 27.1 kw, and ant. height of 223 ft., and Mid-Western with ERP of 32 kw, ant. height of 193 ft.; made Federal Aviation Agency party to proceeding; and denied petition by Mullins Broadcasting Co., Denver. Action Sept. 14.

OTHER ACTIONS

In proceeding on applications of Northwest Broadcasters Inc. for renewal of license of KBVU Bellevue, Wash., and for assignment of license of that station to Sunshine Broadcasting Co., and Bellevue Broadcasters to change operation of KFKF Bellevue, review board dismissed as moot petition by KFKF to enlarge issues as to application of Sunshine. Sunshine's application was dismissed Aug. 13 thus rendering moot request by Bellevue. Action Sept. 19.

By memorandum opinion and order in proceeding on applications of Kentucky General Television Inc. and WBLG-TV Inc. for new TV's to operate on channel 62 in Lexington, Ky., review board granted petition by Kentucky and enlarged issues to determine whether grant of application of WBLG-TV would be consistent with provisions of sec. 310(a)(5) of Communications Act. Member Nelson concurred. Action Sept. 19.

Review board granted petition by The Tuscarawas Broadcasting Co. for additional extension of time to Oct. 21 to file petition to reopen record and remand proceeding to examiner on its application for new FM in New Philadelphia, Ohio. Action Sept. 16.

By memorandum opinion and order, review board dismissed without prejudice (a) motion by Chem-Air Inc., Seattle, to enlarge issues and (b) petition by Northwest Broadcasters Inc., Bellevue, Wash., for enlargement of issues in proceeding on latter's AM application and that of Bellevue Broadcasters, Bellevue. Action Sept. 16.

By memorandum opinion and order, review board denied petition by Bethesda-Chevy Chase Broadcasters Inc. to enlarge issues in proceeding on its application for new AM in Bethesda, Md., et al. Members Nelson and Kessler not participating. Action Sept. 14.

Routine roundup

ACTIONS ON MOTIONS

By Office of Opinions and Review

In proceeding on application of WHAS Inc., Louisville, Ky., granted petition by WLEX-TV Inc., Lexington, and extended to Sept. 26 time to file application for review of review board's decision of August 4. Action Sept. 19.

By Chief Hearing Examiner James D. Cunningham

Designated Examiner Millard F. French to preside at hearing in proceeding on applications of Meroco Broadcasting Co. and The Mid-Western Radio Corp. for new FM's in Greeley, Colo.; scheduled prehearing conference for Oct. 7 and hearing for Nov. 21. Action Sept. 19.

Designated Examiner Herbert Sharfman to preside at hearing in proceeding on application of Arthur Powell Williams for renewal of license of KLAV Las Vegas; scheduled prehearing conference for Oct. 5 in Washington and hearing for Nov. 28 in Las Vegas. Action Sept. 14.

By Hearing Examiner Basil P. Cooper

Pursuant to rulings made on record at prehearing conference of Sept. 14 in proceeding on applications of Jones T. Sud-

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 22

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,069	15	79	387
FM	1,506	25	265	212
TV-VHF	474	20	23	193'
TV-UHF	94	29	100

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 22

	VHF	UHF	Total
Commercial	518 ^a	224	742
Noncommercial	70	82	152

COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31, 1966

	AM	FM	TV
Licensed (all on air)	4,059 ^a	1,498	559 ^a
CP's on air (new stations)	22	23	53 ^a
CP's not on air (new stations)	74	261	122
Total authorized stations	4,157	1,782	740
Applications for new stations (not in hearing)	312	135	103
Applications for new stations (in hearing)	70	50	70
Total applications for new stations	382	185	173
Applications for major changes (not in hearing)	189	36	22
Applications for major changes (in hearing)	37	0	9
Total applications for major changes	226	36	31
Licenses deleted	0	0	0
CP's deleted	0	1	0

¹ Breakdown on UHF and VHF applications not available.

² Includes three noncommercial stations operating on commercial channels.

³ In addition, two AM's operate on Special Temporary Authority.

⁴ In addition, two licensed VHF's and two licensed UHF's are not on the air.

⁵ In addition, two VHF's operate with Special Temporary Authority.

bury and Northwest Tennessee Broadcasting Co. for new FM's in Martin, Tenn., accepted Northwest's publication notice and granted its petition for leave to amend application to show availability of and correct coordinates of trans. site; and granted petition by Sudbury for leave to amend his application to furnish up-to-date financial information. Action Sept. 14.

By Hearing Examiner James D. Cunningham

Amended action of Sept. 15 to provide that second prehearing conference will be held Nov. 1 in lieu of Oct. 5 in proceeding on assignment of license of WCAM Camden, N. J., from City of Camden to L & P Broadcasting Corp. Action Sept. 16.

Pursuant to agreement reached at prehearing conference of Sept. 14, continued hearing set for Sept. 29 to date to be specified by subsequent order, and scheduled second prehearing conference for Oct. 5, in proceeding on application for assignment of license of WCAM Camden, N. J., from City of Camden to L & P Broadcasting Corp. Action Sept. 14.

By Hearing Examiner Thomas H. Donahue

In proceeding on applications of Boardman Broadcasting Co. Boardman, and Daniel Enterprises Inc., Warren, both Ohio, granted petition by Boardman and extended time for filing supplemental findings and conclusions to Sept. 30. Action Sept. 19.

In proceeding on applications of American Television Service and Holston Valley Broadcasting Corp. for new TV's to operate on channel 19 in Kingsport, Tenn., continued indefinitely hearing for Oct. 18, subject to recall later should proposed agreement by parties not be approved. Action Sept. 15.

By Hearing Examiner Isadore A. Honig

In Reno-Las Vegas, Nev.-Idaho Falls, Idaho, AM consolidated proceeding, on examiner's own motion, scheduled further prehearing conference on Sept. 29. Action Sept. 14.

In proceeding on applications of TVue Associates Inc. and Galveston Television Inc. for new TV's to operate on channel 16 at Galveston, Tex., granted joint request of applicants and continued indefinitely

procedural dates and hearing scheduled for Oct. 3. Action Sept. 13.

By Hearing Examiner Jay A. Kyle

Granted request by WOL Inc. and extended from Sept. 19 to Sept. 29 time for filing replies to proposed findings in proceeding on assignment of licenses of WOL-AM-FM from Washington Broadcasting Co. to WOL Inc. Action Sept. 15.

By Hearing Examiner Forest L. McClenning

In proceeding on AM applications of Woodward Broadcasting Co., Wyandotte, Mich., and Storer Broadcasting Co., Cleveland, granted request by Storer for waiver of sec. 1.594 of rules to permit it, *nunc pro tunc*, to complete publication by Aug. 27. Action Sept. 15.

Granted requests by Borinquen Broadcasting Co. and continued procedural dates and hearing from Sept. 20 to Nov. 15 in proceeding on its application and those of American Colonial Broadcasting Corp. and Caguas Radio Corp. for new FM's in Caguas, P. R. Action Sept. 15.

By Hearing Examiner Chester F. Naumowicz Jr.

Pursuant to agreements reached at prehearing conference on Sept. 16, scheduled certain procedural dates and further prehearing conference for Nov. 21, and continued Oct. 19 hearing pending further order in proceeding on applications of Branch Associates Inc. and Ascension Parish Broadcasting Co. for new AM's in Houma and Donaldsonville, both Louisiana, respectively. Action Sept. 16.

In proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for TV's to operate on channel 38 in Chicago, granted request of Chicagoland and extended dates for filing proposed findings from Sept. 20 to Sept. 27 by applicants and from Sept. 27 to Oct. 4 by Broadcast Bureau, and for reply findings from Oct. 7 to Oct. 17. Action Sept. 14.

By Hearing Examiner Sol Schildhouse

In proceeding on applications of Royal Broadcasting Co. and Radio KHAI Inc.,

(Continued on page 97)

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge each for handling. (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Require immediate general manager with sales experience for local N. Y. daytime. Top salary. Box H-247, BROADCASTING.

Operations and program manager wanted by station programming good C&W and MOR music. Should be news, sports, agriculture, sales, promotion and production oriented. Good opportunity to go up. Good salary plus override. Personal interview necessary so should now be working in the five state area of Oklahoma, Texas, New Mex., Col., Kansas where station is located. Complete resume to Box J-176, BROADCASTING.

Assistant manager, possibly becoming general manager. Experienced. Strong in sales, capable of announcing when necessary. Medium Northwest market. Outstanding family town. Excellent hunting, fishing, skiing, boating, golfing conditions. Good music station. Send resume, tape. Credit rating will be checked. Box J-208, BROADCASTING.

Large group operator looking for management candidates. Dynamic sales manager to become manager, in prime markets. Genuine opportunity with real future. Send complete resume, recent photo, proof of performance and references. Box J-260, BROADCASTING.

Station manager for Ohio fulltimer needed at once. Must accept responsibility for full operation. Salary plus percent of profits offered. Box J-294, BROADCASTING.

Branch studio manager. Present manager being promoted. Handle sales and news. Contact Hayward Talley, WSMI, Litchfield, Ill.

If you have been successful in Broadcasting and if you want more remuneration than the industry can offer please send full particulars as to age, background to: Post Office Drawer 1151, Shreveport, Louisiana.

Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

Salesman. Must know business. Be able to sell. Good habits. Capable of moving up to management. Excellent Ohio medium-small market. Box J-86, BROADCASTING.

Sales: The Gulf Coast of Florida is calling to a solid salesman-announcer. Want to make you local sales manager in this single station market with good salary plus sales commission, free insurance and hospitalization, paid vacation. This clear channel station is part of successful group—opportunity unlimited. Act now with resume and photo to Box J-102, BROADCASTING.

Growing station in top ten market, east coast, looking for experienced, creative sales account-executive. Not interested in run-of-mill, drinkers or job hoppers. Apply in strictest confidence. Two hundred dollars weekly to start. After interview, references will be checked. Box J-155, BROADCASTING.

We're looking for a bright young man with management potential. Some experience preferably in selling top 40. Top midwest medium market. Good draw, insurance, paid vacation, retirement plan. College town. Successful Radio-TV group. Opportunity unlimited. Box J-265, BROADCASTING.

Sales—(cont'd)

Ready to step up to 100,000 market? Ready to bust into the five figure income group? Station in northeast has the opportunity. If you have the experience, ability and desire write Box J-272, BROADCASTING.

Upper midwest. Group operation. At least 2 years experience. You'll be #2 man if you qualify. Beautiful city of 30,000. All fringe benefits including retirement plan. A real end-of-the-rainbow. Box J-279, BROADCASTING.

You sell . . . we pay. If you can and like to sell radio for a swinging operation and love money then write Dave Button, KFIF Radio, Box 5854, Tucson, Arizona. Get rich while you live in sunny Arizona. Only real producers need apply.

Excellent opportunity for experienced salesman with a growing 5,000 watt station. Send resume to WGOH radio, Grayson, Ky.

Lansing, Michigan is a great place to raise a family while working with a key outlet of a 7 station group. Guaranteed salary with commissions. Start with many producing accounts. Complete fringe benefits. Send photo and resume to WITL.

This job requires you to be a sensitive artist with the hide of a Rhinoceros and the stamina of a race horse. It is a top selling job with a great station. You must also have a strong back. Carrying money to the bank is no job for a weak spine. Call Mrs. Parson, WLEE-Radio, Richmond, Virginia. 288-2835.

Join year-old station, 2nd fastest growing county U.S.A. \$300,000,000 retail sales, 2-station market. Salary, commissions, expenses. Present staff earning five figures. Active list available. Sales Mgr., WRRG, Spring Valley, N. Y.

Salesman for WTUG, Tuscaloosa, Alabama. 100% Negro programed station. Minimum \$100 per week draw on 20% of sales in town, 25% out of town. Will start with \$1000 billing in established accounts. Must be aggressive, enthusiastic and be able to sell. Send resume & references to: Jay Gilbert, P. O. Box 1896, Tuscaloosa, Alabama.

Announcers

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Good music station wants experienced 1st class combo announcer. Must have superior voice, delivery & be able to follow strict format. Station located 60 miles from New York City. Salary starts at \$175 a week. Box H-214, BROADCASTING.

Expanding midwest fulltimer needs pro midwestern announcer with interest in news, and endorsed third. Will provide thorough news training to accompany basic interest. Salary open—to \$150. Replies to Box H-336, BROADCASTING.

Move up! Established mid-Atlantic 5 kw has opening for MOR announcer-dj. First phone, no maintenance. Evening work. 5½ hours airtime, your show. Salary open. Send tape, details to Box J-136, BROADCASTING.

Experienced, mature announcer for small market station. Man who has had major market experience now wants security, good working conditions, and very good pay. Box J-185, BROADCASTING.

N. J. station with middle-of-road format seeks staff announcer with one year's experience. Good salary & benefits. Send tape and resume. Box J-187, BROADCASTING.

Announcers—(cont'd)

Experienced only. Sales ability desirable. Northwest. Good music station. Send resume, tape with news, commercials. Box J-209, BROADCASTING.

Announcer—immediately—desired to start at minimum \$100. More if ability warrants. Within 125 miles of N.Y.C. Box J-211, BROADCASTING.

Wanted Announcer with experience and third class telephone operators license with an endorsement. Send resume to Box J-237, BROADCASTING.

Three headed monster wanted: Need solid man who has (1) First phone. (2) Good production ability. (3) Good announcing voice. Pay is \$525 to start. Will fringe benefits such as free coffee, rest rooms, etc. Send tape showing production efforts, voice and biographical notes. First winning entry gets the job. Box J-242, BROADCASTING.

Immediate opening for announcer with first phone. East coast, near Baltimore. Send tape and photo. State salary. Box J-253, BROADCASTING.

Small-market western New York station needs experienced MOR morning-man with newscasting ability. Reply with resume, Box J-262, BROADCASTING.

Good music station in Arizona requires announcers with first class license. No maintenance. Highest salary. Box J-264, BROADCASTING.

Wanted—1st phone announcer. No maintenance. Better than average on news and commercials. Run tight board. Must have car. All replies confidential. Send tape, resume to Box J-281, BROADCASTING.

First phone. Engineer announcer, number-one top forty. Good pay, large Ohio market—Immediate. Box J-282, BROADCASTING.

Ohio daytime needs announcer/newsman with 3rd ticket at once. Box J-296, BROADCASTING or call Nungesser, 614-335-0941 after 7 p.m.

Mature announcer-salesman for better than average small market opportunity. Contact Dick Voigt, Manager KATE Radio, Albert Lea, Minnesota.

Announcer-copywriter who wants to learn traffic for both AM and FM. . . . Must be experienced. References will be checked. Good music operation. 24 hours announcing—20 hours a week on copy and production. Send tape, samples of your own written copy, snapshot, and salary expected, to Mason Dixon, KFTM Fort Morgan, Colorado.

Opening for 1st phone all-round announcer. Send complete details or phone Gene Lofler, KGEZ, Kalispell, Montana. 406-756-4331. (no collect calls).

One of country's top rated better music stations needs professional announcer with first phone. Pay well above AFTRA scale. Send tape & resume to Wally Nelsko, KIXI-AM-FM, 3rd & University, Seattle, Washington.

Immediate opening for an announcer who would also like sales. A good small midwest market. Excellent salary. Call: Manager, Ralph Meador, KLEX, 816-259-3232 or evenings 259-2544.

Announcer wanted for 5 kw in Missouri Bootheel. MOR, country and light rock. Fine market, best working conditions and salary. Contact Art Bell, PD, KMPL Radio, Sikeston, Missouri, Phone (314) GR 1-1520.

Announcers—(cont'd)

Broadcast station with Christian principles wants person capable of preparing morning local news via phone beat, plus afternoon board shift which includes Gospel and C&W shows. Total, approximately forty hours per week. We require neatness, reliability, good character, prefer man in thirties or older wanting permanent position. Clean well-equipped facilities, good pay for small market. Send tape, photo, salary requirement, resume including experience, and professional and personal references, to: B. D. Thornton, KMAM, Butler, Missouri 64730.

Want announcer with 1st phone. No maintenance. 10,000 watt NBC affiliate in college town of 25,000. Good salary, good future. Call or write KOAM Radio, Pittsburg, Kansas.

Experienced announcer for progressive MOR station. Strong on production. Salary open, depending on experience. Send tape, resume, KODY, North Platte, Nebraska.

Combo announcer with first phone and experience. No maintenance involved; just announcing with some news at night. Salary open to right man. Send tape to Ron Westby, KOKX, Keokuk, Iowa or phone 524-5410.

Permanent position for an experienced announcer and production man. Must be able to write and produce production spots. Ability to type is essential as your job will be half copy and production and half air work. Ideal city, mild climate, adjacent to Kings Country and Sequoia National Parks; good schools and junior college. We want draft-exempt man with proven record of stability. Send air check, production spots and references. Unless your character and job record will bear investigation, please do not apply. KONG-AM & FM, Visalia, California.

Immediate opening for good popular music personality. No beginners or screamers. Send air check, photo and resume to: George Wilburn, KWBB, Box 486, Wichita, Kansas.

Five thousand watt fulltimer needs experienced announcer. Sales experience helpful but not necessary. Contact KWEW, Hobbs, New Mexico.

Immediate opening for announcer. Station WAMD, Aberdeen, Maryland.

This better music daytime needs a young announcer with a third class ticket. Desire more important than experience. Resume, tape and photo to WAMR, Venice, Florida.

First phone announcer, mature voice, for CBS affiliated album station in Baltimore. Excellent opportunity for stable family man. No maintenance. WAYE, Baltimore.

Needed now: Announcer with first class ticket. No engineering required. Must pull air shift late afternoon and night. Will accept a person with little experience if desire is present. Salary open. Call A. K. Harmon, WBCS, Bennettsville, S. C.

1st phone announcer. WCRM's newly remodeled daytime station, all new equipment, in the best living area in the world. Call or write George Devenney, WCRM, Clare, Wis. 386-9907.

Immediate opening for 3rd phone announcer modern, active community—Indiana city of 30,000—station strong on local news and community activities. Must have experience. Contemporary music policy. This is a Findlay Publishing Co., station with full company benefits. Send tape, resume and photo now to: Program Director, Radio Station, WCSI, 501½ Washington St., Columbus, Indiana 47201.

Announcer-newsman, 1st phone immediately. MOR community involved station serving rapidly growing northern Virginia suburbs or Washington, D. C. WEEL, 3909 Oak St., Fairfax, Virginia. Phone (703) 273-4000.

Where are all the good radio announcers—We need mature, experienced announcer for adult format. Excellent opportunity in fast growing market with well established, successful station. Send tape, photo and resume to John Garrison, WFIX, Huntsville, Alabama 35804.

Immediate opening for permanent staff announcer for 5,000 watt station. Salary open. Send tape and resume to WGOH Radio, Box 487, Grayson, Ky.

Announcers—(cont'd)

First opening in 3 years. One of the nation's highest rated stations needs versatile top 40 personality. Your chance to join the fabulous "JET good guys." Prime radio opening with possibilities on JET-TV. Rush tape to Rick Hanna, WJET, Erie, Pennsylvania.

Experienced staff announcer with broadcast endorsement for well established CBS affiliate. WMBS Radio, Box 668, Uniontown, Penna.

Morning man for Wisconsin 1 kw, some selling. Send photo, tape, resume, salary requirements: WFPF, Park Falls.

Wanted—Announcer-Salesman combination. WSYB, Rutland, Vermont.

Top salary for ability. 100 miles from N.Y.C. Permanence and advancement. WVOX, Liberty, N. Y.

Herald Tribune radio is WVOX. . . Westchester's bright new voice has immediate opening for experienced announcer-engineer, First class. Night shift, emphasis air work. Excellent salary and benefits. Sales up 76% this year, staff increased from 12 to 26 fulltime. Want to join a dynamic young team—Call Bernard Dilson, for immediate interview 914-636-1460, WVOX, New Rochelle, N. Y.

Midwest openings for announcers, newsman and salesman. AM/FM separation and expansion. Can lead to administration. No phone calls. Resume first, tape later. Box 60, West Bend, Wisconsin.

Announcers needed immediately for middle-of-the-road format in historic, college town of Williamsburg, Virginia. Single station market with excellent opportunity for advancement. Combination announcer-sales considered. Must be a mature individual with ability to follow format. Send tape and resume to P. O. Box 180, Williamsburg, Virginia, 23185. No collect calls accepted.

Immediate opening for production minded top 40, bright, fast paced jock at #1 station in Green Bay, Wisconsin. Also have opening for news director. Day shift open. Rush tape and resume to Station Manager, P. O. Box 36, Green Bay, Wisconsin.

Our Oregon radio stations have openings for 1st and 3d class license holders, also for salesmen. For information write: Manager, P. O. Box 5025, Eugene, Oregon

Opening for announcer at AM/FM station in Northwest Florida, on the Gulf. New building and facilities Adult format . . . permanent job opportunity, no floaters. Send tape, resume, and salary requirements to Box 10, Fort Walton Beach, Florida.

Opening for first class night-time announcer with 1st phone license. CBS affiliate Phoenix, Arizona. Send resume and tape to Duane Brady, 511 W. Adams, Phoenix, Arizona 85003.

Need announcer 1st phone. New building, fine living area. Call Dick Lee, 301-TA 2-3301.

Technical

First phone. Will train beginners. AM directional and FM. \$110. Box J-105, BROADCASTING.

First phone engineer. Must be good maintenance man. Responsible position. Excellent wages. AM directional and FM stereo. Box J-106, BROADCASTING.

First class licensed engineer with experience for work in a Los Angeles radio station. Box J-154, BROADCASTING.

Combo chief engineer for non-directional 1 kw AM-FM, Virginia MOR full-timer. Open now. Box J-160, BROADCASTING.

Engineer—first ticket. Experience not necessary but helpful; car required; transmitter duty, western Pennsylvania. Address Box J-231, Broadcasting.

1st phone with maintenance experience preferred for dominant regional AM-FM in Massachusetts near Cape Cod. All applicants considered. Call 617-993-1767 or Write Box J-258, BROADCASTING.

Ohio major market radio station needs immediately engineer with first class ticket. Box J-276, BROADCASTING or call (419) 248-4655.

Technical—(Cont'd)

Stuart Station KMNS 1 kw-directional—needs a first phone engineer, no announcing. Send resume to Harley Engle, KMNS Radio, P. O. Box 177, Sioux City, Iowa 51102 or call 712-258-0628.

Immediate opening for chief engineer 1 kw two tower directional. Salary open, also opening engineer 1st phone for television. Contact Harry Peck, KNOP, Phone 532-2222, North Platte, Nebraska.

Full-time engineer, light duties primarily transmitter watch, experience not necessary but must have first class license. Call or write WADS, Ansonia, Conn. 735-4606.

Man with first phone for transmitter. Will train beginner. Station WAMD, Aberdeen, Md.

Chief engineer for WAMS, Wilmington, Delaware. 1st phone & background in studio and transmitter maintenance necessary. Present chief being promoted within company. Contact: Mr. Mungo, 414 French St., 302-654-8881, ext. 208.

Engineer first phone as assistant chief 5 kw AM, 1 kw FM. Send resume: Radio Station WCHV, Rosehill Drive, Charlottesville, Virginia Att: Art Brown, Ph. 703-295-5121.

First class engineer for 5 kw AM-FM station. Must be sharp on control board operation. WDRC, P. O. Box 1360, Hartford, Connecticut 06112.

Opening in NE. Ohio radio station engineering staff. First class license required. Prefer Ham Operator. AM-FM stereo. 5,000 watt day and night. Excellent insurance and pension plans. No announcing. Send resume to Chief Engineer, WHBC, Canton, Ohio or call 216-456-7166.

Immediate opening for 1st class licensed engineer. Announcing ability helpful. Emphasis on maintenance. Experience essential. Write: Irv Laing, WQTE, P.O. Box 306, Monroe, Michigan. No collect calls.

Need qualified first phone engineer for maintenance, some announcing. Contact WSYB, Rutland, Vermont.

First ticket to announce night shift and maintain audio equipment. Chiefs pay to handle maintenance, proof and directional. WWPf Palatka, Fla.

Engineer — Experienced or inexperienced with 1st class ticket. Immediate opening for permanent position with northeastern Pennsylvania 5 kw directional. Good opportunity with fast growing chain. Call collect: Mr. Morgan, 717-346-4646.

Wanted: Young engineer with learning potential. Strictly maintenance. East. Telephone 215-696-3690.

NEWS

Immediate opening—Virginia station for capable newsman able to gather, write, deliver local news also opportunity to do TV newscast for right man. Send resume & tape Box J-280, BROADCASTING.

KILT Needs top newsman for forty hour week. Must be fast, accurate, colorful and authoritative. Send short tape and complete resume to Brad Messer, News Director, 500 Lovett Blvd., Houston. No phone calls, please.

Newsman announcer to cover local news, write copy & work short airshift. Send tape, resume, WASA, Havre de Grace, Maryland.

WDBJ-Radio in Roanoke, Virginia, has opening on 3-man news staff. College and some experience preferred. Contact Personnel Department giving previous employment and education details.

Miami's top-rated contemporary operation has immediate opening for aggressive newsman with exciting on-air style and colorful rewrite ability. You'll join award-winning news department with full news facilities. Opening created by departure of man to top 5 market. Rush tape and resume to Personnel Director, 10625 S.W. 112 Street, Miami, Florida. 33156.

NEWS—(Cont'd)

Wanted: Night news editor for quality station upstate New York. Excellent working conditions fringe benefits. Journalism school and or experience. Need alert newshawk "digger." "No rip and read." Salary commensurate with experience. Write or call P.O. Box 950, Utica, N. Y. Ac 315-736-9313.

Production—Programing, Others

Man with program and sales experience in small market. Must have car. State salary. Box J-80, BROADCASTING.

Program director for small market station with top reputation. Must be willing to work air shift, assume programing responsibility. Box J-186, BROADCASTING.

Sports director, includes play-by-play and some announcing. New college requires expansion of sports department. Contact Dick Voight, Manager KATE Radio, Albert Lea, Minnesota.

Program director for good music station. Must excel in production, news, special events and have good ear for music. Forward tape, picture, resume and salary requirements to John Garrison, WFIX, Box 7, Huntsville, Alabama, 35804.

RADIO

Situations Wanted—Management

Experienced radio veteran seeks position—Manager or program director with MOR format. Resume and tape upon request. Write Box J-149, BROADCASTING.

15 years successful operation and management as owner of multiple stations, seeking management in Broadcasting and allied fields, metropolitan New York area. Accountancy graduate strong on corporate and public relations. 40, married. Box J-228, BROADCASTING.

General manager—Creative sales and programing ideas—college graduate—family man. Ten years broadcasting experience. Box J-239, BROADCASTING.

Broadcast salesman, agency and account management experience, seeking sales management post. Family man with solid record. Top biller in competitive major market station. Box J-249, BROADCASTING.

General Manager: 18 years radio—9 years successful management. 40 years of age, family. Successfully managing dominant station large southwestern market. Top salesman, program savy, staff leader. Desire change. Not interested below top 100 markets size. Pro with ability and integrity. Box J-261, BROADCASTING.

Announcer-salesman-engineer desires challenge at station that needs manager. Box J-291 BROADCASTING.

General manager—19 years in radio. Excellent background in sales and top profit production record as manager in one of top ten markets. Best references. Box J-302, BROADCASTING.

Situations Wanted—Annoncers

Seven years experience television and radio including air work, programing, promotion. Presently program director 10,000 watt middle of road station plus television air assignments. Presently earning \$9,000. Seek opportunity in major market. Box J-182, BROADCASTING.

Top forty entertainer, want medium market; experienced, family, 22, American Academy Dramatic Arts. Box J-245, BROADCASTING.

Pro announcer . . . excellent news delivery . . . top references!! Looking for spot in major market to break into news or TV. First phone, married. Box J-246, BROADCASTING.

Somebody please give me a break into broadcasting. I am Negro dj-newscaster beginner. Third class ticket. Willing to relocate anywhere. Send tape on request. Box J-252, BROADCASTING.

Mid-Atlantic: Young, versatile, assiduous announcer with smooth, intelligent delivery, excellent production ability, program director experience, medium market background. Best references. Pennsylvania based. Box J-254, BROADCASTING.

Announcers—(cont'd)

1st phone, 10 years. Permanent, adult, by Xmas, Ne or Fla. Box J-255, BROADCASTING.

Eight months experience, third, some college, draft deferred. Box J-270, BROADCASTING.

Top forty personality/chief engineer—former newspaper columnist—excellent copywriter—2 years college—draft exempt—22—original—creative—experienced in promotion. Position as chief not necessary. Would appreciate set-up with newspaper for weekly teen column. Interested? Dash a letter off to Box J-271, BROADCASTING.

Available soon. Top forty. Five years experience. 21, family, draft exempt. Third endorsed. Medium market jock or PD. Talent. Reliable. References. College. "Nuff" said. Rich Nessen, Spokane FA 7-7044. Prefer northwest or coast. Box J-274, BROADCASTING.

I have a first phone, metro experience, versatile announcing and production abilities and a full time job in another profession. I seek part time broadcast work in greater Boston area. Box J-283, BROADCASTING.

DJ/newsman. Experienced. Mature, dependable. Will relocate—but prefer east coast market. Service obligation completed. 3rd class endorsed. Phone 212-654-1000 or Write Box J-286, BROADCASTING.

Announcer, emphasis—sports, news. 3rd endorsed. Broadcast school and college grad. Draft exempt. Travel. Box J-287, BROADCASTING.

DJ, first phone, experienced, top forty. Presently employed in good Connecticut market. Will relocate. Box J-288, BROADCASTING.

DJ—Negro. Well trained beginner. Some experience. Married. Will relocate. Box J-298, BROADCASTING.

Music psonality, seven years experience. Interested major market. Box J-299, BROADCASTING.

2 years experience. Holds first phone. Will accept TV offer. Box J-303, BROADCASTING.

First phone, good news, top-forty, experience. Here it is 813-982-5471.

Country dj engaged . . . looking for permanent location. Draft exempt. Two years experience, 3rd phone endorsed. Elmer Swartz, Bernville, Pennsylvania 215-488-1694.

Negro dj-announcer. Experience, authoritative newscaster. Married. Will relocate. 212-756-0173.

Announcer/technician—rock/MOR/news, air shift plus TV work. See advertisement under TV Situations Wanted Technical. Vim Kalergis.

Announcer-dj. 2 years experience. 3rd phone ready for permanent, growth position. Pleasant voice, reliable, draft exempt. Prefer No. Calif. Call 916-662-1825, Woodland, Calif. for interview.

Engineer-announcer, third class operator license. Single, willing to relocate. 803-822-0673 (No collect calls).

Announcer, need position now, 3rd, married, some college, draft free, 21 months experience in two major Michigan markets, personality, FM format, news, P.S. director, FM or MOR . . . Call (313) 742-6878 evenings after 6 p.m.

Technical

Chief or assistant. 15 years AM/FM. Construction, directionals, automation. \$9-10,000 salary. Box J-244, BROADCASTING.

Engineer at major network in Chicago desires chief engineer's position. 28 years, married. Experienced all phases radio and TV. Supervisory experience. Box J-290, BROADCASTING.

NEWS

Experience - newsman - pd - Dependable, married, wants job security in NYC area or in N.J.-Pa. or Ne. markets—Excellent record. Box J-256, BROADCASTING.

NEWS—(Cont'd)

Radio newscaster currently working top 15 market; TV experience, accurate, authoritative, 31, veteran, family man. Box J-285, BROADCASTING.

Production—Programing, Others

Creative writing position—commercial copy, continuity, scripts, MA graduate. Radio announcing/continuity experience. Married, with growing family, military completed. Desire market East or South. Box J-167, BROADCASTING.

6 years—midwestern swinger—program director—\$150.00. Ready now, Box J-263, BROADCASTING.

Copywriter/announcer. Quality copy. Deep voice better suited to commercials, news, better music. Box J-266, BROADCASTING.

PD. 150,000 market. 22. Service completed. Top 40 excitement on and off air. Live and breathe radio. Box J-267, BROADCASTING.

Big ratings—mean big dollars. Are you prepared for the next Pulse/Hooper survey period? Sound needs brightening up? Production sounds ragged? Can't afford a high-priced production man? Let Theme Productions' young, capable, staff—with modern ideas—be your production man. Send for free demonstration tape—indicate present type of programing. Theme Productions, Inc., 13305 Dexter Avenue, Detroit, Michigan 48238, Phone (313) 933-4643. "The Sound of Things to Come."

TELEVISION

HELP WANTED

Sales

Management position soon to be available sales department of Washington, D. C. Television station. Need go-getter who knows the Washington-Baltimore market and can turn up business, as well as fine service. All replies to Box F-300, BROADCASTING will be given strictest confidence.

TV local/regional account executive needed by leading southeastern CBS affiliate on top 50 marketlist. An excellent opportunity for a small market man to move up, or, for someone interested in making the big move into television. Protected account list and good compensation plan. Send complete resume, or call Bruce Georgi, Sales Manager, WFMV-TV, Greensboro, N. C.

Salesmanager for ABC station: New modern plant, local color, VTR. Great local business, real ground floor opportunity with top flite organization. Contact Pete Coticchia, WJET-TV, Erie, Pennsylvania.

Announcers

Midwest medium-size television and radio stations seeking sports director. Top college play-by-play as well as key television shows. Send resume to Box J-171, BROADCASTING.

TV-radio announcer. TV weather and up-beat MOR radio shift. Other TV also available. Regional mid-Atlantic station. Send tape, picture, resume and salary requirements. Position now open. Box J-189, BROADCASTING.

Wanted by New York TV station . . . Staff announcer and newsman. Need mature, authoritative delivery. Must write, gather and deliver news. Only experienced personnel need apply. Box J-292, BROADCASTING.

Top 50 midwest VHF with live—VTR and film color needs versatile, bright, young announcer for commercials, sports, weather and interviews. Send resume and photo (and VTR if available). Excellent opportunity. Box J-300, BROADCASTING.

Technical

Immediate opening for engineer with first class license in upper midwest full power VHF station, experience not required. Write Box J-123, BROADCASTING.

Wanted first phone engineer with transmitter and studio experience. Profit sharing plan and other fringe benefits. Don't apply if you love snow. Contact Box J-243, BROADCASTING.

Technical—(Cont'd)

Two immediate openings in the central New York area for experienced video and/or audio technicians. Should have some experience. Box J-251, BROADCASTING.

Engineer with 1st class license for permanent position at TV transmitter using RCA TT50AH. Previous transmitter experience desirable but not essential. Contact: E. M. Tink, KWVL-TV, Waterloo, Iowa. Send resume to Box J-268, BROADCASTING.

Maintenance engineer. Fine opportunity for first rate man familiar with installation and maintenance. Good starting salary and advancement as merited. Color experience advantageous. One of mid-Florida's best markets and living areas. All replies confidential. Box J-293, BROADCASTING.

Who says you can't make money in south Florida? We need a good studio man with a first phone, and first class experience which includes VTR, some color and remotes. Send references, resume & salary requirements to Box J-295, BROADCASTING.

University of Hawaii ETV currently has openings for TV Broadcast engineers. Applicants must have TV experience and hold a current first class telephone license. Submit resume to H. Cronin, KHET, University of Hawaii, 1776 University Ave., Honolulu, Hawaii.

Southern California UHF, ABC affiliate needs qualified engineer for position as studio supervisor. Experience on Ampex VTR and RCA TK 26 color systems. Full charge of studio maintenance, scheduling and operation. \$185 per week to start plus OT. Contact Chief Engineer, KLYD-TV—Channel 17, Bakersfield, Permanent position.

Chief engineer for new television station. Modern solid state plant in operation six (6) months. Group operation. Opportunity for further advancement. Excellent salary. Contact: Myron Jones, WJET-TV, Erie, Pennsylvania.

Studio engineer, experienced, first phone. VTR, operations, maintenance. Color equipped ETV operation. Position open. January 1967. Apply Chief Engineer, WMVS/WMTV, 1015 North 5th St., Milwaukee, Wisconsin.

Studio engineer with first phone—Permanent position. Contact Chief engineer, WQAD-TV, 3003 Park 16th St., Moline, Illinois.

Virgin Islands: WSVI-TV, channel 8, St. Croix is ready to add a TV operator-technician to the staff. Must have first phone, capable of assisting with routine maintenance. \$110.00 for 48 hour week. Prefer single man due to housing shortage. Airmail complete information to WSVI-TV, 31-A King Cross Street, Christiansted, St. Croix, U.S. Virgin Islands.

WTOC-AM-FM-TV Savannah, Georgia, has opening for first class engineer with experience. Reply by letter to Chief Engineer, WTOC, P. O. Box 858, Savannah, Georgia 31402.

Immediate opening for studio engineer, operation and maintenance. In Aberdeen, South Dakota. Contact Robert Ridgway, North Dakota Broadcasting Co., Inc., Box 1231, Fargo, North Dakota, or call 701-235-4461.

Principal TV technician—Operates control room and studio equipment for live TV productions. Operates, trouble shoots and installs all types of studio and CCTV systems, including camera chains, monitors, scopes, sync. and test generators, microwave installation and audio control boards. Two years college level training in physics and electronics and 4 years experience. Must have first class radio-telephone operators license. Salary range \$764 per month to \$906 per month. Excellent employee benefits. Send resumes to: University of California, A-328 Administration Building, 405 Hilgard, Los Angeles, California 90024.

Wanted immediately — Experienced television technician with first class license for operation and maintenance. Good salary and benefits. Call or write Darrell Ross, Theatre Arts Dept., UCLA, Los Angeles, Calif. 213-478-9711.

NEWS

Need experienced newsman to direct radio-TV news department of growing midwest station. Send resume, photo and radio tape or 16 mm film audition. State salary requirements. Box J-238, BROADCASTING.

Production—Programming, Others

Film editor: Must have experience in film make-up, editing and shipping. Good opportunity for a man from a smaller market to grow with a new station in a large eastern market. Box J-147, BROADCASTING.

Midwest NBC-TV outlet needs imaginative, production-minded, experienced commercial writer. Send sample copy, resume and salary requirements to Box J-206, BROADCASTING.

Director wanted. Major market. Five years experience. Musical training and experience preferred. Heavy staff schedule plus specials. Must be well rounded. Box J-304, BROADCASTING.

Opening for Staff Artist with television experience. Send resume and samples to Marge Injasouljan, KOOL-TV, 511 W. Adams, Phoenix, Arizona, 85003.

TELEVISION

Situations Wanted

Announcers

Seven years experience television and radio including air work, programming, promotion. Presently program director, 10,000 watt middle of road station plus television air assignments. Presently earning \$9,000. Seek opportunity in major market. Box J-183, BROADCASTING.

Thirty-four, Experienced radio and television announcer-salesman seeking permanent TV announcing or announcing-sales. Aggressive and dependable. Married. White. Twelve years broadcast experience. Congenial worker. Religious. Southwest or California. Box J-248, BROADCASTING.

Technical

Consulting engineer seeks permanent position as working chief. Box J-159, BROADCASTING.

Progressive tech school grad with first phone desires position with future as understudy to a thoroughly experienced engineer. Will consider other positions. Three years experience in TV transmitter, translators, and CATV. Also some experience in microwave. AM and FM. Married Age 32. Prefer southeast. Box J-259, BROADCASTING.

Highly experienced TV, AM, FM stereo & microwave. All phases. Can modify, install & maintain. Seek supervisory position. Box J-269, BROADCASTING.

Experienced chief engineer, all phases AM-FM-TV including, FCC applications, proof measurements, transmitters, studios, VTR, cameras, design and installation. Presently employed. Box J-301, BROADCASTING.

Technician—10's first phone, some VTR, color. Technical, announcing and production experience. TV instructor for army until Oct. 25. Relocate anywhere. Want part time college. Jim Kalergis, L Co., T/C Ft., Monmouth, New Jersey.

NEWS

Radio newsman—wants TV news job—Experienced, pro, married, dependable, will relocate anywhere. Box J-257, BROADCASTING.

Do you want the best TV reporter in your city on your staff? Box J-277, BROADCASTING.

Production—Programming, Others

Seven years experience television and radio including air work, programming, promotion. Presently program director, 10,000 watt middle of road station plus television air assignments. Presently earning \$9,000. Seek opportunity in major market. Box J-184, BROADCASTING.

WANTED TO BUY

Equipment

Equipment Wanted: U.H.F. transmitter 10 or 12 kw, Box E-131, BROADCASTING.

VT 1100 with Amtec. Box J-77, BROADCASTING.

Wanted immediately—1 kw or 500 watt Gates xmtr, not over 5-7 years old. Contact: MEDIAmerica, 9414 Crosby Rd., Silver Spring, Maryland 20910.

Wanted—FM antenna tuned 92.1 mc also harmonic filter. WDWL Vineland, N. J. 609-691-7550.

Need 30 ft. telescoping antenna mast, pneumatic or hydraulic. Andrew type 3302 or similar. Hammett & Edison, P.O. Box 68, International Airport, San Francisco, California 94128.

FOR SALE

Equipment

Co-axial cable—Hellax, Styroflex, Spirolite, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

For Sale. 1 RCA TRT-1B monochrome tape recorder. Complete with pixlock. Will be available Jan. 1967. Call or write John A. Carroll, Chief Engineer, WNYC-TV, Channel 9, Shoppington, Syracuse, N. Y. 13214. 446-4780.

Check our listings for your equipment requirements. Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

Raytheon microwave complete. RCA cameras and videotape in quantity. 212-EN 2-5680 or Box J-153, BROADCASTING.

New 600 foot towers in stock. Shorter ones too. Swager Tower Corp., Fremont, Indiana.

Used broadcast and CCTV equipment, Monitors, Cameras etc. Free listing. General Television Network, 801 Livernois Avenue, Ferndale, Michigan 40220.

Transmitter, Gates kilowatt, increased power makes immediately available. Well maintained. Box J-250, BROADCASTING.

RCA BN-6B portable mixer-amplifiers with 77-DX, BK-5A or BK-1A microphones. Marnecord 814-X tape reproducers. George McElrath, 8 East Trail, Darien, Conn.

For Sale: 1 kw 20V Collins AM transmitter. A-1 condition. Box J-297, BROADCASTING.

Stereo tapes, 25, cycle tone, 14" reels. \$35 each, complete package 22 reels \$750. KTUX, Box 2904 Oakland, Calif. 94618.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc.. \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service 1735 E. 26th Street, Brooklyn, N. Y. 11229.

Coverage, Maps, Station Brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Illinois 60515.

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

Available: Trademark "TELEBRIEFS". Box J-46, BROADCASTING.

"Sponsorettes." 50 successful sales ideas per week for hard to sell accounts—\$1.00 weekly—50¢ for sample week or write for free information—Nationwide Stations, Inc. Commodore Perry Hotel, Toledo, Ohio.

Something slipping? Try Vita Drive rubber drive cleaner on your tape playback equipment. Recommended by many stations. \$1.25 1 oz. bottle. Postage prepaid. NO COD's. Friend's Manufacturers, 135 N. 4th Street, Philadelphia, Pa. 19106.

MISCELLANEOUS—(Cont'd)

If your newscasts sound like your competition . . . you need "Twenty-Original-News-Sound-Effects" . . . Recorded . . . exclusive per market . . . \$10.00. Command Productions, Dept. 104-C, 1943 N.W. Irving, Portland, Oregon.

600 Slogans/Copy slants for retail advertisers. By a top pro. \$6.00, refundable. Free details, other services. Hirsch Advertising, 223 W. Commerce, Shamokin, Pa. 17872.

INSTRUCTIONS

FCC License preparation through quality training in communications electronics. G.I. Bill approved for home study or resident classes. Free information. Write Dept. 6-W, Grantham School, 818—18th St. N.W., Washington, D. C. or Dept. 6-H, Grantham School, 1505 N. Western Ave., Hollywood, Calif.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters, Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

ELKINS has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully GI approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 120 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting October 19, January 4, & March 8. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting. Bond Bldg., 3rd Floor, 1404 New York Ave., N.W. Washington, D. C.

"Warning" accept no substitute. REI is #1 in — success — guarantee — lowest tuition — highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Oct. 10—Nov. 14—Jan. 2—Feb. 6. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

INSTRUCTIONS—(Cont'd)

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory Class starting Oct. 3. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) 410 2-3211.

RADIO

Help Wanted—Management

ATTENTION!

If you have been successful in Broadcasting and if you want more remuneration than the industry can offer please send full particulars as to age, background to:

Post Office Drawer 1151
Shreveport, Louisiana

Help Wanted—Sales

FM AND TV PRODUCT MANAGER

Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. BS degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer.

Box H-269, Broadcasting.

SALES ENGINEER BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-268, Broadcasting.

RADIO TIME SALES

Excellent opportunity at a New York Radio Station for personable, energetic account executive. Sales experience in New York radio desirable. Good starting salary—excellent future. Send resume to:

Box J-247, Broadcasting.

SALES—(Cont'd)

REGIONAL SALES MANAGERS \$25-35,000—YEARLY

AA-1 rated, 18 year old Nat'l Promotional Advertising Firm has openings for Regional Sales Managers. Must have car. Travel Tri-State area. Duties consist of hiring, training and supervising sales groups selling special low priced Radio Contract to local merchants. Company Executive will assist during training period. \$300.00 per week draw to start. Furnish resume and 3 references.

John Burroughs, President,
Universal Publicizers, Inc.,
919 N. Michigan Avenue,
Chicago, Illinois 60611.

UNUSUAL OPPORTUNITY FOR TOP MEN WITH MAJOR NATIONAL CORPORATION

Travel extensively earn really big commissions. Go where the action is with America's best radio & TV promotions.

REQUIREMENTS:

Successful in advertising sales. 35 years or younger. Married. Strong desire for success.

CALL COLLECT NOW!

Mr White 215-925-6500 Extension 7033

Announcers

TOP FORTY JOCKS (UP TO \$27,000.00)

Immediate openings with many top 15 market stations willing to pay top dollar for good men! Only applicants with stability and record of performance need apply. Call Byron Holton—312-337-7939. Nationwide Broadcast Personnel Consultants. No placement fee!

RADIO

Situations Wanted Management

This is the man

you've been looking for. 26 year veteran announcer seeks to move up to executive level. Offer hard work, experience, loyalty, other attributes. Now employed five figures. How can I help!

Box J-230, Broadcasting.

GENERAL OPERATION OR PROGRAM MANAGER

16 years with Storz Broadcasting Co. Last 9 at WHB, Kansas City. Available immediately for permanent position or consultation. Excellent references.

Phone Don Loughnane (504) 863-7312

TOP NOTCH RADIO STATION MANAGER AVAILABLE SOON

We are selling our major market station and new owner will manage.

Box J-289, Broadcasting.

Situations Wanted

Management—(Cont'd)

**100% Successful
RADIO EXECUTIVE
Available Soon**

Top Management, 10 Years—Adult Formats—Knowledgeable AM-FM-Stereo, Programming, Sales, Equipment—Also valuable to Radio Allied Fields Equipment Firms, Trade Associations. Age in 30's, Personable, Intelligent. 5 Figures—Southeast & Florida.

Box J-236, Broadcasting.

**TELEVISION—Help Wanted
Technical**

**Wanted:
CHIEF ENGINEER**

for TV station. Fine future. Must know all facets of TV equipment including mobile unit.

Call 469-7491
area code (301) (evenings)

Help Wanted—Technical

continued

**WHEC—TV & AM
Rochester, New York**

Has immediate opening for 2 experienced technicians. Must have 1st class license. Contact R. K. Blackburn or Walter Lynch, collect 716-546-5670. If personal interview required, will be at our expense.

EMPLOYMENT SERVICE



PLACEMENTS

A courteous confidential service for Broadcasters
1615 California St., (303) 292-3730
Denver, Colorado 80202

MISCELLANEOUS

**BEST BUY IN BUDGET
\$ RADIO JINGLES \$**

Audible Advertising Productions, Inc.
663 Fifth Avenue
New York, N. Y. 10022

WANTED TO BUY—Stations

**TO BUY
RADIO STATION**

Anywhere east of the Mississippi. Price can go from 100,000 to 300,000. Must be in a growing market and making money. All information in strict confidence.

Write to:

Box H-335, Broadcasting

FOR SALE—Stations

For Sale AM-FM
Single station market in Kansas
Gross 70,000 much more potential.
\$150,000 with terms.

Box J-166, Broadcasting.

**MAJOR MARKET
FM FULL TIMER
EXCELLENT GROWTH AREA
ATTRACTIVE TERMS**

Box J-284, Broadcasting.

Rocky Mountain Area

fulltime small market station
\$90,000.00 . . . \$10,000 down
terms on balance

Box J-275, Broadcasting.

\$2,000,000

West Coast AM/FM with substantial growth potential. 29% down. Principals only.

Box J-273, Broadcasting.

**SAN FRANCISCO BAY AREA
FM STATION FOR SALE**

One of the Bay area's most powerful stereo stations. Excellent location. Equipment like new. Sales figures impressive and profitable. \$370,000, 29% down, by owner. No agents. Clean operation.

Box J-240, Broadcasting.

MAJOR MARKET DAYTIMER

East coast facility available immediately. Cash sale—or financing arranged for qualified buyer.

Box J-241, Broadcasting.

Tu Rue Media Brokers Inc.

116 CENTRAL PARK, SOUTH
NEW YORK, N. Y.
265-3430

**A MESSAGE...
TO CORPORATION PRESIDENTS
AND THEIR TOP EXECUTIVES**

Now you can use our Nationwide recruiting system to locate the best qualified applicants for any position.

Confidential . . . Saves time and money . . . and expert third party counseling from professional broadcasters.

DIAL: 312-337-7075

the direct line to qualified personnel

Nationwide Broadcast Personnel Consultants



645 North Michigan Avenue
Area code 312 337-7075
Ron Curtis—President



(Continued from page 90)

Honolulu, scheduled hearing for Nov. 15, with general arrangements unchanged. Action Sept. 14.

By Hearing Examiner Herbert Sharfman
■ Granted petition by George T. Herberich, Hot Springs, Ark., and accepted amendment correcting error in geographic coordinates of the KZNG ant. location in proceeding on his application and that of James J. B. Scanlon, Pine Bluff, Ark. Action Sept. 16.

By Hearing Examiner Elizabeth C. Smith
■ Pursuant to agreement reached at prehearing conference, ordered that in lieu of hearing scheduled for Oct. 19, further session of prehearing conference will be held, and accordingly continued evidentiary hearing to date to be fixed at further session of prehearing conference in proceeding on AM applications of James L. Hutchens, Central Point, and Faith Tabernacle Inc., Ashland, both Oregon. Action Sept. 15.

BROADCAST ACTIONS

By Broadcast Bureau
Actions of September 20

KING-TV Seattle—Granted CP to change type trans.

KIOT Barstow, Calif.—Granted mod. of CP to change ant. trans. and studio location and change type trans.; condition.

WNJZ Port Chester, N. Y.—Granted request and cancelled CP for new AM station; call letters deleted.

WEZY-FM Cocoa, Fla.—Granted mod. of CP to change ant.-trans. location; remote control permitted. Also granted extension of completion date to Feb. 28, 1967.

Actions of September 19

KWTO Springfield, Mo.—Granted mod. of license to operate main trans. by remote

control; conditions.

WTMB-FM Tomah, Wis.—Granted mod. of CP to operate trans. by remote control. KDEN Denver—Remote control permitted. KKJO St. Joseph, Mo.—Granted mod. of license to operate main trans. by remote control while using nondirectional ant.

WKIP-FM Poughkeepsie, N. Y.—Granted CP to change ant.-trans. location; install new trans., dual polarized ant.; ERP 5 kw; increase ant. height to 1,250 ft.; remote control permitted.

WCUE-FM Akron, Ohio—Granted CP to install new trans., increase ERP to 50 kw; condition.

WNFO(FM) Nashville—Granted CP to change ant.-trans. and studio location; increase ant. height to 230 ft.; remote control permitted.

WRVB-FM Madison, Wis.—Remote control permitted.

Actions of September 16

KIFW-TV Sitka, Alaska—Granted mod. of CP to change ERP to .199 kw vis. and .03 kw aur., change type trans.

KHAW-TV Hilo, Hawaii—Granted CP to change ERP to 2.09 kw vis., .275 kw aur.; change trans. and ant. location, ant. structure and increase ant. height to minus 620 ft.

*WCWV(TV) Richmond, Va.—Granted mod. of CP to change ERP to 513 kw vis., 102 kw aur.; change type ant., decrease ant. height to 650 ft.

WKOW-TV Madison, Wis.—Granted license covering authorized changes in existing station.

WIS Columbia, S. C.—Granted mod. of CP to operate trans. by remote control while using nondirectional ant.

WJRZ Hackensack, N. J.—Granted mod. of CP to change daytime ant.-trans. location to nighttime site, change from DA-N to DA-2, specify type trans.; conditions; without prejudice to any future action commission may take with respect to application for renewal of WJRZ license.

Actions of September 15

KOIN-TV Portland, Ore.—Granted CP to install auxiliary trans. at the main trans.-ant. location

KHTV(TV) Houston—Granted mod. of CP to change ERP to 1,179 kw vis., 117.9 kw aur.; decrease ant. height to 1,431 ft.

WIMA-TV Lima, Ohio—Granted mod. of license to reduce aur. ERP to 40 kw.

WIDX-FM Jackson, Miss.—Granted CP to install new ant. make changes in ant. system, increase ERP to 100 kw, and ant. height to 1,800 ft.

WBCM-FM Bay City, Mich.—Granted license covering new trans. and additional trans. line.

KSFR(FM) San Francisco—Granted license covering change in type horizontal ant., addition of vertical ant., change in ERP and ant. height.

WKNR-FM Dearborn, Mich.—Granted license covering change in ant.-trans. location, installation of new ant. new trans. with remote control, change in ERP and ant. height.

WYSH-FM Clinton, Tenn.—Granted license covering FM station with specification of type trans.

KRNY-FM Kearney, Neb.—Granted license covering change in studio, ant. and trans. location, ERP and ant. height; deletion of remote control.

Granted SCA on sub-carrier frequency of 67 kc as follows: WHAS Inc., Louisville, Ky.; to State of Wisconsin-State Radio Council: *WHHI(FM) Highland, *WHLA (FM) Holman, *WHS(A)(FM) Brule, *WHWC (FM) Colfax, all Wisconsin.

WIFN(FM) Franklin, Ind.—Remote control permitted.

Actions of September 14

WFUN South Miami, Fla.—Granted CP to install new trans. at main trans. location for operation as alternate main trans.

Granted renewal of licenses for following stations and co-pending auxiliaries: KCVL Colville, Wash.; *WXPN(FM) Philadelphia.

Actions of September 13

Granted extension of completion dates to Telesanjuan Inc. for WMGZ(TV) Mayaguez, and WPSJ(TV) Ponce, both Puerto Rico, to March 13, 1967.

Granted change in remote control authority of WPOR Portland, Me.

Actions of September 12

Granted remote control permission to WMPI(FM) Scottsburg, Ind.; and to WISE Asheville, N. C., while using nondirectional ant.

Action of September 7

KAVE Carlsbad, N. M.—Granted exten-

sion of completion date to Nov. 30.

Processing line

■ Notice is hereby given, pursuant to sec. 1.571(c) of commission's rules, that on Oct. 28, 1966, standard broadcast applications will be considered as ready and available for processing. Pursuant to sec. 1.227(b)(1) and sec. 1.591(b) of commission's rules, application, in order to be considered with any application appearing or with any other application on file by close of business on Oct. 27, 1966, which involves conflict necessitating hearing with application, must be substantially complete and tendered for filing at offices of commission in Washington, by whichever date is earlier: (a) close of business on Oct. 27, 1966 or (b) earlier effective cut-off date which listed application or by any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to sec. 1.580(i) of commission's rules for provisions governing time to filing and other requirements relating to such pleadings. Ann. Sept. 20.

BP-16849 New, Clarkston, Wash., Heinen and Lawrence. Req: 1430 kc, 500 w D.

BP-16941 WPKB Benson, N. C., George G. Beasley. Has: 1580 kc, 500 w, D. Req: 1130 kc, 10 kw, DA-D, D.

BP-16943 New, Thurmont, Md., Victor A. Leisner. Req: 1450 kc, 100 w, U.

BP-16495 KDJI Holbrook, Ariz., Navajo Broadcasting Company. Has: 1270 kc, 1 kw, D. Req: 1270 kc, 5 kw, D.

BMP-11837 WATV North Atlanta, Ga., North Atlanta Broadcasting Co. Has: 680 kc, 5 kw, DA-D, D. Req: 680 kc, 5 kw, D.

BP-16947 New, Harrisonburg, Va., Blue-ridge Broadcasting Company. Req: 1300 kc, 500 w, D.

BP-16948 New, Ardmore, Tenn., State Line Broadcasting Co. Req: 1520 kc, 1 kw, 500 w CH D.

BP-16950 WKJK Granite Falls, N. C., Broadcasting Enterprises Inc. Has: 1580 kc, 500 w, D. Req: 900 kc, 500 w, D.

BP-16954 WCM5 Norfolk, Va., WCM5 Radio Norfolk Inc. Has: 1050 kc, 1 kw, D. Req: 1050 kc, 5 kw, DA-D, D.

BP-16955 New, Princeton, Ky., Welb Better Broadcasters Corp. Req: 1500 kc, 250 w, D.

BP-16957 New, Warwick, N. Y., Warwick Broadcasting Corp. Req: 1110 kc, 250 w, D.

BP-16961 KLEI Kailua, Hawaii, Egal Radio, joint venture. Has: 1130 kc, 1 kw, U. Req: 1130 kc, 10 kw, U.

BP-16964 New, Dover-Foxcroft, Me., The Radio Voice of Dover-Foxcroft. Req: 1340 kc, 250 w, U.

BP-16965 New, Alamogordo, N. M., Fred Kaysbier. Req: 1360 kc, 5 kw, D.

BP-16970 New, Jupiter, Fla., Lighthouse Broadcasting Co. Req: 1000 kc, 1 kw, DA-D, D.

BP-16971 New, Monroe, N. C., Old Hickory Broadcasting Corp. Req: 1190 kc, 500 w, D.

BP-16973 New, Henderson, Tenn., C. R. Womack. Req: 1580 kc, 250 w, D.

BP-16974 WAZ5 Summerville, S. C., Radio Summerville Inc. Has: 980 kc, 500 w, D. Req: 980 kc, 1 kw, D.

BP-16976 New, Nogales, Ariz., Frank Baranowski. Req: 1340 kc, 250 w, U.

BP-16980 KATO Safford, Ariz., Willard Shoecraft. Has: 1230 kc, 250 w, U. Req: 1380 kc, 500 w, 5 kw-LS, DA-N, U.

BP-16981 KATN Boise, Idaho, Treasure Valley Broadcasting Co. Has: 1010 kc, 1 kw, D. Req: 950 kc, 5 kw, D.

BP-16982 New, Gilmer, Tex., Upshur Broadcasting Co. Req: 1060 kc, 10 kw, D.

BP-16983 New, Bishop, Calif., Eastern California Broadcasting Corp. Req: 600 kc, 1 kw, D.

BP-16984 New, Chapel Hill, N. C. Robert Lloyd Hoover. Req: 1530 kc, 10 kw, 250 w CH, D.

BP-16986 New, Freeland, Pa., Richard S. Genetti and Edward F. Genetti. Req: 1300 kc, 1 kw, DA-D, D.

BP-16991 WTHI Terre Haute, Ind., Wabash Valley Broadcasting Corp. Has: 1480 kc, 1 kw, DA-1, U. Req: 1480 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-16994 KCAL Redlands, Calif., Southwest Broadcasting Co. Has: 1410 kc, 500 w, 5 kw-LS, DA-2, U. Req: 1410 kc, 500 w, 5 kw-LS, DA-N, U.

BP-16995 New, Hartsville, S.C., Community Broadcasting Co. Req: 1490 kc, 250 w, U.

BP-16996 New, McLeansboro, Ill., Hamilton County Broadcasting Co. Req: 1060 kc, 250 w, D.

FOR SALE
Stations (Cont'd)

CALIFORNIA AM AND FM

Daytime AM with 5kw potential and full-time FM in one of the fastest growing and most desirable living areas in the state. Has shown good growth with absentee ownership. Presently grossing \$80,000 and profitable but should do well over \$100,000 with active owner-management. Firm price is \$160,000 but excellent terms with low down payment available.

Box J-278, Broadcasting.

STATION MANAGERS:

If you invest \$15M in a radio station @ 29% down, this would buy you a \$50,000 property. Not much of a station. Whereas the same \$15M investment can return \$52M a year net to you in a Columbia School of Broadcasting franchise for your area. Beautifully documented descriptive booklet forwarded to seriously interested broadcasters. Air Mail:

Mr. V. R. Good, Vice President, Columbia School of Broadcasting, 4444 Geary Blvd., San Francisco 94118 (Not affiliated with CBS, Inc.)

Table with 5 columns: Location, Size, Type, Price, Status. Rows include Fla. small fulltime \$106M SOLD, Maine small fulltime 120M 29%, Gulf medium profitable 250M terms, Calif. metro FM&MUZAK 375M terms, M.W. major daytime 630M cash.

CHAPMAN ASSOCIATES
2048 PEACHTREE, ATLANTA, GA. 30309

BP-17000 New, Water Valley, Miss., Tri-Lakes Broadcasting Co. Req: 1320 kc, 500 w, D.

BP-17001 New, Henrietta, N. Y., What The Bible Says Inc. Req: 1140 kc, 500 w, D.

BP-17002 WAQE Towson, Md., W1OW Inc. Has: 1570 kc, 5 kw, DA-D. Req: Make changes in DA system.

BP-17004 New, Stirling, N. J., Herbert P. Michels. Req: 1070 kc, 250 w, D.

BP-17008 New, Globe, Ariz., Mace Broadcasting Co. Req: 1240 kc, 250 w, U.

BP-17016 New, Kingwood, W. Va., Pres-raco Inc. Req: 1560 kc, 1 kw, 250 w CH, D.

BP-17017 WFNC Fayetteville, N. C., Cape Fear Broadcasting Co. Has: 940 kc, 1 kw, 10 kw-LS, DA-N, U. Req: 940 kc, 1 kw, 50 kw-LS, DA-2, U.

BP-17022 KBLA Burbank, Calif., George E. Cameron Jr. Communications Inc. Has: 1500 kc, 1 kw, 10 kw-LS, DA-2, U. Req: Make changes in DA system.

BP-17026 WNAC Boston, RKO General Inc. Has: 680 kc, 50 kw, DA-1, U. Req: 680 kc, 50 kw, DA-2, U.

BP-17027 KBTC Houston, Mo., Radio Company of Texas County Inc. Has: 1250 kc, 500 w, D. Req: 1250 kc, 1 kw, D.

BP-17029 WDXR Paducah, Ky., WDXR Inc. Has: 1560 kc, 1 kw, 5 kw-LS, DA-2, U. Req: 1560 kc, 1 kw, 10 kw-LS, DA-2, U.

BP-17030 KREL Corona, Calif., Major Market Stations Inc. Has: 1370 kc, 500 w, 1 kw-LS, DA-N, U. Req: 1370 kc, 500 w, 5 kw-LS, DA-2, U.

BP-17031 New, Lebanon, Mo., Risner Broadcasting Inc. Req: 1080 kc, 250 w, DA-D, D.

BP-17032 WISM Madison, Wis., Heart O'Wisconsin Broadcasters Inc. Has: 1480 kc, 1 kw, 5 kw-LS, DA-2, U. Req: 1480 kc, 5 kw, DA-2, U.

BP-17039 New, Upper Arlington, Ohio, Upper Broadcasting Co. Req: 1510 kc, 250 w, D.

BP-17040 New, Augusta, Ark., Service Communications Inc. Req: 1190 kc, 250 w, D.

BP-17044 New, Las Cruces, N. M., Marvin C. Hanz. Req: 1280 kc, 5 kw, D.

BP-17053 KRDS Tolleson, Ariz., E. O. Smith. Has: 1190 kc, 250 w, DA-1, U. Req: 1190 kc, 500 w, 10 kw-LS, DA-N, U.

BP-17054 New, Pittsfield, Mass., Blue Ribbon Broadcasting Inc. Req: 1110 kc, 1 kw, D.

BP-17055 New, Jamestown, Tenn., Fentress County Broadcasting Co. Req: 1500 kc, 1 kw, 500 w CH, D.

BP-17057 New, Slidell, La., Faulkner Radio Inc. Req: 1190 kc, 5 kw, D.

BP-17061 KQYN Wynne, Ark., East Arkansas Broadcasters Inc. Has: 1400 kc, 250 w, 1 kw-LS, S.H. Req: 1400 kc, 250 w, 1 kw-LS, U.

BP-17076 New, Burney, Calif., Ulysses Sherman Bartness. Req: 1450 kc, 250 w, U.

BP-17078 New, Waukon, Iowa, Ralph M. Sweeney. Req: 1140 kc, 250 w, D.

BP-17081 New, River Falls, Wis., Wisconsin Radio Inc. Req: 1170 kc, 10 kw, 1 kw CH, D.

BP-17082 New, Vermillion, S. D., Stou-land Broadcasting Inc. Req: 1570 kc, 500 w, D.

BP-17083 New, Florence S. C., Eastern Carolina Broadcasters Inc. Req: 1490 kc, 250 w, 1 kw-LS, U.

BP-17084 WKDK Newberry, S. C., Newberry Broadcasting Co. Has: 1240 kc, 250 w, U. Req: 1240 kc, 250 w, 1 kw-LS, U.

BP-17086 New, Ft. Pierce, Fla., St. Lucie Broadcasting Co. Req: 1070 kc, 1 kw, DA-D, D.

BP-17087 New, Lakewood, N. J., Mid-State Broadcasting Co. Req: 1170 kc, 5 kw, DA-D, D.

BP-17088 New, Waseca, Minn., The Waseca-Owatonna Broadcasting Co. Req: 1170 kc, 1 kw, D.

BP-17089 New, Plattsburgh, N. Y., Metro Group Broadcasting Inc. Req: 1070 kc, 5 kw, D.

BP-17103 New, Ozark, Ark., Giant Broadcasting Company. Req: 1060 kc, 5 kw, D.

BP-17104 New, Chardon, Ohio, B-K Broadcasting Co. Req: 1560 kc, 1 kw, DA-D, D.

BP-17108 New, Sumiton, Ala., Sumiton Broadcasting Co. Req: 1540 kc, 1 kw, D.

BP-17109 KAMAM Butler, Mo., Bates County Broadcasting Co. Has: 1530 kc, 250 w, D. Req: 1530 kc, 500 w, D.

BP-17110 WNBW Newberry, Mich., Newberry Broadcasting Co. Has: 1450 kc, 250 w, 500 w-LS, U. Req: 1450 kc, 250 w, 1 kw-LS, U.

BP-17111 New, North Pole, Alaska, Radio Prayer League Inc. Req: 1170 kc, 5 kw, 10 kw-LS, U.

NEW, Mobile, Ala., Azalea Corp. Req: 960 kc, 1 kw, D.

Applicant seeks to utilize facilities of WMOZ Mobile, station which had been ordered by commission to cease broadcast operations permanently by July 31, 1966. Proposed operation involves overlap of prohibited contours with co-channel KROF Abbeville, La. Since applicant proposes to use facilities of former WMOZ, sec. 73.37 of rules is waived insofar as necessary to permit acceptance for filing of application, and all other applications seeking substantially same facilities.

Notice is hereby given that application listed above is accepted for filing and that on October 25, 1966, application will be considered ready and available for processing.

Pursuant to sec. 1.227(b) (1) and 1.591(b) of rules, application, in order to be considered with this application, or with any other application on file by close of business on Oct. 24, 1966, which involves conflict necessitating hearing with this application, must be substantially complete and tendered for filing at offices of commission in Washington, by whichever date is earlier: (a) close of business on Oct. 24, 1966; or (b) earlier effective cut-off date which this application or any conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Ann. Sept. 15.

Fines

NOTICE OF FORFEITURE

Commission notified Miracle Valley Broadcasting Co., licensee of WEIF Moundsville, W. Va., that it has incurred apparent liability of \$1,000 for violations of commission's rules including operation by improperly licensed operator and operating with defective frequency and modulation monitors. Licensee has 30 days to pay or contest forfeiture. Ann. Sept. 14.

Rulemaking

DENIED

By memorandum opinion and order, commission denied petition for rulemaking by KSMM Shakopee, Minn., to assign FM channel 240A to that city by deleting it from Faribault or, alternatively, by substituting 285A in Faribault and 221A for 285A at Owatonna. Although Shakopee does not

have local nighttime radio station, commission believes that fact is insufficient to justify removing only FM channel from Faribault and its county, and, further, in view of its proximity to large number of stations in Minneapolis, it appears that local need for fulltime service can largely be met by at least some of stations in the Minneapolis-St. Paul metropolitan area. Commissioner Lee dissented. Action Sept. 14.

PETITIONS FOR RULEMAKING FILED

Cullen B. Tendick, Oxnard, Calif.—Requests amendment of rules so as to assign new channel to Oxnard. Received Sept. 14.

WLBK Leesburg-Eustis, Fla.—Requests amendment of rules so as to assign commercial TV to Eustis and Leesburg, both Florida. Received Sept. 12.

WYNZ Ypsilanti, Mich.—Requests institution of rule making proceedings to amend sec 73.202 of rules in following respects:

	Present	Proposed
Chelsea, Mich.		244A
Albion, Mich.	244A 285A	285A, 296A
Jackson, Mich.	231, 291, 296A	231, 291
Battle Creek, Mich.	277	243, 277

Received Sept. 12.

WIXK New Richmond, Ind.—Requests amendment of FM table of assignments so as to add channel 296A at New Richmond. Received Sept. 6.

NEW CALL LETTERS REQUESTED

Annville-Cleona, Pa.—A-C Broadcasters. Requests WAHT.

Liberty, Mo.—Clay Broadcasters Inc. Requests KBIL.

WJUD St. Johns, Mich.—Ditmer Broadcasting Co. Requests WJRB.

Greeley, Colo.—Colorado State College. Requests KCBL-FM.

Swainsboro, Ga.—Radio Station WJAT Inc. Requests WJAT-FM.

Le Mars, Iowa—KLEM Inc. Requests KLEM-FM.

Shreveport, La.—KEEL Inc. Requests KEEL-FM.

Burlington, Vt.—University of Vermont. Requests WVIM(TV).

Rutland, Vt.—University of Vermont. Requests WVER(TV).

St. Johnsbury, Vt.—University of Vermont. Requests WVTE(TV).

Requests WVTA(TV).

CATV REQUEST FOR WAIVERS

Santa Fe Cablevision Co., Santa Fe, N. M., requests waiver to carry KPHO-TV Phoenix, KTLA(TV), KHJ-TV, KTFV(TV), KCOP-TV, KWHY-TV and KMEX-TV, all Los Angeles.

Missional Cable TV Inc., National City and Imperial Beach, both California, requests waiver to carry KABC-TV, KCOP-TV, KHJ-TV, KNBC(TV), KNXI(TV), KTLA(TV), KTTV(TV) and KCET(TV), all Los Angeles.

TV Cable Co. of Stephenson county, Freeport, Ill., requests waiver to carry WGN-TV, WTTW-TV, WXXW(TV), WCUI(TV) and WFLD(TV), all Chicago, WHA-TV Madison, Wis.; WQAD(TV) Moline, and WHBF(TV) Rock Island, both Illinois.

Corsicana Television Cable Co., Corsicana, Tex., requests waiver to carry KERA-TV Dallas, KFWT-TV Fort Worth, KTLA(TV) and KTTV(TV), both Los Angeles.

Valley Cablevision Corp., Goshen, Ind., requests waiver to carry WFLD(TV), WGN-TV, WCUI(TV) and WTTW(TV), all Chicago.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Sept. 21. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

■ Mishawaka, Ind.—The Valley Cablevision Corp., a joint venture by WSBT-TV (South Bend Tribune's station), WNDU-TV (Notre Dame U. station), both South Bend, and WSJV-TV South Bend-Elkhart, all Indiana, has been granted a franchise. Com-

■ Mishawaka, Ind.—The Valley Cablevision Corp., a subsidiary of the Daily Press Inc., Newport News, Va., which also

Lloyd Town, N. Y.—Nelson Communication has applied for a franchise. The company will charge \$20 for installation and \$5 monthly.

■ Tonawanda, N. Y.—Tonawanda CATV Inc. has been awarded an exclusive franchise.

Elyria, Ohio—Elyria Cable, Inc., Elyria. Telerama, Inc., Lorain Cable Television (Harry R. Horvitz, president) and Great Lakes Broadcasting Co., have each applied for a franchise. There will be no installation fee. The town will receive 1/2% of annual gross receipts.

■ Sturgis, S. D.—Sturgis Radio Corp. has been granted a nonexclusive franchise. The other applicants were Multi-Pix Inc., of Alliance, Neb., and the Duhamel Broadcasting Corp., of Rapid City, S. D. Mr. Les Klevin, principal owner of Sturgis, represented the firm.

■ Newport News, Va.—Hampton Roads Cablevision Co., a subsidiary of the Daily Press Inc., Newport News, Va., which also

owns WGH-AM-FM, has been awarded a 20-year franchise. The firm proposed plans offering three VHF, two UHF, FM, 24-hr. weather, news and background music. The other bidder was Peninsula Cable Corp., which owns a system in Hampton, Va. and has other franchises in Va. and N. C.

FCC CATV ACTION

■ By order, commission granted request by Buckeye Cablevision Inc. for permanent waiver of sec. 74.1107 of CATV rules to permit carriage of noncommercial educational WTWS(TV) Detroit, or any other ETV station, on its CATV system in Toledo, Ohio, during those periods when Toledo's ETV WCET-TV is not on air. Commissioner Cox concurred in part and dissented in part and issued statement. On June 22, commission granted temporary waiver to Buckeye to permit such carriage of WTWS(TV) during period July 1 through Sept 6. Action Sept. 14.

AN unusual thing happened at CBS a couple of weeks ago. The company put out a news release on Dr. David M. Blank. He is regarded as one of the corporation's most valued human resources, but one it seldom talks about.

Dr. Blank was getting a promotion (a vice presidency), but more significantly he was being placed within the organizational chart of John A. Schneider's Broadcast Group. Was the "free wheeling" economist being reined in? Was the man *Business Week* called CBS's "man for all seasons" falling into a chain of command that would curtail his self-generated inquiries into broadcast industry economics? Not a bit of it, say CBS people who ought to know, and not a bit of it, says the doctor himself.

David Blank—who has long enjoyed a reputation as the insider's insider on broadcast industry economics, the structure of the industry and its changing parts—was named to head a new department of economics and research. The unit retains the duties of the office of economic analysis which Dr. Blank directed and will also embrace the office of social research and the existing research departments of the company's radio and television networks and stations division.

David Blank, who says "I never expected to stav more than three years" at CBS, celebrates his 11th anniversary with the company this month. He came from a background in which economic research and instruction had been vocation and avocation and he was loath to give them up. He didn't.

At CBS he has operated under a progression of titles bespeaking his advance in company rank, but from the beginning they've really amounted to the same thing—chief economist. With primary objectives of charting industry economic data, tracking the course of the whole advertising industry and "relating CBS to the outside world," Dr. Blank still sees himself as a teacher, a sort of company instructor in both broad and narrow economic courses.

Presentations ■ Four times a year he makes a presentation to the CBS advisory committee, which includes division presidents and staff vice presidents, on the economic outlook and what it means to CBS, and four times a year he delivers reports on the progress of the company's divisions. In periods of long uninterrupted growth in the national economy Dr. Blank's presentations may range to subjects such as unemployment or inventory accumulation in the U.S. He clearly has had a great deal of latitude in the focus of his research.

When Wall Street security analysts want the comfort of a five-year broadcast industry forecast, which they know will be based on all available informa-

Wide range for quiet economist on CBS staff

tion, one of the first people they call is David Blank. He's not given to rash prediction, but he has offered accurate growth forecasts for some time.

This man who makes it his business to know the temper of regulatory and judicial Washington and to mesh this knowledge with advertising and national economic data, is obviously in a good position to speculate on broadcasting's future.

Recently he discussed the subject with *BROADCASTING* and he indicated that in his view the future structure of broadcasting has never been in greater

WEEK'S PROFILE



David Mordecai Blank—vice president, economics and research, CBS Broadcast Group. b. Jan. 18, 1921, New York City. A. B. Davis High School, Mt. Vernon, N. Y.; Columbia College, 1937-41, AB Economics, Phi Beta Kappa; graduate faculty of economics, Columbia University, 1945-50; Ph.D., 1950; associate economist, Office of Price Administration, 1941-42 and 1946. U.S. Army, corporal, 1943-46; teaching assistant, Columbia University School of Business, 1947-51; research associate, Institute for Urban Land Use and Housing Studies, Columbia University, 1950-54; lecturer in economics, Columbia University School of General Studies, 1955; lecturer on housing economics, New York University, 1955-58; lecturer in real estate, Columbia University, 1959-60; associate economic adviser, CBS, 1955-58; director of economic analysis, 1958-65; chief economist and director of economic analysis, 1965-66; m. Hilda B. Stevens, 1949; children, Alison, 15. American Economic Association, American Statistical Association, National Association of Business Economists.

question than it is today, at least not since he's been associated with the business. The unsettling factors he lists are community antenna television and the potential of a far-flung wire network, satellite-to-home broadcasting and the development of home video tape recorders. In eight to ten years things could change substantially, he feels, though understandably he's not willing to make predictions where technological imponderables are involved.

Articles ■ Dr. Blank writes occasional monographs and articles for various economic journals. This month he'll deliver a lecture at Rutgers University with the somewhat zany title of "The Great Discount Illusion or Tonypanydy Revisited." Striking miners from the Welsh town of Tonypanydy, the economist explains, won martyrdom in history books through reports that troops and guns brutally put down their rebellion when, in fact, only a handful of unarmed men had quieted the disturbance. Dr. Blank says there's an analogy here with the government's interest in network television discount rates, an interest which he maintains stems from academic research that feeds on itself rather than on field study.

Learned-journal articles on network discount practices were based on network rate cards that didn't reflect the possibilities of participation buying open to all sponsors, says Dr. Blank. The result, he thinks, was a government attitude that did not recognize the reality of the market.

The economist claims to be among the first in the field to forecast that the government's interest in network discount structures would grow into full-blown congressional investigation.

The short, baldish Dr. Blank, who when asked about his hobbies and diversions, responds only with the comment, "I enjoy the company of my wife," admits to being something of an individualist around CBS. They recognize, he says, that "much of my value lies in being able to pursue subjects of my own choosing that appear to me to have relevance to the company's operation." His economic analysis department has often gathered data that had no current value to CBS. But invariably, says Dr. Blank, there comes a time when somebody needs it.

His academic background might suggest a seeming remoteness, and if you call Dr. Blank and ask him, for example, to project network TV revenues through the end of the year, for a while all you may hear are the frenetic clickings of the Friden calculator that sits beside his desk. But eventually a firm but friendly voice will reassure you there is indeed a human being at the other end of the line.

Back to bargaining

AT first look, the latest development in the court fight over television music-license rates seems apt to open not just a can but a whole kettle of worms. On second look, however, the prospect is much less forbidding, although still difficult—as it has been for almost four years now—and, at least to us, perplexing.

This is the case in which some 375 TV stations, working through the All-Industry Television Stations Music License Committee, have asked a federal court in New York to set "reasonable" rates for their use of the music of the American Society of Composers, Authors and Publishers. The new development, of course, is the court's order granting ASCAP permission to examine the stations' FCC financial reports (BROADCASTING, Sept. 19).

There are few things a broadcaster would like better to see than his competitors' intimate financial records—or hate worse than to have them see his own. It appears clear, however, that neither of these things will happen under the court order, for it specifically says that "confidential matters" will be protected.

We find it hard to see why the size of a station's profits should affect the price it pays for music any more than what it pays for rent, say, or for electricity—or, conversely, why the stations should not have a right to see what profits ASCAP's publisher members make. But the court has ruled. In the process it granted ASCAP access to other station papers but denied its request to see still others, some of the latter extremely competitive and not available even in the FCC files.

With the confidentiality of financial records protected, however, the net effect of the ruling in our judgment is that broadcasters are faced with a prospect that may be aggravating, time-consuming and a general nuisance, but that also—as leaders of the all-industry committee have indicated—is livable. Actually, they may have little practical choice but to live with it. For if the courts hold, as this one has done, that this information is vital to the issue, the stations could hardly refuse to supply it without abdicating, perhaps for all of the foreseeable future, their fight for "reasonable" rates.

All signs indicate that if the issue is fought through to the finish the losing side, whichever it may be, will certainly appeal to the courts above. The case has been in progress since December 1962, and no one can yet foresee the end. Common sense suggests that while both sides prepare to fight they also try—once again, as they have intermittently in the past—to negotiate a settlement. "Reasonable" rates reached in negotiation would save vast amounts of time and temper on both sides. And if negotiation failed, they would still be free to fight.

Question man

ONE of Washington's intriguing pastimes is the typing of public officials—liberal, conservative, headline hunter, scholar.

At the FCC the mystery man has been 32-year-old Nicholas Johnson, erstwhile federal maritime administrator, whose dubious boast was that he had mercurial operators, labor unions and even key people in his own organization arrayed against him after two years on the job.

Last week quite a few broadcasters and communicators thought they understood why, after watching him in action for two days. Since he assumed FCC office three months ago Mr. Johnson had operated at low visibility. He was

impatient to get on to bigger things than routine FCC agendas. His sights are on mass communications, 10, 20 or 50 years hence.

Mr. Johnson got full public exposure during last week's "oral hearing" on the ABC-ITT merger. He bored in like Mr. District Attorney in questioning ABC's Leonard Goldenson and ITT's Harold S. Geneen. He joined up with Commissioners Robert T. Bartley and Kenneth A. Cox in what looked like a junior filibuster against a merger that the majority obviously regards as desirable in fostering competition among the networks. Messrs. Geneen and Goldenson, in their appearances, demonstrated why they are where they are—able executives.

Actually, Nick Johnson, who demonstrated that he has much to learn, is still untyped. The communicators, the lawyers and the pundits won't know where he stands until the FCC votes on the ITT-ABC merger.

Autumn harvest

IN spite of some regulatory setbacks, this could be a big autumn for broadcasters.

It is an off-election year with all 435 members of the House and one-third of the Senate's 100 members running. Next month the National Association of Broadcasters kicks off its series of eight fall regional conferences.

There are many interests that broadcasters and politicians have in common. Politicians are most amenable to being wooed when they're running. An ideal trysting place is the home grounds of the candidates and at those regional meetings that occur before the Nov. 8 elections.

What broadcasters should want most are longer licenses. The three-year license is ridiculous as well as archaic. There's a head of steam in Congress for longer licenses—maybe five, six or seven years. At the FCC there's sentiment for the increase, although a bare majority of four a fortnight ago rejected a proposal to petition Congress to amend the law. Chairman Rosel H. Hyde, in his effective address last Friday before the International Radio and Television Society in New York, again went all out in favor of the longer tenure.

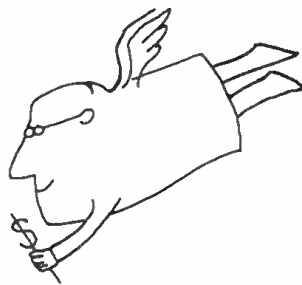
No road map is needed. The job is to get legislation through and thwart the efforts of the tough temporary FCC majority to maintain its renewal stranglehold.



Drawn for BROADCASTING by Sid Hix
"We're watching Johnny Carson on the 'We'll Be Back in Just a Minute' show!"

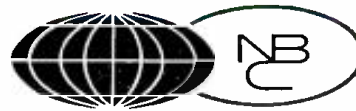
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- *n.* **1.** sum or amount of money or its equivalent for which anything is bought, sold or offered for sale. **2.** value: worth

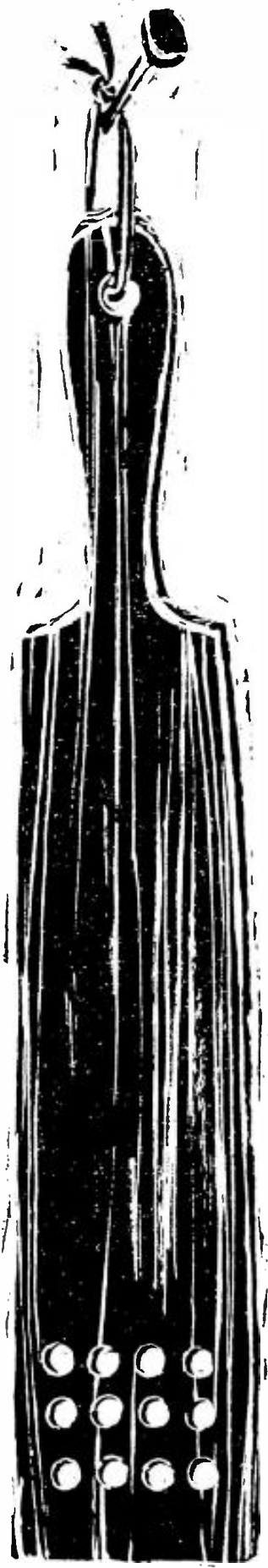


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See Your Edward Petry & Co. Man

KPRC-TV



HOUSTON TELEVISION
CHANNEL 2



nothing
like a WOODshed
to show you
where you stand

WOODshedding means testing your product in one of the nation's ten most-used test areas before sending it out to sink or swim nationally.

The WOODshed is Greater Grand Rapids, that fruitful area which mirrors the national averages so perfectly that it's almost like roping off a piece of the USA for your own private laboratory.

WOODshedding your product gives you a chance to work out the kinks in your product, remove the sass and the doubt before mistakes get expensive.

In the WOODshed, you'll want the *preferred* stations.

WOOD-TV is 2 to 1 over the combined No. 2 and No. 3 stations. WOOD Radio equals all other stations combined.*

A trip to the woodshed often made a lasting impression on a stubborn boy. A trip to the WOODshed can make a lasting impression on your product. You won't need a paddle. Just call your Katz man. He's the WOODshed expert.

**Northwood Institute Preference Study
(June, 1966)*



WOOD **AM**
FM
TV

Grand Rapids, Michigan

The Showcase Stations of Western Michigan

National Sales Representatives:
The Katz Agency, Inc.