



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

CONCORDIA COLLEGE
CARL B. YLIVISAKER LIB
MOORHEAD

MN IC EXPI12/67
56560

Carl B. Ylvisaker Library
Moorhead, Minn.

11/29

Agency billings: 1966 a record year for TV-radio. p29
Discounts axed in new ABC-TV '67-'68 rate card. p54
NAB code group gathering time-standards proposals. p56
Still more ITT-ABC data asked by Cox and Johnson. p62

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PETRY

olor spot

FOUR DIMENSIONAL SELLING

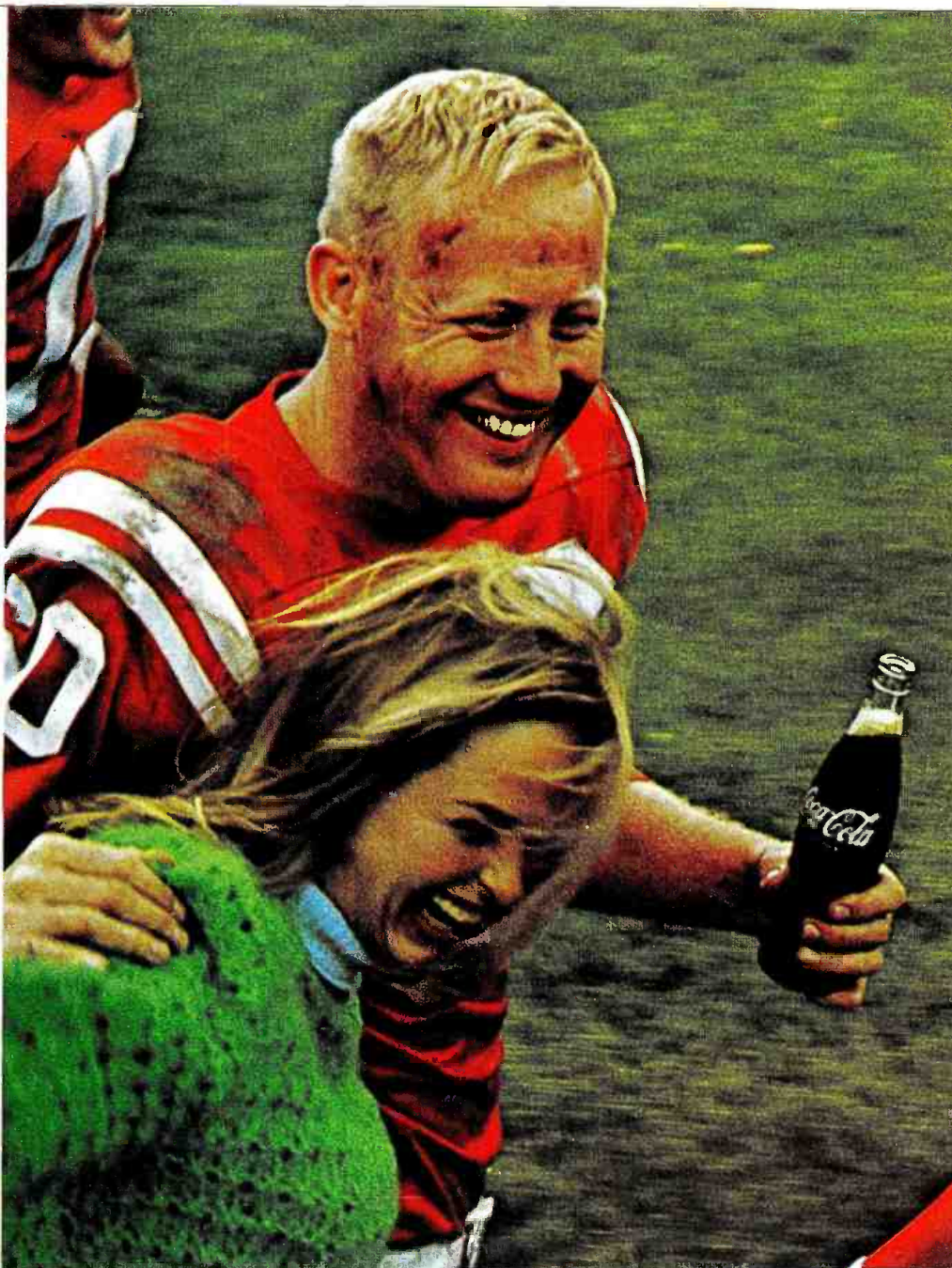
You'll find today's most dramatic sales gains obtained through Color Television. And the most dynamic approach to this medium is via Petry Colorspot. The impact of Color plus all the advantages of Spot. Count on the stations we represent. They lead this kind of effective selling.



WARD PETRY & CO., INC.
THE ORIGINAL STATION REPRESENTATIVE

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

Courtesy of The Coca-Cola Company



THE
JACK BAKER
SHOW

**NIGHT
CALL**

Top O'
the
Morning

WHAT'S
NEW
ASK
CAROL
COTTER

**The
World of
Papa
Hambone**

**ASK
YOUR
NEIGHBOR**

Pick a spot

THE
BOB BEASLEY
SHOW

THE
BILL
MC COLLOUGH
SHOW

**Give
and
Take**

*Masters
of
Rhythm*

...any spot

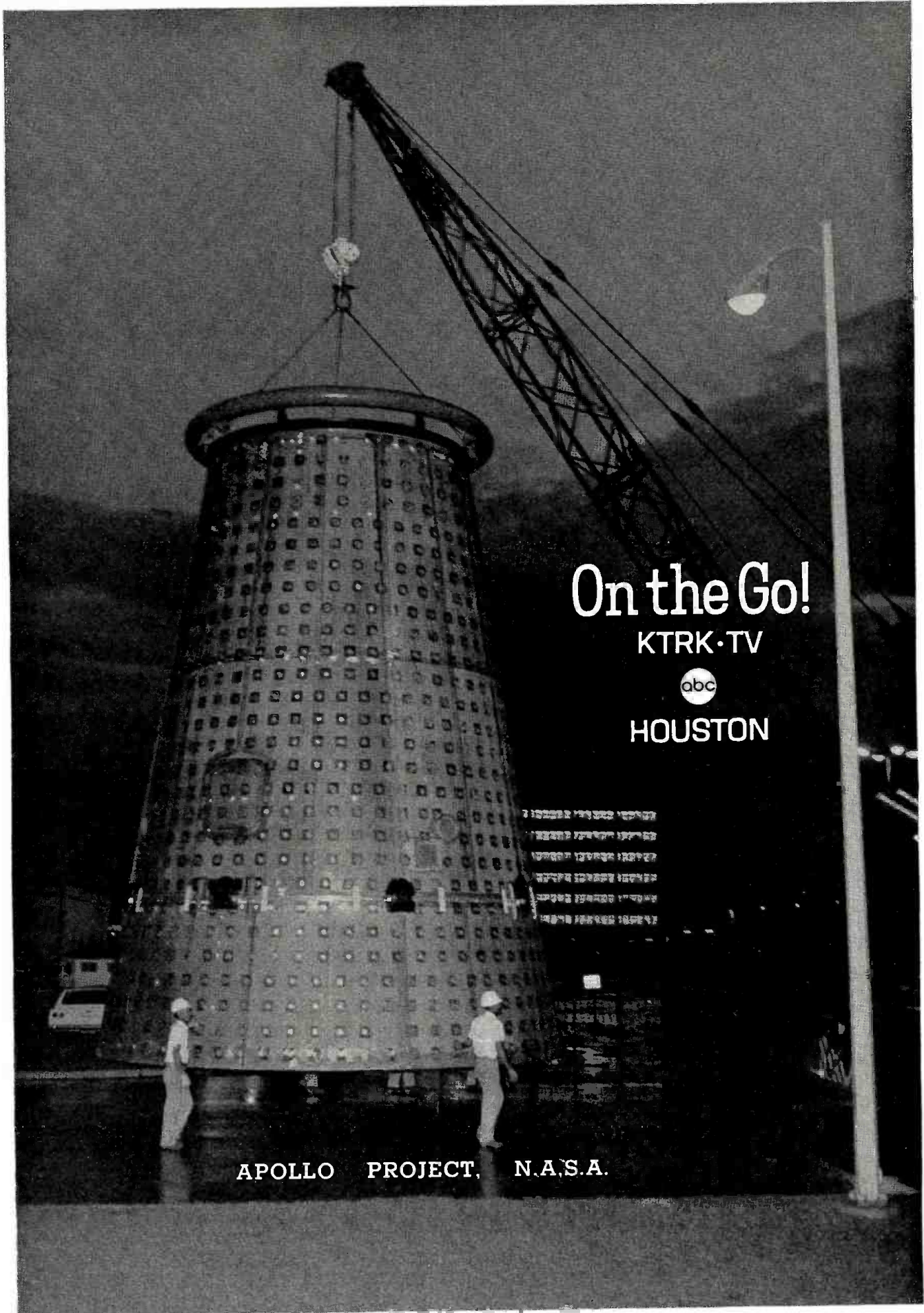
**and you're sure to pick a winner
in WTMJ's new radio line-up!**

New personalities . . . new programs . . . new times! For further information on these newcomers as well as our full broadcasting line-up, contact our representatives:

Henry I. Christal Company

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

MILWAUKEE RESPONDS TO **WTMJ**
5000 WATTS/620 KC/NBC



On the Go!

KTRK-TV



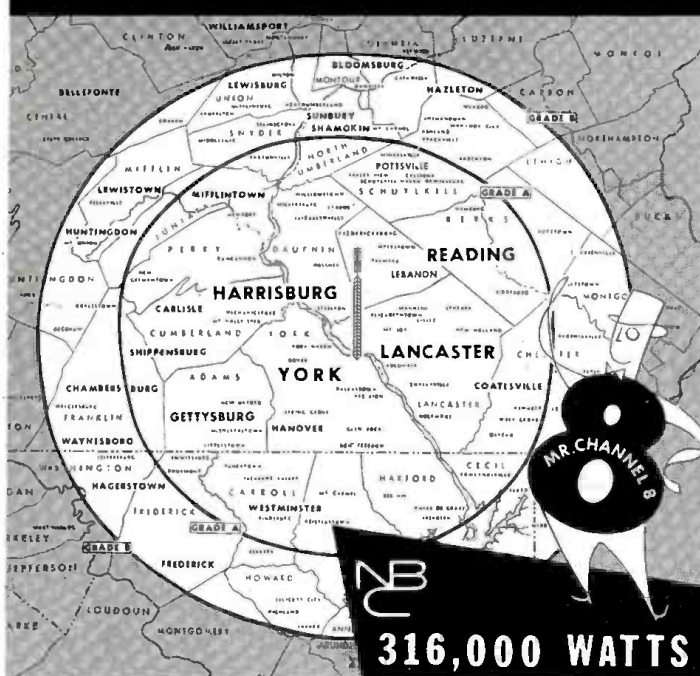
HOUSTON

APOLLO PROJECT, N.A.S.A.

When your business is soaps & detergents,



MULTI-CITY TV MARKET



**your sales starter
is WGAL-TV**

With top-audience reach in Lancaster, Harrisburg, and York—Channel 8 delivers a great purchasing-power audience. Another plus factor is 19%* color penetration for its all-color local telecasts and NBC full-color programs. Whatever your product, WGAL-TV delivers more sales action per dollar.

*Based on June 1966 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

WGAL-TV

LANCASTER, PA.

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

Steinman Television Stations • Clair McCollough, Pres.

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

What could be biggest battle over spot TV rates since piggyback controversy is brewing in Syracuse, N. Y., where WHEN-TV, Meredith station, has instituted color rate card showing 5% across-board boost. WHEN-TV's new color-based card is believed to be first of its kind. Called "C-1", it was introduced quietly in October, gave advertisers three-month protection. Station cites color-set circulation figures in Syracuse showing 10% to 13% penetration, says it took half of minimum circulation figure to arrive at 5% boost. Advertiser is allowed 5% discount for black-and-white commercial, has option of having color commercials run in black and white.

Ad agency pressure is mounting against WHEN-TV's color charges, and one major agency has even threatened to take its clients off station. Others have hinted at same reprisal. Agencies are knocking idea that color itself should carry extra fee. Station insists that color has inherent added value and may justifiably carry added charge. Syracuse is important market, popular for new-product testing. Broadcasters elsewhere will be closely watching WHEN venture.

Trap is set

FCC is waiting for no fewer than 117 North and South Carolina radio stations to send in their questionnaires on commercial practices before deciding whether to defer their license-renewal applications (renewal date is Dec.). Commission staff last week reported that many proposed carrying more than 18 minutes of commercial time per hour, in filing their renewal applications. Since questionnaire, which went to all stations last month (BROADCASTING, Oct. 31), asks radio stations to justify proposals exceeding 18 minutes, commission is reserving judgment on affected Carolina stations until receiving their comments. Of 117, reportedly, 104 proposed 20 minutes, one, 19 minutes and 12, from 20 to 30 minutes.

Staff report on news and public-affairs-programing plans of Carolina stations reportedly led to renewed move, principally on part of Commissioner Kenneth A. Cox, to query those proposing less than acceptable amount. However, commission decided simply to note and file material, which had been presented as informational item. Staff last week said

six radio stations proposed to devote less than one-half of 1% of their time to news; 16, less than one-half of 1% of their time to public affairs and "other" (agricultural, religious and instructional); and 22, less than 5% to both. TV stations were not involved, since new TV form, which would permit same kind of analysis, is not yet in use.

Question man

Moving force behind Senate Communications Subcommittee's detailed questionnaire to all broadcast licensees was not Subcommittee Chairman John O. Pastore (D-R.I.) but former committee member, Senator Gale McGee (D-Wyo.). Senator McGee, who won reelection to second term two years ago against opposition of John Birchers and other right-wing groups, had reportedly complained about Birchers and others buying broadcast time in effort to defeat him. Questionnaire inquires into practices in political broadcasting and commentary.

Many broadcasters have questioned propriety of detailed questionnaire (BROADCASTING, Oct. 31, et seq.) and particularly its emphasis on right-wing and television interview programs. As of last Friday, it's reported that committee has received more than 4,000 returns of 7,000 questionnaires distributed (there have been numerous requests for time extension). Computerized results, it's expected, will be made public about time Congress convenes next January.

No kind words

Forthcoming report of high-powered Carnegie Commission on Educational Television is expected to contain strong indictment of commercial broadcasting. Report, now said to be due before end of year, reportedly will cite low quality of commercial service as justifying need for noncommercial network connected by satellite. Commission is to hold what is scheduled as final meeting on Nov. 29 at Dedham, Mass.

Best bet is that Carnegie commission will urge financing of noncommercial system out of general federal funds. Commission some time ago abandoned notion of tax on broadcasters and on TV set sales.

Turner disavowed

Vice President Hubert Humphrey is not among those who feel that government should lay restraining hand on advertising of new products. It's now revealed that in Q&A session before CBS Radio affiliates convention in New York, Sept. 21, Vice President said, in response to query, that if Assistant Attorney General Donald F. Turner made such statements (as he did in speech last June), they didn't reflect thinking of Johnson-Humphrey administration.

Insiders predict Mr. Turner's tenure as antitrust chief of Department of Justice may terminate soon. Former Harvard professor, who is spearheading anti-advertising crusade, has seen some 10% of his legal staff (30 out of 300 lawyers) leave during past year, with others said to be planning to quit. Morale in antitrust division is described as low.

Trend to tape

MPO Videotronics, New York, generally acknowledged to be leading producer of TV film commercials, apparently envisions bright future in field of tape commercials, now dominated by Videotape Productions. Several years ago some leading film producers embarked briefly in tape area but soon abandoned this activity. But MPO is in process now of setting up full-fledged video-tape division, spurred by growing agency-advertiser interest in tape and by technical advances in tape equipment during past few years.

Missionaries

Lower rates for use of international communications satellites is one purpose of European trip now being taken by two FCC representatives. Asher Ende, deputy chief of Common Carrier Bureau, and Abbott C. Roseman, chief of bureau's international and satellite communications division, are stopping off for talks with telecommunications officials in England, France and Germany, en route to International Telecommunication Union meeting in Geneva. Major reason for pre-Geneva talks is to persuade Europeans, who set rates for communications between satellite and their shores, of U. S. view that lower rates mean higher use of satellites—with resulting greater benefits for all concerned.

The Broadcasting Division of Screen Gems



announces the appointment of

METRO TV SALES

as national sales representative for two outstanding stations
in two of the nation's fastest-growing areas:

WVUE
CHANNEL 12 abc NEW ORLEANS
KCPX-TV
CHANNEL 4 abc SALT LAKE CITY

Effective December 1, 1966

METRO TV SALES
A DIVISION OF METROMEDIA, INC.
OFFICES: NEW YORK / CHICAGO / SAN FRANCISCO / LOS ANGELES
ST. LOUIS / PHILADELPHIA / DETROIT

WEEK IN BRIEF

J. Walter Thompson again tops roster of top 50 agencies in TV-radio billing with \$225 million. BBDO is second with \$179 million. Top 50 agencies spending \$309 million more in broadcast this year. See . . .

AGENCY BILL . . . 29

Cox and Johnson are still unsatisfied with answers on ABC-ITT merger; write to Geneen and ask for more information—particularly on news coverage. Loevinger blasts them for publicizing added inquiry. See . . .

ITT ASKED FOR MORE . . . 62

Discounts go by boards at ABC-TV. Network announces revised rate card, effective Sept. 11, 1967, allowing only one discount: \$1,000 allowance for long-term buyers of time. See . . .

ABC DROPS DISCOUNTS . . . 54

Are decade of rulings on fairness doctrine and Section 315 about to go down drain? That's one possible result from federal court ruling that FCC letters are not orders and can't be reviewed by courts. See . . .

LEGAL SAND? . . . 80

MSU-Notre Dame game seen on 130,000 TV sets in Hawaii via Lani Bird satellite. Game, first live coverage from mainland, was shown without commercials. CBS, NBC, ABC have more plans for Pacific bird. See . . .

50TH STATE GETS LIVE TV . . . 82

Congress may look into network election coverage and predictions in next session. FCC hears from losing candidates who feel stations didn't give them fair shake. Ask for say at renewal time. See . . .

COVERAGE CRITICISM GROWS . . . 78

AFTRA and SAG reach agreements, in principle, with networks and threat of strike is lessened. But members still have to vote on proposed new pacts. IBEW approves new CBS contract. See . . .

TEMPORARY PEACE . . . 64

AAAA still has not decided if it will join with TVB and ANA in creating joint committee to study mutual problems; indicates immediate decision is unlikely. TVB and ANA say, if necessary, they'll go it alone. See . . .

4A'S NOT READY . . . 61

Commissioner Lee hints that licensees may find more than just tax deduction in supporting educational TV stations. He thinks such moves might result in easing of commission pressure for cultural programming. See . . .

MAKE POINTS . . . 71

Either do 'really bigger job' in public and local service programming or face possibility of losing audience to locally oriented CATV's, FCC's Schildhouse tells NAB regional meeting. See . . .

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In 1967 Pulse continues its pioneering qualitative, syndicated radio development with coverage of all 2-surveys-or-more markets to provide the most comprehensive analysis yet of radio listening households.

Again, as in 1963, 1964, 1965 and 1966, audiences will be analyzed by distinct time periods, for leading stations.



THIS YEAR'S QUESTIONS—BY STATION, BY TIME PERIOD:

Age and sex • Employment status of women • Income level by persons, by households • Family size • Occupation of adult men • Auto ownership • NEW! Airline trips • NEW! Listener confidence in stations (Which radio station do you first tune to for news? In time of emergency, such as a heavy snow storm or hurricane warnings, which station do you first tune to? If it became necessary to take all radio stations off the air but one, which station would you prefer to remain on?) • NEW! Education of head of household

Nothing takes the place of personal interviews in the home.

The Pulse, Inc.

730 Fifth Avenue, New York, N.Y. 10019 212 JUdson 6-3316

Election coverage is decried by new group

Network coverage of Nov. 8 elections was given another kick in teeth over weekend by Free Society Association, which said networks' election night coverage "sank to new depths of irresponsibility. They did not inform; they misled. They did not report what was happening; they made it up as they went along."

FSA, conservative political-education group, founded by Barry Goldwater, with headquarters in Washington, made comments to 42,500 members in monthly bulletin mailed over weekend.

To avoid similar situation in presidential election of 1968, FSA offered two choices:

- "Either the three networks will have to police themselves and provide responsible election coverage—or

- "They will have to be policed by the FCC or some other agency representing the interest of the American public. . . ."

FSA said it preferred voluntary approach, adding in either case panel of experts representing government, networks, academic and professional researchers, and major political parties, should set up ground rules "to prevent network predictions from jumping the gun in any race, local or national, and to insure accurate reporting. . . ."

Claiming that networks were "motivated by cut-throat competition," FSA said networks on election day were "electing" and "declaring" winners . . . before a single ballot was officially counted. . . ."

UN debate spanning oceans

United Nations debate on admission of Red China was to be carried live virtually worldwide by TV today (Nov. 28).

Eight European countries and British Broadcasting Corp. for United Kingdom are using Early Bird satellite over Atlantic to bring UN meeting to their viewers. Japanese Broadcasting Corp. (NHK) is using Lani Bird, over Pacific, to bring debate to its viewers in Japan. Both communications satellites are being operated by Communications Satellite Corp., Washington, for international consortium.

CBS shuffles schedule; drops 'Moore', 'Jericho'

CBS-TV plans to drop *Jericho* (Thursday, 7:30-8:30 p.m. EST) in mid-January and *Garry Moore Show* (Sunday, 9-10 p.m. EST) after its Jan. 8 performance.

Coliseum, featuring circuses, water shows, rodeos and similar attractions, will replace *Jericho*. It will be produced by Joe Cates, whose credits include number of circus and other TV successes and who also was called in as producer of Moore show few weeks ago in effort to build its audiences.

"*Smothers Brothers Comedy Hour*" will take over Moore period Feb. 5 after three specials, to be announced, fill in during last three Sundays in January. It will feature Tom and Dick Smothers, singing comedians, who had half-hour situation-comedy series on CBS-TV last season.

These bring CBS-TV's program casualties this season to four. Announced earlier were decisions to drop *Jean Arthur Show* (Monday, 10-10:30 p.m.) and *Run, Buddy, Run* (Monday, 8-8:30 p.m.).

Hart committee resuming

Senate inquiry into alleged network discrimination in TV advertising rates will resume in two weeks, with testi-

Former chairmen's club

E. William Henry, former FCC chairman, becomes partner in law firm of Arnold & Porter effective immediately. Announcement was made Friday (Nov. 25) by Paul A. Porter, senior member of one of Washington's largest firms and himself former FCC chairman (1944-46).

Mr. Henry, who resigned chairmanship April 30, will handle general administrative practice rather than confine himself to communications. He left FCC to participate in unsuccessful Democratic gubernatorial primary of John J. Hooker Jr. in Tennessee.

Arnold & Porter firm now has some 50 lawyers. Thurman Arnold, founding partner, was former assistant attorney general for antitrust.

mony from networks and government agencies.

Senate Antitrust and Monopoly Subcommittee, which held five days of hearings last spring (BROADCASTING, June 6, May 30), has scheduled new series Dec. 12, 13, 14.

Representatives of networks, as well as from FCC, Federal Trade Commission and Justice Department will testify on questions relating to allegations that network advertising rates favor big advertiser. No schedule of witnesses had been prepared Friday (Nov. 25).

Robert T. Mason dies; Marion funeral Saturday

Funeral services for veteran broadcaster Robert T. Mason, 66, were to be held Saturday (Nov. 26) in Marion,



Mr. Mason

Ohio, following his death Wednesday (Nov. 23) in Atlanta hospital after surgery for ruptured appendix. He had been returning earlier in month to Marion from Florida when he was taken off plane and hospitalized.

Mr. Mason was owner of WMRN-AM-FM Marion and had been chairman of All-Industry Radio Music Licensing Committee since 1958. Last month he sold WMRN-AM-FM to Worth Kramer, former president of Goodwill Stations, for \$500,000 (BROADCASTING, Oct. 17). Sale is awaiting FCC approval.

Mr. Mason was president of Community Broadcasters Association from 1958 to 1965, former director of National Association of Broadcasters and Radio Advertising Bureau, and past president of Ohio Association of Broadcasters. He is survived by his wife, Caroline, and son and daughter.

Sued for fight piracy

Main Bout Inc., which held worldwide ancillary rights to Cassius Clay-Cleveland Williams title fight Nov. 14, says it will file suit this week against KPRC-TV Houston, for alleged unauthorized filming and replaying portions of fight.

Robert Arum, secretary of Main Bout and partner in law firm of Phillips,

WEEK'S HEADLINERS



Mr. Mahoney

of C-P, Mr. Mahoney was responsible for company's three domestic divisions and Corporate Services Group including media, packaging and market research. Corporate Services Group now will report to **Robert W. Young Jr.**, corporate VP-marketing. Colgate-Palmolive spends about \$75 million annually in network and spot TV and \$5 million in spot radio.

Richard W. Tully, director and executive VP for West Coast operations, Foote, Cone & Belding, elected board chairman and **Charles S. Winston Jr.**, executive VP and general manager of Chicago office, elected president. Both

David J. Mahoney, executive VP of Colgate-Palmolive Co., New York since 1961, resigns, effective Dec. 1, to become president and chief executive officer of Canada Dry Corp., New York. As executive VP

are 20-year men with agency. Mr. Tully succeeds **Robert F. Carney**, who will continue as chairman of finance committee. Mr. Winston succeeds **Rolland W. Taylor**, named chairman of executive committee. **Fairfax M. Cone**, co-founder of agency and present chairman of executive committee, will devote his full time to creative aspects of business.



Mr. Mendelsohn

apolis, subject to FCC approval. Company already owns KHON-TV Honolulu. Mr. Mendelsohn's title will be designated at later date. Earlier Mr. Mendelsohn had been VP and general manager of WKBW Buffalo, N. Y. and general sales manager of WABC New York.

Herbert J. Mendelsohn, former VP and general manager of WMCA New York, named to key executive position at Pacific & Southern Broadcasting Co., which recently purchased WAIL-TV Atlanta and WIBC-AM - FM Indianapolis, subject to FCC approval. Company already owns KHON-TV Honolulu. Mr. Mendelsohn's title will be designated at later date. Earlier Mr. Mendelsohn had been VP and general manager of WKBW Buffalo, N. Y. and general sales manager of WABC New York.

For other personnel changes of the week see **FATES & FORTUNES**

Nizer, Benjamin, Krim and Ballon, says Main Bout will seek \$1 million in punitive and compensatory damages. Closed-circuit television showings of fight in 129 U. S. and Canadian theaters and 10 theaters in United Kingdom grossed reported \$400,000.

ARB-BAR in arrangement for product comparisons

American Research Bureau, Beltsville, Md., announced Friday (Nov. 25) new service for TV stations and advertisers following agreement between ARB and Broadcast Advertisers Reports, New York. BAR monitors TV spot advertising in 75 markets.

Under arrangement, BAR is furnishing to ARB brand activity information in printed reports and on data processing tapes. Combining this information with ARB viewing data in same 75 markets permits station or advertiser to compare impact of his TV advertising for specific product with impact of competitors' products. It also permits advertiser to compare his cost-per-thousand base with his competitors'.

Information will be available from ARB on special order basis. ARB for

some time has been furnishing customers with cost and audience analysis of every spot run by single advertiser in given market. ARB is also gathering product usage data in its diary surveys.

Les Arries Sr. dies

Leslie Arries Sr., 65, former sports director for ABC and DuMont Television Network, died Friday (Nov. 25) in Veterans Administration hospital, Syracuse, N. Y. He is survived by his wife, Helen, and two sons, Leslie Jr., president of Westinghouse Broadcasting Co. Productions, and Donald.

Seeks ban on H-B sale

Petition for injunction has been filed in Los Angeles Superior Court that may affect sale of 100% of Hanna-Barbera Productions Inc. to Taft Broadcasting Co.

Ban on sale of claimed 264,000 H-B shares was asked by John Cohn and Harry Cohn Jr., sons of late chief of Columbia Pictures, Harry Cohn, pending outcome of their 1965 suit against principal owners of H-B (BROADCASTING, Dec. 20, 1965). They claim that after their father's death, value of H-B

stock was misrepresented to their mother, and that she sold stock back to H-B principals for \$200,000. Suit asks recovery of stock and \$3 million in damages.

CBS minimizes its role in Haitian invasion story

CBS minimized Friday (Nov. 25) importance of role it played in covering plans for Haiti invasion right up to collapse of project on Florida's shores.

CBS's involvement was reported in story of abortive project that was distributed by Chicago Daily News Service. Story, by Carlos Martinez, said CBS "apparently arranged to document the invasion step by step." Report of invasion was reported through CBS News.

Mr. Salant, who confirmed report the network was covering developments for past five or six months, from New York, Miami and Haiti, said: "We've followed this story just the way we would any other news story. There's nothing unusual about it."

According to news service story, CBS began filming developments from time that Haitian and Cuban exiles began planning invasion in New York basement. It also said CBS News "command post" was set up in Miami, to facilitate direct news coverage when invasion started.

Torres-Tiger fight

Madison Square Garden-RKO General Sports Presentations (division of RKO Pictures Co.), New York, plans to syndicate live colorcast of light-heavyweight title bout Dec. 16 between champion Jose Torres and challenger Dick Tiger. TV stations across country will get fight, with New York City blacked out until next day.

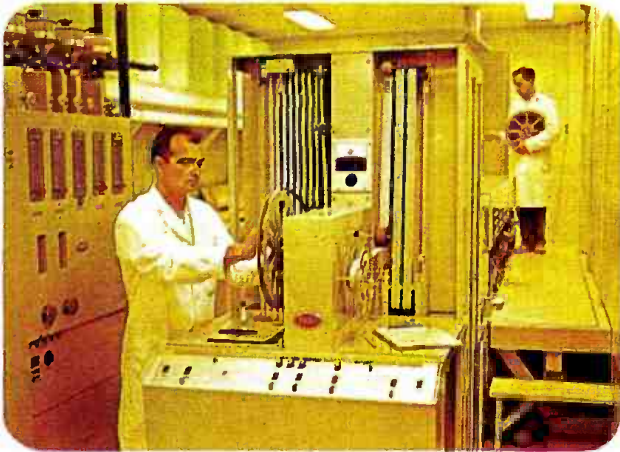
European Comsat study

Fifteen European nations have agreed to undertake feasibility study of establishing own communications satellite system, following three-day conference in Holland of telecommunications executives. Study is expected to cost \$250,000 and is due to be completed next May.

If study recommends go-ahead, next step, according to conferees, will be placing three experimental satellites in space by 1971 at cost estimated to run about \$10 million.

Conference, sponsored by European Space Research Organization (ESRO), is loose organization of European nations.

*this is what it takes
to gather the NEWS*



KSTP-TV's custom-built high-speed color film processor is the only one of its kind in the country. It processes both 16mm and 35mm film at the same time at 75 feet per minute, delivering high quality film faster than any competitor . . . 26 minutes from "dry to dry."



KSTP-TV's Grand Commander is one of two planes used for news purposes. It is all-weather, radar-equipped and in constant communication with the News Department and other news vehicles.



In addition to its fleet of 2-way-radio news cars, KSTP-TV utilizes helicopters and amphibious vehicles. Fire and police departments often use the emergency power and light truck. All are in 24-hour contact with a dispatch center monitoring 18 police, fire and other emergency radio facilities.



The award-winning staff of 42 photographers, writers, editors and technicians (shown above minus those on duty) is supported by 90 trained "stringer" correspondents plus the world-wide facilities of NBC. They have produced all shows in color for six years.

*. . . and these are the men
who deliver the NEWS*



John MacDougall, Bob Ryan and Gene Berry are the top rated newsmen in the Twin Cities. In short, KSTP-TV and NBC present *all* the news to more Upper Midwest viewers than all other Twin Cities stations combined.

Represented Nationally by Edward Petry & Co., Inc.



COLOR TELEVISION

MINNEAPOLIS ST. PAUL

HUBBARD BROADCASTING, INC.



Alabama's Largest Women's Club

RON CARNEY'S "HAPPY HOUSEWIVES"

Ron presides over Alabama's largest women's club with a registered roster of 10,000 loyal ladies. Meetings are called weekday mornings at 9:00 and the three-hour agenda swings with tuneful melodies, phone calls and cash prizes to members — all seasoned with Ron's spontaneous wit. The quips are funny, the show moves fast . . . and 10,000 buying housewives are in the listening cast. Buy a captivated audience in a growing Alabama market . . . The Happy Housewives Club.



wapi radio

BIRMINGHAM, ALA.
Represented Nationally by
Henry I. Christal Co., Inc.

DATEBOOK

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

■Indicates first or revised listing.

NOVEMBER

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

Nov. 29—Annual meeting of stockholders of Screen Gems Inc. to elect nine directors and to transact other business. 515 West 54th St., New York.

Nov. 29—Emphasis/Media session featuring media programing for advertising men and women sponsored by Bozell & Jacobs Inc. and *Media/scope* magazine in cooperation with the University of Omaha, University of Omaha, Omaha. Those wishing to register should write to Emphasis/Media, 700 Kiewit Plaza, Omaha.

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

DECEMBER

Dec. 1—Third annual New York area Emmy Awards luncheon sponsored by the New York chapter of the National Academy of Television Arts and Sciences. Mayor John V. Lindsay will be the guest speaker. New York Hilton hotel, New York.

■Dec. 1—Luncheon of the Southern California Broadcasters Association. Speaker will be Norman Best, executive vice president and manager of Los Angeles office of Campbell-Mithun. Michael's restaurant, Hollywood.

■Dec. 1—"Business Outlook—1967" seminar sponsored by Washington advertising and public relations firm of Kal, Ehrlich & Merrick. Speakers include Walter R. Johnson, assistant to the publisher, *Fortune* magazine; Sylvia Porter, syndicated financial columnist, and General George Olmsted, chairman, Financial General Corp. Shoreham hotel, Washington.

Dec. 1-2—Foreign policy conference for editors and broadcasters sponsored by the Department of State, Department of State, Washington. Any bona fide representative of the domestic information media can have his name placed on the invitation list for these conferences by writing—or having his superior write—to the director, office of media services, Department of State, Washington 20520.

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

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

Dec. 6-7 — Annual meeting, Mississippi CATV Association. Holiday Inn motel, Jackson, Miss.

■Dec. 7—Annual meeting of the Broadcast Pioneers. Berkshire hotel, New York.

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

Dec. 12-13—CATV legal seminar sponsored by National Community Television Association. Featured speakers will be Frederick W. Ford, NCTA president; Robert H. L'Heur-

eux, NCTA general counsel; Bruce E. Lovett, NCTA assistant general counsel, and Washington lawyers E. Stratford Smith and Harry E. Plotkin. Subjects: regulatory and copyright legislation, litigation on FCC's First and Second Reports and Orders, telephone-company tariffs, copyright litigation, state public utility "threat." Sheraton-O'Hare Inn, Chicago.

■Dec. 14-15—Meeting of National Association of Broadcasters television code board. Gramercy Inn, Washington.

■Dec. 16—New deadline for comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

■Dec. 19-20—Meeting of National Association of Broadcasters radio code board. Century Plaza hotel, Los Angeles.

■Dec. 20—Annual meeting of stockholders of Ameco Inc. to elect a board of directors, to act upon a proposal to approve a qualified stock option plan, and to transact other business. Ramada Inn, Phoenix.

Dec. 21—Annual meeting of stockholders of Columbia Pictures. New York.

Dec. 30—Deadline for comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 through 91.9 mc).

JANUARY

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

Jan. 10—Closing date for 1966 entries for George Foster Peabody Radio and Television Awards. Entries will be considered in the following categories: news; entertainment; education; youth or children's programs; promotion of international understanding; and public service. Entries should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens, Ga.

Jan. 10-12 — 1967 Reliability Symposium sponsored by the Institute of Electrical and Electronics Engineers. Reliability education panel includes H. C. Jones, Westinghouse Electric Corp.; S. R. Calabro, Aerospace Technology Corp.; Dimetri Kececioglu, University of Arizona; Charles Lipson, University of Michigan; and W. H. Von Alven, ARINC Research Corp. Sheraton-Park hotel, Washington.

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

■Jan. 14—Annual midwinter meeting of Florida Association of Broadcasters. Far Horizons, Sarasota.

■Jan. 14-15—15th Annual Retail Advertising Conference sponsored by the Retail Advertising Conference Inc. A session on electronic advertising is included in the program. Hotel Knickerbocker. Chicago.

Jan. 15-17 — Annual winter meeting and election of officers of the Oklahoma Broadcasters Association. Skirvin hotel, Oklahoma City.

Jan. 16 — Deadline for reply comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 through 91.9 mc).

Jan. 16-17 — Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau. Toronto.

Jan. 18—Annual winter meeting of Colo-



Dog bites man...that's news?

Yes, when rabies is a threat.

And aside from the straight news angle, the news media often perform a vital public service by alerting the community to the presence of the rabid animal. Lederle Laboratories, too, has its special assignment in such a news break...delivering the antirabies serum.

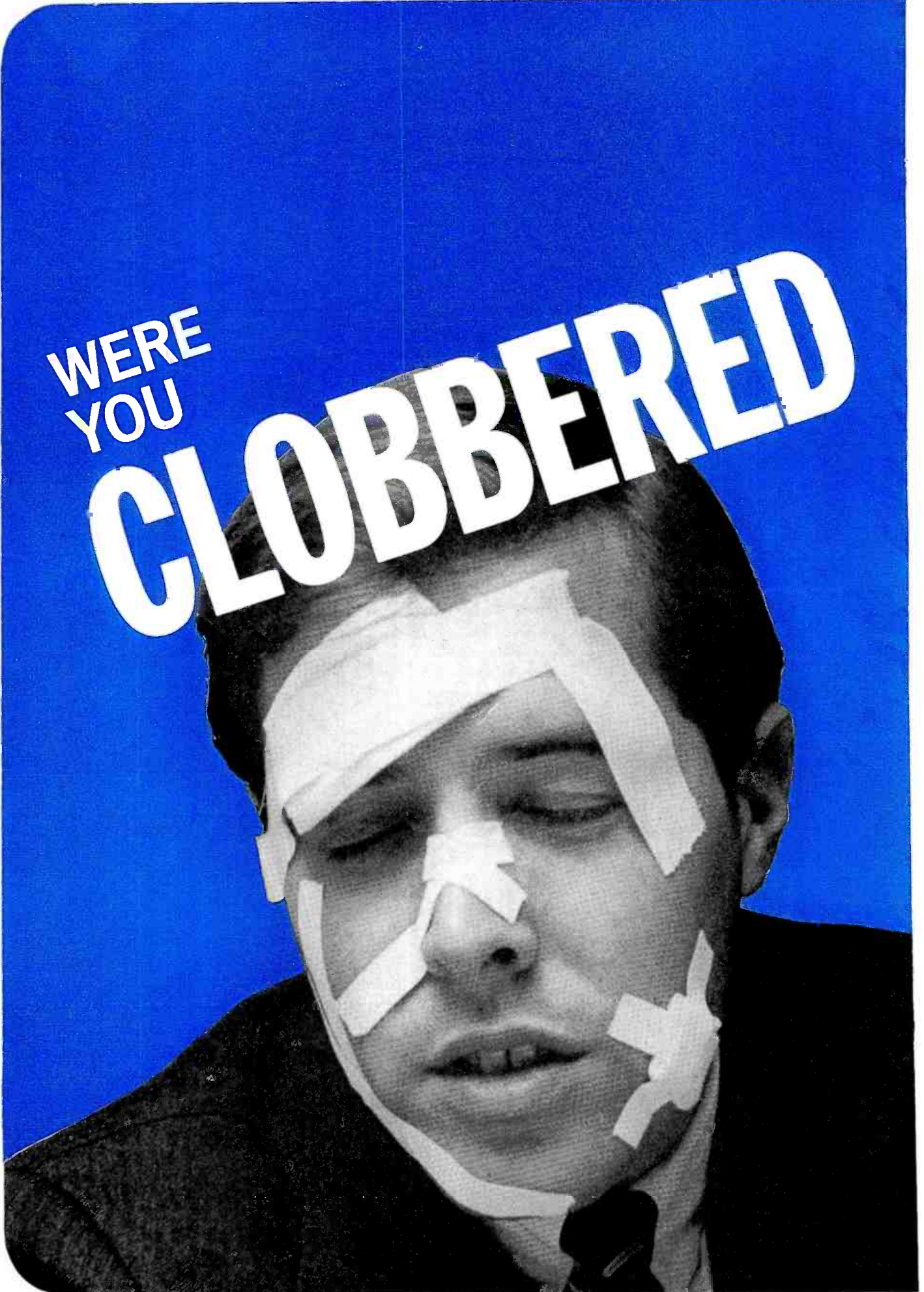
Because the rabies virus works with astonishing speed in the victim's nervous system, antirabies serum must be given immediately. Supplies of the serum are on hand at strategically located depots throughout the

country. And, if additional quantities are needed, the Pearl River headquarters is ready—night or day—to provide the serum as fast as planes can fly it.

Like many other public service drugs, the serum involves long and costly processes. And because such drugs are used on comparatively rare occasions, their sale is seldom adequate to cover invested costs in research, development, manufacturing or distribution. As it is with the news media, however, public service is an integral part of the pharmaceutical prescription business.

WERE
YOU

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**MY FAVORITE
MARTIAN**



starring RAY WALSTON, BILL BIXBY AND PAMELA BRITTON

IF YOU'RE AILING (and who isn't?) TAKE THE FOLLOWING:

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- A 61.9%** adult audience composition

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KANSAS CITY • LOS ANGELES • NEW YORK
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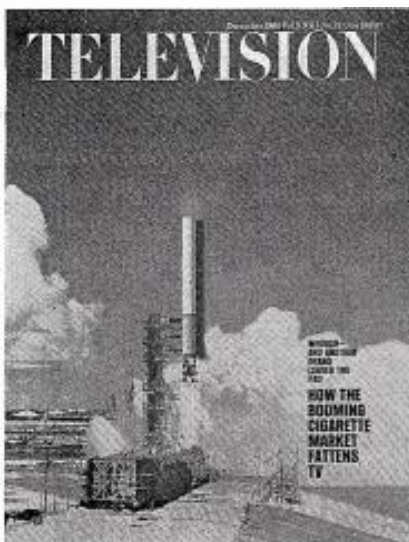


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In December. Cigarettes: a boom in new brands fattens TV. McLuhanism: today's cult in television. The \$15-million gamble in movies made for TV. How Rockefeller forces set new standards for political advertising. Local programming on CATV: filling holes in broadcast service or opening one for pay TV? Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D.C. 20036 (202) 638-1022. Or bureaus in New York, Chicago, Hollywood.

radio Broadcasters Association. Brown Palace hotel, Denver.

Jan. 22-24—Annual winter meeting of Oklahoma Broadcasters Association. Skirvin hotel, Oklahoma City.

Jan. 23-27—National Association of Broadcasters joint board meeting. Continental Hilton, Mexico City.

Jan. 27-28—Technical conference on color television broadcasting sponsored by the Detroit, Toronto, Rochester (N.Y.) and Chicago sections of the Society of Motion Picture & Television Engineers in cooperation with the University of Michigan. Rackham Memorial Building, Detroit. For further information contact Howard W. Town, NET Inc., 2715 Packard Road, Ann Arbor, Mich.

Jan. 27-29—Mid-winter conference of the Advertising Association of the West. Sahara hotel, Los Vegas.

FEBRUARY

Feb. 1—New deadline for reply comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

Feb. 1—Deadline for 1966 entries, including radio and TV, in the George Polk Memorial Awards sponsored by the department of journalism, Long Island University. Applicants send letters containing background descriptions. Radio and TV program entries require disk, sound tape or film supplemented when possible with scripts. Material should be submitted to Professor Jacob H. Jaffee, curator of the awards, Long Island University, Zeckendorf Campus, Brooklyn, N. Y. 11201.

Feb. 1—Deadline for entries for the 35th annual Sigma Delta Chi Distinguished Service Awards. Entries may be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine reporting, journalism research, radio and television reporting and editorializing, and public service by newspapers, magazines, radio stations or networks and television stations or networks. Entry blanks may be obtained by writing to Sigma Delta Chi, 35 E. Wacker Dr., Chicago 60601.

Feb. 1—Deadline for receipt of entries for 1966 Medical Journalism Awards sponsored by the American Medical Association. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.

Feb. 2—Annual winter convention of Michigan Association of Broadcasters. Jack Tar hotel, Lansing.

Feb. 6-7 — Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau. Vancouver, B.C.

Feb. 6-8—Meeting of National Community Television Association board of directors. Jack Tar hotel, Clearwater, Fla.

Feb. 6-8—Ninth annual Conference on Advertising/Government Relations, sponsored by the Advertising Federation of America and Advertising Association of the West. Shoreham hotel, Washington.

Feb. 15—New deadline for reply comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

Feb. 18-19—Annual winter meeting of New Mexico Broadcasters Association. Speakers include Vincent Wasilewski, National Association of Broadcasters president. White Winrock motel, Albuquerque.

Feb. 21-23—20th annual conference of the Western Radio and Television Association. Disneyland hotel, Anaheim, Calif.

MARCH

March 1-3—Annual National Association of Broadcasters state presidents conference. Sheraton-Park hotel, Washington.

March 2-4—Region II conference of the National Association of Educational Broadcasters. Robert Meyer hotel, Jacksonville, Fla.

March 6-7—Executive committee, National Community Television Assn. Madison hotel, Washington.

March 9 — International Radio and Television Society awards its Gold Medal for 1967 to Robert W. Sarnoff, RCA president, Waldorf-Astoria hotel, New York.

APRIL

April 2-5—45th annual convention of National Association of Broadcasters. Conrad Hilton, Chicago.

April 7-13—Third annual MIP-TV International Television Program Market. Palais des Festivals, Cannes, France. For information contact Mr. Charles Michelson, 45 West 45th St., New York 36. Telephone PLaza 7-0695.

April 17-18—Program meeting sponsored by National Education Television. Statler Hilton hotel, New York.

April 19—Educational Television Stations division meeting of the National Association of Educational Broadcasters. Statler Hilton hotel, New York.

April 20-21—Annual spring meeting of Oregon Association of Broadcasters. Maverick hotel, Bend.

April 21-22—Annual spring meeting of West Virginia Broadcasters Association. Holiday Inn, Huntington.

April 24-27—32nd national convention of the Audio Engineering Society. Hollywood Roosevelt hotel, Hollywood.

MAY

May 3-7—16th annual national convention of the American Women in Radio and Television. Marriott Motor hotel, Atlanta.

May 6—Distinguished Service Awards Banquet sponsored by Sigma Delta Chi. San Francisco.

May 22-27 — 5th International Television Symposium. Speakers include Federal Councillor R. Gnagi, head of the Swiss Federal Department of Transport, Communications and Power. Montreux, Switzerland.

May 25-26—Annual spring meeting of Ohio Association of Broadcasters. Carousel Inn, Cincinnati.

JUNE

June 11-14—Annual summer meeting and election of officers of Colorado Broadcasters Association. Riviera hotel, Las Vegas.

June 22-23—Annual summer meeting of Maryland-D.C.-Delaware Broadcasters Association. Henlopen hotel, Rehoboth Beach, Del.

June 24-29—64th annual convention of the Advertising Association of the West. Lafayette hotel, Long Beach, Calif.

June 25-29—Annual convention and board of directors meetings, National Community Television Assn. Palmer House, Chicago.

AUGUST

Aug. 13-17 — Second Intersociety Energy Conversion Engineering Conference sponsored by the American Society of Mechanical Engineers, the Institute of Electrical and Electronics Engineers, the American Institute of Chemical Engineers, the American Nuclear Society, the Society of Automotive Engineers, and the American Institute of Aeronautics and Astronautics. Hotel Fontainebleau, Miami Beach, Fla.

OCTOBER

Oct. 16-18—Twelfth annual seminar of Broadcasters Promotion Association. Royal York hotel, Toronto.

Oct. 26-27—Annual fall meeting and election of officers of Ohio Association of Broadcasters. Neil House, Columbus.

■Indicates first or revised listing.

A million miles a day!



Your packages go wherever Greyhound goes when you ship by Greyhound Package Express

Greyhound goes over a million miles a day, over more than 100,000 miles of routes, serving more than twenty-five thousand cities, towns and villages throughout the U.S.A. Your shipments go wherever Greyhound goes, aboard regular Greyhound buses, when you

specify Greyhound Package Express. Ship anytime at your convenience—24 hours a day, 7 days a week, weekends and holidays, too. Schedules are fast and frequent. Your shipments get there faster, (often in a matter of hours) because they get moving sooner. Save time!

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

It's there in hours and costs you less

For Example	Buses Daily	Running Time	20 lbs.		
CHICAGO—MILWAUKEE	20	1 hr. 50 mins.	\$1.55	\$1.80	\$2.00
ATLANTA—BIRMINGHAM	10	3 hrs. 20 mins.	1.85	2.10	2.45
CLEVELAND—COLUMBUS	10	2 hrs. 55 mins.	1.80	2.05	2.40
SEATTLE—PORTLAND	19	3 hrs. 25 mins.	1.70	2.00	2.25

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



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

**Hank Tom knows
able to speak Chinese to**



you don't have to be read a Blair rate card.

Darn it.

A John Blair & Company rate card is simple because our rate structures are simple. No mysterious symbols, no gibberish.

Everybody sees the same rates.

The result is that buying time on a Blair-represented station is made easier and faster. You get the best for your client with an absence of confusion. And you never have to worry that somebody else could have bought the time at a better price.

But that's the kind of dependability you expect from Blair. Providing just such extra service and extra reliability and extra know-how helped us to become the leading station representative company in the broadcast industry.

To learn more about how we can help you do your job, call your Blair man. He'll show you rate cards you don't have to be able to read Chinese to understand. And unless you happen to be Hank Tom, time buyer over at Sullivan, Stauffer, Colwell & Bayles, that's something you're going to appreciate.

Blair Television





**NO MAGIC
NO MYSTERY
NO GIMMICKS**

IT'S JUST
TALENT

**SIGN-ON TO SIGN-OFF—
THAT MAKES WSYR
THE BEST RADIO BUY IN
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• Live variety show • news • farm • good music
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TOP PERSONALITIES.

Represented Nationally by
THE HENRY I. CRISTAL CO., INC.
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DETROIT • SAN FRANCISCO



"I'LL SUE YOU!"

Maybe you thought he was "just bluffing," when he stormed out of your office. But when you are hauled into court in a time-wasting suit, you find he meant it. And if the verdict goes against you, it can cost you thousands. Remember, many juries just don't understand.

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OPEN MIKE®

More happy returns

EDITOR: In your interesting article on the effect of the elections on radio and television in Congress (BROADCASTING, Nov. 14) I recognize that it would have been impossible for you to more than hit the high spots.

Omission needs filling in. The re-election of Theodore R. Kupferman, Republican from the 17th congressional district in New York, should be noted by the broadcasting fraternity, for without a doubt Ted represents the "nation's broadcasting and advertising capital."

Within the boundaries of his district, commonly nicknamed "the silk-stock-
ing district," one will find the head-
quarters of ABC, CBS, Mutual, NBC,
NET and Overmyer. Also such im-
portant groups as Time-Life, Corinthian,
Capital Cities, Westinghouse, RKO
General, Metromedia, Cowles, Hearst
and others, their New York area sta-
tions if any, and such prominent inde-
pendents as WMCA, WQXR, WHN, WHOM,
WEVD and television WPIX and WNDT.
Every station rep and advertising agency
of consequence has its headquarters or
an important branch office in the dis-
trict.

And right smack in the middle is the
Empire State building with all those
transmitters on top.

Ted himself, a long time active mem-
ber of IRTS, was at one time on the
legal staff of RCA and Cinerama. He
is currently a partner in Kupferman &
Price, both of whom have important
ownership interests in radio stations.
Ted lists WTSB Brattleboro, Vt., WLOB
Portland, Me. and WMVY Pensacola,
Fla.—*Claude Barrere, executive direc-
tor, International Radio and Television
Society Inc., New York.*

EDITOR: The innovation described in
BROADCASTING, Nov. 14 ("WCCO-TV
tries an easier way") is old hat here in
Seattle.

Back in the 1964 election we used
the same reporting device (a fixed, live
camera taking shots of the figures on
each race as they were printed on the
computer). This year, the sixth gen-
eral election we have done from the
Seattle office of IBM, we used the same
technique, employing IBM's System
360-model 40. A refinement which I,
as anchorman, found to be helpful, was
the installation of a preview monitor, as
well as an air monitor, at my desk.
That way, I could see not only the race
the viewers were seeing, but the one
coming up as well. This makes for a
smooth transition from one contest to
the next.—*Charles Herring, television
news director, KING-TV Seattle.*

WAGA-TV salutes one of the nation's foremost community-minded advertisers... Western Electric!... for commissioning quality television programs on 25 stations in 11 U.S. markets. WAGA-TV is pleased to have been selected to produce some of the Atlanta Western Electric documentary programs . . . including our most recent production for Western Electric shown Sunday, November 13th, at 7:30-8:00 pm. WAGA-TV News Director Paul Shields and Georgia's First Lady, Mrs. Carl Sanders, were the hosts. During the program, Paul Shields joined Governor Sanders in his private study as he talked about his early life in Georgia and his days at the University.

The program represented the last view most Georgians will have of the Governor's home on the Prado before Georgia's first family moves into the new mansion on West Paces Ferry Road.

The documentaries produced for Western Electric have become program models for other community-minded advertisers across the nation, and WAGA-TV commends the public-spirited attitude that created the prototypes for the television industry to follow.



"The Governor's House on the Hill"



... "a common task to reach a common goal"

"I'm glad to give"

Calvin Coolidge



"I'm glad to give. The Community Chest is a fine idea." (Mr. Coolidge was one of the first Presidents to endorse the United Way of voluntary support of community health, welfare and recreation services while in office.)

"Stands for spiritual growth"

Herbert Hoover



"The true hope of progress is in the spiritual field, and these are the helpful actions in the world and the worthwhile things in the community. The Community Chest stands for this spiritual growth. It occupies a position that must constantly be built stronger if we would build the spiritual side of American life..."

"They must not be forgotten"

F. D. Roosevelt



"Care of the aged, service to demoralized families, hospitalization of the needy sick, home nursing, settlements, guidance of youth, care of the children without a chance—these and hundreds of other services are in the hands of your local welfare organization... they must not be forgotten..."

"Our help will really count"

Henry Truman



"The Community Chest gives us a chance to make sure our help will really count. When we give to the Chest, we can be sure that we are helping our neighbors and our neighborhood in the right way. And when we do that, we are making our country a better place to live in for ourselves and our children."

"A splendid opportunity"

Dwight D. Eisenhower



"We can't possibly know about all our neighbors in need. Somebody must show us the way to help them. This is the purpose of these United Campaigns in over two thousand communities across the land. They provide us with a splendid opportunity to express the traditional neighborly concern of America."

"I hope that you will join"

John F. Kennedy



"I hope that you will join in this great national effort, this great national crusade through the United Way, and give. It will make your community a happier place; it will make you a happier person, and in the real sense that your community is your country—it will make our country a finer place in which to live. United, there is little we cannot do..."

"A proud record"

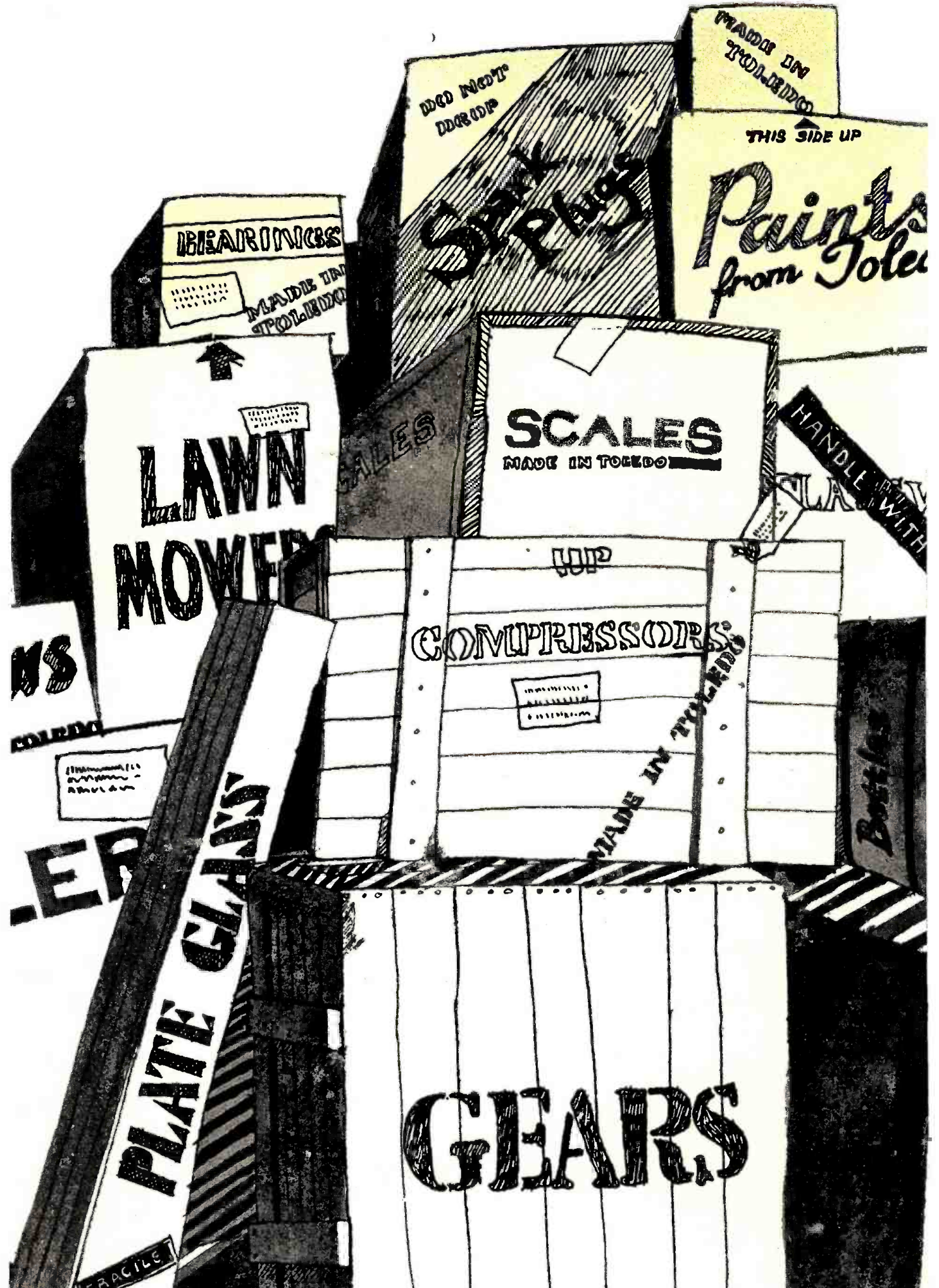
Lyndon B. Johnson



"One of our enduring American traditions has been the voluntary contribution of time and money to strengthen our country's many communities. Nowhere else in the world do people give so generously toward this end. Millions of Americans perform both a public service and an act of human compassion by their participation in and generosity to their United Fund or Community Chest. In doing so, they express a common desire to help their community assist the young and old, the sick and distressed."

One gift works many wonders/the United Way





MADE IN TOLEDO

DO NOT DOOR

THIS SIDE UP

SALES

Paints from Toledo

BEARINGS

MADE IN TOLEDO



LAWN MOWER

SALES

SCALES
MADE IN TOLEDO

HANDLE WITH CARE

NS

TOLEDO

COMPRESSIONS

UP

LE

PLATE GLASS

MADE IN TOLEDO

Boxing

GEARS

FRAGILE

TOLEDO, OHIO, SELLS THE WORLD.

Toledo is a major port, airport, rail center and motor freight hub. It has to be, to ship the products Toledo makes. More glass than any other city in the world. More metal stampings than any other American city. More automotive parts than Detroit. And probably more components for industry than any other city. As a result, Toledo is rich and getting richer. One of the top 50 television markets—in population, in households, in effective buying income.

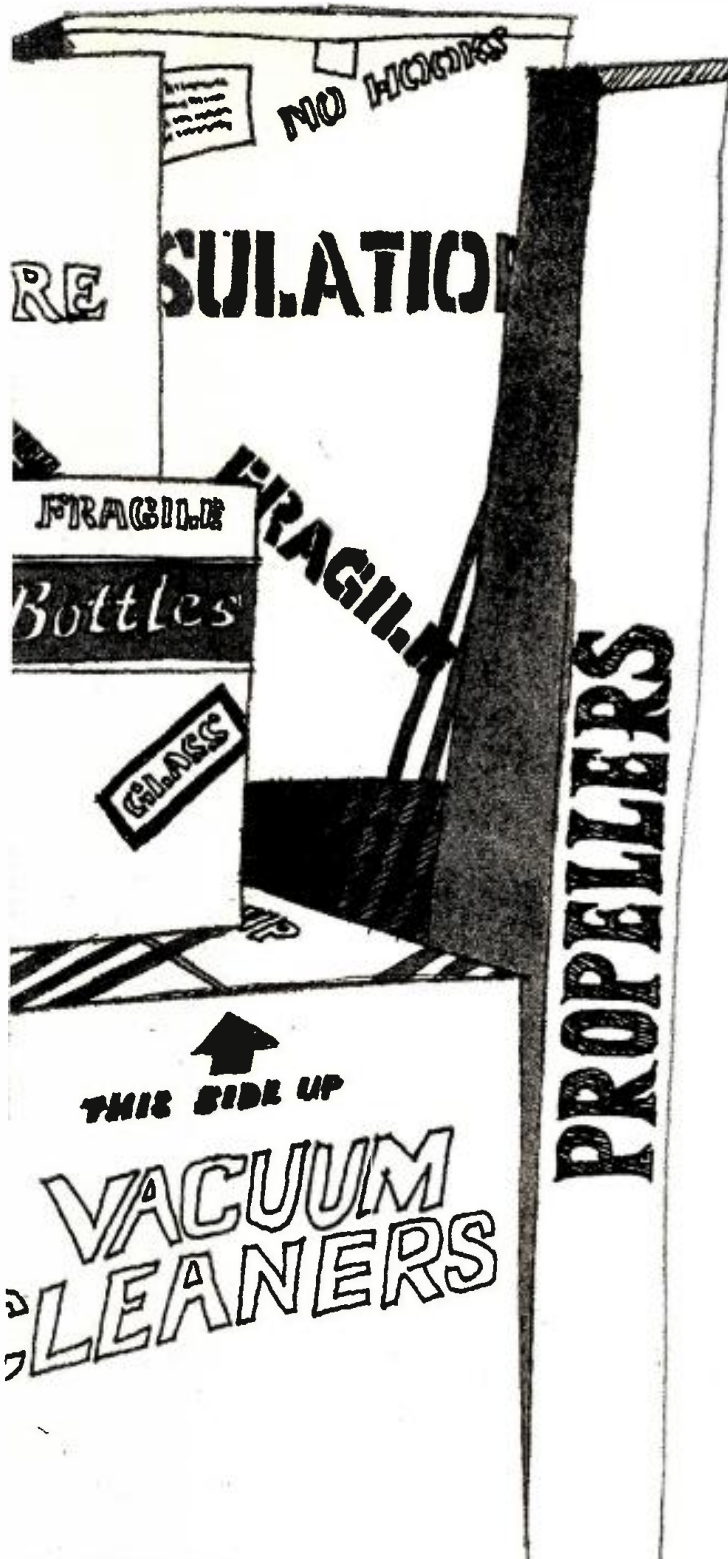
WTOL-TV SELLS TOLEDO.

Both a CBS and NBC affiliate, WTOL-TV schedules the top programs of both networks—as well as its own local-interest news and sports events. And it's Toledo's first full color station. To sell Toledo, buy WTOL. (And get a dividend on the money you spend on Toledo products.)

PGW SELLS WTOL-TV **11**

Effective Dec. 1, 1966, WTOL-TV, a Cosmos Broadcasting Corp. station, will be represented nationally by

PPETERS, **G**RIFFIN, **W**OODWARD, INC.
277 Park Avenue, New York, N.Y. 10017



How to capture 40% of the audience

I hope the comments and observations in this dialogue will be accepted in the spirit in which they are offered: namely for the good of your industry, which, in the long run, will also be in the best interests of my industry.

To begin with, one becomes weary of the derogatory and denigrating comments about television, particularly about the quality of its programming, that plagues us from every direction.

We are all aware of the problems involved in attending cocktail parties where our association with television will almost always bring forth dissertations about the poor state of television and the invariable cliché: "I never watch television any more."

I don't know about you, but now, when I go to cocktail parties, and strangers ask me my business association, I have found it quite beneficial to answer: "Internal Revenue Service." You'd be amazed at how much space I suddenly get at crowded cocktail parties.

But I hear this general television lament constantly, at all levels, among secretaries, housewives, executives, on commuter trains, at football games, everywhere I go. I hear it everywhere and so do you. Is it true?

According to Nielsen, so far this season 59½% of all homes are tuned to TV at any moment during prime time. Last year, there were 57.7%; a year before that some other figure.

Disturbingly High ■ Now 59½% of sets in use, representing a new high, disturbs me. I am concerned with the fact that if we look at it slightly differently, on the average, during prime time, more than 40% of our homes do not watch television.

As a marketer, this 40%, representing about 25 million homes, or over 80 million people, concerns me terribly.

How am I going to reach them? How am I going to sell them?

With a medium as powerful and as broad as television, we should not be satisfied with a household prime-time sets-in-use figure below, in my opinion, 75% or 80%. I believe this is practical, and obtainable if we are willing to face facts.

For fact No. 1, we can say television in 1966 has gone out to the movies. Movies are the safe buy. The audiences respond.

Why do the viewers turn to them? Each movie is different. Each movie has a different cast—different direction—different techniques. Everything about a movie is different from the movie that

was telecast last week and different from the one that will be telecast next week.

Does this not suggest that the series pattern of 30 new programs and 22 repeats in TV is passe? Can any collective group of creative brains, operating within a fixed budget, consistently turn out 30 good episodes within a constraining format?

It just cannot be done. If five, or six, or seven good post-pilot programs can be produced, out of the 30 called for, we should be pleased. Therefore, why does television cling so tenaciously to the inflexible programming structure which is based on rote and inherited from radio?

What I am suggesting is a new programming pattern in which the best brains of the networks will decide how best to use a specific time period. A programming board comparable to an editorial board at a magazine, which is charged with the responsibility of doing the finest, most entertaining programming.

Another Approach ■ Just one more suggestion. Let's consider breaking another taboo. Somebody, in his infinite wisdom, decided that three minutes of commercial time per half-hour of prime time represented the proper balance.

We will probably abide by this ruling forever, unless we find a basic reason for changing it.

In the economics of television, every advertiser wants representation within programs that generate the greatest total audiences and the resulting lowest cost-per-thousand. While we can all decry this slide-rule concept, we must recognize the basic rights of the advertiser to expect the greatest return on his advertising investment.

Let me throw an idea. In my opinion, viewers today have become conditioned to the two-minute commercial form util-

ized in TV movies. Let us then consider increasing the commercial time in certain programs from three minutes to four minutes, by having only two commercial breaks per half-hour, each one having a back-to-back minute. Let the programmers make concessions, too. And let's clean up the credits, the promos, the clutter, etc., and make the local station breaks so much cleaner and so much more saleable.

Agencies Should Approve ■ From an agency point of view, our commercials can compete for impact and effectiveness in this format every bit as well as they do within a movie. The monies generated by the fourth commercial minute should be carefully audited and directed for application against programming ventures that would normally not find large audiences.

These monies should be used *only* to subsidize a new kind of programming that we can all be very proud to be associated with, but which we know in advance will have relatively limited audiences. The kind of programming that cannot attract sponsors at the normal advertising rate. Thus, by increasing commercial time from three to four minutes and by eliminating clutter, and reducing the commercial interruptions, we can generate sufficient funds for networks to offer commercial time in those programs that may attract, say, only five million homes.

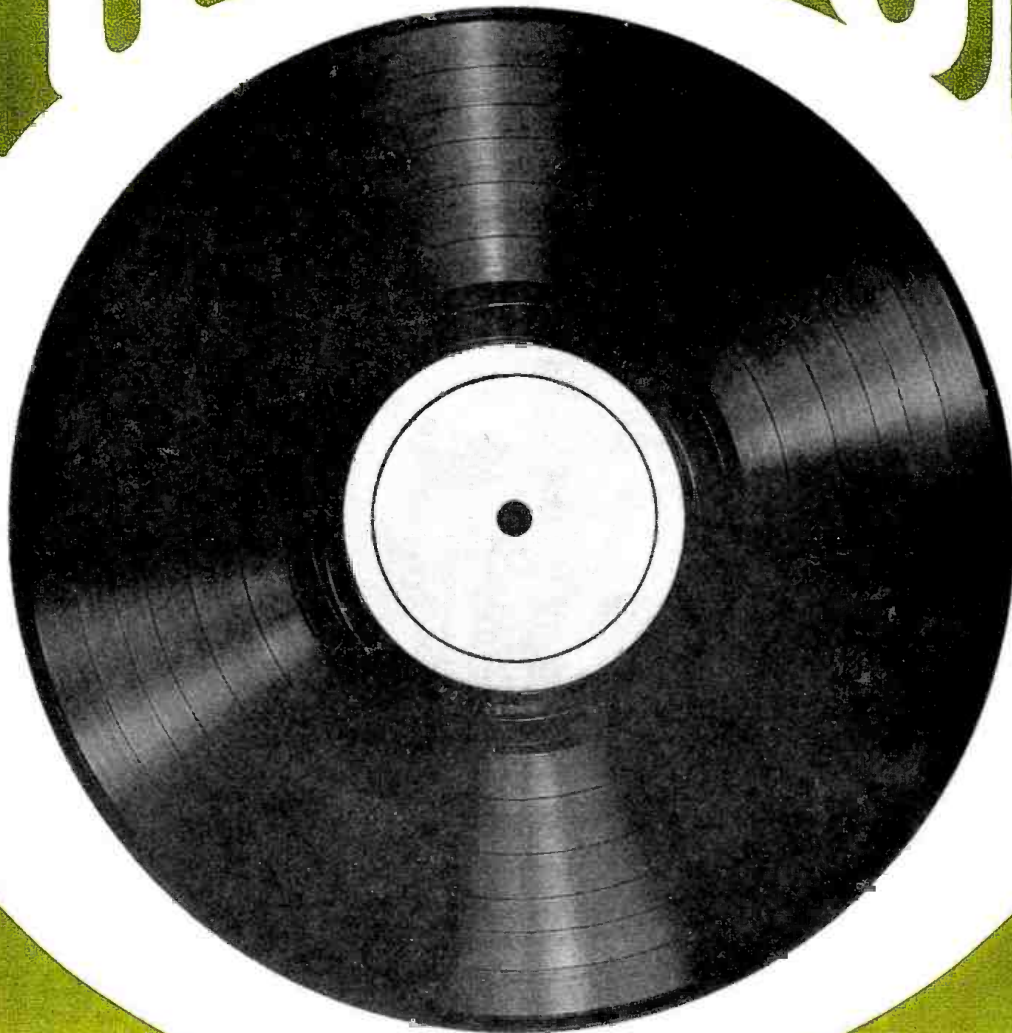
However, through this type subsidization, an advertiser could be charged \$20,000 per minute instead of \$40,000 a minute, thereby making his cost-per-thousand comparable.

Now somewhere in this approach, gentlemen, is an answer that will help you and help me to again attend cocktail parties and allow us to admit we are in television.



Edward A. Grey, vice chairman of the board, McCann-Erickson, New York, has been in the agency business more than 25 years. His principal associations were with the former Biow Co. and with Ted Bates, leaving as senior VP in charge of media operations and board member. He joined McCann in April 1963. His memo is based on a talk he made by telephone to a closed session of the board of directors of the Television Bureau of Advertising.

RIGHT ON



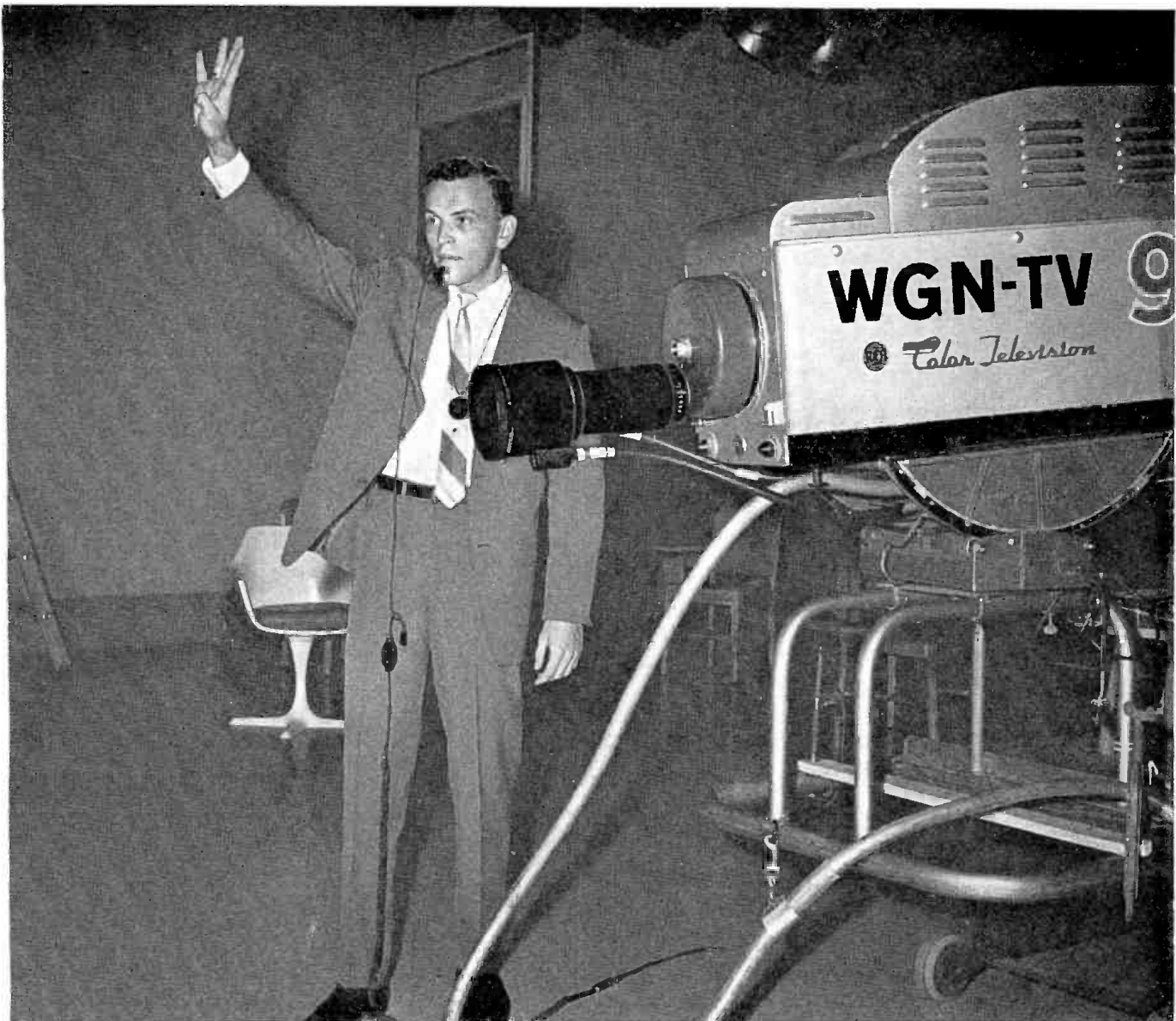
WELI is the pro station in New Haven. Right on Q for Quality in every last detail of the job they do for you. Radio is all grown up at WELI—the station that makes New Haven (and Long Island East) a *better buy*.

National: H-R Representatives, Inc. • Boston: Eckels & Co.

WELI 960 The Sound of New Haven **5000 Watts**



**Today's interns,
Tomorrow's pros**



Where does the exciting, challenging broadcasting industry find today's workers and today's learners who will be tomorrow's professionals?

WGN Continental's answer is the WGN Programs for Professional Broadcast Education. They are—

First, the Pierre Andre Memorial Scholarship Program offering selected university students three months' on-the-job training as part of their regular college curriculum. Students are paid for their work and receive twelve hours' university credit. Since it was initiated in 1963, there have been thirty-three Pierre Andre interns.

Second, the WGN Program offering part-time jobs to full-time high school and university students, who fill a variety of positions ranging from clerks to ushers.

This phase involves an average of twenty students per year.

Third, the WGN Program providing students with summer vacation jobs. An average of twelve students are assisted in this program every year. During the past three years, 129 full-time students attending 25 Midwest educational institutions have participated in the WGN job/training programs.

The WGN Programs provide professional on-the-job training, encouragement, and financial help as a preparation for the student's future and ours.

Eight of these student participants have become full-time WGN employees.

Developing new talent for the industry is another group service of WGN Continental.

WGN CONTINENTAL BROADCASTING COMPANY

Serving Chicago: WGN Radio, WGN Television and WGN Continental Productions Company/Duluth: KDAL Radio and KDAL Television/Denver: KWGN Television/Michigan: WGN Televents, community antenna television
New York and Chicago: WGN Continental Sales Company.

EVERYBODY'S GOT

COLOR

But in FORT WAYNE...only **WKJG-TV** color-full channel **33** offers more than **85** hours of color programs every week...both NBC-TV and local!

Check ATS for local availabilities in these **NBC** and **33** color shows:

7-9 a.m.
THE TODAY SHOW

11:30 p.m. - 1 a.m.
THE TONIGHT SHOW

Saturdays:

3:00 p.m. LARAMIE
4:30 p.m. CHAMPIONSHIP BOWLING
11:20 p.m. SATURDAY NIGHT AT THE MOVIES / PART TWO

Get the added impact of color...NBC-TV and

33 color...on

Fort Wayne's REAL

Radio/Television Pioneer,

WKJG-TV

THE COMMUNICANA GROUP
INDIANA COMMUNICATORS



THE **WKJG** STATIONS

WKJG - STEREO FM • **WKJG** - AM • **WKJG** - TV

MEMBER STATIONS OF THE COMMUNICANA GROUP
JOHN F. DILLE, JR., PRESIDENT



Agency radio-TV bill soars upward

Top 50 spend \$309 million more on radio-TV time in 1966 than they did the year before; total for JWT, perennial leader, climbs to \$225 million

Broadcasting's best agency customers showered their favors on the electronic media in record quantities in 1966 while the portion of their total billing going to radio-TV held relatively steady.

The very biggest broadcast billers got still bigger—and did so by staggering amounts according to their reports. The 25 largest radio-TV-buying agencies poured \$2.27 billion into broadcast this year, a gain of \$261 million over 1965.

The top 50 agencies spent \$309 million more on radio and television time and programs in 1966 than last year.

J. Walter Thompson Co., perennially the sweetest of all radio-TV sugar daddies, courted broadcast with \$47 million more than in previous year. JWT thus became the first agency to break \$200 million in TV-radio. It shattered that figure twice, moving all the way to \$225 million in total broadcast billing and to \$203.2 million in TV alone. Close behind in net broadcast gain and right behind on the top-50 list was BBDO, which added \$46.8 million to its 1965 total and settled for 1966 at \$179 million.

Busy at the Top — Year to year, most of the action in broadcast billing increment is concentrated at the top of the agency list and 1966 was no exception. The first 10 agencies listed (see page 32) accounted for \$202 million of added broadcast revenues, approximately two-thirds of the total 50-agency radio-TV advance.

Still more striking is the fact that two agencies—JWT and BBDO—together account for \$93.8 million of the gain.

Shares of total agency billing going to radio and television showed little fluctuation in the aggregate and only slight variations from agency to agency.

Among the top 25 agencies on BROADCASTING's top-50 list there was an average decline of one percentage point in radio-TV allocation, down from 62% last year to 61% in 1966.

Total television for these 25 agencies jumped up to slightly over \$2 billion

from \$1.79 billion last year.

The same 25 were increasing their outlays in spot TV from \$683 million to \$844 million and boosting network television expenditures from \$1.105 billion to \$1.186 billion. This meant spot television was gaining \$161 million from the first 25 broadcast agencies, almost twice the increase from this group for network TV.

This breakdown is noteworthy since spot's growth relative to network, according to most industry sources, slowed down in 1966. It would seem to indicate that if spot is experiencing harder times, it's not the top broadcast-billing agencies who are to blame.

Gains in Radio — Radio continued to fare well at the hands of the broadcast-oriented agencies. The top 25 radio-TV billers poured \$243 million into radio (network and spot) this year, up from \$215 million a year ago.

Within these totals spot radio was moving up from \$165.7 million in 1965 to \$177 million this year and network television moved from \$49.6 million to \$65.5 million.

JWT, whose \$47 million advance in radio-TV led the gainers, also walked off

with first place in three other measured categories. The agency replaced Ted Bates & Co., the traditional leader in spot television billings, by placing \$67 million in that sector. And in addition to leading in total radio-TV outlays JWT led all others in network television expenditures.

There was some shuffling of positions among the top-10 broadcast billing agencies, one of the most notable gains being made by Doyle Dane Bernbach, which enjoyed an exceptional year of over-all billing growth. DDB moved up from 15th place into a tie with Grey Advertising for the 10th spot.

BBDO's surprising \$46.8 million broadcast gain thrust the agency up from fourth place into second position.

An alphabetical listing of the first 50 broadcast-billing agencies follows:

N. W. Ayer & Son: Combined TV-radio billing \$55.62 million; \$41.5 million in TV (\$18.5 million in network, \$23 million in spot); \$14.12 million in radio (\$2.7 million in network, \$11.42 million in spot); TV-radio share of over-all billing: 40%.

A 2% rise in broadcast billings was reflected in N. W. Ayer's first nine

These agencies led in these categories

In . . .	Agency	Billings
. . . Total broadcast billings	J. Walter Thompson	\$225 million
. . . Total television billings	J. Walter Thompson	\$203.2 million
. . . TV-network billings	J. Walter Thompson	\$136.2 million
. . . TV-spot billings	J. Walter Thompson	\$67 million
. . . Total radio billings	BBDO	\$32.7 million
. . . Radio-network billings	Young & Rubicam	\$9.5 million
. . . Radio-spot billings	BBDO	\$28.6 million
. . . Biggest gain in the year	J. Walter Thompson	plus \$47 million

months of 1966. The agency predicted end-of-the-year radio-TV totals would be up 3%, or \$1.62 million more than 1965.

During 1966, Ayer's \$30-million Plymouth account was won by Young & Rubicam. Expectations now are that its American Tobacco accounts (Carlton and Montclair) will hike their estimated \$3 million in radio-TV billing, after publicity from a November *Reader's Digest* article on tar and nicotine in cigarettes.

Major accounts in radio-TV are AT&T (NBC-TV's *Bell Telephone Hour*), Plymouth (NBC-TV's *Chrysler Theater* [before leaving Ayer]), Hanes Knitting on 12 daytime programs on ABC-TV and NBC-TV. The agency's Insurance Company of North America account entered ABC-TV's NCAA football telecasts, backed with a spot TV campaign.

Spot radio users are Atlantic Refining, Sealtest and Plymouth. AT&T billed heavily in radio, spot and network.

Ted Bates & Co.: Combined TV-radio billing \$144 million; \$137.8 million in TV (\$79.3 million in network, \$58.5 million in spot); \$6.2 million in radio (\$900,000 in network, \$5.3 million in spot); TV-radio share of over-all billing: 81.8%.

Bates lost its number-three position of 1965, gaining only \$1 million in broadcast for the year, far short of the \$16.7 million gained in this sector in 1965. Its percentage allocation to radio and television is still tops on the list at 81.8% and the agency retains its status as number one in spot TV billing even though this category dropped \$2 million from last year.

Bates's major network-TV clients continue to be American Home Products, Brown & Williamson and Colgate-Palmolive. The same three are big spot-TV customers along with American Chicle, Continental Baking and Standard Brands. Bates has American Home and National Biscuit in spot radio schedules, and buys spot and network radio for Colgate-Palmolive and Standard Brands.

The agency picked up new billings from Borden and Matsushita and new products from C-P, National Biscuit and Scott paper.

BBDO: Combined TV-radio billing \$179 million; \$146.3 million in television (\$88.3 million in network, \$58 million in spot); \$32.7 million in radio (\$4.1 million in network, \$28.6 million in spot); TV-radio share of over-all billing: 52%.

Climbing up to the number two spot in broadcast billing is BBDO, which reported a \$46.8-million rise in TV-radio spending. This hefty gain was achieved primarily through the merger of Clyne Maxon with BBDO. That added more than \$50 million in overall billing, of

TOP 50 AGENCIES

All dollar figures are in millions

	Combined Broadcast Billing
1. J. Walter Thompson	\$225
2. BBDO	179
3. Young & Rubicam	162.8
4. Leo Burnett Co.	153.7
5. Ted Bates & Co.	144
6. McCann-Erickson	120
6. Dancer-Fitzgerald-Sample	120
8. Foote, Cone & Belding	114
9. Benton & Bowles	110
10. Doyle Dane Bernbach	97
10. Grey Advertising	97
12. William Esty Co.	96
13. Sullivan, Stauffer, Colwell & Bayles	74.8
14. Compton Advertising	69
15. Ogilvy & Mather	59.9
16. Needham, Harper & Steers	59.5
17. D'Arcy Advertising	57.2
18. N. W. Ayer	55.62
19. Lennen & Newell	55.4
20. Kenyon & Eckhardt	42.4
21. Campbell-Ewald	40
22. Norman, Craig & Kummel	38.3
23. Cunningham & Walsh	36
24. Campbell-Mithun	35.8
25. Tatham-Laird & Kudner	31
26. Post-Keyes-Gardner	29.7
27. Gardner Advertising	28.5
28. Jack Tinker & Partners	28.1
29. Marschalk	27.3
30. Papert, Koenig, Lois	25.5
31. Gumbinner-North	18.6
32. Fuller & Smith & Ross	18.2
33. Erwin Wasey	18
34. Arthur Meyerhoff & Associates	17.9
35. MacManus, John & Adams	16.4
36. Geyer-Morey-Ballard	15.1
37. Ketchum, MacLeod & Grove	14.5
38. Parkson Advertising	13.1
39. W. B. Doner & Co.	13
39. Honig-Cooper & Harrison	13
41. Richard K. Manoff	12.5
41. Grant	12.5
43. Warwick & Legler	12.22
44. Carson/Roerts	12.2
45. Clinton E. Frank	11
46. Street & Finney	10.8
47. Edward H. Weiss & Co.	10.15
48. D. P. Brother	10.1
49. Griswold-Eshleman	8.5
50. Kastor, Foote, Hilton & Atherton	8

..... AND THEIR 1966 RADIO-TV BILLINGS

Total TV	TV Network	TV Spot	Total Radio	Radio Network	Radio Spot	Broadcast Share of Agency's Total Billings	Broadcast Billing Change(\$) From 1965	Agency's Rank in 1965	
\$203.2	\$136.2	\$67	\$21.8	\$2.1	\$19.7	60%	+47.0	1	1
146.3	88.3	58.0	32.7	4.1	28.6	52%	+46.8	4	2
150.3	106.1	44.2	12.5	3.0	9.5	55%	+16.7	2	3
147	88.8	58.2	6.7	0.9	5.8	73.4%	+22.1	5	4
137.8	79.3	58.5	6.2	0.9	5.3	81.8%	+ 1	3	5
102	67	35	18	2	16	40%	+13.0	6	6
115	60	55	5	0.5	4.5	80%	+20.0	8	6
104	72	32	10	1	9	62%	+10.2	7	8
106	71	35	4	1	3	74%	+10	8	9
92	51	41	5	(under 0.5)	5	58.4%	+37.88	15	10
92	50	42	5	1	4	68%	+23.5	11	10
84	54	30	12	2	10	76%	+ 4	10	12
66.1	36.5	29.6	8.7	1.2	7.5	78.7%	+ 7.0	13	13
63.5	42.1	21.4	5.5	2.8	2.7	65.6%	+ 4.1	12	14
54.5	25.2	29.3	5.4	0.9	4.5	62.9%	+15.7	19	15
45.8	24.8	21.0	13.7	6.6	7.1	64.7%	+ 1.5	16	16
49.2	14.8	34.4	8	0.5	7.5	55%	+ 9.2	18	17
41.5	18.5	23.0	14.12	2.7	11.42	40%	+ 1.62	17	18
46.5	29.6	16.9	8.9	1	7.9	53.1%	-11.8	14	19
34.9	21.6	13.3	7.5	1.0	6.5	44%	+ 0.7	20	20
32	24	8	8	5	3	33%	+ 3	22	21
36.6	20.5	16.1	1.7	0.2	1.5	66%	+ 1.6	23	22
29	17	12	7	2	5	60%	+ 1.6	24	23
27.8	13.4	14.4	7.9	0.6	7.3	53%	+ 1.6	25	24
29.2	9.4	19.8	1.8	0.1	1.7	55%	+ 2.0	27	25
26.8	16.5	10.3	2.9	0.2	2.7	72.9%	+ 6.1	29	26
23.3	6.3	17	5.5	1.6	3.9	46.72%	- 2.4	26	27
27.6	15.1	12.5	0.5	0.0	0.5	76.8%	+14.5	38	28
20.6	4.4	16.2	6.7	0.3	6.4	46%	+ 2.5	28	29
23.8	12.5	11.3	1.7	0.0	1.7	72.5%	+ 4.1	30	30
17.5	12.4	5.1	1.1	0.11	0.93	51%	+ 0.5	33	31
16.1	13.1	3.0	2.1	0.0	2.1	29.8%	+ 5.7	44	32
15.75	11.5	4.25	2.1	0.5	1.6	40%	+ 1	34	33
13.1	0.2	12.9	4.8	1.5	3.3	86.1%	+ 2.4	37	34
9.2	8.2	1	7.1	2.8	4.3	20%	- 4.6	31**	35
12.9	3.9	9.0	2.2	1.3	0.9	27%	- 3.7	32	36
11.6	4.6	7.0	2.9	0.0	2.9	30%	+ 1.9	41	37
13	12.5	0.5	0.5	0.0	0.5	80%	none	39	38
9	4	5	4	1.5	2.5	81.2%	- 3	36	39
12.4	0.9	11.5	0.6	0.1	0.5	62%	+ 0.2	40	39
12	6	6	0.5	0.35	0.15	85%	- 0.1	41	41
9.5	2.3	7.2	3.0	0.4	2.6	40%	+ 0.3	45	41
10.06	9.39	0.67	2.16	1.7	0.46	40.2%	- 0.38	41	43
11.3	6.5	4.8	0.90	0.00	0.90	58%	+ 0.6	47	44
10	4.5	5.5	1	0.2	0.8	44%	+ 1.0	48	45
9.0	4.8	4.2	1.8	1.5	0.3	71%	+ 1	49	46
9.5	6.0	3.5	0.65	0.0	0.65	40.4%	(new)	*	47
5.8	0.1	5.7	4.3	3.1	1.2	28.1%	+ 0.6	50	48
7.5	5.6	1.9	1	0.0	1	28%	*	*	49
6	2	4	2	0	2	50%	- 4	46	50

*Not listed in 1965 top 50

**The 1965 ranking of MJ&A has been restated. In that year the agency billed \$15.5 million in broadcast (\$9.85 million in TV and \$5.69 million in radio).

10-year track record of 1966's top 10 agencies

Radio-TV billings in millions of dollars. Figures in parentheses () indicate rank.

	1966	1965	1964	1963	1962	1961	1960	1959	1958	1957
JWT	\$225 (1)	\$178 (1)	\$151 (1)	\$144 (1)	\$133 (1)	\$125 (1)	\$126 (1)	\$124.5 (1)	\$113.5 (1)	\$ 92 (3)
BBDO	179 (2)	132.2 (4)	123.3 (4)	104.5 (4)	100 (4)	100.8 (3)	91.5 (5)	88 (5)	88 (4)	85 (4)
Y&R	162.8 (3)	146 (2)	128.8 (2)	127.1 (2)	115 (2)	95.7 (4)	106 (2)	102.5 (3)	95.2 (3)	100 (2)
Burnett	153.7 (4)	131.6 (5)	111.3 (5)	90.2 (7)	98.5 (5)	75.6 (7)	65.6 (7)	58.6 (7)	54.3 (7)	49 (7)
Bates	144 (5)	143 (3)	126.3 (3)	113.84(3)	115 (2)	117.5 (2)	105 (3)	95 (4)	84 (5)	76.5 (5)
M-E	120 (6)	107 (6)	93.2 (7)	94.5 (5)	66.3 (10)	†91.9 (5)	†105 (3)	†108 (2)	†102 (2)	†103 (1)
D-F-S	120 (6)	100 (8)	92 (8)	80 (9)	75 (7)	69.4 (8)	62.4 (8)	58 (8)	48.7 (8)	47 (8)
FC&B	114 (8)	103.8 (7)	88.19(9)	70.89(11)	57.3 (13)	51.5 (13)	46 (13)	40.3 (14)	35.5 (14)	36 (11)
B&B	110 (9)	100 (8)	100 (6)	92 (6)	84 (6)	83 (6)	80.5 (6)	75.9 (6)	66.5 (6)	54.5 (6)
DDB	97 (10)	59 (15)	32 (25)	21.4 (27)	16.3 (29)	11.3 (38)	13.4 (33)	9.75(37)	7.8 (38)	6.5 (43)
Grey	97 (10)	81 (11)	54 (15)	45 (15)	40 (16)	30.5 (17)	26.2 (19)	22.1 (18)	16.5 (22)	16 (21)

† Includes billings of McCann-Marschalk before 1962.

which about half was in broadcast. Clyne Maxon's billing is reported as part of BBDO's billing.

Among the network TV advertisers active during 1966 at BBDO: American Tobacco, Campbell Soup, Chrysler, duPont, General Electric, B. F. Goodrich, Lever Brothers, 3M Co., Warner-Lambert and United Fruit. Active in spot TV: Schaefer Brewing, Pepsi-Cola Co., Standard Oil of California, United Fruit, Campbell, Lever, Warner-Lambert and Liberty Mutual.

Radio, always a mainstay at BBDO, jumped by \$5 million over 1965. Substantial investors in network radio: American Tobacco, Pepsi-Cola, Campbell Soup, B. F. Goodrich, Autolite, Schaefer and Chrysler's Dodge division.

New accounts or assignments acquired by BBDO during the year included the Magnetic Tape Division of 3M, Spring Mills, Book of the Month Club and Formfit Rogers. It lost Storz Brewing and billing from Alberto-Culver.

Benton & Bowles: Combined TV-radio billing \$110 million; \$106 million in TV (\$71 million in network, \$35 million in spot); \$4 million in radio (\$1 million in network, \$3 million in spot); TV-radio share of over-all billing: 74%.

The agency's total broadcast billing jumped by \$10 million. Radio billing rose \$3 million and TV increased by \$7 million, despite loss of the \$5.5 million Philip Morris (Parliament) account. Acquisition of Vick Chemical Co. and Canada Dry accounts helped offset this loss.

Benton & Bowles' billing strength is in network-spot television, particularly with such accounts as Procter & Gamble and General Foods. It is agency of record for P&G's *Run, Buddy, Run* and *Pistols 'n' Petticoats*, both CBS, and *Batman* on ABC, and for GF's *Andy Griffith* and *Gomer Pyle*, both

CBS. Network TV spenders include American Motors, Anderson Clayton, Glenbrook-Sterling Drug, S. C. Johnson, Texaco and E. R. Squibb & Son.

All are heavy in spot, with the exception of Glenbrook. The newly acquired Vick and Canada Dry accounts are spot TV users. American Motors and Texaco are both in network and spot radio.

D. P. Brother: Combined TV-radio billing \$10.1 million; \$5.8 million in TV (\$100,000 in network, \$5.7 million in spot); \$4.3 million in radio (\$3.1 million in network, \$1.2 million in spot); TV-radio share of over-all billing: 28.1%.

D. P. Brother's broadcast billing rose by \$600,000 in 1966 after a falloff of \$2.5 million last year. Primary gain was in spot TV, where billing increased by \$5.7 million. Greatest loss was in network TV with billing off \$5.2 million.

Major network TV users are the Oldsmobile and AC Spark Plug divisions of General Motors on ABC's *NCAA Football* and various other participations. Oldsmobile also uses spot TV.

Spot and network radio users include such divisions of General Motors as Oldsmobile, Guardian Maintenance, Fisher Body, AC Spark Plug and Harrison Radiator. Spot radio is used by several regional insurance companies.

Leo Burnett Co.: Combined TV-radio billing \$153.7 million; \$147 million in TV (\$88.8 million in network, \$58.2 million in spot); \$6.7 million in radio (\$900,000 in network, \$5.8 million in spot); TV-radio share of over-all billing: 73.4%.

Burnett continues as a strong contender among the big five broadcast agencies. Its broadcast billing increase this year was substantial, including a \$15.1 million jump in spot TV, \$4 million more in network TV and a \$2.2

million spurt over 1965 in spot radio business.

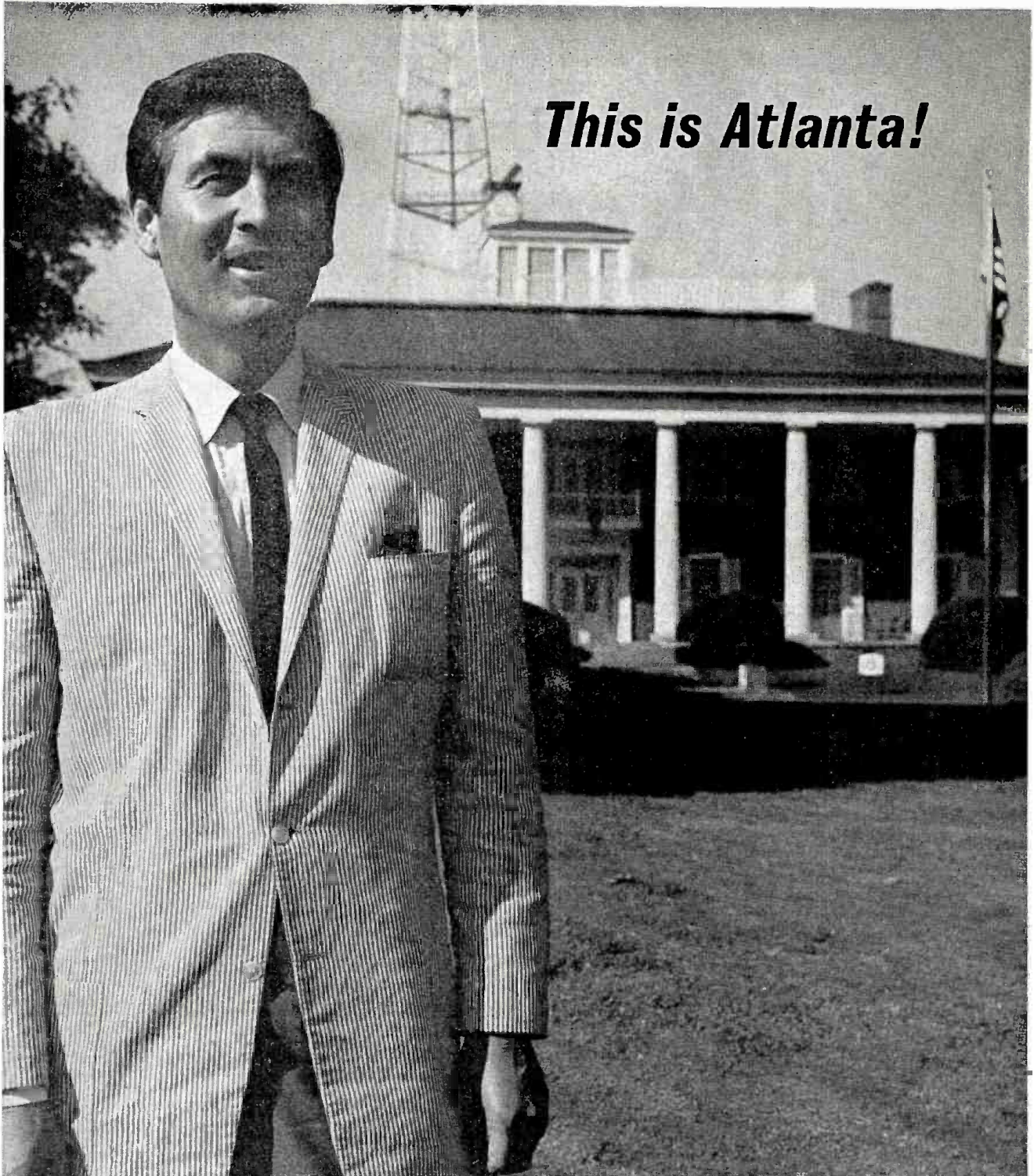
The Chicago agency achieved its new broadcast level by retaining a near-75% share of total billing, reported at \$209.3 million for the year.

Reflecting the era of advertiser network participations, Burnett's list of network TV purchases is formidable. Generally, it includes Allstate Insurance Co.'s sponsorships in sports (National Football League telecasts on CBS and some NCAA on ABC), Campbell Soup Co.'s considerable daytime show sponsorships, Green Giant activity in NBC's *Today* and *Tonight*, *I Spy* and movies, Kellogg Co.'s sponsorship in family series and daytimers; Maytag Co.'s involvement in several CBS shows, Motorola in sports (NFL and baseball) plus several NBC and CBS shows, United Air Lines activity in sports, Vick Chemical buys in a mixed parcel of youth and game shows, movies, news reports and several nighttime series.

In the list is Procter & Gamble (*Hey Landlord* on NBC and *Search for Tomorrow* on CBS), Philip Morris (NFL and several nighttime series), Pillsbury (CBS lineup that includes daytime serials, nighttime movies and *Daktari*), Jos. Schlitz Brewing (ABC's movies, *Rat Patrol*, *Felony Squad*, others), Union Carbide (nighttime on CBS, daytime on ABC and NBC). Other network TV users are Star-Kist Foods, Sugar Information Inc., Pure Oil Co. All network clients, with the exception of Maytag, Motorola, Star-Kist, Sugar Information, Union Carbide and Vick are major spot TV billers via Burnett.

Radio advertisers with Burnett include United Air Lines as the most active spot user, and Kellogg, Motorola and Vick Chemical in network.

Campbell-Ewald: Combined TV-radio billing \$40 million; \$32 million in TV (\$24 million in network, \$8 million in



This is Atlanta!

BOONE IN BOOM TOWN! Fess Parker, star of NBC's "Daniel Boone," visited beautiful, booming Atlanta recently, noting its remarkable growth. Latest estimates show that Atlanta's population grew 18.5% between 1960 and 1965.* Join the boom, and put your spots on WSB-TV.

*U.S. Department of Commerce, Bureau of the Census, Current Population Reports, Population Estimates, July 20, 1966

WSB-TV

Channel 2 Atlanta

NBC affiliate. Represented by Petry



COX BROADCASTING CORPORATION stations: WSB 4M-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; W100 AM-FM, Miami; KTVU, San Francisco-Oakland; WHIC-TV, Pittsburgh.

AGENCY RADIO-TV BILL SOARS UPWARD continued

spot); \$8 million in radio (\$5 million in network, \$3 million in spot); TV-radio share of over-all billing: 33%.

Campbell-Ewald's over-all billing is up (estimated \$118 million this year) and hence its TV-radio share, which continues at 33% this year, is up—\$3 million over 1965. Most of the increase is in television (\$1 million more in network, \$1.5 million more in spot) and \$500,000 in spot radio. Mainstays of C-E's business are Chevrolet and other General Motors' divisions such as GM institutional, Delco, United Motors Service division and GM Acceptance Corp. Automotives are heavier generally in network and spot TV, as reflected in C-E's billing; while Chevrolet also has news franchises in radio. Chevrolet sponsors all of the one-hour *Bonanza* on NBC and has several other network sponsorships.

Campbell-Mithun: Combined TV-radio billing \$35.8 million; \$27.8 million in TV (\$13.4 million in network, \$14.4 million in spot); \$7.9 million in radio (\$600,000 in network, \$7.3 million in spot); TV-radio share of over-all billing: 53%.

Billing remained steady at Campbell-Mithun, showing an increase of \$1.6 million in over-all radio-TV since 1965. Major spot TV users include Pillsbury, Gold Seal, Hamm's Beer, Malt-O-Meal, Top Value Stamps and La Choy Chinese Food. Pillsbury, Gold Seal and Hamm's, as well as Admiral and Dairy Queen, are in network TV. Hamm's, La Choy and Pillsbury are also heavy users of spot radio, as is Northwest Airlines.

During the year, the agency's Los Angeles office added Signal Oil and is using a heavy radio schedule for the account on the West Coast. The recently acquired A. E. Staley Co. is an extremely heavy user of radio and is likely to use TV mostly on a spot basis.

Carson/Roberts Inc.: Combined TV-radio billing \$12.2 million; \$11.3 million in TV (\$6.5 million in network, \$4.8 million in spot); \$900,000 in radio (100% in spot); TV-radio share of over-all billing: 58%.

For the third consecutive year this Los Angeles-based agency appears on the top 50 list, with TV-radio billing up some \$600,000 over last year. Of this total 58% again goes to TV. Mattel Toymakers, Max Factor, Sicks Rainier Beer and Purex Corp. all use network TV, while the same four accounts in addition to Spur malt liquor, Nalley's Inc. snack foods, Fed-Mart department stores, Singer Co. and McDonald's hamburger franchises are spot TV users.

C/R's spot radio clients include

Rainier beer, Spur malt liquor, Douglas Oil, Fed-Mart, Singer Co., Baskin-Robbins ice cream stores, Mission-Pak Co., McDonald's and Bullocks department stores.

The agency's top billing comes from Mattel, a big spender in both network and spot TV. Overall, C/R's billing in network TV was down \$700,000 but its spot TV billing was up \$800,000 and its radio billing up \$500,000.

During the year the agency added several major accounts: Rainier beer,

Filter cigarette account, partially offsetting the loss of \$20 million in Alberto-Culver business in 1965.

Principal network TV advertisers at Compton are Boyle Midway, Consolidated Cigar, Schick Safety Razor, Kaiser Jeep, Hotpoint and Procter & Gamble. Compton is agency of record for P&G on *Green Acres* and *Petticoat Junction*, both on CBS. The spot-TV spenders are Schick, P&G, Boyle-Midway, L&M, and Consolidated Cigars.

Cunningham & Walsh: Combined TV-radio billing \$36 million; \$29 million in TV (\$17 million in network, \$12 million in spot); \$7 million in radio

		7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00
SUNDAY	ABC		Voyage to the Bottom of the Sea		The F.B.I.		Saturday Night Movies			
	CBS	Lassie	It's About Time	The Ed Sullivan Show		Gary Moore		Carroll O'Connor	What's My Line	
	NBC		The Wonderful World of Color		Hey Landlord	Bonanza		The Andy Williams Show		
MONDAY	ABC		The First Wives Club		Rat Patrol	Fabrizio Fabbri	Phyllis Diller	Big Valley		
	CBS		Giligan's Island	Run Buddy Run	Lady	Andy Griffith	A Family Affair	The Jean Arthur Show	I've Got A Secret	
	NBC		The Monkees	The Banana Splits	The Roger Miller Show	The Road West		Run For Your Life		
TUESDAY	ABC		Central		The Reasoner	The Fugitive	Love On A Hot Day	The Fugitive		
	CBS		Quincy		Red Skelton	Petticoat Junction		The CBS News Hour		
	NBC		The Bill Stone U.N.C.L.E.	Concessions		Tuesday Night at the Movies				
WEDNESDAY	ABC		Delaney		The Monkees	The Man Who Never Was	Phyllis Diller	Stage 67		
	CBS		Lost in Space		Beverly Hills	Green Acres	Gomer Pyle	The Danny Kaye Show		
	NBC		The Virginian			Bob Hope Presents The Chrysler Theatre		Spy		
THURSDAY	ABC		Batman	F Troop	Tammy Grimes	Bewitched	That Girl	Frank		
	CBS		Jeopardy		My Three Sons	CBS Thursday Night Movies				
	NBC		Duane Page		Star Trek	Hoo	The Dean Martin Show			
FRIDAY	ABC		The Great Escape	The Time Tunnel		The Nolan Bushnell Show		12 O'Clock High		
	CBS		Wild Wild West		Hogan's Heroes	CBS Friday Night Movies				
	NBC		Tarzan		The Man From U.N.C.L.E.	T.H.I. Car	Laramie			
SATURDAY	ABC		News		The Lawrence Welk Show	Hollywood Palace				
	CBS		The Jackie Gleason Hour		Pistols and Petticoats	Mission Impossible		Gunsmoke		
	NBC		Flipper	Get Out the Dishes	Get Smart	Saturday Night at the Movies				

The shaded areas in this network television schedule, from the start of the current season, represent the shows

in which JWT clients have taken time. It's not surprising that the agency ranks first in broadcast billings.

a network and spot TV, and spot radio user; Spur malt liquor, a spot TV and spot radio user; Douglas Oil, a spot radio user; Nalley's, a spot TV user; Fed-Mart, a spot TV and spot radio user; Purex Corp., a network and spot TV user and Singer Co., a spot TV and spot radio user.

Adolph's food seasoning, with some \$800,000 in network TV, left the agency during the year.

Compton Advertising Inc.: Combined TV-radio billing \$69 million; \$63.5 million in television (\$42.1 million in network, \$21.4 million in spot); \$5.5 million in radio (\$2.8 million in network, \$2.7 million in spot); TV-radio share of over-all billing: 65.6%.

Compton's TV-radio spending declined by almost \$4.1 million as the agency's broadcast share fell to 65.6% from 70% last year. In the spring, Compton obtained the \$15 million L&M

(\$2 million in network, \$5 million in spot); TV-radio share of over-all billing: 60%.

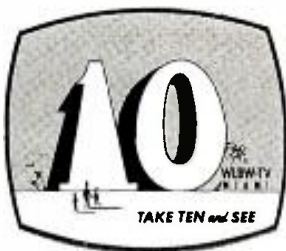
C&W picked up an additional \$1.6 million in broadcast billings since last year, largely attributable to Procter & Gamble's Folger's coffee.

C&W's major clients in TV are: the Andrew Jergens Co., Folger's, Schlitz beer, American Home Products, Block Drug Co., Sunshine Biscuit, AT&T, California Growers & Cannery, Sterling Drug, and Western Electric.

Important TV participations are in: NBC's *Run for Your Life*, *Tuesday Night at the Movies*, *I Spy*, *Star Trek*, and *Huntley-Brinkley*; ABC's *Sunday Night Movie*, *Fugitive*, *Hollywood Palace*, and *Peter Jennings*, and CBS's *Jackie Gleason Show*.

Major TV shows with a full range of C&W sponsors are NBC's *Let's Make a Deal*, and *You Don't Say*, and ABC's

**South Florida is about
to be given the
most colorful
Christmas present
... ever!**



WLBW-TV

MIAMI, FLORIDA

AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO





LOOKS LIKE RAIN

Well, to anybody who doesn't know a eudiometer from a nephoscope, maybe it doesn't.

But meteorologists have a different way of looking at the weather. And — as the NBC Owned Television Stations have *consistently* been aware—a better way of reporting it. That's why they won't send a



weather girl to do a man's job. Or rely on distracting gimmicks. That's why the NBC Owned Television Stations in New York, Washington, Cleveland and Chicago entrust their weather reporting to professional meteorologists. (Our fifth owned station, in Los Angeles, doesn't have a special weatherman. There, the

climate's so predictable, *everybody's* an expert.)

The names of our weather analysts are Frank Field (WNBC-TV), Frank Forrester (WRC-TV), Wally Kinnan (WKYC-TV) and Harry Volkman (WMAQ-TV). All are accredited by the American Meteorological Society. All are *veteran* NBC Owned

Television Station broadcasters as well. Rain or shine, when these men talk about the weather, both audiences and television advertisers pay close attention.

After all, these professional weathermen didn't just appear out of a clear blue sky.

WNBC-TV NEW YORK | WRC-TV WASHINGTON | WKYC-TV CLEVELAND | WMAQ-TV CHICAGO | KNBC LOS ANGELES

Represented by NBC Television Spot Sales



Where the Action Is.

Geigy Chemicals, Quantas Airways and Connecticut General Life Insurance are major radio sponsors.

Dancer-Fitzgerald-Sample: Combined TV-radio billing \$120 million; \$115 million in TV (\$60 million in network, \$55 million in spot); \$5 million in radio (\$500,000 in network, \$4.5 million in spot); TV-radio share of over-all billing: 80%.

D-F-S is winding up the year with \$20 million more in broadcast billings and with prospects for an even bigger 1967 that are as fresh as the Camel cigarette packs, regular and filter, that'll be partly responsible. The agency also reported its broadcast share of overall billing was up three percentage points over 1965's.

Camel announced its move to D-F-S in August but billing on the multi-million R. J. Reynolds tobacco account began on Nov. 1, indicating its full effect will be seen in next year's figures. During the year, D-F-S- lost Frito-Lay.

Basic network TV accounts at the agency include Sterling Drug in ABC's *Love on a Rooftop* and *Ben Casey*, and in CBS's *Pistols 'n' Petticoats*; Procter & Gamble in *Red Skelton* on CBS and *Match Game* on NBC; Falstaff Brewing (sports); General Mills on CBS's *Perry Mason*, *Dick Van Dyke* and *Daktari*; Peter Paul in *Batman* on ABC and *Tarzan* on NBC; Frigidaire in *Lawrence Welk* on ABC, and Simoniz in

Lost in Space on CBS.

All of these accounts plus Corn Products are heavy spot TV users. In addition, Sterling, Falstaff, American Cyanamid and Corn Products are major radio users.

D'Arcy Advertising: Combined TV-radio billing \$57.2 million; \$49.2 million in television (\$14.8 million in network, \$34.4 million in spot); \$8 million in radio (\$500,000 in network, \$7.5 million in spot); TV-radio share of over-all billing: 55%.

Broadcast expenditures at D'Arcy jumped by more than \$9 million over 1965 as the TV-radio share swelled and over-all billing increased during the year. Television spending jumped by more than \$11 million while radio slipped slightly.

Heavy spot TV-radio billing comes from such advertisers as Royal Crown Cola, Diet-Rite Cola, General Tire & Rubber Co., Lufthansa German Airlines, Budweiser and Gerber. Network TV was represented by Gerber on *Captain Kangaroo* on CBS; Bigelow-Sanford Inc. (carpets) on *Today* and *Tonight* on NBC; American Oil on *NFL Football* on CBS and Budweiser on *Tonight*.

W. B. Doner & Co.: Combined TV-radio billing \$13 million; \$9 million in TV (\$4 million in network, \$5 million in spot); \$4 million in radio (\$1.5 million in network, \$2.5 million in spot);

Down on the farm

A major project in the area of farm radio is being undertaken by the Radio Advertising Bureau and the Association of National Advertisers.

Robert H. Alter, executive vice president of RAB, told the annual fall meeting of the National Association of Farm Broadcasters, which ended Sunday (Nov. 27) in Chicago, that the objective of the project is to obtain a new profile of farm radio, based on a compilation of available and pertinent data from stations throughout the country.

He said the ANA, through its newly formed radio committee, has asked RAB to gather current and useful material on the values of farm radio. Mr. Alter added that RAB will start an effort this week to gather pertinent farm data from radio stations, and later will consolidate this information into a bibliography for distribution to advertisers and agencies.

TV-radio share of over-all billing: 81.2%.

Doner's broadcast billing is \$3 million lower than its 1965 total, due to the separation of its Chicago operation as Marvin H. Frank & Co. Of the loss, \$2 million was in radio; \$1 million in TV.

Major network TV accounts are Ozite Corp., National Plastic Products Inc., and the National Brewing Co., on regional network.

Major spot TV accounts are: National Brewing, Hygrade Food Products Inc., DWG Cigar Co., Borman Food Stores.

Biggest users of network radio are the National Brewing and Hygrade.

Doyle Dane Bernbach: Combined TV-radio billing \$97 million; \$92 million in TV (\$51 million in network, \$41 million in spot); \$5 million in radio (under \$500,000 in network, \$5 million in spot); TV-radio share of over-all billing: 58.4%.

The radio-TV share at DDB this year leaped ahead \$37.88 million more than 1965, putting the agency into the top 10 orbit. TV took over almost all of the billings: \$25.17 million more in network, and \$12.69 million more in spot over last year.

This spectacular growth can be ascribed in part to new billings for Mobil Oil (\$3.8 million estimated in radio-TV), Gillette Safety Razor, General Foods (six products—\$8 million in

Newcomer builds big broadcast billings

Not all of the 50 agencies listed in BROADCASTING's compilation of leading radio-TV billers are necessarily the "hottest" billing agencies in New York or elsewhere. Take Wells, Rich, Green, New York, as an example. It is billing at an annual rate that far exceeds a substantial number of agencies that appear in this year's top-50 list.

How does this happen? WRG started as a new agency in April and started to enlist an impressive roster of clients. This build-up process takes time to show in actual billings. For the calendar year, since it went into business in April, the agency billed an estimated \$6.2 million in broadcast, but it is now billing at the rate of an estimated \$15 million annually. Some 80% of its billing is in broadcast.

WRG initially picked off the Braniff

account from Jack Tinker. The account bills some \$150,000, mainly in network TV with participations in NFL games on CBS and has plans for participations in various bowl games and the *American Sportsman* series on ABC. Other major radio-TV accounts are V. LaRosa & Sons, billing \$900,000, which WRG picked up from Hicks & Greist; West End Brewing Co. (Utica Club beer) with \$1.2 million in broadcast, acquired from Benton & Bowles; Personna and Burma Shave, products of Philip Morris Inc., that bill about \$1 million in TV by participating in PM's network corporate pool on such shows as *A Family Affair*, *Red Skelton* and *Hogan's Heroes*, all on CBS. Benson & Hedges 100's, another PM product, bills some \$700,000 in network TV and participates in the parent company's network pool.

radio-TV), Bristol-Myers (Softique—\$1 million) (Resolve—\$1.5 million), and Ocean Spray cranberries. (DDB plans to begin billing an estimated \$2.5 million plus account for Whirlpool Corp. on Jan. 1).

DDB did suffer when Quaker Oats removed its estimated \$1.9 million radio-TV account. Now DDB is getting ready for another upset when Charles Pfizer (Lemming/Pacquin) takes its estimated \$3 million account out in February 1967.

Among the 24 accounts DDB lists as frequent network TV spenders, a sampling of major ones includes: Lever Brothers, General Foods, Burlington Industries (ABC-TV *Stage 67*), H. J. Heinz, Chemstrand, Pfizer, U. S. Rubber, Volkswagen of America, (ABC-TV *Bottom of the Sea*, *The Fugitive* and *Wide World of Sports*), Polaroid, Mobil, American Airlines (CBS-TV AFL football), Ocean Spray cranberries, Clairol and Bristol-Myers. All of the above, except Burlington, U. S. Rubber, Volkswagen and Polaroid, are spot TV users.

Spot radio accounts are Lever, General Foods, Pfizer, Polaroid, and American Airlines.

Erwin Wasey: Combined TV-radio billing: \$17.85 million; \$15.75 million in TV (\$11.5 million in network, \$4.25 million in spot); \$2.1 million in radio (\$500,000 in network; \$1.6 million in spot); TV-radio share of billing: 40%.

Erwin Wasey's billing this year is level with 1965. Most of its broadcast billing is out of its Los Angeles office, which explains in part the current transfer of its international headquarters there (BROADCASTING, Nov. 21). Carnation Co., Gulf Oil and Tampana Balm are Erwin Wasey's major broadcast accounts.

William Esty Co.: Combined TV-radio billing \$96 million; \$84 million in TV (\$54 million in network, \$30 million in spot); \$12 million in radio (\$2 million in network, \$10 million in spot); TV-radio share of over-all billing: 76%.

Esty's gains in broadcast billing this year were uniform, increasing \$2 million each in TV and radio.

Major accounts in spot and network TV are R. J. Reynolds Tobacco on such shows as *Rat Patrol*, *The Rounders* and *The Hawk* (all ABC), *Beverly Hillbillies* (CBS), *The Hero* and *T.H.E. Cat* (both NBC) and others; Colgate-Palmolive on *I Dream of Jeannie*, *The Man from U.N.C.L.E.* and the *Andy Williams Show* (all NBC); National Biscuit Co., Union Carbide, Cheesebrough Pond's, American Home Products and Noxell Corp., all various participations. Genesee Brewing Co. is in spot TV. R. J. Reynolds, Colgate-Palmolive, Union Carbide and Genesee

Waterman-Bic counts on TV to get its points across

Waterman-Bic Pen Corp., Seymour, Conn., a late arrival in the ball-point market in 1960, last year dominated the market with 22% of dollar sales, 39% of units sold. Sales vice president John Paige managed this five-year success with TV "torture-test" advertising and a marketing-sales



Mr. Paige

strategy keyed to TV-station coverage areas, rather than conventional geographic areas.

Last week, Waterman-Bic, through

Ted Bates & Co., announced its advertising plans for the first quarter of 1967. Planned is extensive use of two television networks (ABC-TV and CBS-TV), a 300-market spot campaign, and the largest number of consecutive weeks of TV exposure in the company's ball-point history.

"Our drive will begin Saturday, Jan. 14, run for 16 straight weeks and set a record for dollars spent in this period for the industry," said Mr. Paige.

Estimates for the first-quarter TV campaign range around \$2.5 million.

The campaign's first four weeks will feature Bic's multiunit medium point "Crystal" value packs; the remainder, running through May 1967, will feature both the Crystal pens and the F-25 fine point pens.

are also heavy radio users.

New accounts added this year are Colgate's Halo shampoo, Ultra Brite and Cue toothpastes, and Noxell's Noxzema cold cream.

Foote, Cone & Belding: Combined TV-radio billing \$114 million; \$104 million in television (\$72 million in network, \$32 million in spot); \$10 million in radio (\$1 million in network, \$9 million in spot); TV-radio share of over-all billing: 62%.

FC&B, which continues to expand its foreign operations, increased its domestic broadcast billing substantially from 1965, moving up from \$103.8 million to \$114 million. Broadcast share of the agency's total billing gained one percentage point to 62%. Most of FC&B's broadcast gain was in television where \$6.4 million more went to spot and \$3.6 million more to network.

FC&B network television accounts include Clairol, Menley & James, Armour, S. C. Johnson, Kimberly Clark, Kraft, Ralston Purina and Sunbeam. All of these are also spot television clients in addition to Purex, Hills Brothers, Seaboard Finance and P. Lorillard.

The agency's principal spot radio users: Clairol, Equitable Life, Menley & James, TWA, Kraft, Purex, Hills Brothers, Seaboard Finance and P. Lorillard. Menley and James and Kraft are also network radio customers. FC&B added billings during the year from Ralston Purina, P. Lorillard's True and Frito-Lay.

Clinton E. Frank: Combined TV-radio billing \$11 million; \$10 million in TV

(\$4.5 in network, \$5.5 in spot); \$1 million in radio (\$200,000 in network, \$800,000 in spot); TV-radio share of over-all billing: 44%.

At Frank, billing has remained steady, with a \$1 million gain since last year going equally into network and spot TV. Major spot TV users are Continental Oil Co., Hamilton Beach, Curtiss Candy and Toni. Spot radio is used by Continental Oil and Wrigley gum, among others.

In network TV, Reynolds Metal is a sponsor of the *Red Skelton Show* (CBS); Kemper Insurance is in *NCAA Football* (ABC), and Toni is in various network shows. Wurlitzer and Kohler are users of network radio.

The agency lost Servisoft during the year but the account did not bill in radio-TV.

Fuller & Smith & Ross: Combined TV-radio billing \$18.2 million; \$16.1 million in TV (\$13.1 million in network, \$3 million in spot); \$2.1 million in radio (all in spot); TV-radio share of over-all billing: 29.8%.

F&S&R, thanks to TV, will end the year at a point substantially ahead of last year in billings—it estimates its TV will be up \$5.1 million, nearly all of the gain in network. Attendant with the billings gain, F&S&R shows a near-30% share of over-all billing in radio-TV compared to 22.5% in 1965. The network activity centers on Alcoa (*Garry Moore* on CBS), and participations in various shows by True Temper, Coats & Clark, Helena Rubinstein, Owens Illinois and Skil. Spot TV users include Transogram, Mobil, Seabrook Farms, Helena Rubinstein. In

AGENCY RADIO-TV BILL SOARS UPWARD continued

spot radio are Air France, CIT, Hercules and Mobil.

Gardner Advertising: Combined TV-radio billing \$28.8 million; \$23.3 million in TV (\$6.3 million in network, \$17 million in spot); \$5.5 million in radio (\$1.6 million in network, \$3.9 million in spot); TV-radio share of over-all billing: 46.72%.

Gardner's percentage share of over-all billing in broadcast was off substantially (nearly 10%) and its estimated figures for radio-TV in 1966 reflect the drop. The agency's broadcast total dipped nearly \$2 million, the fall-off appearing mainly in network TV and in both spot and network radio. A heavy spot-TV billing agency, Gardner continued to show increases in the medium.

Grove division of Bristol-Myers, Anheuser-Busch, Pet Inc., Bissel Inc., Southwestern Bell Telephone and American Tobacco contributed to the spot-TV billing. Ralston-Purina in 13 network shows is its principal network-TV advertiser. Anheuser-Busch, Sun-Ray D-X gasoline, Pet, Southwestern Bell, Wheeling Steel, American Tobacco, Alitalia Airline and Elanco division of Eli Lilly are spot-radio users. Anheuser-Busch and Grove are in network radio.

Geyer, Morey, Ballard: Combined TV-radio billing \$15.1 million; \$12.9 million in TV (\$3.9 million in network, \$9 million in spot); \$2.2 million in radio (\$1.3 million in network, \$900,000 in spot); TV-radio share of over-all billing: 27%.

A loss in radio billing has dropped Geyer, Morey, Ballard \$3.7 million below the broadcast figure reported for 1965. The share of over-all billing slipped 5%. The agency's strength in television is in spot, with the approximate same level maintained this year as in the past year. Spot-TV advertisers are John Morrell, Sinclair Refining, Irish International Airlines, DeKalb and the Sahara hotel. Chief network-TV clients, Mennen and Lehn & Fink, billed in the past TV season. Sinclair and Irish Airlines are in radio. Dinky Toy, a spot-TV user, was added to GMB's client list during the year. Westab Inc., spot-radio account, was subtracted. Geyer would appear to be actively butressing its billing status; it acquired Maxon Inc., Detroit, on July 1, and that agency now is Geyer's Detroit office.

Grant Advertising: Combined TV-radio billing \$12.5 million; \$9.5 million in TV (\$2.3 million in network, \$7.2 million in spot); \$3 million in radio (\$400,000 in network, \$2.6 million in spot); TV-radio share of over-all billing: 40%.

Grant is at about the same broadcast-

billings level as in 1965, up about \$300,000 in spot radio. The agency's principal account in broadcast continues to be Dr. Pepper, a major spot-TV user and in network as well. Grant's client makeup includes a formidable list that reflects regional and local accounts scattered among its various offices.

Grey Advertising Inc.: Combined TV-radio billing \$97 million; \$92 million in television (\$50 million in network, \$42 million in spot); \$5 million in radio (\$1 million in network, \$4 million

Take a 'wow break'

"Ads are like dames," commented Foote, Cone & Belding creative director Donald B. Buckley



Mr. Buckley

last week at the Baltimore Art Directors Club awards dinner.

"And its kind of sad so many people spend so much time scrutinizing the

pieces, picking over the parts before they've given themselves the chance to say 'wow!' or 'no wow.'", Mr. Buckley said, adding:

"Numbers can never exceed nuance, insight is faster than hindsight, statistics can never replace sensitivity . . . if the viewer or listener doesn't get a little inner 'wow' it isn't an ad after all—it's a catalogue sheet or an expediency.

"Let's reinstate at every level of the advertising business the pause for reflection—a 'wow break'—before we do another damn thing."

in spot); TV-radio share of over-all billing: 68%.

Grey Advertising, consolidating gains of the past few years and continuing on its new-account acquisition splurge, estimates its U. S. broadcast billing this past year will hit \$97 million, as compared with \$73.5 million in 1965 (a figure revised by the agency from the \$81 million originally reported).

Helping to bolster Grey's expenditures were total billing in excess of \$40 million from such new clients as General Foods, P. Lorillard (Kent), Celanese Fibers Marketing Co., Ford Motor Co., Manhattan Fund Inc., new prod-

ucts from Seven-Up, and Quinsana products from the Mennen Co.

Leading network TV advertisers at Grey: Bristol-Myers, General Foods, Revlon, Procter & Gamble, and P. Lorillard. Heavy spot TV investors: Block Drug, Ex-Lax, Mennen, Revlon, General Foods, P & G, Ford, Bristol-Myers and Lorillard. Network and spot radio purchasers at Grey last year included Lorillard and Revlon. Ex-Lax and Tidewater Oil used spot radio and Mennen was in network radio.

Griswold-Eshleman: Combined TV-radio billing \$8.5 million; \$7.5 million in TV (\$5.6 million in network; \$1.9 million in spot); \$1 million in radio (all in spot); TV-radio share of over-all billing: 28%.

This midwest agency broke into the top 50-ranks this year with an over-all billing for 1966 that now is estimated to be over \$30 million, a substantial percentage of which is in broadcast. Sherwin-Williams and B. F. Goodrich are the principal clients in network TV, and these accounts plus the Hoover Co. are major billers in spot television and radio. The agency has a number of local accounts billing through its offices in Cleveland, Chicago and Pittsburgh.

Gumbinner-North: Combined TV-radio billing \$18.6 million; \$17.5 million in TV (\$12.4 million in network, \$5.1 million in spot); \$1.1 million in radio (\$110,000 in network, \$931,000 in spot); TV-radio share of over-all billing: 51%. Figures include billings from North Advertising Inc., Gumbinner-North's Chicago affiliate.

The agency's top-billing clients in TV are American Home Products Corp., Phillips Van Heusen Corp., Remco Industries, Rheingold Inc. for Knickerbocker beer, and Toni Co. All of these advertisers are in spot TV, with American Home Products and Toni also in network TV. Major radio accounts are Sacramento tomato juice and Knickerbocker beer, using spot radio, and W. F. McLaughlin & Co., using both spot and network radio.

Honig-Cooper & Harrington: Combined TV-radio billing \$13 million; \$12.4 million in TV (\$900,000 in network, \$11.5 million in spot); \$600,000 in radio (\$100,000 in network, \$500,000 in spot); TV-radio share of over-all billing: 62%.

This San Francisco-based agency reported a slight boost in broadcast billing, up by \$200,000 over 1965. There was a substantial shift in billings at the agency from radio to television. Over-all television billings were up \$2.8 million, while aggregate radio expenditures were down \$2.6 million. TV-radio's share of overall billings dipped a little from 64% to 62%.

Spot TV got by far the most business



After 36 years... REDISCOVER THE ALL-NEW WIS RADIO

WIS Radio, for 36 years, has been the symbol of Quality Broadcast Service to South Carolinians and advertisers alike. Today, WIS Radio... constantly alert to the many new scientific and electronic advancements being made in the broadcasting industry... is once again on the move!

This "montage" by Jak Smyrl depicts the WIS Radio staff moving into new and enlarged offices and studios, located on a 58-acre site northwest of Columbia off Highway I-26 and Bush River Road. This newly designed, multi-purpose facility begins with three 448 foot high steel towers, de-

signed for a clearer, sharper, and far-reaching broadcast signal. Four fully-equipped studios (two on-air and two production and recording), are electronically designed with the latest completely transistorized audio and control equipment. Many other technical advancements in the industry have been incorporated in the design and operation of the new WIS Radio.

This new move has been accomplished in order to keep pace with WIS Radio's constant goal... providing a total AM broadcast service to South Carolina.

WIS RADIO

560 ON YOUR DIAL

W. FRANK HARDEN
Vice President and General Manager
COLUMBIA, SOUTH CAROLINA



AGENCY RADIO-TV BILL SOARS UPWARD continued

from H-C&H clients, with Thrifty Drug Stores, Interstate Bakeries, Kal Kan Foods, Clorox Co., C&H Sugar, Blitz-Weinhard beer, Levi Strauss & Co., United Vintners, Foremost Dairies, Farmer's Insurance Group, Von's Grocery Co. and Bell Brand Foods all contributing.

Only DEP Corp., maker of hair styles, and Levi Strauss use network TV. These accounts, in addition to Coca-Cola bottling for Bubble-Up, Bank of California, State Savings & Loan Association and Angelus Furniture Manufacturing, all use radio.

The agency acquired one broadcast account, Kal Kan, and did not resign any during the year.

Kastor Foote Hilton & Atherton: Combined TV-radio billing \$8 million; \$6 million in TV (\$2 million in network, \$4 million in spot); \$2 million in radio (all spot); TV-radio share of over-all billing: 50%.

KFH&A with estimated broadcast billings of \$12 million in 1965, lost about \$4 million this year. Broadcast clients no longer with the agency are *New York Journal American* and E. R. Squibb. Those accounts remaining with KF&A and active in radio-TV billing are Colfax Labs, E. C. DeWitt, Grand Union, L. T. York Manufacturing, Nor-

cliff Laboratories, Stop & Save Stamp Co. (Triple S Blue Stamps) and WTS Pharmaceuticals.

Kenyon & Eckhardt: Combined TV-radio billing \$42.4 million; \$34.9 million in television (\$21.6 million in network, \$13.3 million in spot); \$7.5 million in radio (\$1 million in network, \$6.5 million in spot); TV-radio share of over-all billing: 44%.

Broadcast investment at K&E increased slightly as television added \$1.4 million in billing and radio declined by \$700,000. The slight increase in broadcast spending was achieved despite a modest drop in the share allocated to TV-radio over 1965.

K&E's TV network advertisers: Lincoln-Mercury on *FBI* (ABC), National Biscuit Co. on *Ed Sullivan Show* (CBS) and Beecham Products on *I Spy* (NBC). Spot-TV buyers: Lincoln-Mercury, U. S. Plywood, Lehn & Fink, Magnavox, Beecham, R. T. French, Pabst Brewing and William Underwood Co. Network and spot radio sponsors included Lincoln Mercury and Quaker State Oil.

Ketchum, MacLeod & Grove: Combined TV-radio billing \$14.5 million; \$11.6 million in TV (\$4.6 million in network, \$7 million in spot); \$2.9 million in radio (all spot); TV-radio share

of over-all billing: 30%.

KM&G, primarily committed to industrial firms, boosted its broadcast share of billings from 21% in 1965 up to 30% with the largest gain reported in spot radio—\$2 million. Principal radio accounts are Allegheny Airlines and Braun Baking.

The agency's heaviest billings are in TV with roughly 60% of the \$11.6 million billed in spot TV. Major spot TV users are Alcoa, H. J. Heinz, Calgon, Pittsburgh Brewing Co., Pittsburgh National Bank and Chemway. The first three accounts join Rubbermaid as top network-TV clients.

Lennen & Newell: Combined TV-radio billing \$55.4 million; \$46.5 million in TV (\$29.6 million in network, \$16.9 million in spot); \$8.9 million in radio (\$1 million in network, \$7.9 million in spot); TV-radio share of over-all billing: 51.3%.

Lennen & Newell's broadcast expenditures fell by almost \$12 million from 1965, resulting primarily from the losses of the \$15 million Kent cigarettes and the \$6.5 million American Gas Association accounts, both of which were active in TV-radio. During the year L&N acquired the \$3.5 million Florida Citrus Commission business.

Major accounts in spot TV and/or radio were Citgo, Consolidated Cigars, Armstrong Tire, Stokely Van Camp, Corn Products, Colgate-Palmolive, Reynolds Metals, Iberia Airlines, Savings Bank Association of New York and P. Lorillard. Represented on network radio were Lorillard and Armstrong. Substantial network-TV advertisers were American Gas Association, Citgo, Consolidated Cigars, Corn Products, Colgate-Palmolive, P. Lorillard, Reynolds Metals and Warner-Lambert.

MacManus, John & Adams: Combined TV-radio billing \$16.4 million; \$9.2 million in TV (\$8.2 million in network, \$1 million in spot); \$7.1 million in radio (\$2.8 million in network, \$4.3 million in spot); TV-radio share of over-all billing: 20%.

MacManus, John & Adams' principal network television accounts are Pontiac, 3M, Hartz Mountain and Dow oven and bathroom cleaner. Each of these has schedules on all three networks, Hartz Mountain concentrating on daytime schedules. Spot television is placed by MJ&A for Pontiac, American Oil and Dow Chemical.

During the year the agency added billing from General Motors (institutional) and the same company's Allison and Detroit Diesel divisions. The share of total MJ&A billing going into broadcast dropped 9% from 1965 when radio-TV business accounted for 29% of over-all billing.

Richard K. Manoff: Combined TV-



Screen Gems switches for WVUE, KCPX-TV

Appointment of Metro TV Sales as exclusive national representatives for Screen Gems Broadcasting Corp.'s WVUE(TV) New Orleans and KCPX-TV Salt Lake City, effective Dec. 1, was announced last week in San Juan, P. R., by Screen Gems President Norman Louvau.

Edward Petry Co. has been repre-

senting WVUE, The Katz Agency representing KCPX.

L to r: Harold Woolley, general manager, KCPX-TV; Douglas J. Ellerson, vice president and general manager, WVUE; Mr. Louvau, John Sias, president, and Gerard Mulderrig, vice president and sales manager, both Metro TV Sales.

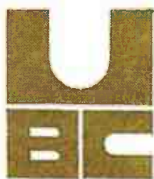
Meet the fine executives behind United Broadcasting Company...



Knowledgeable men like Hyman Cohen, Technical Director for UBC

After working for the Department of Commerce, the Federal Radio Commission, and the Federal Communications Commission in a 35-year career which virtually parallels the history of U.S. radio regulations, Hyman Cohen accepted a position with UBC as its technical director. As part of his duties, Cohen literally inspects UBC stations, unannounced, for compliance with Commission requirements. He also determines whether stations are following good engi-

neering practices. Cohen has been chief of the FCC office that reviews inspection notices for stations throughout the country, and at retirement from Federal service was engineer-in-charge of the FCC Baltimore office. Described in a recent FCC Decision as "alert, intelligent, estimable, and obviously steeped in the Commission's requirements," Cohen is the kind of executive talent which forms a solid foundation for UBC's growth and ability.



UNITED BROADCASTING COMPANY

REPRESENTED NATIONALLY BY UBC SALES. / NEW YORK: BOB WITTIG, 7 E. 43RD STREET / CHICAGO: WARREN DANIELS, 410 N. MICHIGAN AVENUE, WRIGLEY BUILDING

AGENCY RADIO-TV BILL SOARS UPWARD *continued*

radio billing \$12.5 million; \$12 million in TV (\$6 million in network, \$6 million in spot); \$500,000 in radio (\$350,000 in network, \$150,000 in spot); TV-radio share of over-all billing: 85%.

In its third year as a top-50 agency, Manoff's TV-radio billing fell \$100,000 from 1965. The loss was exclusively in TV and connected with the resignation of Milton Bradley, an all-broadcast account. Lysol was added.

Manoff's major accounts in network TV are Welch Grape Juice Co. and Lehn and Fink Products, concentrating in teen-age and children's programs, including ABC's *Where the Action Is* and *American Bandstand*.

Major spot-TV accounts at Manoff are: Bumble Bee Tuna, Howard Johnson, Old London, and Welch's Grape Juice. Others include: Associated Brewing Co., Baker's Franchise Corp., Durkee-Mower Inc., Hebrew National, Ward Foods, and Lehn and Fink.

Marschalk Co.: Combined TV-radio billing \$27.3 million; \$20.6 million in TV (\$4.4 million in network, \$16.2 million in spot); \$6.7 million in radio (\$300,000 in network, \$6.4 million in spot); TV-radio share of over-all billing: 46%.

The Marschalk Co.'s broadcast billing moved up approximately 10% with the addition of new accounts picked up during the year including the Hudson Pulp & Paper Corp., which bills an estimated \$2 million, and the Weinbren-

ner Shoe Corp. of Milwaukee and with increases in broadcast allocations by older agency clients.

Network-television clients handled by Marschalk include Speidel, Pillsbury and Burlington Industries. The addition of three Minute Maid products a year earlier accounted for some gains in the agency's television billing. Spot radio has been bought for Coca-Cola Bottling (New York).

McCann-Erickson: Combined TV-radio billing \$120 million; \$102 million in TV (\$67 million in network, \$35 million in spot); \$18 million in radio (\$2 million in network, \$16 million in spot); TV-radio share of over-all billing: 40%.

M-E's broadcast billings moved up from \$107 million in 1965 for a gain of \$13 million for the second year in a row. The most substantial showing is an \$11-million jump in over-all TV billing, where tremendous growth is due to addition of such accounts as American Home Products, GMC Truck Division, J. P. Stevens & Co., and International Coffee Organization in both network and spot TV; Ronson and Westinghouse in spot TV, and McCullough Corp., Swift & Co. and Opel Cars in network TV.

Major spot-TV accounts are Nabisco, Humble Oil, Sauter Labs, John Hancock Mutual Life and Coca-Cola. These accounts are also in network TV, along with Encyclopaedia Britannica,

Buick Motor Division of General Motors, Golden Grain Macaroni and Westinghouse Electric, among others. Major spot radio accounts are Coca-Cola, Nabisco, Buick and Humble, with Air Canada, Cowles Communications and New York Racing Association added this year. Nabisco, Coca-Cola and Buick are also in network radio.

Arthur Meyerhoff & Associates: Combined TV-radio billing \$17.9 million; \$13.1 million in TV (\$200,000 in network, \$12.9 million in spot); \$4.8 million in radio (\$1.5 million in network, \$3.3 million in spot); TV-radio share of over-all billing: 86.1%.

The agency showed a \$2.4 million rise in broadcast billing. This figure includes an increase of \$1.3 million in spot radio, mainly attributed to the addition of the STP (division of Studebaker) account. William Wrigley Jr. remains the chief contributor to spot-TV billing at Meyerhoff. E. J. Brach Co. (candy) is a heavy user of spot and network TV, while Krim-Ko Co. is in network TV. Wrigley and Brach are major spot and network radio users.

Needham, Harper & Steers: Combined TV-radio billing \$59.5 million; \$45.8 million in TV (\$24.8 million in network; \$21 million in spot); \$13.7 million in radio (\$6.6 million in network; \$7.1 million in spot) TV-radio share of over-all billing: 64.7%.

NH&S, formed early last year in a merger of Needham, Louis & Brorby, Chicago, and Doherty, Clifford, Steers & Shenfield, New York, immediately took possession of a respectable ranking among the top-50 broadcast agencies in 1965. In 1966, NH&S has continued on the pace, though its over-all broadcast gains are slight (chiefly in network TV and network radio). The TV-radio share of total billing this year dipped from 66.4%, indicating broadcast hasn't kept up to the total billing effort.

S. C. Johnson, Kraft margarine, Grove Laboratories, Ac'cent and General Mills are all in network and spot TV (General Mills's spot is heaviest for Betty Crocker mixes). Additionally, the network client list includes Borden's, Pharmaco and Quinton; the spot list. Continental Airlines, Campbell beans and Bounty products, Massey Ferguson, Household Finance, General Cigar, Eastman Chemical, Narragansett Brewing, Manhattan Shirt, Mueller's, Oertel's beer and Morton Salt.

Major clients in radio: Campbell's V-8, General Mills, Morton Salt, Kraft, State Farm Insurance, Household Finance, Ac'cent and Wynn Oil. Acquired as a new account during the year, Wynn places about 95% of its advertising in network radio. The agency parted company during 1966 with Jax

Blair plans test of new TV rate structure

A new price formula for selling 30-second and one-minute commercials and single-advertiser piggybacks (two 30's) will be tested on 13 or 14 Blair television stations, using selected news programs, starting today (Nov. 28).

Under the new Blair plan, the 30-second commercial will become for the first time the base figure in the formula setting TV rates. The advertiser purchasing a 60-second spot will pay the 30-second rate plus 40%, while the advertiser buying a 60-second piggyback will pay the base 30-second plus 60%.

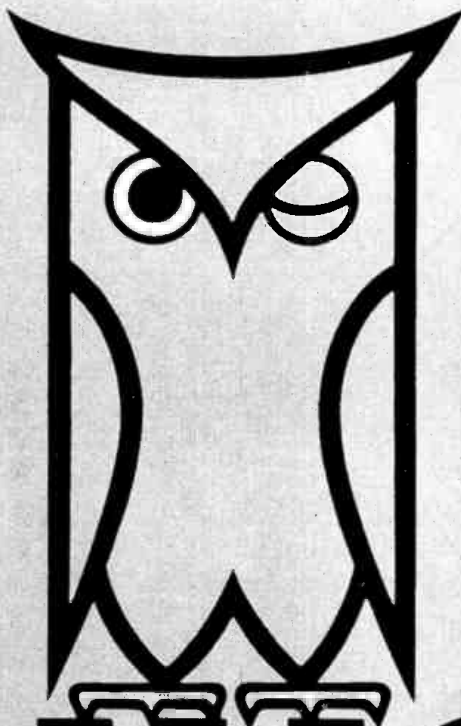
Jerry McNally, Blair TV sales vice president, said the "much needed flexibility offered the advertiser by the use of single 30's should override any objections to the increased cost factors per unit." He later told BROADCASTING that the formula was devised by maintaining the present 60-second rate and working back-

ward to arrive at the 30-second rate and forward to reach the piggyback rate. He agreed that technically this means an increase for piggybacks but said ultimately increases could be offset through use of single 30's in campaigns that heretofore had used piggybacks even when brand products were incompatible and a single 30 would have been effective.

Mr. McNally voiced the hope that the Blair approach would stimulate the purchase of additional 30-second commercials, dictated by the media and marketing requirements of the product.

He reported that the tests will be conducted in major markets and that on the basis of discussions thus far he is confident that 13 or 14 stations will participate. The formula does not apply to prime time but to fringe time in which the preponderant number of piggybacks have been appearing, according to Mr. McNally.

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.

RCA
TK42

"BIG TUBE" COLOR



The Secret's in the "Big Tube"

STUDIO CAMERA

... Makes Every Picture Sparkle



SPECULARS WITHOUT LIGHT STREAKS—Reflections (speculars) are handled without halo or flash. Jewelry, sequins, crystal, lighted candles are pictured as they actually appear.

The big 4½-inch image orthicon in the luminance channel of this live color camera makes a spectacular contribution to color performance. Its large image is the secret of the TK-42's greater sparkle and brightness. This has been proved in demonstrations and in actual use by broadcasters.

WORLD'S MOST EXCITING CAMERA

The combination of the "big tube" with three color tubes leads to sharper pictures, purer colors, more exciting contrasts. This provides unexcelled dynamic range, from hot reds to cool blues. It adds color dynamics to programs and commercials . . . gives production people a more versatile tool for creative effects.

TECHNICAL LEADERSHIP

With the TK-42 you get the benefits of RCA's technical advances: Self-correcting circuits, which permit it to operate for days without picture deterioration; transistorization for top reliability; modular design for highest performance and easy maintenance.

See your RCA Broadcast Representative for complete details or write to RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.



LIVING FLESH TONES—Flesh tones are vibrant and realistic in widely varying light levels. Color tracking is accurate down to subtlest shades.



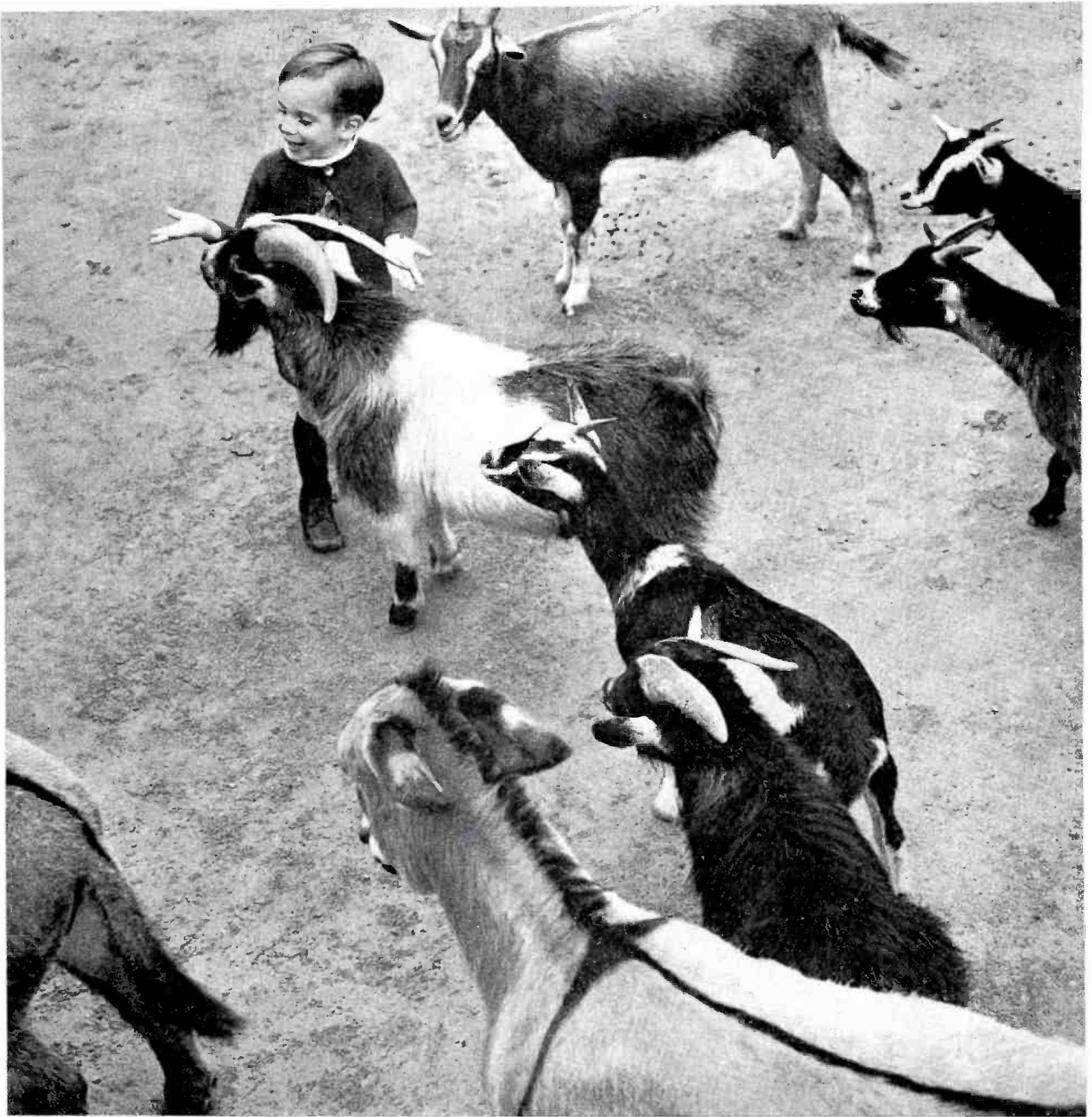
DRAMATIC EFFECTS—The camera responds to mood lighting for highly dramatic effects. Silhouettes, for example, no longer present a problem.



SNAP AND SPARKLE—The "big tube" imparts high-definition brightness to produce a sharply defined color picture.



The Most Trusted Name in Electronics



Photographed by Max Yavno for KRLA's "Sounds of the West" Collection.

Have You Noticed The New Occupants In The West Today

Here
The new
Los Angeles Children's Zoo,
photographed with its own sound of
"no more food...
can't I please take him home?"

and Hear
KRLA,
the sort of sound that
makes you want to
throw open your doors, head for the Pound,
and make room for
one more hand-licking occupant.

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

AGENCY RADIO-TV BILL SOARS UPWARD continued

beer (85% in broadcast), Bristol-Myers (90% in broadcast) and nonbroadcast user Merck, Sharp & Dohme.

Norman, Craig & Kummel: Combined TV-radio billing \$38.3 million; \$36.6 million in TV (\$20.5 million in network, \$16.1 million in spot); \$1.7 million in radio (\$200,000 in network, \$1.5 million in spot); TV-radio share of over-all billing: 66%.

Big losses at NC&K this year were the pullout of Hertz' estimated \$2.2 million in domestic radio-TV billings and the dropout of Schick Electric's estimated \$2.5 million broadcast account. Opposite traffic into the agency came with a \$2 million Salada tea account (spot TV and radio user) and Louis Sherry preserves (spot radio).

NC&K did better in TV this year, pushing ahead by \$3.6 million over 1965. But network radio slumped by \$2.6 million. Big spender Colgate-Palmolive was credited with participations on 10 ABC-TV and two NBC-TV programs, and also was active in spot radio and TV and network radio. (C-P's Ajax white knight contest this past fall netted radio-TV an equal share of a \$1.8 million broadcast budget—60% of C-P's total campaign).

Other major network and spot-TV clients at NC&K are Chanel (11 CBS-TV, three ABC-TV and two NBC-TV shows), Dow Chemical (four ABC-TV, three NBC-TV shows) and Bourjois (five ABC-TV, two NBC-TV and one CBS-TV programs).

This year, Arnold Bakers began an estimated \$2 million spot campaign (radio and TV). Other spot users are Clairol, American Tobacco, Winchester Franchise Operations and Shields Inc. (before it left the agency).

Also this year, NC&K formed a sub-agency, Howard Marks Advertising, to handle accounts billing under \$1 million.

Papert, Koenig, Lois: Combined TV-radio billing \$25.5 million; \$23.8 million in TV (\$12.5 million in network; \$11.3 million in spot); \$1.7 million in radio (all spot); TV-radio share of over-all billing: 72.5%.

Spot-TV billing at PKL has continued to climb and is up \$2.3 million from 1965. Overall broadcast billing is also rising, with a \$2.8 million increase in TV and \$1.3 million in radio.

Five accounts that bought heavily in spot and network TV are Procter & Gamble, on several daytime network shows; Hunt Foods, on CBS's *My Three Sons* and on various CBS and NBC daytime shows; Quaker Oats on ABC's *Bewitched* and *F Troop* plus participations in several Saturday

morning children's shows; Consolidated Cigar on *Iron Horse* and *Hollywood Palace*, both ABC, and CBS's *NFL Report* and *Ed Sullivan* and *Jackie Gleason* shows, and Xerox Corp., which has sponsored various specials throughout the year. Clark Oil, Piel's beer and National Airlines also use spot TV. Heavy users of spot radio are Piel's, National Airlines and Quaker Oats.

During the year, PKL added the Piel's draft-ale account, which has some radio billing. The agency has also added test products for Warner-Lambert plus Quaker Oats's Quisp & Quake and P&G's Cinch, two other test products. The Coty account, which had no radio-TV billing, was resigned.

Ogilvy & Mather: Combined TV-radio billing \$59.9 million; \$54.5 million in TV (\$25.2 million in network, \$29.3 million in spot); \$5.4 million in radio (\$900,000 in network, \$4.5 million in spot); TV-radio share of over-all billing: 62.9%.

O&M reports a 23% rise in radio-TV billings this year as opposed to 1965's increase of 6% from the year before. The upswing was heaviest in spot and network TV (53.7% and 46.3%, respectively), with six major accounts committed to both: Bristol-Myers, General Foods, Lever Brothers, Shell Oil, Drackett Co. and Mead Johnson Nutritionals. The first four also used radio, along with KLM Royal Dutch Airlines, Pepperidge Farm, Nationwide Insurance, Schweppes and Shell Chemical. The last three radio accounts are also in spot TV, as is Mars Candies. IBM and Pepsi-Cola Co. are in network TV.

Earlier this year, O&M began a "Ban 15-second/other Bristol-Myers' products 45-second" piggyback spot-TV campaign, and expanded it to an "exploratory" attempt at scheduling individual 15-second spots. "Unrealistic" cost-per-thousand rates, according to station reps, ended the effort. O&M's hard luck with this B-M strategy was heightened by the move of B-M's Resolve (estimated total billing of \$2 million, with \$1.5 million in broadcast) to Doyle Dane Bernbach.

O&M collected accounts with Mars, Pepsi-Cola Co. (Devil Shake), General Cigar, Merck and an estimated \$1.8 million billings for Lever's Stripe toothpaste (\$1 million in radio-TV).

Parkson Advertising: Combined TV-radio billing: \$13.1 million; \$13 million in TV (\$12.5 million in network, \$500,000 in spot); \$100,000 in radio (all spot). TV-radio share of over-all billing: 80%.

J. B. Williams Co. is Parkson's ma-



12 NOON/Mid-day edition



6:00 P.M./Evening edition



10:00 P.M./Final edition

The three most informative newscasts in Shreveport's day!

(most popular and most productive too!)

Latest Shreveport ratings* confirm KSLA-TV continues to win local three-station news competition . . . an historic pattern of preference sustained over the years.

At mid-day KSLA-TV 65,500 homes ONLY mid-day Newscast in market!

Evening	KSLA-TV 59,000 homes
	Sta. B 22,000 homes
	Sta. C 42,000 homes

	KSLA-TV 41,000 homes
	Sta. B 25,000 homes
	Sta. C 30,000 homes

See your H-R-P rep for limited availabilities in these prime news blocks

KSLA-TV 12

SHREVEPORT, LOUISIANA

*N.S.I./Feb. '66 (Subject to reasonable error)

Effective October 19, 1966

Paramount Pictures Corporation

was merged into

Gulf & Western Industries, Inc.

*The undersigned acted as Financial Advisor to Gulf & Western Industries, Inc.
in this transaction.*

Kidder, Peabody & Co.
Incorporated

November 18, 1966.

Effective October 19, 1966

Paramount Pictures Corporation

was merged into

Gulf & Western Industries, Inc.

*The undersigned advised Paramount Pictures Corporation
on the terms of the merger.*

White, Weld & Co.

November 18, 1966.

for account, in network TV on ABC's *Lawrence Welk Show* and *Wide World of Sports*, CBS's *Original Amateur Hour*, *Evening News with Walter Cronkite*, and *Ed Sullivan Show*, and NBC's *Huntley-Brinkley Report*.

Post-Keyes-Gardner: Combined TV-radio billing \$29.7 million; \$26.8 million in TV (\$16.5 million in network, \$10.3 million in spot); \$2.9 million in radio (\$200,000 in network, \$2.7 million in spot); TV-radio share of over-all billing: 72.9%.

P-K-G increased broadcast billings this year by \$6.1 million. The increase is apparent in the combined TV figure, which is up \$7.2 million from last year. Radio is down \$1.1 million.

Major network TV users are Maybelline Co., on CBS's *Friday Night Movies* and NBC's *Saturday Night Movies*; American Cyanamid, in daytime network shows; Brown & Williamson Tobacco, on *I Spy*, *Run for Your Life*, *Daniel Boone*, *Occasional Wife* and *Star Trek*, all on NBC, and Florists' Transworld Delivery Association on ABC's *Hawk* and CBS's *Friday Night Movies*, among others. American Cyanamid and FTDA are also in network radio.

In spot TV, P-K-G bills for the Atchison, Topeka & Santa Fe Railway, W. A. Sheaffer Pen Co., Maybelline, American Cyanamid, FTDA and Brown & Williamson. American Cyanamid and FTDA also use spot radio, as does General Finance Co.

Sheaffer is the only account added this year with significant participation in radio-TV. At present, it is in spot TV.

Street & Finney: Combined TV-radio billing \$10.8 million; \$9 million in TV (\$4.8 million in network, \$4.2 million in spot); \$1.8 million in radio (\$1.5 million in network, \$300,000 in spot); TV-radio share of over-all billing: 71%.

Street & Finney appears for the second year in BROADCASTING's annual listing of the top-50 broadcast agencies with a moderate over-all rise in billings over 1965. The agency has maintained its substantial Colgate billings for such products as Florient aerosol air deodorant, Baggies and Instant shaving cream and has placed them in spot and network TV on such shows as *The Man from U.N.C.L.E.* and the *Andy Williams Show* (both NBC). Another major broadcast account is Foster-Milburn Co., maker of Doan's pills and ointment, which is a heavy user of spot TV and radio.

Sullivan, Stauffer, Colwell & Bayles: Combined TV-radio billing \$74.8 million; \$66.1 million in TV (\$36.5 million in network, \$29.6 million in spot); \$8.7 million in radio (\$1.2 million in network, \$7.5 million in spot); TV-

Abortion: How long will it remain a dirty word?

"KGO-TV has said it before—and we'll say it again and again and again until some action is taken: California's law governing abortion must be changed and liberalized.

The law as it now stands is cruel, a relic of medieval thinking. It permits abortion for only one reason—to save the life of a mother.

It does not consider the unborn baby doomed to tragic and incurable mental or physical problems. It does not consider the women whose physical or psychological health is gravely threatened by a continuation of pregnancy. It does not consider the case where pregnancy has resulted from rape, incest or other criminal act.

KGO-TV is not asking for legalized abortion for the purpose of birth control. We are asking only for a humane and common sense approach to the problem of pregnancies which truly endanger the health and well-being of mother or child.

The medical profession must be given broadened authority to determine when an abortion is necessary. With modern knowledge and technology, it is thoroughly competent to make that determination. And it has the skills to perform quick and safe terminations of pregnancy.

Liberalization of the abortion law should be a major item on the 1967 agenda of the California State Legislature.

You can help us make sure it is. Let your representatives in Sacramento know that you want the change. Or write us here at Opinion Seven, KGO-TV, San Francisco. We'll see that your message reaches our lawmakers.

If countless women and babies are to be spared heartbreak, physical hardship and mental illness, California's inhumane abortion law must be rewritten and modernized. Please help."

AGENCY RADIO-TV BILL SOARS UPWARD continued

radio share of over-all billings: 78.7%.

SSC&B has increased its TV-radio billings by more than 10% (\$7 million) over last year. Leading element in the increase was spot TV (up 57%), primarily from the addition of the P. Ballantine & Sons beer account and the entry of Micrin mouthwash into spot TV.

Other major accounts in spot TV include: American Tobacco, Lever Brothers, Noxell Corp., Johnson & Johnson, Carter-Wallace, and Thomas J. Lipton.

The major SSC&B account in network TV is American Tobacco, on ABC's *Sunday Night Movie*, *Peyton Place I and II*, *Big Valley*, and *Hollywood Palace*; CBS's *I've Got a Secret*, *Danny Kaye Show*, Thursday and Friday night movies, *Pistols 'n' Petticoats* and *Gunsmoke*, and NBC's *Roger Miller Show*, *Dean Martin Show*, *Laredo* and *Tuesday Night Movies*.

Tatham-Laird & Kudner: Combined TV-radio billing \$31 million; \$29.2 million in TV (\$9.4 million in network, \$19.8 million in spot); \$1.8 million in radio (\$100,000 in network, \$1.7 million in spot); TV-radio share of over-all billing: 55%.

The agency's billing in broadcast, which moved up \$2 million over 1965 represents a slight increase in share of total billing. Its biggest adjustments are in television spot, up nearly \$5 million and network off last year's pace by \$3.6 million.

TL&K also has had several adjustments in its client list. During the year, Fairmont Foods, which was active in spot TV and spot radio; General Mills (Pet Foods), a broadcast user, and P. K. Wrigley Inc., left the agency, while the Chicago, Burlington & Quincy Railroad account (spot radio), was added to the roster.

The agency draws its network- and spot-TV billing from such accounts as Libby, McNeil & Libby, Procter & Gamble, Abbott Laboratories, Kendall Co. and General Telephone & Electronics. Other network clients are the photolamps and entertainment-products divisions of Sylvania Electric. Duncan Foods is in spot TV, and also is listed among the major spot-radio accounts along with Libby, P&G, GT&E, Keebler and Chicago, Burlington & Quincy.

J. Walter Thompson Co.: Combined TV-radio billing \$225 million; \$203.2 million in television (\$136.2 million in network, \$67 million in spot); \$21.8 million in radio (\$2.1 million in network, \$19.7 million in spot); TV-radio share of over-all billing: 60%.

By swelling its investment in televi-

sion substantially through account acquisitions and added buys by its long-time spenders, JWT again retained its number one spot among TV-radio agencies.

The 1966 total is more than \$45 million over the JWT figure in 1965 and was supported by billing from such new accounts as the American Gas Association and from accounts landed in 1965, which began to have added impact in 1966 including portions of Quaker Oats, Whitehall Laboratories, Chun King, and Pfeiffer beer. JWT is said to have had new assignments from several long-time clients.

The agency reported that more than 50 of its clients were active in television last year, contributing to the \$203.2 million TV billing. Its top spenders in TV include Kraft Foods, Lever, Liggett & Myers, RCA, Quaker Oats, Standard Brands, Warner-Lambert Pharmaceutical, Scott Paper, Whitehall and Ford Motor Co.

Key network buys were made by Ford on *The FBI* on ABC; Warner-Lambert on *The Lucy Show* on CBS-TV; Eastman Kodak Co. on *Walt Disney's Wonderful World of Color* on NBC; Liggett & Myers on *The Pruitts of Southampton* on ABC; the Institute of Life Insurance on *What's My Line?* on CBS; The Singer Co. on *Run for Your Life* on NBC; Lever on *Get Smart* on NBC.

JWT clients active in spot TV-radio include: American Bakeries; Chun King; Ford Dealer Advertising Associations; R. T. French; Good Humor Corp.; Kraft; Lever; Libby, McNeill & Libby; Pan American-Grace Airways; Reader's Digest Services Inc.; Scott Paper; Standard Brands, and most of the advertisers active in network TV. Network radio sponsors were Eastman Kodak, Ford, Liggett & Myers, RCA, Seven-Up, and Standard Brands.

Jack Tinker & Partners: Combined TV-radio billing, \$28.1 million; \$27.6 million in television (\$15.1 million in network, \$12.5 million in spot); \$500,000 in radio (all in spot); TV-radio share of over-all billing: 76.8%.

TV-radio spending at Tinker expanded considerably during 1966, up almost \$15 million, as the agency reported \$28.1 million projected for this year. Tinker picked up over \$16 million in new assignments from Miles Laboratories and from products of Gillette and Toni Co., and through expanded billing from clients such as Miles, Carling Breweries and Tootsie Rolls. The only jarring note was the loss of the \$6.5 million Braniff International to Wells, Rich, Green last spring.

Hefty spot-TV spending was imple-

mented during the year by Miles, Gillette, Toni, Carling and Tootsie Roll. Network advertisers at Tinker include: Miles on *Stage 67* on ABC; *Jackie Gleason Show* and *Jericho* on CBS; the Toni Co. on *My Three Sons*, *Lucy Show* and *House Party* on CBS, and Carling on various network sports programs.

Warwick & Legler: Combined TV-radio billing \$12.22 million; \$10.06 million in TV (\$9.39 million in network, \$670,000 in spot); \$2.16 million in radio (\$1.7 million in network, \$460,000 in spot); TV-radio share of over-all billing: 40.2%.

Compared to 1965, W&L this year lost about \$380,000 in broadcast billing, although it did pick up slightly in network TV and radio: \$290,000 and \$200,000, respectively. W&L parted company with Nestle Co. (Decaf instant coffee—\$500,000 and Nestea products—\$2.2 million, both in radio and TV) and Trans Caribbean Airways (\$1.2 million total budget). One of W&L's top broadcast spenders, The Mennen Co., is shifting its \$2-million-plus account to a new agency.

The Mennen account, primarily in spot TV, also participates in network TV (CBS-TV's *NFL Post Game Reports*) and is a major radio client. W&L's other major spot- and network-TV clients are Helena Rubinstein and U. S. Time Corp. for Timex. Timex bills as either a half or full sponsor on a variety of specials. Another spot-TV user is Economics Laboratory Inc.

Edward H. Weiss & Co.: Combined TV-radio billing \$10.15 million; \$9.5 million in TV (\$6 million in network, \$3.5 million in spot); \$650,000 in radio (all in spot); TV-radio share of over-all billing: 40.4%.

The Weiss agency handles sponsorships for several clients—Purex, Mobil, Mogen David among them—in daytime network television and Lipton bills in ABC's nighttime lineup. Carling, Mobil and Mogen David are the principal billers in spot television, while Carling and Luzianne Coffee are major spot-radio accounts. During the year, Weiss picked up the Sara Lee account.

Young & Rubicam: Combined TV-radio billing \$162.8 million; \$150.3 million in television (\$106.1 million in network, \$44.2 million in spot); \$12.5 million in radio (\$9.5 million in network, \$3 million in spot); TV-radio share of over-all billing: 55%.

Y&R added more than \$16.7 million in broadcast over 1965, placing it in the third position among top agencies in TV-radio. It was fortified by the \$30-million Plymouth account while losing about \$12 million of General Foods and General Electric business, but much of this gain will be reflected

in 1967.

The agency's heavy investment in network TV resulted from a large list of advertisers. Among them: American Home Products, Bristol-Myers, Hunt Foods, Chrysler Corp. and its Plymouth division, Johnson & Johnson, Breck, Goodyear, General Foods and General Electric. It is agency of record for GF's *Green Acres*, *Jean Arthur Show* and *Hogan's Heroes*, all CBS.

Spot-TV spenders included American Home Products, Borden's, Ballantine, Bristol-Myers, Chrysler, Drake Bakeries, Eastern Air Lines, Frito-Lay, General Foods, Gulf Oil, Johnson & Johnson, General Cigar, and Keebler.

Network radio advertisers at Y&R include Plymouth, Time Inc. and Chrysler. Active in spot radio during the year were Keebler, Gulf, Chrysler, Breck, American Bakeries and Time Inc.

Agency appointments . . .

▪ The Bank of California, San Francisco, has appointed Campbell-Ewald Co. to handle advertising for its entire system, which includes 57 offices in California, Oregon and Washington. Jerry Keller will be account supervisor with Jon Rittger as account executive.

▪ The Nash Coffee Co., a division of Chock Full O'Nuts Corp., St. Louis, has named the Winius-Brandon Co., same city. David C. Erich will serve as account executive.

▪ Englander Co., Chicago bedding manufacturer, moves its national account from North Advertising to Leo Burnett Co. there, effective Jan. 1. Englander is subsidiary of Union Carbide Corp.

▪ Volkswagen Northeastern Distributor, Waltham, Mass., has appointed Doyle Dane Bernbach, New York, to handle its advertising.

TVB outlines plans for salesman training

The Television Bureau of Advertising will begin its third year of week-long training conferences for salesmen of member stations the week of Jan. 16-20.

It was announced last week by William B. Colvin, TVB vice president for member services, that the sessions will be held on a Monday-through-Friday, 9 a.m.-5:30 p.m. basis, in the TVB headquarters in Rockefeller Center in New York.

More than half of the 15 conference weeks in the 1967 program are fully reserved at this time. Reservations are

still being accepted for the following weeks (number of openings in parentheses): July 24-28 (3); Aug. 14-18 (7); Sept. 11-15 (7); Oct. 2-6 (7); Oct. 23-27 (8); Nov. 6-10 (7); and Nov. 27-Dec. 1 (8).

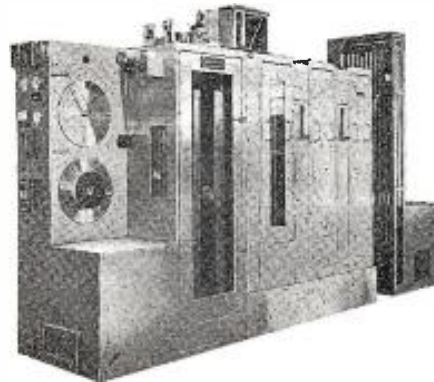
Each conference has eight participants. Reservations are made in advance. Participation involves a \$125 fee, excluding living expenses. Each participant must make his own hotel reservations in New York, Mr. Colvin said last week.

Puerto Rico surveys set

The first tests of TV-commercial effectiveness in Latin America will be conducted by Schwerin Research Corp. Nov. 28-30 and Dec. 1, 2 and 5 in San Juan, P. R.

"This is only the first in a series of 'competitive preference' and 'extended service' tests we plan to conduct throughout Latin America and Europe," Leonard Kudisch, Schwerin president, said last week.

FILMLINE Processors are DIFFERENT



They work continuously, without downtime, maintenance problems or lost film. Unmatched reliability and quality have been characteristic of all Filmline processors since 1947. Filmlines exclusive Overdrive Film Transport System guarantees 100% performance.

CAN YOUR OPERATION AFFORD ANYTHING LESS?

There's a Sensibly Priced Filmline processor for every Need — Portable . . . Spray . . . Color. Here's a partial listing:

Model	Film Type	Process	Film Size	Speeds
R-15TC	Rev. & Neg./Pos.	B&W	16mm	15FPM
RTS	Rev. & Neg./Pos.	B&W	16mm	85-125FPM
R-36	Rev. & Neg./Pos.	B&W	16mm	36-72FPM
R-60S	Rev. & Neg./Pos.	B&W	16mm	60-100FPM
316DS	Neg./Pos.	B&W	16mm	60-100FPM
*ND100	Neg./Pos.	B&W(TV News)	16mm	60-85FPM
NP36	Neg./Pos.	B&W	16mm	90FPM
S-90	Neg./Pos.	B&W Spray	16/35	90FPM
S-120	Neg./Pos.	B&W Spray	16mm	135FPM
S-150	Neg./Pos.	B&W Spray	16/35	160FPM
FE-30	Ektachrome	Color	16mm	30FPM
FE-100	Ektachrome	Color	16 or 16/35	100FPM

Custom Units Built To Specification for Any Installation

FILMLINE... Complete Source for Quality Film Processors

For literature write:
Dept. BN-66

Lease & Time Payments Available

* In use by: N.B.C., A.B.C., C.B.S.-TV Networks



ABC-TV drops most discounts

Only one not eliminated in new rate structure that sets up varying prices for different seasons; participation rates not disclosed

The ABC-TV network announced last week the new rate card it said last spring was in the works—one with discounts virtually eliminated.

Network officials said they could not tell categorically whether it would produce more, less or the same revenues on total business equivalent to the present volume, but that "generally we expect to receive equal if not more revenues."

They said that because of the almost complete elimination of discounts, advertisers who currently earn high discounts probably would have to pay more under the new card, while those who don't may pay less.

ABC mailed the new rates to agencies last Wednesday (Nov. 23). Because of the Thanksgiving holiday and the fact that many executives were taking a long weekend, agencies will get their first chance this week to evaluate the structure and see how it affects their clients. Most, however, may have to wait longer for a meaningful analysis of the effects, since the prices ABC will charge for participations—the overwhelmingly dominant form of TV advertising—are yet to be disclosed.

The new rate card, No. 12, goes into effect next Sept. 11, start of the 1967-68 season.

One Exception ■ Volume and time-period discounts that currently can range up to around 30% or more are eliminated in the new card. The only discount left is a \$1,000 allowance for each commercial minute in a noncancellable contract signed in advance for at least one minute every other week for 52 straight weeks in one series in prime time (6-11 p.m.).

This appears to be identical to the only discount left in CBS-TV's new structure, announced last February, in effect since September and estimated at about 3%.

The new ABC-TV structure follows the general pattern set in CBS's new card, but with variations.

It is similar to CBS's in that it sets two kinds of rates and that at least one of them—time charges for program sponsorships—will vary both by time of day and season of year.

In addition to time charges for sponsorships, the new structure provides

for flat rates for one-minute participation announcements. These rates, covering both time and program costs, are not shown in the new card but will be supplied later "on request."

The programs in which participations will be available in the 1967-68 season will be designated "after the first of the year," according to James E. Duffy, vice president in charge of ABC-TV network sales.

Participation sales represent the bulk of TV network business. ABC-TV President Thomas W. Moore estimated earlier this year that 94% of ABC programs are sold in this fashion.

Percentage of Class A ■ Time charges for program sponsorships are expressed in the new card as percentages of the total class A hour rates of all network-affiliated stations ordered for and carrying the program—the same basic approach CBS used when it became the first network to cut discounts to the bone.

Like the CBS card, ABC's new one establishes three different seasons for nighttime business. But the seasons are different. The highest-priced one, fall and winter, runs for 32 weeks from Sept. 11 to April 22 (CBS's runs from Sept. 11 to April 1). The next most expensive runs for six weeks from April 23 to June 3 (CBS's: April 2 to July 1). The lowest priced runs from June 4 to Sept. 10. (CBS's: July 2 to Sept. 10).

There is, in addition, a set of rates covering year-round averages for 52-week advertisers.

Where the CBS card divides nighttime into six different rate periods, ABC's sets up five: 6-7:30, 7:30-8, 8-8:30, 8:30-10 and 10 to signoff (CBS's extra period is 10-10:30).

On a 52-week average basis ABC's prices for a prime-time half-hour range from a low of 36% of the total class A hour rates of all stations ordered and carrying (in the 6-7:30 period, and comparable with 34% in the same period in the CBS card) to a high of 48% (in the 8:30-10 period, comparable with 46.5% in CBS's card).

Daytime ■ Monday-Friday daytime on ABC will be divided into two seasons rather than three. Of equal length, one runs from Oct. 2 to March 29, the other for the ensuing 26 weeks.

There are four different rate classes in these daytime periods: signon to 10 a.m., 10 a.m. to 2 p.m., 2-5 p.m. and 5-6 p.m. The prices vary by season and time period but on a 52-week basis they average, for a half-hour, 15% of the total class A hourly rates for a half-hour in the opening period, 16% in the second, 18% in the third, and 27% in the final, 5-6 period.

Weekend daytime follows still another seasonal pattern with three time classes. The seasons are from Sept. 9 to Dec. 17, Dec. 23 to March 24, and March 30 to Sept. 1. By day-part, the half-hour rates on a 52-week average are: sign-on to 10 a.m., 16% of the class A hour rate on Saturday, 14% on Sunday; 10 a.m. to 2 p.m., 17% on Saturday, 16% on Sunday; 2-6 p.m., 25.5% both days.

Under the new card, time charges for sponsorships longer or shorter than a half-hour will be determined—as in the new CBS card—on a straight prorate basis. In the past, time charges have been stated in terms of one hour, with a half-hour pegged at 60% of the hour rate, a quarter-hour at 40% and one-sixth hour at 20%.

Networking charges, applicable for all programs, are somewhat higher in the new card than in the present one. For one hour, they go from \$2,400 under the old card to \$3,000 in the new structure; for one-half hour, from \$1,200 to \$1,500; for one-third hour, from \$800 to \$1,000; for one-quarter hour, from \$600 to \$750 and for one-sixth hour or one-third of a half-hour, from \$400 to \$500.

The present requirement that an advertiser purchase a minimum volume equivalent to \$100,000 for each class A hour is eliminated in the new card, which says: "The ABC Television Network does not require that a minimum lineup of stations be ordered. However, its responsibility as a national advertising medium requires that the network provide the widest possible national coverage. This fact shall be considered in determining the ABC Television Network's acceptance of advertiser order."

No Product Protection Clause ■ There is no reference to product protection in the new card. The present one says ABC will try to allow 15-



On hand for the ABC-TV Network's board of governors meeting a fortnight ago in San Juan, P. R. (BROADCASTING, Nov. 21) were (l to r):

Donald Foley, vice president in charge of advertising and promotion, broadcast division; Martin Pompadur, vice president—administration, TV network; Robert L. Coe, vice president in charge of TV station relations; Joseph L. Brechner, board of governors member, and president and general manager of WFTV Orlando, Fla.; William Sheehan, vice president and director of television news; John O. Gilbert, vice president in charge of affiliate relations; Edwin Vane, national director of TV daytime programming; Joseph E. Giaquinto, director of affiliate relations;

Warren Boorum, director of daytime sales (behind Giaquinto); Carmine F. Patti, director of TV station relations; Leonard Goldberg, vice president in charge of TV network programming; Alfred R. Schneider, vice president & assistant to the executive vice president of ABC Inc.; Leslie Norins, vice chairman of the board of governors and general manager of KEYT-TV Santa Barbara, Calif.; Tony J. Moe, board of governors member and executive vice pres-

ident of WKOW-TV Madison, Wis.;

Herb Cahan, board of governors member and vice president of WJZ-TV Baltimore; Simon B. Siegel, executive vice president of ABC Inc.; Edward Bleier, vice president for public relations and planning, broadcast division; Thomas W. Moore, group vice president and president of the ABC Television Network; Ben K. West, secretary of the board of governors, and vice president & general manager of KOCO-TV Oklahoma City;

Burton La Dow, chairman of the board of governors, and station manager of KTVK-TV Phoenix; James E. Duffy, vice president in charge of TV network sales; Robert Doubleday, treasurer of the board of governors, and vice president & general manager of KATV Little Rock, Ark.; Byron Nelson, golf professional; Leonard H. Goldenson, president of ABC Inc.

Joseph H. Hladky, board of governors member and president, KCRG-TV Cedar Rapids, Iowa; Michael P. Boland, vice president in charge of financial controls; A. Donovan Faust, board of governors member and general manager, WSIX-TV Nashville; Paul Sonkin, director of research, and Mario T. Cucinotta, director of TV station clearances.

minute separation between competitive products but may not always do so.

Plans to introduce the new rate card were announced by President Moore last spring in testimony before a House committee investigating, among other subjects, network discount practices (BROADCASTING, May 16, et seq.).

High-figure discounts had been under attack for some time, with critics charging they favored big advertisers and discriminated against small ones.

CBS as well as other networks contended that the new rate structures were designed to reflect changes in the way network business is conducted, rather than in response to attacks on discounts.

Specifically, they noted, existing rate structures were designed when half-hour and alternate-week sponsorships were the primary form of network advertising. In recent years, they pointed out, sponsorships have all but disappeared and one-minute participations have become dominant.

Audience Size ■ Creation of different rates for different seasons of the year and times of the day was explained as intended to reflect corresponding varia-

tions in audience levels.

In his testimony Mr. Moore cited "the highly competitive nature of our business" as well as "basic changes in the buying pattern of most advertisers" as principal reasons for ABC's decision to revise its rate card.

The new card, he said, would "conform more closely with present conditions in the market rather than adhere any longer to a traditional card which looks to past practices rather than to future probabilities."

NBC officials, testifying in the House hearing after CBS and ABC, said they planned to eliminate their fortnightly and comprehensive discounts, two of four in their rate card. They said they had been studying CBS's new card and would examine ABC's when it was issued but had not decided whether to make additional changes in their own.

Business briefly . . .

Alberto-Culver Co., Chicago, through Knox Reeves Advertising, Minneapolis, is planning multi-million dollar campaign to introduce new Command spray-on hair groomer for men. Both network

TV participations and spot TV will be used.

Kraft Foods, Chicago, through J. Walter Thompson Co., will sponsor Seven Arts TV's one-hour special, *The Nutcracker*, on the Canadian Broadcasting Co. network, Monday, Dec. 5 (9-10 p.m.); **Sylvania Electronic Products Inc.**, New York, through Tatham-Laird & Kudner, will sponsor the show on CBS-TV, Friday, Dec. 9 (7:30-8:30 p.m. EST).

Celanese Corp. of America, through Grey Advertising, both New York, has bought 12 one-hour telecasts of *Celanese Center Stage*, with Barbara McNair and Duke Ellington, to be seen next year in the top 50 markets. The program, produced and distributed by Four Star International, began taping early in November at NBC's color studios in Burbank, Calif. Four Star will syndicate domestically in markets other than those purchased by Celanese, and overseas as well.

The Christian Brothers (wines and brandy), through Fromm and Sichel, both San Francisco, is starting a test radio campaign in Houston, Tex., and Harrisburg, Pa. The campaigns feature

six, 60-second commercials promoting Chateau LaSalle, sauterne, burgundy, Napa rose, sherry and Cabernet Sauvignon wines. In Harrisburg, WHR is broadcasting 24 announcements per week during a 13-week period. In Houston, KTRH is carrying 12 announcements per week and KTHT will air 14 spots every week for a total of 26 commercials per week for a 13-week period.

NBC-TV reported the following buys last week: **The United States Time Corp.** (Timex watches), through Warwick Legler, both New York, on *Mr. Magoo's Christmas Carol* (Dec. 17, 7:30-8:30 p.m. EST); **General Water Specialties Co.**, through McCann-Erickson, both Chicago, in *NBC News with Floyd Kalber* and *Jeopardy*; and **Standard Brands**, through J. Walter Thompson both New York, in *The Frank McGee Report*, *The Andy Williams Show*, *Run for Your Life*, *The Girl from U.N.C.L.E.*, *Tuesday* and *Saturday Movies*, *The Virginian*, *Daniel Boone*, *Star Trek*, and *Tarzan*.

Merger plans advance for AFA and AAW

The joint commission of the Advertising Federation of America and the Advertising Association of the West announced last week that its merger plans were continuing toward completion with the selection of an interim board of directors that in turn appointed a new president for the association.

The merged group will be named the American Advertising Federation and its operating head will be Charles W. Collier, now the president of the Advertising Association of the West. The new association will be incorporated in the state of New York as a nonprofit group.

Officers and directors will be elected Feb. 6, 1967, at the annual Washington conference.

L.A. gets monitoring service

Allan's Audio/Audit, a monitoring service to provide radio and TV advertisers and their agencies with reports on spot activity in the nation's second largest market, opened offices at 9460 Wilshire Boulevard, Beverly Hills, Calif. The reports include TV photoboards, TV audio tapes and logs, radio tapes and logs and confidential monitor reports of a client's competitors' activities. The firm also provides radio and TV stations with air checks and audition tapes of Los Angeles stations and air personalities.

Code to talk about time

Several proposals offered on TV commercial limits

For almost two months the National Association of Broadcasters Code Authority has quietly been talking to networks, group operators and individual licensees, trying to get their views on time standards for television. The talks are a prelude to a Dec. 14-15 special TV-code board meeting that will be devoted entirely to time standards.

At its regular October meeting, the TV code board started to discuss the subject, found it too much to take on an already crowded agenda and pushed it back to the December date (BROADCASTING, Oct. 10).

Among the proposals at the October session was one from Corinthian Broadcasting Corp. that would have reduced nonprogram time in all hours; limit the number of commercials and interruptions within programs; reduce station-break length and limit billboard use.

The major staff proposal has been, and is expected to be at the meeting, to change the code section on billboards by restricting their use to single-sponsored programs and have them run no longer than 10 seconds.

Since the October meeting, other proposals have been forthcoming. One from Storer Broadcasting Co. suggested a more liberal attitude toward time standards for independent stations and a cutback in commercials in prime time for network affiliates. The proposal would reduce commercial time per hour to seven minutes for network affiliates and 10 minutes for independents.

A Cutback ■ This would be a cutback of 20 seconds for independents and three-minutes-and-20-seconds for the affiliates from the prevailing code standard of 10-minutes, 20-seconds of nonprogram time per hour within prime time.

Among the other proposals being offered to the Code Authority are several dealing with elimination of prime time and establishing a one-time standard. At present the code allows 16-minutes, 20-seconds of commercial time per hour outside of prime time.

Some broadcasters have expressed the opinion that since the FCC is now allowing TV licensees to carry up to 16 minutes of commercial time without detailed explanations that eliminating

NAB prime-time standards would bring self-regulation and government regulation into accord.

It appears doubtful that the dual time standard for affiliates and independents or the elimination of prime time would gain either staff endorsement or code board approval.

In the meantime, the Code Authority is still looking for comments from all elements of the industry, subscribers and noncode members alike.

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.

Clef 10 Productions Inc., 421 West 54th Street, New York 10019.

Ozite Corp., Chicago (Ozite rug cushion); one 60, one 50 for TV, music score. Charles Barclay, production manager. Agency: W. B. Doner & Co., Baltimore. David Russell, agency producer.

Logos Teleproductions, 3620 South 27th Street, Arlington, Va.

First and Merchants National Bank, Richmond, Va.; four for TV on tape. Len Levin, production manager. Agency: Cargill, Wilson & Acree Inc., Richmond, Va. Rudy West, agency producer.

American Motors Sales Corp., Washington (Rambler American); one for TV on tape. Len Levin, production manager. Agency: Lewis & Dobrow Inc., Washington. Larry Dobrow, agency producer.

Washington Post, Washington (newspaper); one 30 for TV on tape, color. Gerry Mullins, production manager. Agency: Henry J. Kaufman & Associates, Washington.

WGN Continental Productions Co., 2501 West Bradley Place, Chicago 60618.

National Tea Co., Chicago (food stores); two 60's, two 20's for TV, on tape, color. Dale Juhlin, director. Agency: Lilienfield & Co., Chicago.

Jewel Food Stores, Melrose Park, Ill. (food stores); two 20's for TV, on tape, color. Dale Juhlin, director. Agency: Earle Ludgin & Co., Chicago.

Evans Fur Co., Chicago (furs); four 60's for TV, on tape, color. Dale Juhlin, director. Agency: Malcolm-Howard Advertising, Chicago.

Sears, Roebuck & Co., Chicago; four 60's for TV on tape, color. Dale Juhlin, director. Agency: Reach, McClinton & Co., Chicago.

Top Value Enterprises, Dayton, Ohio (Top Value trading stamps); two 60's for TV, on tape, color. Dale Juhlin, director. Agency: Campbell-Mithun, Minneapolis.

Theo. Hamm Brewing Co., Minneapolis (Hamm's beer); two 60's for TV, on tape, color. Dale Juhlin, director. Agency: Campbell-Mithun, Minneapolis.

Olson Rug Co., Chicago (rugs); two 60's and two 20's for TV, on tape, color. Dale Juhlin, director. Agency: E. H. Brown Advertising, Chicago.

Leaf Brands Inc., Chicago (Playboy Bunny Chocolate candy); two 10's for TV, on tape, color. Dale Juhlin, director. Agency: Bozell &



Our Press...free to print the truth

Able to Reveal the Truth without reprisal by a dictatorial government, the men and women of America's newspapers, by seeking the facts and printing the facts, have alerted us to the dangers of creeping socialism.

Free from the constant threat of drastic penalties... or of outright seizure and confiscation... for criticizing government policy, our publishers continue to print the truth.

At the same time, through individual initiative and enterprise, they have made American newspapers the most informative... most widely read... most efficiently produced publications in the world.

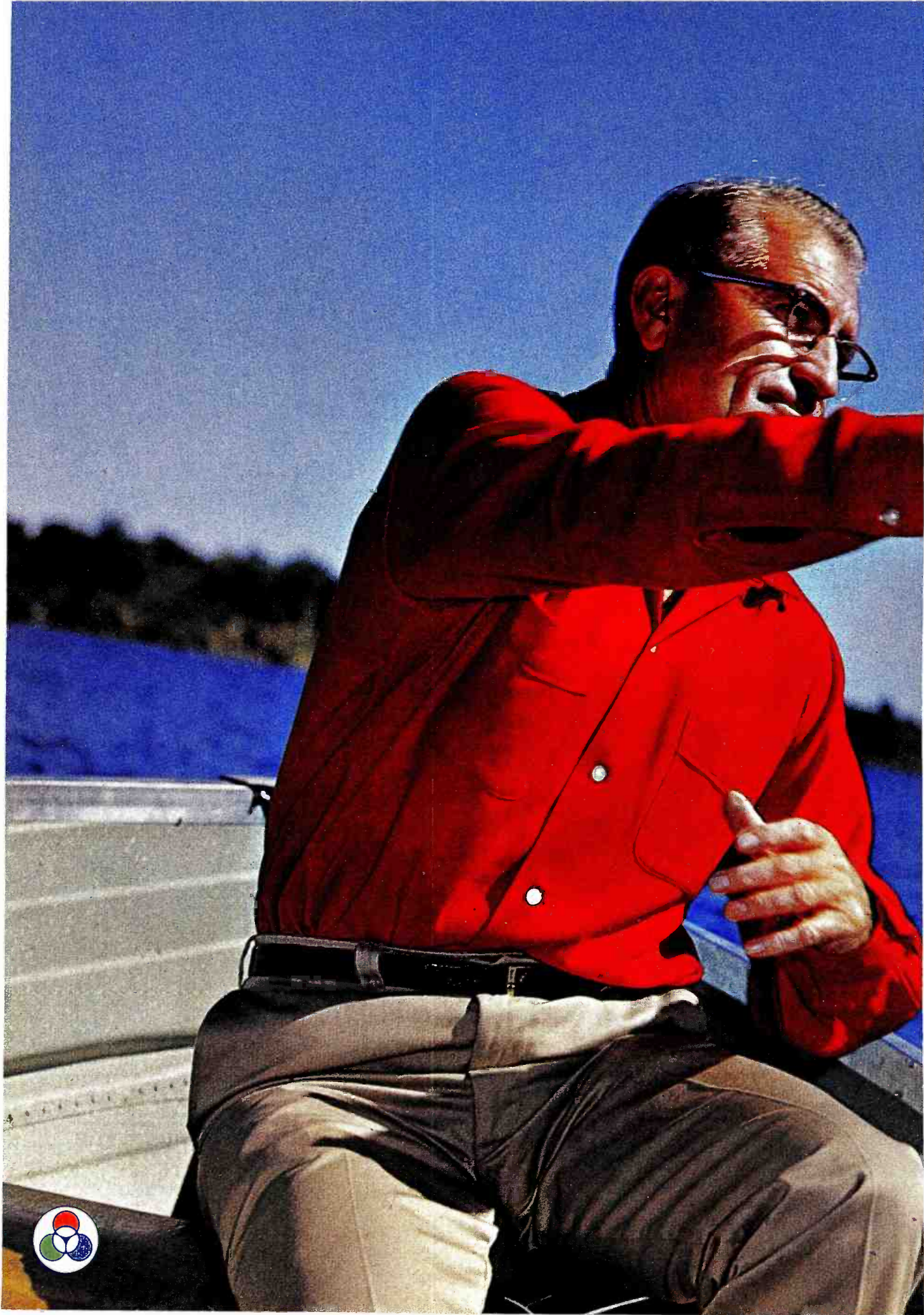
It is any wonder then that those who seek to destroy the freedoms that make our Nation great, advocate federal ownership of certain businesses?

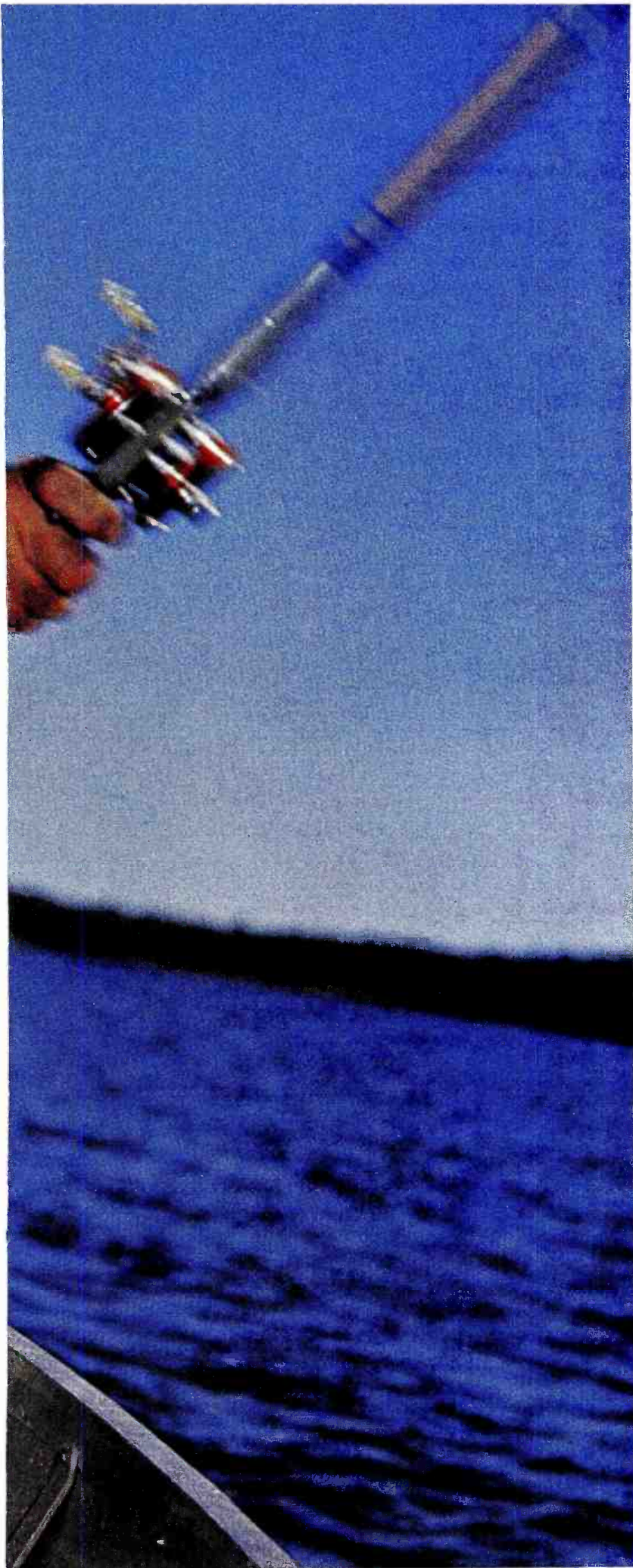
Freedom of the Press as well as freedom of individual initiative and enterprise must be maintained to *keep* America Powerful.

This advertisement is one of a series that won national recognition for Florida Power & Light Company in 1964. The Freedoms Foundation awarded the Company the George Washington Honor Medal for dramatizing freedom's vital importance in every field of American endeavor. Similar programs, in 1955 and 1962, also captured this coveted award for the Company.

FLORIDA POWER & LIGHT COMPANY
 HELPING BUILD FLORIDA







This season G-E color-film cameras will take you fishing with KCMO-TV's Harold Ensley.

**Meredith Broadcasting stations
own eight
General Electric 4-V film cameras.**

Wherever Harold Ensley, noted outdoor sportsman-commentator, goes to catch the big ones, KCMO-TV viewers in Metropolitan Kansas City watch his fascinating excursions with G-E PE-240 color-film cameras. And viewers of other Meredith stations in Omaha, Phoenix and Syracuse will enjoy equally exciting color films telecast with PE-240's.

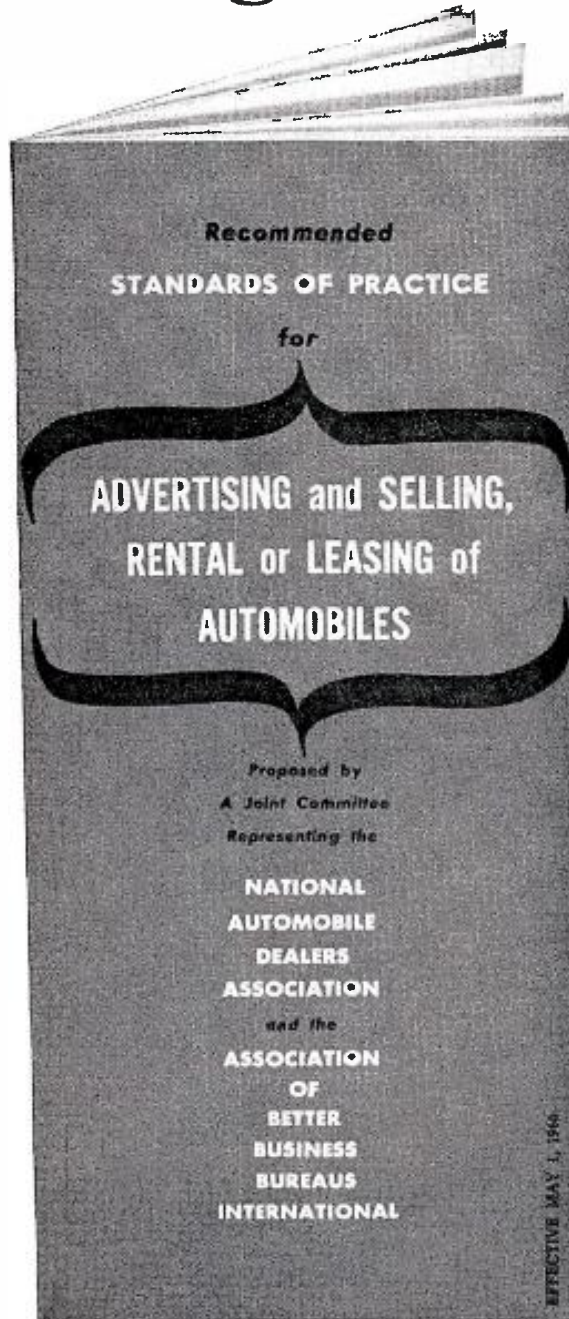
These second-generation, 4-vidicon, transistorized film cameras give a consistently sharp picture. Whether in color or black and white, they reproduce every ripple on the lake and every strike at the lure.

Color fidelity is one of the primary reasons why General Electric PE-240's are television's most widely accepted color-film cameras. They're on the air for four of the five U.S. and Canadian networks, and many group ownerships plus numerous other stations all across the country.

But see for yourself. This fall watch Harold Ensley catch his limit. General Electric, Visual Communication Products Department, Electronics Park, Syracuse, New York 13201. GE-38.

GENERAL  ELECTRIC

Will it ever go out of print?



We hope so.

We hope someday we won't have to publish standards of automobile advertising. We hope someday there won't be any deceptive or dishonest advertising in newspapers, radio and television.

It may be many somedays before

that happens. But we believe it will happen.

How can you help the responsible dealers of N.A.D.A. in their fight against irresponsible advertising? Send for this free "Recommended Standards" booklet. Then refuse to

write or produce any advertising that does not live up to these standards.

To get this important booklet, write to N.A.D.A. Standards, 2000 "K" Street, N.W., Washington, D.C. 20006.

National Automobile Dealers Association
Official organization of America's franchised new car and truck dealers



Jacobs, Chicago.

Hotpoint division of General Electric (dish-washer); one 60 for TV, on tape, color. Dale Juhlin, director. Agency: Compton Advertising, Chicago.

Archway Cookies Inc., Battle Creek, Mich. (cookies); three 60's for TV, on tape, color. Dale Juhlin, director. Agency: Marineau Advertising Inc., Battle Creek.

4A's not ready for joint study

Officials eye ANA proposal, OK'd by TVB, to probe mutual television issues

Officials of the American Association of Advertising Agencies said last week they wanted to give further thought to the proposal for the formation of a committee of advertisers, agencies and broadcasters to study mutual TV problems.

The proposal was advanced at the annual meeting of the Television Bureau of Advertising by A. L. Plant of Block Drug Co., chairman of the TV committee of the Association of National Advertisers, and was accepted on the spot by TVB (BROADCASTING, Nov. 21).

AAAA spokesmen said last week that the proposal was under study but that they wanted to give it careful consideration before reaching a decision, taking into account both its likely benefits and how such a project would fit into AAAA's program of other activities. They also said they wanted to discuss it with Mr. Plant. The indications were that there was little likelihood of an immediate decision.

Mr. Plant made his proposal at the end of a speech in which he outlined a series of issues that he said were troubling TV advertisers and ought to be attacked jointly and cooperatively. He suggested "a first step" might be creation of "a formal and permanent joint committee to discuss and study and hopefully find mutually satisfactory solutions to some of our problems."

Among the issues ranked in a survey that brought responses from 25 members of the ANA TV committee, Mr. Plant said, were need for better and more frequent local ratings (mentioned by all respondents), protection against overcommercialization (mentioned by 91%), costs and handling of cut-ins (83%), need for longer rate protection (82%), late notifications of pre-emptions of advertisers' schedules (75%), need for stations to notify advertisers when better availabilities open

up (73%), complicated rate cards (66%), reluctance or refusal of stations to accept orders more than 30 days in advance (64%), station responsibility in notifying agencies about maximum-discount possibilities (38%) and improved cancellation privileges (9%).

In addition, Mr. Plant said, the TV advertisers indicated they would like from broadcasters such things as more creative selling, assurance or guarantees of at least 15 minutes' product protection, standardized billing, 30-second announcements, seasonalized rate structures to reflect seasonal variations in viewing, better local research, more "quality" programing locally.

Mr. Plant told the broadcasters that whether the views and comments turned up in the survey were completely accurate or not, "you should take them seriously because they represent the thinking of an important group of the most sophisticated advertising directors."

In accepting Mr. Plant's joint-committee proposal, Don Chapin of Taft Broadcasting, retiring TVB chairman, spoke specifically of the need to conduct research on still another issue—the positioning and sequence of commercials and how these factors may affect viewer attitudes toward and response to television advertising.

TVB officials last week interpreted Mr. Chapin's references to sequence-and-positioning research as meaning that viewer reaction should be ascertained before basic changes are made in the structure of commercial placements.

One possible change suggested at the TVB meeting, in a telephoned speech by Edward Grey of McCann-Erickson, was that commercial time might be increased from three minutes to four per half-hour but that the commercials should be clustered into only two breaks in the 30-minute period (see "Monday Memo," page 24).

Other areas for possible research were seen in advertisers' complaints about overcommercialization or number of interruptions, excessive credits, promos and other elements of clutter.

Although both TVB and ANA hoped AAAA would decide to join in the committee approach to mutual problems, they also indicated that if for any reason it elected not to, much could still be accomplished by a committee of TVB and ANA representatives.

Rep appointments . . .

- WTOL-TV Toledo, Ohio: Peters, Griffin, Woodward, New York.
- KWHY-TV Los Angeles, WKTR-TV Kettering-Dayton, Ohio: Eastman TV, New York.
- WRIZ Miami: The Katz Agency, New

York.

- KTCR Minneapolis: Venard, Torbet & McConnell, New York.
- WQXY(FM) Baton Rouge: C. Otis Rawalt Inc., N. Y.

PRO Time Sales, new station reps, formed

The formation of a new radio station representative company, PRO Time Sales Inc., is being announced today (Nov. 28) by Sam Brownstein, president.



Mr. Brownstein

The new firm results from the merger of Prestige Representation Organization and Time Sales Inc. Mr. Brownstein was president of Prestige since its founding in 1961. PRO

Time Sales will make its headquarters at 310 Madison Avenue, New York, and will maintain sales offices in Boston, Chicago, Los Angeles and San Francisco and in other locations to be announced.

Mr. Brownstein said that in New York PRO Time Sales will adopt the dual sales staff concept, under which two salesmen will call on the same advertising agencies for different groups of stations.

4A's film tells story of advertising's power

A 20-minute color motion picture on advertising, said to be the first ever made expressly for showing in high schools, is now being sold nationwide to buyers who in turn supply it to schools on a free-loan basis.

AAAA is asking advertisers, media, suppliers and advertising clubs to buy prints at \$150 each, donate them to film libraries, and underwrite service charges for free loans to area schools for one year. AAAA has placed 40 prints with film libraries of Modern Talking Picture Service in large cities. Some of AAAA's local councils have offered to pay half the cost, if advertising clubs in their areas balance the payment. AAAA's Chicago council has announced it will underwrite five of the film prints.

Organizations interested in supplying the film to schools can purchase it direct from AAAA for \$60 per print.

The film was written by Kensinger Jones and the late Donald David, both of Campbell-Ewald, Detroit.

ITT asked to bare more information

Cox and Johnson want still more data on merger, Loevinger assails 'trial by press release'

The International Telephone & Telegraph Corp.'s massive response two weeks ago to the questions of three FCC commissioners concerned about the company's proposed merger with ABC Inc. led last week to more—and more detailed—questions from two of the commissioners.

Commissioners Kenneth A. Cox and Nicholas Johnson in a letter to ITT Chairman and President Harold S. Geneen, said the company's answers had left "some information unclear and incomplete." The letter included a hypothetical question going to the heart of one of the major issues in the case—whether the merger in view of ITT's extensive foreign holdings, would have an adverse effect on ABC's news-and-public-affairs programing.

The letter also drew a burst of criticism from Commissioner Lee Loevinger, who accused his colleagues of "trying an adjudicatory proceeding by press release"—a practice he labeled "highly improper, extremely improper."

The letter, like all documents in the

proceeding, is a public matter. Copies have been placed in the commission's public file on the case. But Commissioner Loevinger was objecting to the fact that copies were made available to news media through the commission's public information office.

"There's a difference between a judge ruling from the bench and a judge calling in reporters to tell them what he thinks about a case," he said.

No Comment ■ Commissioners Cox and Johnson declined to comment on the criticism.

Commissioner Robert T. Bartley, who had joined with them in sending the initial letter to Mr. Geneen four weeks ago (BROADCASTING, Nov. 7) was out of Washington last week when the new batch of questions was drafted.

The new letter was the second piece of unpleasant news ITT and ABC received last week in connection with the proposed merger. The first was the renewed call by Senator Wayne Morse (D-Ore.) for a full-dress FCC evi-

dentary hearing in the case. (see page 70).

Still to be heard from in the case is the Justice Department, whose anti-trust chief, Donald F. Turner, has asked the commission to defer action on the proposed merger until a study of the antitrust aspects of the case can be completed. Justice Department officials have indicated that the results of the study may be ready as soon as this week.

The commissioners' hypothetical question dealing with news coverage was a response to Mr. Geneen's observation "there can be no legitimate fear" that the merger will adversely affect ABC's news-and-public-affairs programing. Mr. Geneen had said that competition among news media is so severe that ABC could not slant or suppress news to suit ITT without the "fraud being disclosed almost as soon as it was perpetrated."

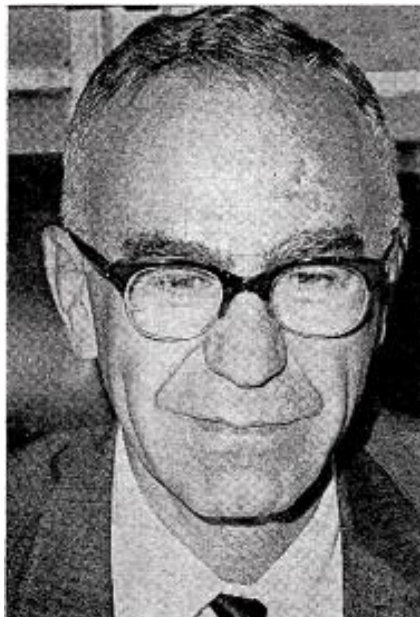
The commissioners set up this situation to illustrate the problem they see: ITT owns a telephone utility in a country ruled by a military government, and ABC News has prepared a documentary series on the poverty and repression in the country. The government then says to ITT: Either kill the program or face action adverse to the utility—discriminatory taxes, cancelled contracts, or if necessary expropriation.

"How would ITT react in such a situation?" the commissioners asked.

Shareholders' Rights ■ "Assuming ITT-ABC News is cognizant of the need for integrity of the news process," the commissioners said, "what of ITT's necessary responsibilities to its share-



Commissioner Cox



Commissioner Loevinger



Commissioner Johnson

holders in preserving their investment?" Furthermore, they said, a network has more discretion "in preparing or failing to prepare documentaries than in covering major news events."

Their other questions all grew out of the answers ITT furnished in response to the first batch of queries. The commissioners requested that ITT:

- Provide a country - by - country breakdown of assets and revenue for 1965.

- Supply copies of the 10 foreign licensing agreements and the 10 foreign sales agreements involving the highest gross revenue, and any to which a foreign government is the other party and copies of all franchises, operating licenses and concessions from foreign governmental entities.

- Explain an "apparent inconsistency" between a statement that no foreign interests hold exceptional rights in the corporation and a proxy statement sent to stockholders that governments of countries in which ITT communications operate are "in some cases empowered to acquire the property of those companies or their respective concessions in certain cases without compensation."

- Explain a statement that ITT companies own 91.79% of a Chilean telephone company in view of a report to stockholders that the corporation and the government of Chile have agreed that the government and public investors will, over a period of time, acquire 49% interest in the common stock of the subsidiary.

- List all companies in which it owns between 1% and 20% of stock, and a list of the 10 largest stockholders in all companies in which it holds between 1% and 50% of the stock. (ITT, in its initial response, listed only subsidiaries and affiliates in which it owned more than 20%.)

- Provide details of its subsidiaries' liaison with foreign governments and supply the names of all employees "whose exclusive or major activity" involves trade or industry associations concerned with domestic government regulation of industry, as well as the amount spent on governmental liaison in each country for the past three years. Requested also were copies of all "major testimony" given to foreign governmental bodies over the past 10 years.

- Supply copies of testimony given to U.S. government in connection with expropriations of ITT properties by foreign governments. Additional details of the expropriations, including the dates they occurred, the nature of ITT's interest in the property, and the reasons

given by the governments involved at the time of expropriation "preferably in the form of copies of governmental documents"), were also asked.

- Provide details on its World War II damage claims, including the properties involved, the amount and nature of the damage, the amount being claimed, the date of damage, the exact nature of the corporation's interest in the property, and the relationship of the host country to the property.

Best defense: local programs

Telecasters told they must improve public service to counter CATV

Television broadcasters were warned that they are going to have to do a better public-service job than they are now doing if they want to hold CATV down. The warning was made by Sol Schildhouse, chief of the FCC's CATV task force, speaking at the National Association of Broadcasters final regional conference in Jacksonville, Fla. (Nov. 21-22).

The series of eight conferences drew 1,749 registrants, the third highest total in the history of the fall meetings. The only years that topped the 1966 figure were 1965 with 2,403 and 1962 with 1,958.

Mr. Schildhouse's remarks were made in answer to a question asking whether the public-interest responsibility of telecasters isn't being changed when CATV systems are allowed to import TV signals from "several hundred miles away."

Referring to the remarks of FCC Commissioner Lee Loewinger last month before a CATV conference in Dallas that cable systems should originate local, public-service programming (BROADCASTING, Oct. 17), Mr. Schildhouse told a somewhat critical audience: "There is no question that there has got to be some re-examination of the functions and goals of the television stations, if there gets to be any really substantial CATV impact. . . . I have a feeling—and this is only a possibility, only the early stage of dialogue in this area—that where merely the local [programming] is emphasized, the existing television stations have got to do a really bigger job with public and local service than they are now."

Q & A ■ At another point during the

question-and-answer period, Douglas A. Anello, NAB general counsel, remarked that "CATV, although it's very much dependent on broadcasting, nevertheless wants not only the benefits of broadcasting but it also wants to compete with it; because if they didn't feel this way, why so much push on unlimited program origination?"

In his talk to the CATV'ers last October, Commissioner Loewinger urged CATV operators to establish a public-service channel on their systems to serve smaller communities since, he said, there is no sign of "viable TV stations" outside the top-250 metropolitan markets.

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

Also talking to the broadcasters in Jacksonville was FCC Commissioner Robert T. Bartley. He said he favors an indefinite license term, but he tempered this by suggesting that perhaps broadcasters should make an annual report on their determination of community needs.

In the same vein, he felt the licensees should learn more about the needs of their communities, and, instead of waiting until renewal time, keep their records on community involvement current.

Regarding access to courtrooms by broadcasters, Commissioner Bartley said as soon as broadcasting can conduct itself in an "unobtrusive atmosphere" he would support its attempts to gain access. The viewing public at home, he said, has as much right to know what's happening as do the spectators in a courtroom.

Barrow: re-evaluate standards for TV

Dean Roscoe L. Barrow, former consultant to the FCC, has charged that the use of television as an advertising tool instead of as a communications medium is responsible for the poor quality of TV programs.

Dr. Barrow of the University of Cincinnati College of Law, in 1955-57 undertook a two-year study for the FCC, of network broadcasting. He also was consultant to the commission on network study matters in 1961. His latest comments are made in the *University of Virginia Law Review*.

To get better programming, Dr. Barrow suggested that the standards for

balanced programing, which are now geared to a whole-day basis, be applied separately to prime time. He claimed that present regulations permit broadcasters to show cultural and public affairs programs on off hours or "dead air."

Dr. Barrow proposed: creation of a presidential advisory committee to evaluate broadcasting in the public interest; creation of a noncommercial network subsidized by government funds. The federal grants now being used to construct educational stations, he said, should be extended to back programing for the proposed noncommercial network.

Although voicing support for self-regulation under "enlightened leadership," he was critical of present self-regulation attempts by broadcasters, since they can't "overcome the commercial motives which have produced the present excess of stereotyped mass-appeal programing."

Dean Barrow charged that the National Association of Broadcasters television code can't be fully effective since the "only discipline" the code has is "withdrawal of the seal of good practice. This is an ineffective remedy since the public is not aware of the seal's significance and many broadcasters do not subscribe to the code."

Temporary peace on labor front

SAG-AFTRA reach agreement with management, but approval of membership is still needed

The uneasy labor-management relations in TV-radio improved considerably last week when two performers' unions reached tentative agreements on new pacts, and the International Brotherhood of Electrical Workers approved a new contract with CBS.

The strike-threatened negotiations of the American Federation of Television and Radio Artists over various TV-radio codes with networks and producers brightened on Nov. 20 following weekend sessions. The union and management, working with the federal and mediation conciliation services in New York, approved in principle the terms of a new three-year pact, subject to the approval of the union's board and membership.

Simultaneous negotiations by AFTRA and the Screen Actors Guild with representatives of advertisers and agencies in the TV-commercial area also were concluded successfully. Though details of the agreement with AFTRA on its codes were not disclosed, SAG issued

an announcement last Tuesday (Nov. 22), hailing the new agreement.

SAG reported that it calls for improved benefits and increases in fees ranging up to 20% and amounting to an approximate \$5 million in added payments to performers in live, taped and filmed commercials.

OK Likely ■ The talent union contracts are for three years, retroactive to Nov. 16. Their acceptance hinges on approval by members, which is probable.

The terms of the SAG-AFTRA agreement on TV commercials will raise the basic (session) fee on-camera from \$105 to \$120 and off-camera from \$80 to \$90 and use and reuse payments by 13% to 20%. For example, one-time class A program use (over 20 cities with New York, Chicago and Los Angeles each counting as 11 cities), the rate for on-camera goes to \$120 from \$105 and off-camera to \$90 from \$80. Fees for 13-week spot use in New York were raised from \$230 to \$260 on-camera and from \$150 to \$180 off-



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camera.

A contract gain cited as "important" by SAG was one in which a system of "holding" fees is instituted. It insures a player of at least one session fee (\$120 on-camera, \$90 off-camera) every 13 weeks, whether or not the commercial is used, providing the sponsor wishes to retain the right to use the spot.

For the first time, the talent union negotiated minimum fees for overseas use of American commercials. Two session fees (\$240 on-camera or \$180 off-camera) will be required for use in the United Kingdom; an additional fee for the rest of Europe and an extra session fee for other foreign uses.

Other gains reported by SAG: tightening of provisions regarding "downgrading"; payment for theatrical and industrial uses of commercials; coverage and reuse fees for stuntmen; improved provisions covering wardrobe allowances.

Gentlemen's Agreement ■ Network officials and Donald F. Conaway, national executive secretary of AFTRA, declined to provide information on the tentative agreement reached regarding codes in the program, radio commercials and news areas. They said they had made "a gentlemen's agreement" not to discuss the contract terms

until approval was given by the union's executive board and membership.

It was learned, however, that networks had consented to a provision calling for coverage under the contract of network news reporters, commentators and analysts. Increases in fees and wages of approximately 20% were sought in key areas, but it is believed a compromise was reached calling for gains amounting to 10% to 12%.

There was speculation that if AFTRA was successful in getting most of its demands accepted, the networks would have to either cut back on on-the-air news, or hire additional personnel. The union had sought extra pay for work beyond a five-day week and for assignments requiring correspondents to travel more than 50 miles from the office, for example.

Mr. Conaway said that negotiations will resume on local codes for network owned-and-operated TV-radio stations and he voiced the belief that final signing of all contracts will not be achieved until early 1967.

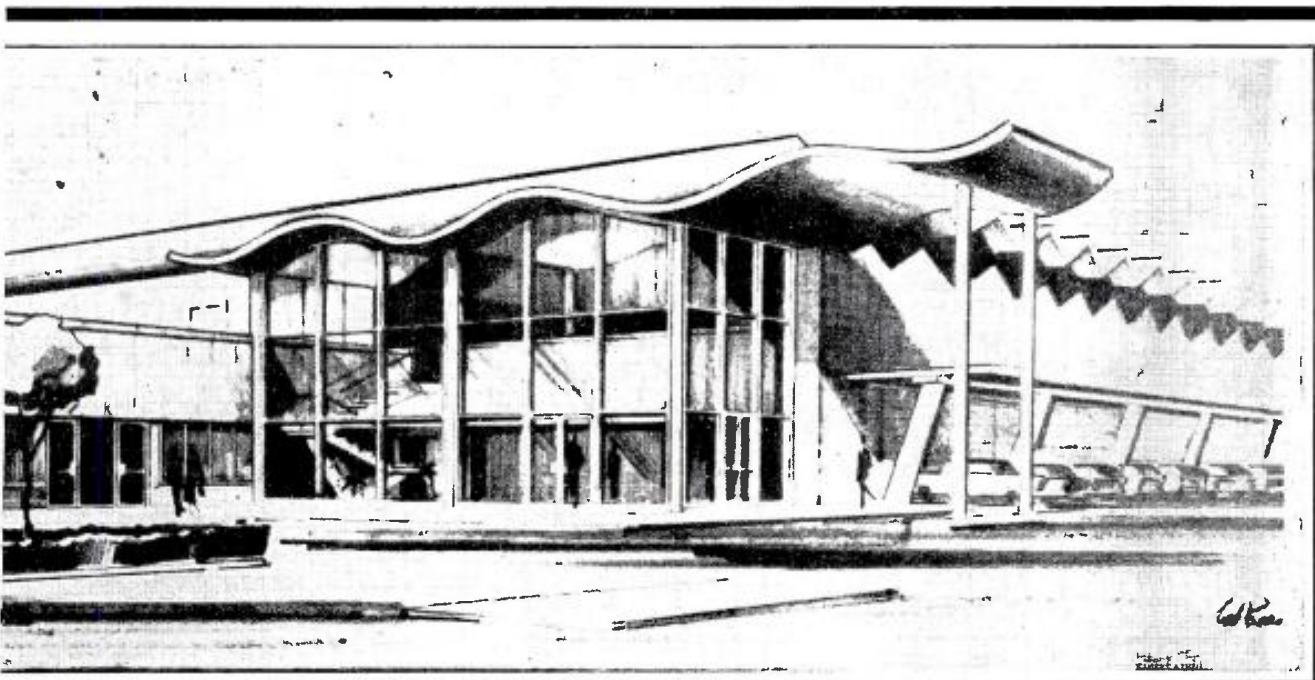
After more than a year of negotiation, a contract between IBEW and CBS was approved. A mail referendum conducted throughout the country ratified an agreement reached by negotiators several weeks ago. Terms of the contract are retroactive to last Jan. 31.

A bigger share of N.Y.

An examination of Nielsen and American Research Bureau measurements for the first three weeks in November shows that the three New York TV independent stations have increased their shares of the audience in the prime-time periods at the expense of the three TV networks' owned-and-operated stations there.

A check by WPIX(TV) New York, one of the independents, shows that their shares in the New York area rose from 16% in November 1965 to 23% in November 1966 (according to ARB) and from 16% to 20%, using Nielsen figures. The touch of irony: The three New York independents (WPIX, WNEW-TV and WOR-TV) rely substantially on off-network syndicated programs, which have been discarded by the networks, in their prime-time schedules.

Details of the contract are expected to be announced next week, a network official said.



the **Quality touch**

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market
ABC, Channel 8, Communications Center
Broadcast Services of The Dallas Morning News
Represented by Edward Petry & Co., Inc.

More phone firms hit NCTA charges

General Telephone & Electronics Corp. and United Utilities Inc. told the FCC last week that the complaint filed by the National Community Television Association in October has no legal basis and should be dismissed.

Speaking for itself and six subsidiaries, GT&E referred to the NCTA complaint as a "series of rambling, disjointed paragraphs, containing many argumentative assertions but few, if any, factual allegations"

UUI, also representing seven of its subsidiaries, said that the complaint "rambles in unnumbered paragraphs in a disjointed fashion without organization and mixes arguments of fact, suppositions of fact, and allegations of unlawfulness both within sentences and within paragraphs."

In its formal complaints filed last month against AT&T, GT&E and UUI, the NCTA had asked for an investigation and a hearing, charging that the telephone companies' activities in serving CATV were unfair and threatened the survival of CATV as an independent industry (BROADCASTING, Oct. 17). AT&T, in its answer to the NCTA com-

plaint two weeks ago, categorically denied all of the association's allegations (BROADCASTING, Nov. 21).

UUI, which, like GT&E, owns CATV systems through subsidiaries and furnishes CATV circuits to operators, rejected the NCTA charge that its tariffs for CATV channel services were unjust and unreasonable. "Indeed it can easily be seen," UUI said, "that there is no merit to the claims advanced by NCTA against the participation of the telephone company in providing channel services to CATV systems or participating in the operation of CATV systems in any manner."

CATV Arguments ■ The CATV industry has complained that the telephone tariffs, which CATV operators pay to lease telephone circuits or to use telephone-company poles for their cables, result in unreasonable restrictions on the kinds of service the CATV systems may provide. CATV's also argue that control of access to the poles on which they must string their wires enables the telephone companies to discriminate between community-antenna systems.

GT&E said that the NCTA failed to allege that any interstate service subject to FCC regulation is being provided under the telephone tariffs listed in the complaint. "Rather," GT&E stated, "it appears from an over-all examination

that the conduct complained of, if any, is the filing of tariffs with the commission. . . . Surely a bona fide effort to comply with an order of the commission does not constitute a violation of the Communications Act."

In a related development seven CATV trade associations last week asked for permission to participate in the hearing which the FCC has already ordered on the lawfulness of all the tariffs that the Bell systems have filed for CATV channel services (BROADCASTING, Oct. 24). They were: Pacific Northwest Community TV Association Inc., Ohio Cable Television Association, Illinois-Indiana Cable Television Association, New York State CATV Association, Community TV Association of New England, West Virginia Community Television Association and Michigan Cable Television Association.

Changing hands . . .

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

■ **WBME Belfast, Me.:** Sold by Alan D. Vaber and others to David F. Milligan for \$67,500. Mr. Milligan is former general manager of WPTZ(TV) Plattsburg, N. Y. WBME, founded in 1964, operates fulltime on 1230 kc with 250 w. 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 90).*

■ **KXO-AM-TV El Centro, Calif.:** Sold by Marco Hanan, William J. Ewing, Gordon Belson and J. Edgar Snively to Bruce Merrill for \$430,000. Mr. Merrill is president of Ameco Inc., Phoenix, Ariz., CATV equipment manufacturer; owns American Cable TV Inc., multiple CATV owner, and American TV Relay Inc., microwave service for CATV systems. FCC approval of purchase of KXO-TV construction permit for channel 7 was conditioned on Mr. Merrill surrendering his license for KIVA(TV) Yuma, Ariz. Mr. Merrill had proposed this in his application to buy the El Centro TV permit, but last September informed the commission that some interest had been expressed in buying KIVA from him. Mr. Merrill bought KIVA, on channel 11, from Floyd B. Odlum and Harry Butcher in 1961 for \$550,000. KXO, founded in 1927, operates fulltime on 1230 kc with 250 w. KXO-TV is not yet on the air.

■ **KTW-AM-FM Seattle:** Sold by David M. Segal to Norwood J. Patterson and wife for \$250,000. Mr. Patterson, a consulting engineer, owns KBIF and

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Ill wind blows praise for station to FCC

On Oct. 14, the small town of Belmond, Iowa (population 2,506), was hit by what area residents called a "killer tornado." Six lives were lost, hundreds were injured, damage was great—and communications were knocked out.

Thirty minutes after the storm hit, KRIT(FM) of nearby Clarion (population 3,232)—and the only station within 40 miles—dispatched its mobile unit to Belmond. With the station's general manager, Marvin Hull, at the microphone, KRIT was the outside world's initial source of news on the disaster.

And with power and communications disrupted, the station (where

Jerry McLaughlin was doing what a grateful listener has described as an "amazing" announcing job) also served as a link with relief units. Mr. Hull's efforts were credited with arranging the prompt dispatch of ambulance and medical aid to the stricken area.

This account was relayed to FCC Chairman Rosel H. Hyde last week by Dr. C. P. Hawkins, president of the staff of the Clarion Community Memorial hospital, where many of the severely injured tornado victims were treated, and which sent supplies to the stricken area.

Dr. Hawkins's purpose in writing was to urge the commission to re-

member Mr. Hull if it has "any sort of commendation for this level-headed and superior operation of a station."

The FCC does not issue special commendations to stations. But officials said an "appropriate" response to Dr. Hawkins's letter is being prepared—presumably with a copy to be sent to KRIT.

Last week, Belmond was aided by another broadcaster. Dr. David Palmer, president of WHO-AM-TV Des Moines, presented Belmond officials with \$25,000, which had been raised through appeals broadcast by the stations.

KICU-TV Fresno, Calif. KTW began operating in 1920, is on 1250 kc full-time with 5 kw, sharing the frequency with KWSC Pullman, Wash. KTW-FM, two years old, operates on 102.5 mc, with 16.5 kw.

▪ KGEK Sterling, Colo.: Sold by Al Ross and associates to William C. Whitlock, Donald L. Robson, Gaylord G. Illingworth and Keith W. Regan for \$100,000 plus \$18,000 for covenant not to compete. Buyers have interests in KUVR Holdrege and KTTT Columbus, both Nebraska, and WJIL Jacksonville, Ill. KGEK was founded in 1925 and operates fulltime on 1230 kc with 1 kw daytime and 250 w nighttime.

San Diego cable hearing expanded

The FCC last week found room for three more parties in the already heavily populated hearing involving a broadcaster's effort to bar CATV's from relaying the signals of Los Angeles stations into San Diego.

The commission consolidated in the hearing the proposals of Escondido Cable Inc. for a CATV system in Escondido, Calif., and designated for hearing the applications of American Television Relay Inc. for microwave authorizations to supply Los Angeles television signals to the San Diego suburb.

The commission acted on the petition of Midwest Television Inc. (KFMB-TV San Diego), whose earlier petition led to the hearing on whether it should be granted relief against the importation of Los Angeles signals by five CATV sys-

tems (BROADCASTING, July 25).

The commission added as parties to the proceeding Escondido Cable Inc., the City of Escondido and American Television Relay Inc.

Pending the outcome of the hearing, Escondido CATV may carry the programs of KFMB-TV, KOGO-TV, KAAR(TV), and KJOG-TV, all San Diego, and XETV

(TV) Tijuana, Mexico, whose signals are received in San Diego.

In other CATV actions last week, the commission:

▪ Granted a petition of Time-Life Broadcast Inc. and permitted the Jackson TV Cable Co., Jackson, Mich., to import the signals of Time-Life's WOOD-TV Grand Rapids, Mich. The CATV

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NEW —AM-FM combination in excellent growth area. County retail sales of \$100,000,000 annually. 1965 billings \$149,000—12% increase this year. Excellent equipment, beautiful plant. Priced at \$325,000 with \$150,000 down.

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had been ordered to stop carrying the station, which doesn't put a Grade B signal over Jackson, under the rules requiring CATV's to obtain commission approval in a hearing before relaying distant signals.

- Dismissed a request for waiver of its carriage rules filed by Municipal TV Corp., operator of CATV systems at Selinsgrove, Shamokin Dam and Hummels Wharf, all Pennsylvania.

- Denied requests for waiver of its nonduplication rule filed by Tele-

Ception of Winchester Inc., operator of a CATV system at Winchester, Ky. Tele-Ception was directed to refrain from duplicating the signals of Lexington, Ky., television stations with those from Cincinnati.

Granted in part until Dec. 31, 1968, and dismissed in part as premature a petition filed by Pennwire Television Co., operator of a CATV system at Lewiston, Pa., for partial and temporary waiver of the carriage and nonduplication rules.

morning programing consists of re-runs of black-and-white film shows.

Officers Elected ■ Stuart Martin, WCAX-TV Burlington, Vt., was elected chairman and president of the affiliates advisory board, and Thomas Bostic, KIMA-TV Yakima, Wash., was named to succeed him as secretary. The board voted a resolution of appreciation to retiring chairman and president Carl Lee, WKZO-TV Kalamazoo, Mich., who held the office the past two years.

The affiliates group heard reports from network executives on sales, immediate and long-range program plans, sports activities, technical developments, advertising and promotion—and apparently was pleased with what it heard. It voted resolutions praising CBS, CBS News and the CBS-TV Network and their respective leaders. Network officials said the sessions were “very harmonious.”

John Schneider, president of the CBS Broadcast Group, and Richard S. Salant, president of CBS News, also attended some of the sessions, along with Dr. Stanton. John T. Reynolds, president of the network, presided.

Home-satellite links feasible

But Stanton tells CBS-TV affiliates that nontechnical problems could prevent direct-to-home transmission

Satellite distribution of network television programs directly to homes, bypassing stations, will be technically feasible in the foreseeable future, perhaps within 10 to 15 years, Frank Stanton, president of CBS Inc., told a group of CBS-TV affiliates in a roundtable discussion made public last week.

He stressed, however, that despite its technical feasibility there was no certainty that satellite-to-home distribution would ever become fact. Many political, social and other factors, including a need for local program service, and other questions related to the policing of the spectrum and national sovereignty over television transmissions may de-

lay if not prevent direct-to-home TV.

CBS-TV network officials gave this account of his observations in reporting on a meeting of network executives and the CBS-TV network affiliates advisory board held Nov. 14-17 at La Quinta hotel near Palm Desert, Calif.

The affiliates also were told that the CBS-TV afternoon schedule, consisting of serial dramas, *Art Linkletter's House Party*, *Password* and *To Tell the Truth*, would probably be converted to full color early next year, exact date depending on availability of color facilities in New York. When that occurs, CBS-TV programing will be completely in color from then on. Much of its

II-A for Oregon is examiner's pick

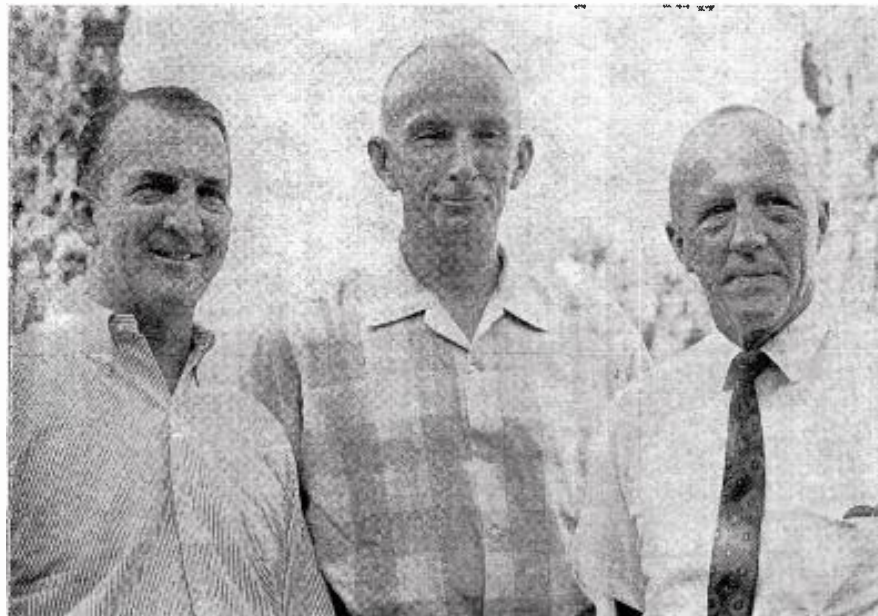
An FCC hearing examiner has recommended that KPIR Eugene, Ore., be awarded one of the coveted new Class II-A authorizations, which would enable the station to operate full time on a clear channel.

Examiner Walther W. Guenther favored KPIR over KDHI Twenty-nine Palms, Calif., which filed a competing application, after comparing the populations each station would provide with a first service, if given the authorization. Both are now daytime-only stations.

The II-A service was created in 1961 when the commission proposed to permit second stations to operate nighttime on 13 of the nation's 24 clear channels. The aim was to provide first nighttime service to areas in the West that are without that primary service. The II-A stations, however, are required to protect the dominant station.

KPIR and KDHI are competing for a facility on 1120 kc, whose dominant station is KMOX St. Louis. KPIR, which now operates with 10 kw on 1500 kc, is seeking 50 kw, directionalized day and night. KDHI, which broadcasts on 1250 kc with 1 kw, wants to operate with 10 kw, directionalized only at night.

KDHI's proposal would provide Twenty-nine Palms with its first night-



Relaxed trio at last week's meeting of the CBS Television Network Affiliates Advisory Board near Palm Desert, Calif. are (l to r) John T. Reynolds, president, CBS Television Network;

Tom Bostic, KIMA Yakima, Wash., and secretary of the board, and Stuart (Red) Martin, WCAX-TV Burlington, Vt., and president of the network advisory board.

time service, while Eugene already has four such services. But Examiner Guenther noted that the Eugene station would be able to provide a first nighttime service to at least 20,434 persons, while KDHI would be able to provide only 10,000 persons with such a service.

He said this comparison gives KRIR "a decisive preference" that "transcends all of the benefits of the [KDHI] proposal, including the first nighttime transmission aspect thereof."

FCC urged to ignore ABC v. Antwin case

ABC told the FCC last week that Antwin Theatres Inc. is literally in the wrong court in asking the commission to strip the network and Wometco Enterprises Inc. of their television licenses. ABC said the commission should leave the matter to the federal court where Antwin has filed a triple-damage antitrust suit.

Antwin, operator of a drive-in theater in the greater Miami area, has asked the commission to deny the three pending license-renewal applications of Wometco stations, and to call for and deny the renewal applications of five ABC stations and one other Wometco outlet (BROADCASTING, Nov. 7).

The Antwin action does not appear to have much chance of success, in view of past commission practice. Normally, the commission does not permit its practices to be affected by private—as opposed to Justice Department—anti-trust suits, until they are resolved. For the same reason, the suit is not expected to have any effect on commission consideration of ABC's proposed merger with International Telephone and Telegraph Corp.

At issue is Antwin's complaint against the operations of the two companies' motion-picture-theater subsidiaries. Antwin says ABC, Wometco and six motion-picture distributors have engaged in "illegal, fraudulent and monopolistic activities," which have caused it severe economic injury.

ABC's pleading last week contained an affidavit of P. Harvey Garland, vice president in charge of ABC's Florida State Theaters Inc., denying allegations that the subsidiary has committed any

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WMCA to review complaints about police

WMCA New York reported last week it has expanded the station's "People's Lobby" project, an independent public watchdog service, to include citizen complaints about police conduct. The service was established last month to handle complaints about hospitals, welfare, traffic control and sanitation. Police conduct was added to the list last Monday (Nov. 21).

R. Peter Straus, president of WMCA, said the *People's Lobby*, an ombudsman service staffed by 35

volunteers, handled 2,000 complaints during the first month of its operation. He said through the "People's Lobby," the station asks its listeners to come in with their complaints; refers complainants to the appropriate municipal offices and charts the amount of time to handle cases and their disposition.

The "People's Lobby" will continue to handle calls and work for action in areas other than police conduct, Mr. Straus said. Through this new service WMCA hopes to widen contact between the public and police.

unlawful acts.

But ABC's major argument for dismissal of the petition, "at least insofar as it applies to ABC stations," is the fact that Antwin's civil suit against ABC, Wometco and six motion-picture distributors, containing basically the same charges as in the FCC petition, is pending in the U. S. District Court for the Southern District of New York.

"The court is the forum responsible for adjudicating the issues and, with the benefit of pre-trial and discovery procedures . . . is uniquely in a position to resolve the complex legal and business questions involved," ABC said. The company also said that "the commission can rest assured that Antwin can have a full hearing on its charges in court."

ABC also raised two other procedural objections to the Antwin petition. ABC said that commission rules do not provide for the filing of "an anticipatory petition" to deny a renewal of license and that "the filing of a charge by an ABC business competitor in theater operations . . . is scarcely a proper basis for the extraordinary and serious action of calling for license-renewal applications.

FCC grants Kentucky 11 ETV's for network

Educational television sprinted ahead last week as the FCC granted 11 new TV's all at once to the Kentucky State Board of Education. The action provided Kentucky with the basis for a statewide ETV network.

At the same time, the Department of Health, Education and Welfare approved matching funds of \$916,663 to help the state build the stations, the commission said.

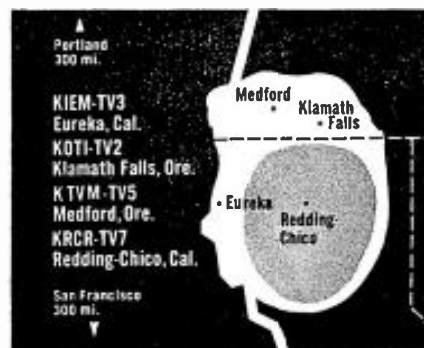
Kentucky, the 39th state to have an ETV network either on the air or under construction, expects to have the out-

lets in operation by September 1967, the FCC stated. The stations will be built in the following communities: Ashland (channel 25), Bowling Green (53), Covington (54), Elizabethtown (23), Hazard (35), Lexington (46), Madisonville (35), Morehead (38), Murray (21), Owenton (52), Pikeville (22), and Somerset (29).

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Morse alarmed by 'Club' ties

Senator reacts to article
linking ITT executives
with 'President's Club'

A newspaper story indicating that several members of the top-echelon team of the proposed International Telephone & Telegraph Corp.-ABC Inc. merger were members of the embattled President's Club incited Senator Wayne Morse (D-Ore.) to renew his appeal for a full FCC hearing on the deal.

"Only prompt action by the Federal Communications Commission to hold a formal adversary hearing before a trial examiner can avert a conclusion on the part of many that special and favorable treatment is being extended to heavy contributors in defiance of the public interest," the senator said last week immediately after the report was published.

The story, written by Scripps-Howard reporter Richard Starnes, noted that eight members of the ITT-ABC team were either members of the President's Club, a select organization made up of heavy contributors to the Democratic party, or close friends of President Johnson.

However, ITT sources noted, those cited as members of the President's Club were so before the merger was proposed and many other members of the firm's management team may also be contributors to other parties and participants in organizations such as the GOP Booster's Club. This is in keeping, it was pointed out, with the company's official policy of urging everyone to participate as much as possible in community and political affairs whatever their political affiliation.

Eight Mentioned ■ Those cited were Harold S. Geneen, ITT chairman and president; Eugene Black, ITT director who would also become an executive committee member of the new firm; George R. Brown, ITT director also listed as a member of the executive committee; Hart Perry, ITT executive vice president for finance and treasurer who will hold the same job in the proposed firm; Ted Westfall, who would become executive vice president after the merger; Francis J. Dunleavy, executive vice president of ITT and the combined companies; Edward J. Gerrity Jr., ITT senior vice president who would retain that post after the union; and John R. McCone, who would become a member of the executive committee of ITT after the merger. Mr. McCone, former director of the Central Intelli-



Senator Morse

gence Agency, is not listed as a member of the President's Club but is a close friend and frequent adviser to President Johnson.

Mr. Black, former president of the World Bank, is also the President's special adviser for Southeast Asia economic and social development and an adviser on the supersonic airliner development program. Another longtime friend of the President is Mr. Brown, head of the Houston contracting firm of Brown & Root. The firm recently became embroiled in a controversy over Mr. Brown's large contribution to the Democrats and its work on the Mohole project to drill an exploratory hole through the earth's crust. Congress scuttled the project after it was reported Mr. Brown donated \$24,000 for the President's Club after it became known the project was in jeopardy.

Club Controversial ■ The club has been under almost constant criticism since it became known that members, who join by making contributions of at least \$1,000, are reportedly assured close and immediate access to White House sources. Charges of favoritism

have often been heard in the past. However, all the membership officially entitles the contributor to are occasional briefings by cabinet members, a presidential handshake and an autographed photo, and sometimes invitations to White House functions.

Senator Morse, who in the past along with Senator Gaylord Nelson (D-Wis.) has called for a full review of the merger plans, said: "The FCC owes it to the public to investigate fully and on public record all the facts concerning the proposed merger and the arguments for and against it. If this merger is approved on the basis of the superficial hearing held in September, public confidence in the integrity of the FCC will be badly shaken."

In the past Senators Morse and Nelson have centered their opposition to a quick merger approval on what they claimed was the inadequate hearing held by the FCC, possible Justice Department interest in antitrust aspects of the case and the possibility that ABC's news operations may be compromised by the fact that ITT does much of its business with the government and overseas with foreign governments.

Go-ahead seen soon for NAB building start

Within two weeks the National Association of Broadcasters may complete a timetable for demolition of its present headquarters and erection of its new office building.

The NAB's executive and building committees will meet in New York Dec. 6 to discuss the reports of three architectural experts who examined the plans drawn up by Mills, Pettigord & Mills, Washington. At its meeting last June, the NAB joint board asked that architectural experts be consulted before moving ahead with construction.

Although members of the two committees were not commenting on what the reports said—most of them have not seen the reports—it was understood that the changes the three architects proposed were minor and that in general they endorsed the design and construction of the seven-story edifice.

If the trio looked favorably on the design, the NAB board has given the committees a green light to proceed with the construction. Next week's meeting appears aimed at establishing target dates for demolition of the present four-story building, groundbreaking for the new home and discussion of potential temporary facilities.

Since the winter board meeting is close at hand (Mexico City, Jan. 22-27), it seems likely that the committees

Commercial stations can make points with ETV gifts—Lee

In the eyes of at least one member of the FCC, commercial broadcasters have quite a bit to gain from making contributions to needy educational television stations in their communities. There is the matter of a possible tax deduction; there is also the matter of easing commission pressure for cultural programming.

Commissioner Robert E. Lee discussed the subject of contributions to ETV stations, while being interviewed on KMOX-TV St. Louis on Saturday, Nov. 19, by three St. Louis attorneys.

The commissioner, who predicted rapid growth of ETV with the advent of UHF—he foresaw ETV stations in each of the top 100 markets within the next two years—was asked how the outlets would be supported, in view of the financial problems of stations already on the air.

He expressed the hope the support would be local, then said that a commercial station has a "definite interest" in helping to support ETV stations that would air cultural programs the commercial operators have trouble selling.

Stations that do, he said, "can answer us or anyone [who asks about their cultural programming] by saying—well, I am helping take care of

this minority viewpoint." At the same time, he said, commercial operators can consider the donations a business expense, since they could contend they "don't want to carry a program [they] can't sell."

View Not Unanimous ■ Commissioner Lee's view appears to go beyond that of other past and present commission members who have said that commercial stations that contribute to the support of ETV outlets would still be expected to meet the needs of minority audiences through their own programming. However, Commissioner Lee said commercial stations that can demonstrate they have helped provide cultural programming through contributions to ETV stations would have "no problem" with the commission.

The commissioner could cite no cases of stations making that kind of representation to the commission. But, he said, "I know of a great number of stations who are coming around to this viewpoint, and are actually helping the educational stations; putting in their budget a donation . . . as a business expense." (He said later he didn't know whether the Internal Revenue Service would allow such a deduction. But he said he thought stations should "fight" for such a ruling, if neces-

sary).

The commissioner, on another subject, said he and the commission would support broadcasters' rights to endorse political candidates in the event the anticipated congressional hearing on that issue is held.

He and his colleagues, he said, feel that radio and television can fill the gap in expression of opinion being left by the deaths of newspapers throughout the country. He said, however, that the commission expects broadcasters to exercise care in making their editorial judgments and to observe the requirements of the fairness doctrine.

At the same time, the commissioner expressed concern over some aspects of political reporting by radio and television. He said he is worried over the possibility of what a broadcaster could do—through skillful editing of film—to project a lackluster candidate as a world statesman. He is also unhappy about broadcasters' "early predictions of winners" after the polls closed on election day; he thinks there is "at least the appearance of some influence" on those who have not yet voted (see page 78).

However, in neither matter did he suggest that the commission could or should take action.

will present the architectural reports and the timetable to the board and, if no serious objections are forthcoming, move ahead with the plans.

Originally budgeted for \$1.8 million, the building is now expected to cost NAB about \$2 million, the increase primarily coming from increased construction costs and higher interest rates (CLOSED CIRCUIT, Nov. 7).

Fire hits Missoula VHF transmitter

A fire of undetermined origin destroyed the transmitter, the steel-concrete-aluminum transmitter building and melted the 200-foot tower of KGVO-TV (ch. 13) Missoula, Mont. last Monday (Nov. 21). But by Thursday night (Nov. 24), the station was back on the air using two low-power translators.

Dale Moore, president of KGVO-TV said damage to the transmitter installation, located on a mountain 10 miles north of the city, was in excess of

\$400,000. At the time of the fire, the site was covered by 10 feet of snow.

The loss was partially covered by insurance. Gary Scott, the engineer on duty, was treated for shock but was not burned.

The station had recently completed installing a new RCA color transmitter and traveling-wave antenna, both of which were destroyed.

KGVO-TV went back on the air with 1 w translators supplied by Electronics, Missiles & Communications Inc., Mount Vernon, N. Y. One translator, set atop the downtown studio-office building, operated on channel 13. The other, on channel 11, was set on a nearby mountain.

This week the station expects to boost temporary power using a 100 w translator.

Mr. Moore said a new 5 kw transmitter was on its way from RCA and was expected in Missoula early this week. A temporary RCA antenna was also on route. In addition, a new 40-by-80-foot transmitter building was expected to be ready to take the new equipment by Friday (Dec. 2).

CATV company formed to serve Hanover, Pa.

A tripartite media corporation representing a newspaper publisher, a broadcasting company and a telephone company has been formed to service Hanover, Pa., with CATV by April 1, 1967.

Penn-Mar CATV Inc., a jointly owned \$150,000 venture of Penn-Mar Publishing Co., publishers of the *Hanover Evening Sun*, Susquehanna Broadcasting Co., group broadcast owner, and United Transmission, a subsidiary of United Utilities Co., is currently negotiating with Jerrold Electronics to initiate engineering and construction phases of its cable system.

Customer fees and the number of channels to be offered subscribers have not been announced by Penn-Mar, but local sources indicate improved reception of York, Pa., stations will result. Penn-Mar will not render fees to Hanover for its service provided the company extends 90% CATV coverage to the city. William M. Collins, president,

has also made tentative offers for coverage (without formal application) to McSherrystown borough and Penn and Conewago townships, all within the vicinity of Hanover.

Other Penn-Mar company officials include Leland B. Hallett, vice president, vice president of United Transmission Inc. and Richard J. Guerin, secretary-treasurer, controller of Susquehanna Broadcasting Co.

Stations owner buys Reston, Va., newspaper

Arundel Communications, Washington-based broadcast-publishing firm, has acquired the weekly *Reston (Va.) Times*. Purchase price was not disclosed but was understood to be in the neighborhood of \$5,000.

Arundel Communications is headed by Arthur W. Arundel; it also owns the weekly *Loudon Times Mirror*, Leesburg, Va., and owns and operates WAVA-AM-FM Arlington, Va. (Washington) and WXVA and WZFM(FM) Charles Town, W. Va.

Reston was established in 1964 as a planned community on 7,000 acres about 20 miles outside Washington. It now has about 1,300 residents, with a projected population of 75,000 by 1980.

Media reports . . .

New home ■ KHER Santa Maria, Calif., moves its studio and offices to the Sousa building, Cypress and Broadway, effective Jan. 1, 1967.

Gift ■ WFBC-TV Greenville, S. C., has donated TV monitors, film and slide

projectors, and lighting, film chain and other electronic equipment to Clemson University for use in the school's new communications center. Also donated was a microwave relay unit enabling the Greenville university to beam programs to WFBC-TV and Greenville's ETV station.

PR investment ■ Electronics Capital Corp., San Diego, Calif., has named Irving L. Straus Associates Inc., New York, a financial-industrial public relations concern, to handle corporate and financial matters. ECC maintains investments in some 17 companies and is involved in community antenna TV systems, among other activities. Straus offices are also in Chicago, Los Angeles, Washington, and in several European cities.

Television man's body found in Guatemala

Identification has been made of the body of Robert Moran, 37, correspondent, lecturer and photographer, who was found dead in Guatemala while on assignment for the *Of Land and Seas* color TV series, it was reported last week.

Robert Buchanan, president of the Olan Corp., Cleveland, which produces the series, said that Mr. Moran went to Guatemala last August to film an on-the-spot report of the rebel movement in that country. Concern for his safety arose in October when Mr. Moran failed to return to the U. S. for a series of lecture dates. Mr. Buchanan said the partially decomposed remains of a body were found in a shallow grave two weeks ago and last week

positive identification was made by the Navy Department through Mr. Moran's dental records.

Mr. Buchanan reported that Guatemala police have arrested two Guatemalans in the Moran slaying. Police said that the two suspects confessed they had killed Mr. Moran on Sept. 16 near the Honduran border on orders from Communist rebels and said they were paid \$3 for the task.

Twisdale, Steel add fifth UHF goal

A Charlotte, N. C., dentist and a Washington consulting engineer last week filed an application with the FCC for a TV station to operate on channel 28 at Durham, N. C. It was their fifth application for a UHF station.

Dr. Harold W. Twisdale, and David L. Steel, the consulting engineer, own 50% of Durham-Raleigh Telecasters Inc., which proposes to spend more than \$1 million on the all-color station in Durham. Twenty other persons, most of them from the Durham-Raleigh-Chapel Hill area, own the remaining 50%.

Dr. Twisdale and Mr. Steel also own 25% of Charlotte Telecasters Inc., which holds a permit for WCTU-TV (ch. 36) Charlotte, N. C., and 40% of Memphis Telecasters Inc., permittee of WMTU-TV (ch. 30) Memphis. Both are scheduled to go on the air next year.

They also own 50% of Augusta Telecasters Inc., applicant for a station on channel 26 at Augusta, Ga., and 50% of Virginia Telecasters Inc., which is seeking authorization for a station on channel 35 at Richmond, Va.

EQUIPMENT & ENGINEERING

FCC's curves generate heat

Stations, consultants object to proposals to change field-strength computations for UHF, VHF and FM

The FCC last week again found little enthusiasm among broadcasters and engineers over its proposed changes in the field-strength curves for FM and TV. Similar comments filed in June revealed the almost unanimous view that the commission should not adopt its revisions of the propagation curves until time was allowed for further study and comment (BROADCASTING, June 6).

Among those filing in opposition last week were the consulting engineering firm of A. Earl Cullum Jr. and Associates and seven broadcast licensees

representing 21 FM's and TV's. The Association of Maximum Service Telecasters, while opposing the majority of the FCC's proposals, said that it would conditionally support the suggested changes in the UHF curves.

Earl Cullum Jr. & Associates, arguing against the VHF proposals, said data analyses show that present VHF curves "better fit" the data than do the FCC's proposed curves. The engineering firm also suggested that UHF propagation curves were perhaps not the best means of predicting UHF service

and asked the commission to consider "whether required use of UHF propagation curves may cause a disservice to the public as a result of erroneous predictions and expectations of service, which would outweigh whatever administrative convenience may result from their use."

Ignore Terrain ■ Field strength curves are the criteria currently used by the commission in determining basic coverage of FM and TV signals. Independent of terrain factors, the curves statistically predict signal strength as a function of distance and antenna height. Current FCC rules require actual measurements in cases involving AM stations. But, except where specifically called for, measurements are not provided for in TV and FM proceedings. In those services, assignments are made according to allocations tables, and service is predicted on the basis of the

RCA's thin-film technology yields tubeless TV camera

RCA Laboratories last week announced development of an experimental tubeless TV camera and transmitter which, completely assembled, measures 4 inches wide by 6½ inches long.

While the current model is strictly experimental, with resolution, sensitivity and speed far inferior to the present "creepy-peepey" vidicon camera, an RCA spokesman said a fully compatible production model for broadcast applications might be available within three years.

The tiny camera functions by means of 132,000 thin-film devices on four one-inch square glass slides. Some 32,400 of the devices are photoconductors, located at the intersections of a 180-line matrix of thin metal conductors. A lens



focuses an image on this pattern of sensors, which are scanned in sequence by an electric current applied through the matrix. The re-

sulting impulses are then combined into the form of a conventional TV signal and transmitted by microwave.

The organization and read-out of the photoconductive dots are closely similar to the input requirements of a standard computer memory, so the camera could televise scenes for computer storage and retrieval, as well as for transmission by radio or cable.

RCA stressed the military applications of the new camera (it was developed under contract with the Air Force), and possible consumer uses. Dr. James Hillier, vice president of RCA Labs, spoke of the camera as "a highly encouraging first step toward a new era of personal TV communication."

field strength curve in the rules.

AMST said it opposed the new VHF curves because their adoption would not result in sufficient improvement to warrant the ensuing dislocations to TV stations. The association stated, however, that it supported the proposed UHF curves and saw them as an improvement over the present curves, although it would have preferred that they had been "drawn so as to exhibit higher predicted field strengths for the higher antenna heights." AMST said that it would support the UHF proposals provided that "roughness factor" is also included in the commission rules.

Other Opposition ■ Among other broadcasters opposing the new curves on the ground that their adoption would not significantly improve the existing situation were: WDSU-FM-TV New Orleans; WKBN-FM-TV Youngstown, Ohio; WSBT-TV South Bend, Ind.; WWJ-FM-TV Detroit; WOOD-FM-TV Grand Rapids, Mich.; WFBM-FM-TV Indianapolis; KOGO-FM-TV San Diego, Calif.; KHQA-TV Hannibal, Mo.-Quincy, Ill.; WTAD-FM Quincy, Ill.; KGLO-TV Mason City, Iowa; KEYC-TV Mankato, Minn.; WTVT(TV) Tampa, Fla.; KTVT(TV) Fort Worth; WWTN(TV) Milwaukee, and KHTV(TV) Houston.

Technical topics . . .

Processing aid ■ VPI, a division of Electrographic Corp., New York, has purchased a \$70,000 Hazeltine electronic color film analyzer to provide automatic color corrective control and cut laboratory time by one-fifth in TV commercial preparation. VPI said the analyzer allows negative prints to be

made directly into composite prints.

'Low-noise' transistor ■ RCA Electronic Components & Devices, Harrison, N. J., has begun marketing silicon transistor for use in VHF/UHF frequency receivers. The device, it is said, eliminates unwanted signals (that is, cross modulation), and with extra diffusion reduces base resistance to only a few ohms. Its applications are in radio broadcast frequencies (including FM) up to UHF bands in TV operation.

Flat, match, gain ■ Jerrold Electronics Corp., Philadelphia, announces a new line of color TV antennas. Called Paralog-Plus, the antennas improve color TV reception, Jerrold says, because of gain, flatness of response (plus or minus 1 db per channel), and match for both 300-ohm and 75-ohm outputs. There are eight models in the series, listing from \$17.95 for the Model PIX-35 with four driven elements, to \$81.95 for

Model PIX-225 with 10 driven elements and nine parasitic elements.

Glassworks ■ Burke & James, Chicago photo equipment firm, last week announced its new catalogue of more than 1,000 television lenses now available for immediate delivery. Lenses range from zoom to those for special effects and other uses. Address: 333 West Lake, Chicago.

Buy the numbers ■ Shure Brothers Inc., Evanston, Ill., microphone and component manufacturer, again is making available its Shure reactance slide rule for fast computation of circuitry problems and other electronic mathematics. Price is \$1. Address: 222 Hartrey Avenue, Evanston.

Taco modular ■ Jerrold Electronics Corp., Philadelphia, has introduced a new series of high-gain UHF antennas for CATV head-end reception that al-

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Color set sales up 73% in 9-month report

FM, home radio and color TV sets registered gains for the first nine months of this year compared with the same period in 1965, but other categories of home entertainment equipment showed a dip in sales by distributors, according to the Electronic Industries Association report issued last week.

Cumulative distributor figures for FM sets for the January-September period stand at 2,593,358—up 37% over the comparable 1,892,324 sold

for the nine months of last year. Home radios stood at 9,677,815, up 10.7% over the 1965's 8,743,169.

Color TV sales reached 3,103,043—up an impressive 73.8% over the 1,785,919 sold for the same period in 1965.

Black-and-white TV sets showed a decline of 5.4%, and auto radios declined 7.8% for the same 1965 months.

For the nine months:

Period	Television		Total
	Monochrome	Color	
Jan.-Sept. 1966	5,306,485	3,103,043	8,409,528
Jan.-Sept. 1965	5,611,639	1,785,919	7,397,558

Period	Radio		Auto
	Home	(with FM)	
Jan.-Sept. 1966	9,677,815	(2,593,358)	6,749,539
Jan.-Sept. 1965	8,743,169	(1,892,324)	7,324,057

lows stacking for increased gain requirements. The basic antenna models, called "parabeam," are available in single, dual and quad arrays in six and eight foot diameters for all UHF channels.

Optimistic forecasts OK for RCA color set sales

RCA took a mid-November look at color TV from the setmaker's point of view, and reported last week that it was in focus with its earlier optimistic predictions.

RCA said October was the best color-set sales month in the company's history in both dollars and units. Dollar sales are up 94% over a year ago.

Unit sales for all RCA home entertainment products are also at a new

10-month high, the company said.

In a statement last week, Raymond W. Saxon, vice president and general manager, RCA Victor home instruments division, said the October boom was responsible for reemphasis on optimism because "traditionally September is a stronger month than October for factory sales." He said the reverse situation indicated the retail market for color was growing stronger, "reflecting in large measure the vastly expanded network and local colorcasting schedules."

Mr. Saxon reported RCA still turns out more color sets than black-and-white, that November sales of color receivers continue to outstrip the company's ability to build the sets even with expanded production and multi-shift operations, that RCA/dealer-distributor inventories are very low and that factory inventory is "virtually nonexistent."

TV individualists build separate towers

Omaha's three commercial VHF's threw three switches last Friday (Nov. 25) at 7 a.m. when the stations began using their new towers. Unlike some markets where stations have gone together on a single tower, the Omaha stations decided to create their own antenna farm.

KETV(TV) went to a tower 1,360 feet above terrain; KMTV(TV)'s tower is 1,370 feet above terrain, and wow-TV's stick is 1,308 feet above terrain.

It was estimated that the stations could have saved about \$150,000 each by going to a candelabra-type tower, which would have cost around \$1 million. The separate towers each cost about \$500,000.

Education-unit manager named at CBS Labs

The CBS Laboratories division of CBS Inc., Stamford, Conn., has formed a new educational technology department and named Robert E. Wood as its general manager, according to an announcement by Dr. Peter C. Goldmark, president and director of research at CBS Laboratories.

The new division, CBS explained, will explore areas where its scientific resources can be used to fill educational needs in the U. S. and abroad. Mr. Wood, a former chief of the audiovisual systems group; director of operations, U. S. Air Force, and also chairman of the armed forces section of the National Association of Educational Broadcasters, will direct the division's liaison and exploitation of educational technology with other CBS divisions, and advance CBS Laboratories' effort to develop applications for home, industry and the government.

INTERNATIONAL

Independents in Britain want schedule freedom

The annual report of Britain's Independent Television Authority calls for an end to government restriction on television broadcasting hours. It also claims that where is a choice of programs, viewers preferred those of ITV to those of the BBC. An average British set was switched on for three and one-half to five hours a day, and 63% of the viewing went to independent programs.

Most people, the report said, found

that both services were satisfactory. But many still thought there was too much emphasis on sex and violence.

Over 80 countries bought independent television programs and 18,851 program sales were made last year, with "outstanding sales" in the U.S.

For the fifth time in six years the Authority had been directed to make a payment from surpluses to the government exchequer—\$7.56 million. The exchequer also received \$59.32 million from the independent companies, additional to their normal tax liabilities, so that "nearly one half of the \$224 million or so" of advertisers' payments went to the government.

Associated British forms production unit

Associated British Picture Corp., which controls Britain's ABC Television, has announced the formation of a new subsidiary to produce television films for world wide distribution. ABC Television Films will be part of the over-all plan.

The decision to proceed with the plan, said Sir Philip Warter, corporation chairman, was justified by the recent sale of the *Avengers* to ABC-TV.

Most of the films, like the *Avengers*



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It Seeks To Alert The Viewer
And Listener Without Employing
Sensational Approaches, Morbid
Reflections Or Inducing Fear
Or Panic.**

**The Nation Will Breathe Easier
Because You..The Broadcaster...
Are "Airing The Matter"**

"A Matter Of Life And Breath"

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These stars have contributed their talent to make this public service material available to the broadcasting media.

**ROCK HUDSON, SUZANNE PLESHETTE,
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1-minute spots and 30-second variations, in color)
DICK VAN DYKE (movie trailer)
THREE DOCUMENTARY SPOTS (1 minute, with
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**PLUS SLIDES, TELOPS, FLIP CARDS AND POSTERS,
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**ROGER MILLER, NANCY WILSON, HERB ALPERT/
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Transcription of 24 Celebrity Reminder
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Special Christmas Seal Theme Song
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series, would be made in color. They would be marketed in the U.S. and other countries and shown in monochrome in the U.K., pending the day when the independent companies are allowed to transmit in color.

'Alice' gets 'curiouser and 'curiouser'

A television version of *Alice in Wonderland* has been designated "for adults only" by the British Broadcasting Corp. The BBC had originally scheduled the Lewis Carroll classic for showing on Christmas day, but it has been rescheduled for Dec. 28 at 9 p.m. because the television version is an adult drama with psychological undertones of madness, fear and melancholy.

Jonathan Miller, who adapted the book and produced the program has been quoted as saying:

"For the past century we have thought of 'Alice,' as a charming fairy story full of cranky animals and jolly playing cards. But there is an enduring melancholy that outlasts the fun. It is a Victorian fantasy about the pains and perils and the silent fears of growing up."

Mr. Miller was a star of the "Beyond the Fringe" revue.

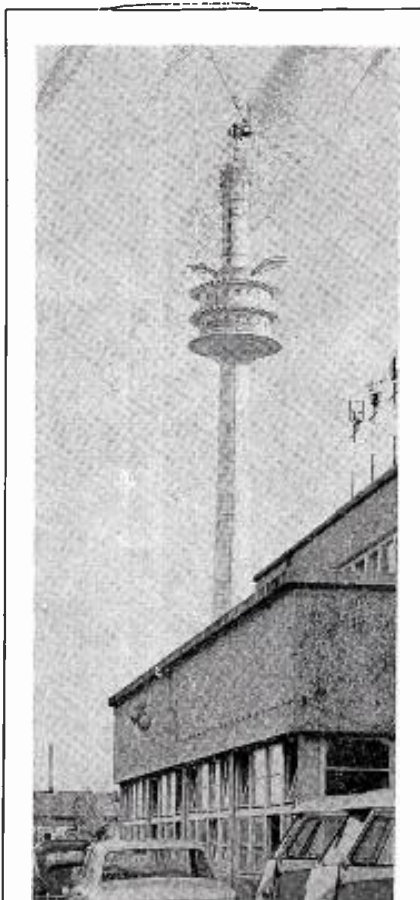
The BBC's controller, Hugh Weldon, said the show is not designed for children and "might upset them." For a week before the program's showing the BBC will run announcements warning that "Alice" isn't what it seems cracked up to be.

The lead will be played by a 13-year-old school girl with the supporting cast including such big names as Sir John Gielgud, Sir Michael Redgrave, Peter Sellers, Malcolm Muggeridge and Peter Cook.

Abroad in brief . . .

JWT names overseas ■ New Holland Division of the Sperry Rand Corp., New Holland, Pa., has named the J. Walter Thompson Co. to handle its worldwide advertising activity. It includes New Holland's advertising originating from company plants in Australia, the United Kingdom, France and Belgium. JWT has handled the firm in U. S. and Canada since 1948.

Worldwide coverage ■ Madison Square Garden-RKO General Sports Presentations has sold TV rights to the Nov. 28 lightweight title fight between Carlos Ortiz and Flash Elorde to stations in 11 countries. The sales, made through Four Star International, were to stations in Argentina, Puerto Rico, Pan-



West Germany's newest

Radio Liberty, the privately financed American network beaming broadcasts to the Soviet Union, has a new neighbor—a TV tower to be used by West German TV stations.

Erected by the Munich Municipal Administration on the site of the Oberwiesenfeld Airport, the steel-concrete tower will be 1,000 feet and feature a two-story circular restaurant. (Shown is half-completed tower above; Radio Liberty headquarters in foreground.)

But the massive tower, which will be used by West German TV stations, may have a competitor. The Soviet Union has announced plans for a 1,300-foot TV tower though construction, as yet, has not started.

ama, Curacao, Surinam, France, Singapore, Mexico, the Philippines and Hong Kong.

Milan to Chicago ■ Half-hour color documentary going behind the scenes of a major retail store promotion, including the manufacture in Italy of exclusive women's fashions for the event, was produced and aired Sunday (Nov.

27) just two weeks after the initial idea for the show. WGN-TV sent a film crew to a Milan fashion house for part of the story, then to local Carson Pirie Scott department store for other details of the big Italian days promotion. Carson's presently is undertaking test of color-TV advertising and the WGN-TV show was designed to demonstrate to the huge retailer how flexible and fast television can be.

Abbey show ■ National Educational Television (NET), in collaboration with the British Broadcasting Corp., has completed a one-hour documentary to commemorate the 900th anniversary of Westminster Abbey which will be telecast on NET stations the week of Dec. 4. Filming took place in the abbey itself as well as throughout England.

Commons thumbs down TV-coverage trial

A five-week experiment in showing the British House of Commons proceedings on closed-circuit television within the houses of parliament was defeated by a single vote in Commons last Thursday (Nov. 24).

The vote was 131 to 130 against the experiment, which would not have begun until 1968.

A committee of the Commons had recommended the experiment and the government had supported the coverage plan.

In offering the proposal, Commons leader Richard Crossman stressed that after the experiment Commons would be free to drop the idea.

USSR film writers join international guild

The International Writers Guild announced last week that film writers of the Soviet Union have been accepted into full membership in IWG, whose aim is to advance the artistic and financial status of its members throughout the world.

James Webb, IWG president, said the organization expects membership applications from other eastern European nations a result of the USSR action. IWG comprises writer organizations from 20 countries throughout the world. The U. S. representation is through the Writers Guild of America East and West. The Soviet application was made through the Association of Film Makers of the USSR on behalf of its Screen writers section.

Jack Benny records spots for NAB code

Jack Benny last week began using his 39-year-old vocal cords in support of the National Association of Broadcasters radio code. A record with nine cuts by Mr. Benny went in the mails to radio code subscribers last Tuesday (Nov. 22).

The record is the second in a projected series of on-air promotional materials featuring well-known personalities. The first recording, out earlier this year, featured Bob Hope. The Benny spots run from five to 20 seconds in length.

In an accompanying letter, Howard Bell, director of the NAB Code Authority, said that in informing listeners about the radio code, a station has an important tool with which to "enhance [its] own image in [the] marketplace. It also assists the industry in the continuing task of letting the public know that a program of self-regulation is being carried forward by broadcasters."



Mr. Bell and Mr. Benny

Miami association formed

To promote the welfare of radio with the general public and advertising community and to find mutual solutions to industry-wide problems, the general managers of 11 Miami-area radio stations have formed the Greater Miami Radio Broadcasters Association. As a starting move, the broadcasters are planning a special presentation before the Miami Ad Club. Sidney Levin (WKAT-AM-FM Miami Beach), president, Stan Torgerson (WQAM Miami), vice-president, and Bernard Neary

(WGBS-AM-FM Miami), secretary-treasurer, were elected officers of the association. Officials from the following stations are also participating: WAME, WINZ, WIOD-AM-FM, WMIE, WOA and WOCN, all Miami; WAEZ(FM) Miami Beach, and WVCG-AM-FM Coral Gables.

Drumbeats . . .

Accolade ■ Alice Lewitin, managing director of Coty Television Corp., New York, has been made a knight of the Order of Arts and Letters by the French government for her efforts to promote, through the medium of the arts, better understanding between France and the U. S. For many years Mrs. Lewitin was chief of the radio division of the French Broadcasting System in North America.

Prompt book ■ WFIL-TV Philadelphia recently offered its viewers an unusual opportunity to watch a TV show with script in hand. Prior to broadcast, the station published in the *Philadelphia Inquirer* a text of *The Unending Renaissance*, the first of five half-hour explorations of Philadelphia. The text was complete with camera directions, music cues, still photos and full narration.

Spend one in Philly ■ WIBF-TV Philadelphia (ch. 29) commemorates the completion of its 1,144 foot TV tower—160 feet taller than the Paris Eiffel Tower—with a Nov. 29 celebration featuring a prize tie-in between the two cities. The first-prize recipient will spend one week in Philadelphia, "home of channel 29's tall tower of power." A consolation second prize will be two weeks in Paris, "home of the small Eiffel Tower."

Paisano ■ Camillo DeLucia, 25-year veteran of WSTV-AM-FM-TV Steubenville, Ohio, has been awarded the Cross of Merit by the Italian government for his noted interest and participation in Italian programing. This government award was the second in Mr. DeLucia's career; the first such recognition of his work came with the Star of Solidarity, presented in 1952.

For students ■ Two \$500 scholarships for undergraduate or graduate students preparing for careers in radio-TV journalism or advertising will be awarded by the International Radio and Television Foundation at its college conference in New York, April 13-14, 1967. Application forms may be obtained from IRTF, 444 Madison Avenue, New York 10022. Deadline is March 1, 1967.

(Advertisement)

Color camera obsolete?

A major manufacturer of color television equipment warns broadcasters their costly color cameras could suddenly become obsolete as new, improved image pickup tubes are developed.

Only one color camera on the market has the flexibility of accommodating any present or contemplated pickup tube—the Polychrome camera manufactured by Sarkes Tarzian, Inc. of Bloomington, Indiana.

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Complete image tube versatility;

Wide band colorimetry;

Large aperture optics from lens to pickup tube;

Choice of either IO/VID combination, or four Plumbicon tubes.

Polls coverage criticism grows

Partiality during campaigns charged in two losing races, congressional and FCC probes asked of radio-TV practices

Waiting for the returns on election night to most politicians is somewhat like climbing a mountain. The candidate doesn't want someone cutting his line to keep him from scaling the heights of his ambition. And interested observers may not like someone telling them what the view is going to be like before they reach the crest and see for themselves.

There was evidence to this effect last week as political figures claimed their ascent up the political mountain had been sabotaged and others showed they were annoyed with what they felt were premature attempts at clairvoyance on election night. In all cases television was named as the culprit.

Two of the complaints involved charges of partiality by TV stations during the campaign and others voiced concern over hastily made predictions of contests' outcomes before the polls closed.

The charges of partiality originated with Representative Harold D. Cooley (D-N. C.) who lost in his bid for re-election after 32 years in Congress and a Democratic national committeeman from California who said a Los Angeles station showed its favoritism for Republican Governor-elect Ronald Reagan in its news broadcasts.

Probe Possible ■ Also, as a result of concern in congressional circles over vote predictions, it is now considered a strong possibility that a congressional study of media's campaign roles may be

conducted. Two members were reported last week to be interested in such a hearing.

Representative Cooley lodged his complaint with the FCC alleging WRAL-TV Raleigh, N. C. had "promoted and engaged in a conspiracy the object of which was my defeat," and urged the application for renewal of this license be denied by the commission (CLOSED CIRCUIT, Nov. 21). He charged the station with selling film to his opponent and allowing it to be shown in altered form. He also said that throughout the campaign the station had slanted its news coverage in favor of his opponent, and that at 6:30 on election eve it broadcast an editorial against him and didn't air his reply until 11:40 p.m. when, he felt, many viewers were asleep.

He also charged that the station had attacked him in an editorial and ignored Democratic events that other news agencies had covered.

In California, Democratic national committeeman Eugene L. Wyman charged KTLA(TV) Los Angeles with attacking Governor Edmund G. Brown on a news program and said that efforts to obtain equal time late at night after the broadcast were fruitless. He urged the state Democratic congressional delegation to back a congressional inquiry into the role of radio and TV stations in the elections.

Moss Complains ■ As a result Rep-

resentative John Moss (D-Calif.), the ranking member and a candidate for the chairmanship of the House Communications Subcommittee, sent Mr. Wyman's file of charges to the FCC and urged a comprehensive investigation by the agency. He also asked the FCC to notify him when any license renewal applications came up for stations owned by Golden West Broadcasters, which owns KTLA and other stations.

An aide also said Representative Moss was seriously concerned with the practice of predicting election outcomes by the TV networks.

Meanwhile there were also reports that Senator Vance Hartke (D-Ind.), a member of the Senate Communications Subcommittee, had privately expressed an interest in seeing that an investigation is held in the next session of Congress regarding vote projection. Another congressional source indicated there was a strong possibility that the subject would be raised next year.

The congressional interest is reported as not so much in the wrong predictions made by network newsmen as a result of their computer projections but in the influence such projections might have on voters when broadcast before the closing of the polls.

Recently the city council of Lowell, Mass., passed a resolution asking for federal legislation to prohibit the broadcast of vote predictions before the closing of the polls. The council also voted to send a letter to Senator Edward M. Kennedy (D-Mass.) asking him to investigate and press for remedial action. Senator Kennedy, however, was out of the country last week and could not be reached for comment.

New courts prelude to TV coverage?

When will television cameras be allowed relatively universal access to courtrooms? Perhaps not until new courts are constructed with modern lighting, acoustics and media in mind, but the day is coming.

On Nov. 17 in Pittsburgh the Academy of Trial Lawyers of Allegheny county (Pa.) heard Paul O'Friel, general manager of KDKA-TV Pittsburgh say that society and the legal profession stand to gain from TV in courtrooms.

Speaking at a session on "The Courts in the '70's," Mr. O'Friel cited a member of the judiciary who foresees videotape recordings becoming as much a part of court records as the stenographic report.

He noted that William H. Becker, chief judge of the U. S. District Court

Poetry invigorating TV and vice versa

The odd marriage of poetry and TV is being celebrated in a four-day tape-and-film festival highlight of the National Council of Teachers of English convention in Houston, Nov. 23-26.

Among the more than 20 tapes and films scheduled for the estimated 7,000 teacher-delegates are CBS's *Camera Three*: "The World of Norman Rosten;" NBC's *The Modern World of William Shakespeare*: "Women and Creative Love;" *I See Chicago: with Love and Pride*, which includes a poem commissioned from poetess Gwendolyn Brooks by WBBM-TV Chicago, and films from

NET's *Poetry: USA*.

Dr. Patrick Hazard, Beaver College, Pa., English department head, comments in his introduction: "Poetry and television are having more than a brief flirtation—and this seems to be invigorating both media."

Dr. Hazard cited the sudden popularity of "mosaic productions" such as the Washington Arena Stage's production of Edgar Lee Master's "Spoon River Anthology" and New York's Circle in the Square's "In White America" as clearly deriving from some of TV's poetic innovations.

J. N. Cooke, Vice President of Sterling Drug Inc.

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in advertising management.

Jay Cooke takes it home to read.

in Kansas City, Mo., felt that adding the taped record "will require the building of new court facilities so that the sound-video tape can be made by processes which do not intrude into the court proceedings and which are accepted as ordinary and regular." Development of unobtrusive recording techniques, the judge said, will overcome all objections to access by radio and TV.

Mr. O'Friel said part of the responsibility for coverage by unseen equipment or operators, would rest in part with architects of the new courtrooms.

"Lighting levels which would permit reading of documents with a minimum of eyestrain," he said, "would normally be sufficient to obtain good television pictures, and likewise, properly designed acoustical treatment sufficient for adequate hearing within the courtroom would provide an adequate environment for audio pickup."

Cameras, audio gear and even control rooms could be incorporated into the design, he explained, and not be seen from the courtroom through the use of one-way glass.

With technological and architectural developments and cooperation, he maintained, court proceedings could be covered "without, in any way, disturbing the decorum of the court."

Although the public stands to gain

by radio-TV access, he added, the bar may gain as much—maybe even more. The bar, Mr. O'Friel said, "has long suffered from its withdrawal from public view. The profession itself agonizes over its primitive public relations, yet curiously keeps its courtroom doors padlocked and its windows bolted against television, one of the greatest communications media in the history of mankind."

Legal sand in FCC gears?

Appellate court ruling on fairness case could endanger past rulings

A federal court in Washington told the FCC that letters to broadcasters aren't orders and therefore cannot be reviewed by the courts. The split decision was issued last week by the U. S. Court of Appeals for the District of Columbia and dismissed a petition by WGCB-AM-FM Red Lion, Pa., seeking the reversal of an FCC fairness doctrine notice (BROADCASTING, Oct. 3, April 11).

What dismays FCC lawyers is the focus of the two-judge majority opinion. This holds that Section 1.2 of the FCC rules is "null and void" because it goes much further than permitted by Section 5(d) of the Administration Procedure Act. Section 1.2 states that the FCC may issue declarative rulings terminating a controversy or removing uncertainty. The court's majority opinion points out that APA says that the agency may issue declarative orders (not rulings).

One immediate effect of the judges' opinion is to place in jeopardy a decade of rulings issued principally in connection with fairness doctrine controversies and Section 315 questions. All were issued in the form of letters, with which broadcasters complied. None ever attacked the rulings in court.

Both the commission and Red Lion lawyers last week were studying the decision to determine whether to seek a rehearing before the full nine judges of the D. C. appellate court, or take it to the U. S. Supreme Court.

The ruling was written by Senior Circuit Judge Wilbur K. Miller, with Judge Edward A. Tamm concurring. Judge Charles Fahy dissented, contending that the letters to WGCB were equivalent to an order and are therefore reviewable. Both parties, he said, agreed that the letters were orders; in fact, he noted, the FCC so referred to them.

Background of Issue ■ The case began in 1964 when the Reverend Billy James Hargis in his paid *Christian Crusade* program carried on WGCB discussed the presidential election and a book written by Fred J. Cook. Mr. Cook claimed that he had been personally attacked and asked for free time on the station to reply. The station offered to permit Mr. Cook to answer, first suggesting that he pay for the time, and later that the time would be furnished free if Mr. Cook stated he was unable to pay. Mr. Cook insisted he was entitled to free time, whether he was able to pay or not. He complained to the FCC.

On Oct. 6, 1965, the commission advised WGCB that a broadcaster must afford free time to reply to one who has been attacked and that Mr. Cook did not have to make any showing that he was financially unable to pay for his reply time. The Red Lion station asked the commission to reconsider this ruling, and in December of the same year, the FCC declined to reconsider, again requesting the station to advise the commission of plans to comply.

Red Lion also has a second suit against the FCC in the U. S. District Court in Washington. In this it is asking for a declaratory ruling that the commission's fairness policy is unconstitutional. That suit has been held in abeyance pending the outcome of the case before the appeals court.

Uncut films and pay TV foreseen by Preminger

Producer Otto Preminger predicted last week that the time will come when TV networks "won't cut movies at all on television," and TV will emerge as "a new exhibition medium."

Mr. Preminger, who has waged a continuous battle to minimize the editing of his motion pictures and commercial interruptions during TV showings of his properties, said he is finding networks more amenable to his suggestion that they seek his guidance before making cuts in his films. He noted that CBS-TV recently carried his "Advise and Consent" with "cuts that were very minor."

He told Ed Joyce on WCBS (New York) *Radio Looks At Television* that he believes that "pay television is inevitable," since in a competitive society "the only box office is one you put money in."

Mr. Preminger said he had discussed with network officials the possibility of producing films specifically for TV but indicated that his method of operation, which requires time and preparation, would clash with the networks' emphasis on "immediate action."

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Nathan, Unger named in TFE '67 planning

The election of Wynn Nathan of Wolper Productions, a division of Metromedia, as chairman of Television Film Exhibit '67, and of Alvin Unger of Independent Television Corp. as co-chairman was announced by TFE last week.

TFE, an organization of television film distributors, will hold its annual meeting April 2-5 on the fifth floor of the Conrad Hilton hotel coincident with the National Association of Broadcasters convention there.

The new executive committee consists of Mr. Nathan and Mr. Unger and Elliott Abrams, Walter Reade Organization, and John Ettlinger, Medalion Television Enterprises Inc. Chairmen of various TFE committees are Leo Gutman, Four Star International, advertising and publicity; Frank Miller, Officials Films, business affairs, and Ruth Pologe, American International Television, entertainment.

WNEW-TV expands staff for local news coverage

An expansion in the news staff and facilities of WNEW-TV New York and the appointment of John R. Corporan as news director of the station were announced last week by Lawrence P. Fraiberg, vice president and general manager.

The changes at WNEW-TV follow the station's plans to present New York's first prime-time local news series to be telecast live and in color Monday through Friday, starting in the spring of 1967. Mr. Corporan, who has been director of news for WDSU-AM-TV New Orleans for the past five years, will assume his new post on Jan. 2, 1967. Hardie Mintzer, assistant news director of WNEW-TV, becomes managing editor of the news operation.

Jazz audience studied for WLIB

Results of one of the first marketing studies of the jazz audience were released last week by WLIB-AM-FM New York, which underwrote it. WLIB-FM specializes in jazz. Marketing Consultants Inc., Brooklyn, N. Y., conducted the study. It was suggested by Jazz Interactions Inc., a group of jazz DJ's and critics "working to increase popular understanding of jazz," and conducted at cost by Andrew Goodman, president

of MCI and a member of Jazz Interactions.

The study was prepared from returns of 2,664 mail questionnaires to people who had written either to Jazz Interactions for information about its projects, or to WLIB with program suggestions.

Three out of four respondents (76%) were between 21 and 45 years old, 89.3% were high-school graduates and 36.9% were college graduates, proportions far above the national averages. It was also found that 94.1% owned an FM radio, and 85.1% said they listened more often to FM than AM radio.

Stops 'lifting' of news

A circuit judge in Madisonville, Ky., has issued a temporary injunction against WFMW that city prohibiting the station from broadcasting news from a local newspaper until 20 hours after publication. Action was part of a suit charging "piracy of the news and unfair competition" brought by the *Madisonville Messenger* which also asked \$70,000 in damages.

H. W. Wells, WFMW vice president and general manager, said the station has "occasionally" used news from the

newspaper, but normally does not. He said that the station understood it had an agreement with the newspaper on a reciprocal basis, stemming back to pre-1962 when the station was owned by the publisher of the newspaper.

The case on the merits is still pending in the Hopkins county circuit court.

Chicago professor urges less violence on TV

Cut crime and violence in TV programs and other mass media by one-half. That is the suggestion of a University of Chicago professor last week to help lessen juvenile delinquency and crime by young people.

Professor Morris Janowitz, director of the university's Center of Social Organization Studies, told a citizens' committee meeting that the glorification of crime and violence in the mass media, especially on TV, "creates a climate among young persons conducive to public disorder."

The committee has been studying ways to improve relations between the police and the community.

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50th state gets live TV from mainland

130,000 SETS TUNE IN NOTRE DAME-MSU, ARMY-NAVY SET FOR PAST WEEKEND

Happy Hawaiians turned on with their first live TV programs from the mainland when a station-estimated 130,000 TV sets were tuned to the Notre Dame-Michigan State football game on Nov. 19. They were due to get another taste of togetherness with the continental U. S. last weekend.

On Saturday (Nov. 26), Lani Bird was due to be used to relay the ABC broadcast of the Army-Navy game from Philadelphia. Over the weekend too, both CBS and NBC were planning to pick up live news feeds from Tokyo.

But these may be the last of the free-ride bonanzas. The Communications Satellite Corp., which is managing the satellite for the International Telecommunications Consortium, plans to nudge Lani Bird into an orbit that optimizes its service over the Pacific. If all goes well, Comsat will then begin charging for its use.

The U. S.-Japan link was to be inaugurated on Sunday (Nov. 27) with a three-hour program.

Live programs from the U. S. were to be sent to Japan by the Japanese Broadcasting Corp. (NHK) and Tokyo

Broadcasting Corp., each using about 90 minutes. Lani Bird will be in line of sight between Comsat's Brewster Flat, Wash., earth station and the Japanese government's ground station near Tokyo for seven hours. Following this inaugural, the U. S. networks were planning to feed live and filmed news from Tokyo on Sunday and also Monday.

When the final push has been applied to Lani Bird and it's in the desired orbit, it will illuminate Hawaii and the U. S. for nine hours daily during its lifetime.

The specific hours, unfortunately, will change every month. This is because the satellite will rise over the Pacific two hours earlier each month. For example, next month, the satellite will be in line-of-sight between Hawaii and Washington state from 8 a.m. to 5 p.m. Pacific time (6 a.m. to 3 p.m. Hawaiian time). In January, the satellite will rise at 6 a.m. and set at 3 p.m. Pacific time (4 a.m. to 1 p.m. Hawaiian time). This earlier "illumination" will continue until the times again correspond to the December orbit.

Service Rivalry — The traditional football classic between the service academies, starting at 12:45 p.m. EST in Philadelphia, (7:45 a.m. Hawaiian time), will be fed by ABC to its affiliate in Honolulu, KHVH-TV, and that station's two satellites, KHVO(TV) Hilo and KMVI(TV) Wailuku. As it did with the Notre Dame-MSU game, the network will delete all commercials. This is required by the FCC rules that forbid any commercial use of an experimental transmitter. The ABC affiliate in Honolulu will fill in the commercial cutaways with network and station promotional and public-service announcements, as it did with the Irish-MSU game, according to the network.

ABC said the Notre Dame-MSU game "went without a hitch." The network was informed that reaction in Hawaii was "all superlatives," and that the reception was clear and perfect throughout. Lawrence Berger, general manager of KHVH-TV was reported as saying that the game gave his station the largest audience for any mainland program ever seen in Hawaii.

CBS-TV used Lani Bird for its Na-

MSU-Irish game drew 33 million viewers on mainland

An estimated 33-million people on the U. S. mainland watched all or part of ABC's telecast of the Notre Dame-Michigan State football game on Nov. 19, according to national Arbitron measurements of the audience. The cham-

ionship game was also relayed to Hawaii on Lani Bird satellite and reportedly was seen by a large audience there (see above).

ABC reported the Arbitron total as the largest ever recorded for any college

or professional football game during a regular season.

The Arbitron figures, ABC said, averaged out to over 20 million people in some 13,400,000 homes in each half-hour. The game had a 24.4 rating and a 62% share of the audience.

ABC said a previous record held by the Army-Navy game in 1965 fell behind the Irish-MSU contest by an average of nearly 3-million homes. The Army-Navy telecast, according to the network, averaged 10,540,000 homes per half-hour. ABC noted that the Notre Dame-Michigan State meeting in 1964 drew some 7-million TV homes.

The big game also marked another "first"—the first use of the Taylor-Hobson-Cooke zoom lens outside of Britain.

The new lens, first used at the World Soccer Cup series in Wembley Stadium, London, is said to be capable of zooming at a 16-to-1 ratio. ABC said it can with push-button control focus first on a panoramic view of the entire football stadium and in the next second hold a close-up of a single player. Its speed and accuracy of various shots gave the Notre Dame-Michigan State clash a new flexibility in dramatic coverage, according to ABC.



The lens, flown in specially from Leicester, England.

tional Football League pro football game between the Green Bay Packers and Chicago Bears, feeding it to its primary affiliate, KGMB-TV Honolulu. This was also fed to Hawaii without commercials. The game in continental U. S. received exposure in Chicago and the Green Bay region, the central states area to the Gulf of Mexico and along the Pacific Coast.

NBC used the satellite for 20 minutes. It received one-minute, 45-seconds of film on Vietnam showing troops capturing a rice cache and burning storage areas. This footage was put on the *Scherer-MacNeil Report*. On Nov. 20, NBC received a similar one-minute report and placed it on the 3 p.m. *Frank McGee Report*.

CBS was planning to originate *Face the Nation* from Honolulu last Sunday, but reported technical problems caused the project to be canceled. CBS did plan to carry news feeds about Vietnam in color from Tokyo on both Sunday and Monday between 3:30 p.m. and 4 p.m. EST. Plans were to use film on the *Sunday Evening News* at 11 p.m. EST and on today's (Nov. 28) *Cronkite Report*, starting at 5:20 p.m. if the news from Vietnam warranted it. The average film lasts from one-minute, 30-seconds to four minutes, depending on the news budget for the period.

NBC was expecting to use black-and-white live feeds from Tokyo on Sunday and Monday for the *Frank McGee Report* (3-3:30 p.m., EST) and for taped showing on the *Huntley-Brinkley Report*, beginning at 6:30 p.m. EST, respectively, depending on news values.

Although the test period for Lani Bird continues until Dec. 3, most of the time during the remainder of week will be taken up with telephone, teletypewriter and other tests, Comsat sources said.

Lani Bird was launched Oct. 26, but failed to achieve true synchronous orbit over the Pacific Ocean (22,300 miles above the equator).

At the present time its apogee is 20,267 miles, and its perigee, 1,848 miles. It takes 12 hours and 10 minutes to circle the earth.

Church loses in court, but doesn't

The United Church of Christ has lost, at least ostensibly, its effort to have the U. S. Court of Appeals shift the burden of proof to WLBT(TV) Jackson, Miss., in the FCC hearing on the station's license-renewal application. But assumptions the court expressed in issuing its ruling last week

clarify the commission's hearing order in a manner favorable to the church.

The church and three co-plaintiffs, whose efforts led to the court order requiring the license-renewal hearing in the first place, had objected to the hearing-order requirement placing on them the burden of proof in two key issues. The hearing involves charges that the station discriminated against Negroes in its programming and violated the commission's fairness doctrine.

The commission gave the plaintiffs the burden of proof on those issues. The station was given the burden on the ultimate issue as to whether the renewal of its license would be in the public interest, and the Broadcast Bureau was given the burden of an issue relating to whether the station acted in good faith in presenting programs dealing with the race issue.

Request Denied—But ■ The court denied the plaintiffs' request for permission to file a request for clarification of the order. It said that "only the most extraordinary circumstances would warrant" its intervention in the manner in which the commission conducts its hearings. And such circumstances don't exist, the court said.

But then, in language that commission officials as well as outside attorneys regarded as unusual, the court said it assumes that the "commission's reference to the 'burden of proof' relating to issues for which the plaintiffs and the Broadcast Bureau are responsible is intended to mean only the burden of going forward with evidence in the first instance."

Lawyers distinguish between "going forward with evidence" and bearing the burden of proof. However, commission officials express the view that the distinction is largely academic, except in the unlikely event that neither the church nor the station is able to marshal a clear preponderance of the evidence on its side.

The court, in reference to another

point raised by the plaintiffs, said it assumes that the commission's concept of evidence of past performance of the station "is commensurate" with what the court, in its remand order, said was a "history of programming misconduct of the kind alleged." Officials do not see this having any impact on the commission's order.

The order and memorandum were handed down by Judges Warren Earl Burger, Carl McGowan, and Edward Allen Tamm.

NBC leads fourth Nielsen report

NBC was on top in last week's Nielsen report, a position it now has held in three out of four of the national ratings tallies posted thus far this season.

In the two weeks ending Nov. 6, covering 7:30-11 p.m. periods, the average audience ratings were: NBC—19.4, CBS—18.3 and ABC—16.7. This put NBC well out in front of CBS and ABC, more than a percentage point over CBS and 2.7 above ABC, for one of NBC's more impressive rating wins in a season that had shown a continuing NBC-CBS proximity.

A four-week report comparison showed CBS dipping in the fourth, with 18.1 in the first report, 18.5 in the second and 19.4 in the third. NBC's previous scores were 18.4 in the first, 19.2 in the second and 18.9 in the third. ABC's were 17.9, 16.5 and 16.4.

Among highlights in the report:

■ Four specials telecast on the networks—three on CBS and one on NBC—rated in the top-20 shows for the period.

■ Not one of the new shows this season made the top-20 list, and only six new shows—*A Family Affair* CBS,

Broadcasting

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Rat Patrol, Iron Horse, Felony Squad and *That Girl* on ABC, and *Tarzan* on NBC—were listed in the upper half of the ratings.

CBS, however, led the Arbitron report for the 7:30-11 p.m. period in the week ended Nov. 20. The ratings: CBS—17.9, NBC—17.1 and ABC 14.5. In wins by half-hours by nights of the week, CBS had 24 half hours and Monday, Thursday, Friday and Saturday; NBC 18 half hours and Tuesday and Wednesday, and ABC seven half hours and Sunday.

Overmyer to carry Continental football

The Continental Football League which has been in search of network television exposure and the money that goes along with it found a partner for the purpose last week.

The league signed a three-year contract with the incipient Overmyer Network. The terms were not disclosed, but the contract was described as having "some flexibility to it."

Thomas McMahon, vice president and sports director of the Overmyer Network, said the league's television schedule would run 14 weeks beginning Sept. 9, 1967.

The games will be telecast on Saturday nights with five regional feeds each week.

Network and league officials indicated there would be blackouts in areas where television coverage might compete with local college or high school football schedules.

In the past season Continental League teams have negotiated separately for television exposure. Six of the league's 10 teams were carried on local TV and all but one had radio coverage (BROADCASTING, Aug. 29).

The league which hopes for further expansion has teams in New York; Hartford, Conn.; Toronto; Montreal; Norfolk, Va.; Orlando, Fla.; Philadelphia; Richmond, Va.; Charleston and Wheeling, both West Virginia.

Overmyer has not announced a lineup for the football schedule but says it will include WPIX(TV) New York and probably WGN-TV Chicago. The network says it has a 128-station clearance for its week-night variety show in Las Vegas.

The network's contract with Continental gives it an option on the league's championship game, played in early December. For that game the network says it has the right to match the highest offer for rights that might be offered by some other party.

The Arbitrons

ARB top-20 programs 7:30-11 p.m.
Based on national Arbitron rating estimates week of Nov. 13-19

Rank	Program	Rating Estimate
1	Jackie Gleason (CBS)	27.4
2	Bonanza (NBC)	26.3
3	Lucy (CBS)	25.0
4	Red Skelton (CBS)	24.6
5	Ed Sullivan (CBS)	23.8
6	Andy Griffith (CBS)	23.4
7	Beverly Hillbillies (CBS)	22.9
	Bob Hope Comedy (NBC)	22.9
9	Saturday Night Movie (NBC)	20.9
10	Thursday Night Movie (CBS)	20.8
11	The FBI Story (ABC)	19.7
	Green Acres (CBS)	19.7
13	Daniel Boone (NBC)	19.6
14	I Spy (NBC)	19.5
15	Friday Night Movie (CBS)	19.4
16	Lawrence Welk (ABC)	19.3
	*Pistols n' Petticoats (CBS)	19.3
18	Bewitched (ABC)	19.2
19	The Virginian (NBC)	18.9
20	Tuesday Night Movie (NBC)	18.8
	Batman II (ABC)	18.8

* Indicates new show.

The Nielsens

Based on Nielsen estimates in NTI report for November 1966 (two weeks ending Nov. 6)
Nielsen average audience†

Rank	Program	% U.S. TV households
1.	Bonanza (NBC)	31.6
	It's the Great Pumpkin (S) (CBS)	31.6
3.	Lucy in London (S) (CBS)	31.4
4.	Red Skelton (CBS)	27.6
5.	Lucy Show* (CBS)	27.1
6.	Ice Follies (S) (NBC)	25.3
	Jackie Gleason* (CBS)	25.3
8.	Green Acres (CBS)	24.6
9.	Alice Thru Looking Glass (S) (NBC)	24.2
10.	Andy Griffith* (CBS)	23.9
11.	Bewitched (ABC)	23.7
12.	Beverly Hillbillies (CBS)	22.8
	I Spy (NBC)	22.8
14.	Daktari (CBS)	22.6
15.	Lawrence Welk (ABC)	22.1
16.	Get Smart (NBC)	21.6
17.	Gomer Pyle (CBS)	21.5
18.	Chrysler Theater* (NBC)	21.4
	Daniel Boone (NBC)	21.4
20.	Miss Teen-age America (S) (CBS)	21.3
	The Virginian* (NBC)	21.3

* Telecast only one week of this report interval.

(S) Special or pre-empting program.

† Households reached during the average minute of the program.

Radio series sales . . .

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): WYNR Brunswick, Ga.; KUVR Holdrege, Neb.; WRWJ Selma, Ala. and KHAP Aztec, N. M.

Boston Pops Concerts (Boston Symphony Transcription Trust): KSL Salt Lake City; WRUF Gainesville, Fla.; WYZZ Wilkes-Barre, Pa.; WKRQ Mobile

and WAJM Montgomery, both Alabama; WLRW Champaign, Ill., and WJCW Johnson City, Tenn.

Adventures in Real Estate (LaSalle Research Inc.): WFTL Fort Lauderdale, Fla.; KUYL Holdenville, Okla.; KULE Ephrata, Wash.; WDBJ Roanoke, Va.; WRSC State College, Pa.; WVAF Charleston, W. Va., and WAOV Vincennes, Ind.

Real Estate Guidelines (L. P. Productions Inc.): KXRO Aberdeen, and KEPR Pasco, both Washington; KJCF Festus, Mo.; KRED Eureka, Calif.; KREX Grand Junction, Colo.; KYET Payette, Idaho; WAXX Eau Claire, Wis.; WCEC Rocky Mount, N. C.; WDEF Chattanooga, and WEEF Highland Park, Ill.

The Nelson Boswell Program (Lord-House Recording & Publishing Inc.): KOJM Havre, Mont.

July 4, 1776 (Woroner Productions): WKTY La Crosse, Wis., and WTTM Trenton, N. J.

The First Christmas (Woroner): WKTY La Crosse, Wis.

Easter the Beginning (Woroner): WFPG Atlantic City; WKTY La Crosse, Wis.; WTTM Trenton, N. J., and WMEG Eau Gallie, Fla.

Americana Library and Thirteen Days (Woroner): WFPG Atlantic City; WKTY La Crosse, Wis.; WTTM Trenton, N. J.; WNUS Chicago; KKAM Pueblo, Colo.; WMEG Eau Gallie, Fla.; WERE Cleveland, and WKNR Dearborn, Mich.

Tips on Tots, Points on Pets and Your Green Garden (Woroner): WKTY La Crosse, Wis.; WMEG Eau Gallie, Fla., and WKHM Jackson, Mich.

John Doremus Show (Functional Media Inc.): KWSL Grand Junction, Colo.; WSWM(FM) East Lansing, Mich., and KMSC Houston.

NBC reports no cutback in TV news specials

NBC spokesmen said last week that the television network this season would program about 40 news specials, "about the same number the network telecast last season."

The comment was in response to inquiries concerning a reported cutback in NBC News special programming on the TV network, particularly in peak viewing periods.

NBC said some 12 NBC News-produced specials will be in prime time this season, some of which, it was noted, are of more than passing import. Cited in this context was NBC News' announcement last week of a three-part

It'll never fly, Santa, said the skeptics

Many station managers find little to compare with the lack of enthusiasm with which they usually greet a program from the local college or university. Often these programs are created with as much imagination as is necessary to boil an egg.

But to more than 80 radio stations in Pennsylvania, a daily series produced by the Pennsylvania State University department of public information not only is imaginative, it is worth fitting into schedules during good audience periods.

The series, *On the Line*, is a Monday through Friday strip of two-to-three minute featurettes or news stories on some aspect of Penn State life or research. Among its topics in the 21 months it has been offered have been serious interviews on such subjects as altitude physiology and dwindling water supplies, humorous commentary on comic books and enjoyment of thunderstorms.

Gilbert Aberg, head of the public information department's radio-TV section, father of the series, said it evolved from asking stations in the Keystone state what they would like

from the school. They asked for everything, and the series has attempted to deliver.

Starting out with five-minute, taped statements by Penn State faculty members, the show was carried originally by 26 stations. The series was too flat so it evolved to an interview format with Mr. Aberg asking questions of the daily interviewees. The number of stations increased with the format change.

To develop a sense of immediacy, the interviewing is done on telephone and recorded. A recent typical one week's schedule included a political scientist on barbershop quartets, an industrial engineer on the proposed switch to the metric system, a Penn State geographer on wine-making, a meteorologist on thunderstorms and Mr. Aberg on the race to the moon.

But the prize of the series was the December 1965 interview with an aeronautical engineer at Penn State who carefully constructed an aerodynamic proof that a sleigh pulled by eight reindeer can indeed fly. That episode will become an annual Christmas feature for the program.

examination on NBC-TV of Communist expansion and U. S. involvement in Southeast Asia, the first of which has been set for 10-11 p.m. EST on Dec. 16 (a Friday). The other parts of *The Battle for Asia* are scheduled for Jan. 8 and Feb. 5, both Sundays and at 6:30-7:30 p.m. EST.

According to NBC, the network both this season and last year has been placing the bulk of its news specials in the Sunday 6:30-7:30 period where, the network believes, they are in a position to reach "a high-end audience" and without the competition of such block entertainment programming as provided by all the networks in movie nights. In the Sunday early-evening hour NBC News specials are programed in alternate weeks with entertainment specials which Bell Telephone sponsors.

TV series sales . . .

Truth or Consequences (Wolper): WTVJ(TV) Miami; WKBS-TV Burlington, N. J.-Philadelphia; WLWI(TV) Indianapolis; WJBK-TV Detroit, and KTVU (TV) Oakland-San Francisco.

Bold Journey (Banner): WSUN-TV St. Petersburg, Fla.

The Play of the Week (National Telefilm Associates): KSPS(TV) Spo-

kane, noncommercial.

Repertory Theatre (National Telefilm Associates): KWSC(TV) Pullman, Wash.; WQED(TV) Pittsburgh; KQED (TV) San Francisco, all noncommercial.

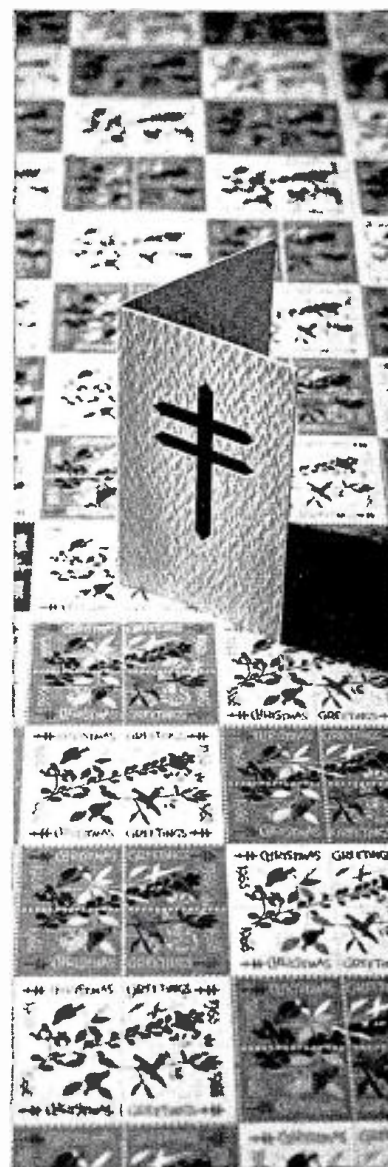
M & A Color Feature Library (National Telefilm Associates): WCSH-TV Portland, Me.

20th Century-Fox Hours (National Telefilm Associates): WIBW-TV Topeka, Kansas.

Pied Piper of Hamelin (National Telefilm Associates): WMAL-TV Washington.

N.Y. production company bows

A new TV film production company. Peter H. Cooper Inc., has been formed in New York to handle features, shorts, commercials and industrial films. by Peter H. Cooper, a former director and producer of Focus Presentations. New York. Joining Mr. Cooper are Allan Dennis, executive vice president, a former assistant TV director, and Saul Landa, vice president a former film editor with Time Inc. The Peter Cooper firm already has worked on commercials for Triumph cars, political spots and Fleers Bubble Gum.



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Program notes . . .

Garland in syndication ■ KHJ-TV Los Angeles has acquired 26 *Judy Garland* shows, originally produced by and presented on CBS-TV. The one-hour programs previously have been shown only on a network first-run basis. Non-network-affiliated KHJ-TV will begin programming the series in January.

MM ■ "The Legend of Marilyn Monroe," a biographical documentary, will be presented on *ABC Stage '67* Wednesday, Nov. 30 (10-11 p.m. EST). Narrated by John Huston, director of two of Miss Monroe's films, the program includes film footage never before seen on television as well as recollections of some of the important people in her life.

Variety for a spy ■ Bill Cosby will star in a special variety hour on NBC-TV to be telecast during 1967-68.

Annie shoots again ■ NBC-TV's 90-minute special production of *Annie Get Your Gun* with Ethel Merman is on again for March 1967 presentation. The special had been off the schedule since August (BROADCASTING, Aug. 22), when NBC's premature announcement brought denials of interest by the Music Theater of New York's Lincoln Center. The

theater feared public knowledge of the TV special might cut into attendance figures for their revival of the musical, which closed Saturday (Nov. 26).

New film ■ "Nebraska—Land of Grass," a 14-minute color film depicting the sodbuster era, is available from Robert W. Buis, Soil Conservation Service, 134 South 12th Street, Lincoln, Neb.

New basis ■ Broadcast Music Inc. achievement awards will be presented on the sole basis of actual broadcast performances, effective immediately in the country music area and after Jan. 1, 1967 elsewhere. The change from the prior basis for awards, reports from national networks, some independent stations and trade journals, was made possible by improvements in a scientific sampling of station logs and electronic data processing made by Professor Paul Lazarsfeld of Columbia University.

New program source ■ Superscope Inc., Sun Valley, Calif., has entered the programming field with a radio series, *Keyboard Immortals Play Again—in Stereo*. The first package consists of 18 one-hour programs, which are being broadcast on Sunday evenings by K FAC Los Angeles in FM stereo and AM simulcast. The firm also is planning to distribute the series in FM-stereo

only in a 13-week format in other major markets.

Mark Century offers electronic logos

Mark Century Corp., radio program service, last week said it will introduce next month a new station identification package called "Icandelic."

The package features electronic sounds that can be mixed with musical sounds to create unusual effects for use as station ID's, or logos. The materials run five to ten seconds in length.

Mark Century also noted that it has sent the first of some 50 different comedy vignettes and 100 comedy capsules to Vietnam for use on the Armed Forces Radio Service there.

Milton Herson, president of Mark Century, said the short radio comedy takes, culled from its "radio a la carte" service to stations, were sent overseas as the result of a request made by an Air Force staff sergeant, stationed in Vietnam, to WSPR Springfield, Mass., who thought servicemen in his area would like to hear the comedy shorts he listened to on WSPR while at Westover Field.

FINANCIAL REPORTS

UA finds a partner

Motion-picture company reveals plans to merge with Transamerica Corp.

An agreement has been reached in principle under which Transamerica Corp. would acquire United Artists Corp. through a stock-swap plan, it was announced last week.

A joint announcement from the two companies revealed that under the proposed stock-exchange terms, Transamerica will offer UA stockholders these alternatives: an exchange of one Transamerica common share for each share of United Artists held, or a package consisting of one-half share of Transamerica common and one-eighth share of new Transamerica \$4.80 cumulative preferred stock for each UA share held. The preferred stock will carry a cumulative dividend of \$4.80 per share, be noncallable for eight years and be callable thereafter at \$104.80 and convertible into Transamerica common at \$30 per share.

The transaction is subject to the necessary legal approvals and formalities of both companies. Counsel for the companies voiced the view that the exchange of stock will be tax-free and said an Internal Revenue Service ruling to this effect will be requested.

The merger talks between UA and Transamerica began in September (BROADCASTING, Sept. 26) after stockholder opposition forced UA and Consolidated Foods Corp. to abandon a plan to amalgamate.

The announcement stated that it is intended that UA will become a wholly owned subsidiary of Transamerica with no change in its present management or operating policies. UA will be represented on the Transamerica board and Transamerica on the UA board.

Transamerica is a San Francisco-based holding company with assets of about \$2.5 billion and with interests in life, property and title insurance, and in personal finance, commercial loans, land development, mortgage banking and industrial and commercial leasing.

United Artists, which makes its headquarters in New York, is engaged in the financing and distribution of independently produced motion pictures to theaters and in the release of motion pictures and film series to TV.

The merger plan marks Transamerica's entry into the leisure-time business.

Rollins mid-term report cites 21% gain in net

Rollins Inc., Wilmington, Del., has reported record highs in earnings and revenues for the six months ended Oct. 31. Net earnings were up 21% while revenues increased 10%.

O. Wayne Rollins, board chairman and president, said the outlook for the remainder of the fiscal year appears to be excellent. He said the firm continues to be in the market for possible acquisitions and that the company's cash position remains excellent for acquisition purposes. "At the same time," he said, "present company facilities have unusual growth potential and we're devoting a large part of our energy to the growth and expansion of our present facilities, including the necessary expense of expanding into additional market areas."

The board of directors of Rollins has declared a regular quarterly dividend of 6 cents per share on its common stock and 3 cents per share on class B common stock, payable Jan. 25 to stockholders of record Dec. 23.

Rollins operates 11 radio and television stations, an advertising agency, an exterminating division, a pesticide manufacturing firm, a chemical manu-

SEC's October 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 October (all common stock unless otherwise indicated):

Avco Corp.—Arthur E. Gilman bought 200 shares, giving total of 500.
CBS Inc.—Following exercised stock options: Lewis Gordon, 1,035, giving to-

tal of 15,573; Merle S. Jones, 17,661, giving total of 49,146.

Cowles Communications—John L. Weinberg, holding 1,000 shares personally, bought 920 and sold 2,136 shares on beneficially held Goldman Sachs & Co. trading account, leaving none.

Filmways Inc.—Richard Brown bought 1,000 shares, giving total of 1,000.

Four Star Television — A. Morgan Maree Jr. sold 6,300 shares beneficially as executor of estate of R. E. Powell, leaving 206,850.

Gross Telecasting—Raymond W. Miottel, holding 100 shares personally, bought 300 and sold 200 shares on beneficially held Faine, Webber, Jackson & Curtis trading account, giving total of 317.

Jerrold Corp.—Howard Butcher III bought 1,349 shares, giving total of 20,000, plus 10,000 held beneficially with wife,

3,000 held beneficially in trust, and 8,100 held beneficially on Butcher & Sherrerd investment account. Kenneth A. Simons exercised option on 7,600 shares, giving total of 7,678. Lee F. Zemnick bought 2,000 shares, and exercised option on 7,500 shares, giving total of 9,750.

MPO Videotronics Inc.—Lawrence H. Levy sold 100 class A shares, leaving 400.

RCA—Raymond W. Saxon exercised option on 3,432 shares, giving total of 9,019.

Reeves Broadcasting—Dolores J. Russell disposed of \$5,000 in 6% convertible subordinate debentures, leaving \$10,000.

Walt Disney Productions—William H. Anderson exercised option on 80 shares, giving total of 4,258, and bought 300 shares on beneficially held WHA Enterprises account, giving total of 300.

facturing firm, a building maintenance company, an outdoor advertising company, a finance company, and citrus groves in south Florida.

For the six months ended Oct. 31:

	1966	1965
Earnings per share	\$0.85	\$0.71
Revenues	39,399,275	35,906,545
Net income	2,643,949	2,184,335

GT&E registers bond offering

General Telephone & Electronics Corp., New York, has filed a registration statement with the Securities and Exchange Commission seeking registration of \$125 million of sinking fund debentures, due in 1991. Paine, Webber, Jackson & Curtis, New York, will head a group of underwriters offering the debentures for public sale.

Proceeds of the sale will be used to pay \$49.5 million of outstanding bank loans and to purchase common stocks of subsidiaries to finance, in part, their 1967 construction programs. Construction costs of the subsidiaries for 1967 are estimated at \$770 million.

GT&E is engaged in the manufacture of television sets through its Sylvania subsidiary and is also involved in CATV through GT&E Communications Inc., a corporate subsidiary formed last year.

Metromedia unloads 'Diplomat' magazine

Metromedia Inc., New York, last week sold its wholly owned subsidiary Diplomat Publishing Co., Washington, to Status Magazines Inc., New York.

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The sale for an undisclosed price involves the title, editorial assets and subscription list of *Diplomat* Magazine. Status expects to combine its publication and *Diplomat* into a "sophisticated journal" beginning in January 1967, according to Igor Cassini, publisher of *Status*.

John W. Kluge, chairman and president of Metromedia, which is a multi-station owner said *Diplomat* was sold because "accelerating costs necessitated by the production of a high-quality monthly publication for a limited readership were not consistent with the company's long-range goals in the publishing field." Metromedia purchased *Diplomat* in March 1965 for 6,000 shares of Metromedia common stock valued at approximately \$244,000 (BROADCASTING, March 29, 1965).

Year up, 4th quarter down

Preliminary report shows that both gross revenues and earnings of Walt Disney Productions, Burbank, were up for the fiscal year ended Oct. 1. But the same report indicates that fourth quarter earnings declined to \$3.8 million from \$4.3 million in the same 1965 period.

The fiscal year ended Oct. 1:

	1966	1965
Earnings per share	\$6.30	\$6.08
Gross revenues	116,000,000	109,947,068
Net income	12,000,000	11,378,778

SG sets record

Record sales and earnings were reported last week by Screen Gems, a subsidiary of Columbia Pictures Inc., for the first quarter.

For the three months ended Sept. 24, 1966 and Sept. 25, 1965:

	1966	1965
Earnings per share	\$0.27	\$0.26
Net profit	1,095,000	1,030,000
Gross income	24,500,000	20,835,000
Number of shares outstanding at end of period	4,002,063	3,966,250*

*Adjusted for 5 to 4 stock split Dec. 1, 1965.

Net nearly tripled in Visual's 1st half

Visual Electronics Corp. nearly doubled net sales and almost tripled consolidated net earnings for the first half of the fiscal year that ended Sept. 30. Visual sells broadcast equipment including complete radio-TV systems. Sales and earnings were at a record high.

Six months ended Sept. 30:

	1966	1965
Earnings per share	\$.47	\$.18
Net sales	6,143,000	3,136,000
Net earnings	396,000	142,000
Common shares outstanding	850,000	776,000

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Financial reports . . .

- Jerrold Corp., Philadelphia, has declared a 3% stock dividend on common stock payable Dec. 27 to shareholders as of Dec. 6. Robert H. Beisswenger, president, said it is the first in what is expected to be a series of stock dividends to be paid by Jerrold twice yearly, in December and June, after consideration by the board of directors.
- Metro-Goldwyn-Mayer has voted the regular quarterly dividend of 25 cents a share, payable Jan. 16, 1967, to stockholders of record Dec. 26.
- Cowles Communications Inc., New York, has declared a dividend of 12½

cents per common share, payable Dec. 15 to stockholders of record Dec. 1.

Kuchel still presses for takeover probe

Senator Thomas H. Kuchel (R-Calif.), who wrote the heads of the Securities and Exchange Commission and the FCC asking them to investigate the threat of a takeover of Columbia Pictures by a group that included a French bank, still hopes the agencies will examine the situation although that particular threat has evaporated.

The fear of foreign control of Co-

lumbia, whose subsidiaries include Screen Gems with its broadcast interests, subsided recently when the French bank said it did not seek control of the firm (BROADCASTING, Nov. 21). Senator Kuchel had sent his request to the FCC and SEC heads before that announcement. However, he is reported to feel that although the immediate threat has been removed, the possibility of future takeover by foreign interests of Columbia or other firms involved with radio and television has not been eliminated. The long-range problem should be solved and Senator Kuchel as assistant minority leader might be able to insure that an investigation will take place, an aide said.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. O'Neil



Mr. Bogan

James H. O'Neil, VP, and **Stanley A. Bogan**, VP and account supervisor, Ted Bates & Co., New York, elected senior VP's and group heads for Continental Baking Co. accounts. **Edward F. Moore**, assistant VP in charge of media services, and **Joel M. Segal**, account supervisor, with Bates in New York, elected VP's.

Andrew A. Polscher, production manager of McCann-Erickson, Detroit, elected VP.

Herman Davis, senior VP of Compton Advertising, New York, also named creative division supervisor. Mr. Davis continues as head of agency's special creative unit.

John Doherty, senior VP and senior account group head at Ted Bates & Co., New York, named senior VP and management account supervisor for Lennen & Newell, that city.



Mr. Myers

Thomas K. Myers, marketing director, Norman, Craig & Kummel, New York, elected VP.

Bruce Hirsch, associate media director in charge of planning at Needham, Harper & Steers, New York, named manager of media department. **Eric Mart**, with Richard K. Manoff Inc., New York, joins NH&S there as supervisor of marketing services. **Terry Costello**, with Dancer-Fitzgerald-Sample, and **John Gowdy**, with Norman, Craig

& Kummel, join NH&S, New York, as assistant media directors.

Elliott Joseph, director of presentations for communication design center of BBDO, New York, appointed director of public relations for Lippincott & Margulies, that city, consultants in design-marketing-communications.

Elton E. Kruger, assistant manager of media market research section of Campbell-Ewald, Detroit, joins MacManus, John & Adams, Bloomfield Hills, Mich., as director of media research.

Robert L. Pike, assistant manager of station clearances, appointed manager of station clearances, CBS-TV network sales department, New York.



Mr. Blumenfeld



Mr. McCrosky

Michael Blumenfeld and **John W. J. McCrosky**, account supervisors with Benton & Bowles, New York, elected VP's.

Robert E. French, sales manager of WGR Buffalo, N. Y., appointed sales manager of WSUN-TV St. Petersburg, Fla.

Donald A. Cavaleri, formerly with KOIL and KOWH, both Omaha, named sales manager of KISD Sioux Falls, S. D.

Roy (Red) Nicholson, with WNUS Chicago, appointed local sales manager of WFUN South Miami, Fla.

Ted McCoy, with KVGB Great Bend, Kan., named sales manager of WMKC Oshkosh, Wis.

Grover J. Allen, consultant and free lance producer for WFLD(TV) Chicago, named general manager of firm's newly

formed commercial production department.



Mr. O'Neil



Mr. Baber

W. Richard O'Neil and **Raymond Baber Jr.**, account executives with Campbell-Ewald Co., Detroit, named VP's.

Richard Janssen, with WHK Cleveland, appointed general sales manager.

Herb Saltzman, merchandising director, WOR-AM-FM-TV New York, named VP and director of sales, WOR.

Thomas R. Cronk, with WIND Chicago, named special projects manager of Radio Advertising Representatives, New York.

Martin B. Rubin, copywriter at Hicks & Greist, New York, appointed creative supervisor.

Milton M. Painter, product advertising manager with Libby McNeill & Libby, joins Young & Rubicam, Chicago, as account executive.



Mr. Spencer

F. Edward Spencer, Jr., who began his broadcast career in 1928 as salesman with KDKA Pittsburgh, ends 38-year association with industry on Wednesday (Nov. 30) when he retires as vice chairman of George P. Hollingbery Co. Ed Spencer, who will be 65 next July, opened Hollingbery's New York office in 1937 and has served continuously as its director. He was elected vice chairman ten years ago. Earlier Mr. Spencer had been di-

rector of NBC Spot Sales and sales manager of KDKA.

Bob Harris, with May Outdoor Advertising Co., joins KALI San Gabriel, Calif., as account executive.

Betty Ann Hudson, sales promotion manager of KRLA Pasadena, Calif., appointed assistant to Los Angeles sales manager of KFRC San Francisco.

MEDIA



Mr. Gardner

Rodd Gardner, general manager of KBAK-TV Bakersfield, Calif., elected VP and general manager.

Steve French, general manager of KOIL Omaha, appointed general manager of KOWH-AM-FM, that

city.

C. R. (Bob) Matheny, KRCO Prineville, elected president of Oregon Association of Broadcasters. Also elected: **John S. Hansen**, KPTV(TV) Portland, VP, and **Tom Becker**, KNPT Newport, secretary-treasurer.

W. Frank Harden, VP and general manager of WIS Columbia, S. C., leaves to become executive VP and general manager of Leitzey Distributors Inc., that city, hobby and toy distributor.

Bill Adams, with WIL St. Louis, named station manager of WNOR Norfolk, Va.

PROGRAMING

Jack White, program director for KJLH Long Beach, Calif., appointed program director for KGEC Palm Springs, Calif.

James R. McQuade, program director, WCBS New York, appointed director, CBS/FM program service, in charge of syndication of "The Young Sound."

Dennis D. Cobb, program director of WILX-TV Lansing (Onondaga), Mich., appointed program director of WSUN-TV St. Petersburg, Fla.

Leonard Blair, CBS-TV West Coast director of program development, resigns effective Feb. 1, 1967. He will go into independent production and other undisclosed ventures. **Paul King**, executive producer with CBS-TV, Hollywood, will replace Mr. Blair.

Stan Reed Jr., production director of WFPB-AM-FM Middletown, Ohio, named program director.

Dick Landfield, program director of WAEZ(FM) Miami Beach, Fla., appoint-



Mr. McQuade

Paul H. Raymer, pioneer station rep, dies at 70

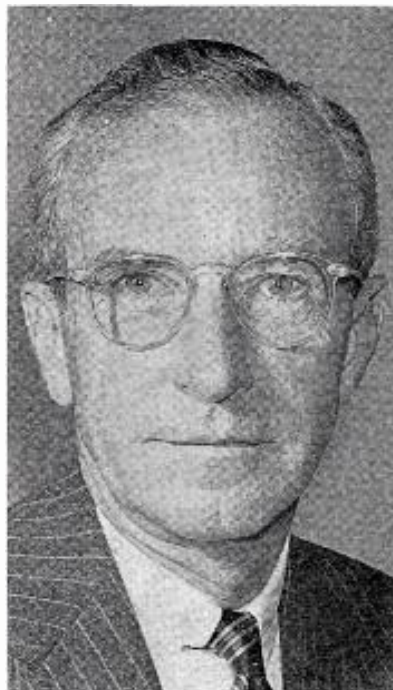
Paul H. Raymer, 70, president and founder of the Paul H. Raymer Co., national radio-TV station representative, died of a heart attack in his home in New York on Nov. 20.

He opened his company on Jan. 1, 1933, and operated and headed the firm since then. Mr. Raymer was a pioneer in the representation business for radio during a time when the medium was beginning to gain recognition in the spot field, and later he branched out into television.

Earlier he had been with various advertising agencies, including the H. K. McCann Co. (now McCann-Erickson), and in 1929 was the publisher of a daily newspaper, *Today in New York*. It was not generally known that in 1924 Mr. Raymer devised a formula for a dental chewing gum, patented it under the name of Oralgum, manufactured it and subsequently sold the rights to the Beechnut Co.

Mr. Raymer graduated from Cornell University in 1920 after serving as a naval aviation ensign during World War I. He was a board member of the Broadcast Pioneers and belonged to the Metropolitan, River, Cornell University and Radio City Clubs.

He is survived by his wife, the former Melvina Schulz; a son, Paul H. Jr.; and two daughters, Mrs.



Mr. Raymer

Wiley R. Reynolds Jr. and Victoria E. Raymer.

Funeral services for Mr. Raymer were held last Wednesday (Nov. 23) in the Chapel of the St. Thomas Episcopal Church in New York. Interment was in Milbrook, N. Y.

ed program director of WRIZ Coral Gables, Fla.

Tom Scott, with WNOR Norfolk, Va., named program director.

Jack Sterling, former morning personality, WCBS New York, will be host of morning show for WHN, same city, Monday through Friday (6-10 a.m.) starting in January.

Johnny Canton, program director at WIXY Cleveland, joins WOGY Minneapolis, as music director.

Bob Templeton, program director at KAYS Hays, Kan., named operations manager at WMKC Oshkosh, Wis.

NEWS

James L. Holton, with NBC News, New York, appointed manager of NBC's radio news programs. He will be in charge of weekly *News on the Hour* and *Monitor News* schedules.

Lew Wood, CBS News reporter, reports to Vietnam as correspondent in early December.

Art Grunewald, WSON Henderson, Ky., elected president, Kentucky Associated Press Radio & Television Asso-

ciation.

John Laurence, correspondent, CBS News, returns to WNEW New York as correspondent handling special projects. Mr. Laurence left WNEW for CBS in 1964.

Norman Heffron, news director of KOTA-AM-TV Rapid City, S. D., joins news staff of KGW-TV Portland, Ore.

Roger Smith, executive producer at noncommercial WTTW(TV) Chicago, named producer of *Newsfront* for non-commercial WNDT(TV) Newark, N. J.-New York.

FANFARE

Joseph P. Hanley, VP at John Patrick Starrs Advertising, New York, named director of PR division of Warren, Muller, Dolobowsky, that city.

Warren J. Papin, retired Air Force information officer, appointed manager of PR division of Beals Advertising Agency, Oklahoma City. **Dee Mosteller**, news and features writer for *Abilene Reporter-News* in Abilene, Tex., named project coordinator and writer for Beals' PR division.

William L. Hammond, with *Beaver Falls (Pa.) News-Tribune*, joins promotion staff of WCC-TV Pittsburgh.

EQUIPMENT & ENGINEERING

G. Douglas Henderson, with non-commercial WQED(TV) Pittsburgh, appointed chief engineer of WSBK-TV Boston.

John Sutherland, with WCTS-FM Minneapolis, appointed chief engineer.

Ted Bryan, with WRIZ Coral Gables, Fla., appointed chief engineer.

Arthur C. Fritog, senior marketing executive with Doyle Dane Bernbach, New York, appointed distributor products manager for Reeves Soundcraft division of Reeves Industries, Danbury, Conn. George Petetin, with Reeves for five years, named professional products manager.

Larry Mallach, with Visual/Allen di-

vision of Visual Electronics Corp., Palo Alto, Calif., appointed general manager.

A. Lawrence Karp, with Trygon Electronics Inc., Roosevelt, N. Y., appointed southeastern regional sales manager.

ALLIED FIELDS

Howard A. White, assistant chief of FCC's common carrier bureau, joins staff of Communications Satellite Corp. today as general attorney in general counsel's office.

Frank J. Flynn of Phoenix, joins Chapman Co., station broker, as associate to serve clients in western states from his office at 12047 N. Sundown Dr., Scottsdale, Ariz.

Charles Jay Oppenheim III, former director of information services, CBS-TV and CBS-TV Stations Division, and director of advertising and sales promotion, CBS Radio, named executive di-

rector, Damon Runyon Cancer Research Fund, New York.

DEATHS

Harold N. Graves, 79, formerly VP and director of Queen City Broadcasting Co. (KIRO-AM-FM-TV Seattle, now owned by Bonneville International Corp.), died Nov. 17 at Potomac Valley Nursing Home in Rockville, Md. Mr. Graves had been senior official in three federal departments during his career—Treasury, Post Office and Commerce. Surviving are his wife, Corinne, and two sons.

Thomas J. Morgans Jr., 60, co-owner of KJIV Huron, S. D., died Nov. 18 at his home in Sioux Falls, S. D. He is survived by his wife and two daughters.

Carlton Dickerman, 66, former chief announcer, WEEI Boston, died Nov. 20 in Orleans, Mass.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 17 through Nov. 22 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

Palm Springs, Calif.—Oasis Broadcasting Corp. Seeks UHF ch. 36 (602-608 mc); ERP 209.7 kw vis., 41.9 kw aur. Ant. height above average terrain 698 ft.; ant. height above ground 223 ft. P. O. address: 9229 Sunset Blvd. Los Angeles 90069. Estimated construction cost \$625,000; first-year operating cost \$310,000; revenue \$350,000. Geographic coordinates 33° 51' 55" north lat.; 116° 26' 04" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-30J. Legal counsel McKenna & Wilkinson; consulting engineer Commercial Radio Equipment Co., both Washington. Ann. Nov. 22.

Atlantic City, N. J.—WIBF Broadcasting Co. Seeks UHF (satellite) ch. 53 (704-710 mc); ERP 1.24 kw vis., 0.124 kw aur. Ant. height above average terrain 355 ft.; ant. height above ground 366 ft. P. O. address: The Benson-East, Jenkintown, Pa. Estimated construction cost \$8,000; first-year operating cost \$5,000; revenue \$10,000. Geographic coordinates 39° 21' 26.5" north lat.; 74° 25' 56" west long. Type trans. G.E. TT-55A. Type ant. Scala SL-8. Legal counsel Kirkland, Ellis, Hodson, Chaffetz & Masters; consulting engineer David L. Steel Sr., both Washington. Ann. Nov. 21.

Rochester, N. Y.—Malrite Inc. Seeks UHF ch. 31 (572-578 mc); ERP 236 kw vis., 47.2 kw aur. Ant. height above average terrain 440 ft.; ant. height above ground 408.3 ft. P. O. address: 931 Main Street East, Rochester. Estimated construction cost \$222,786.29; first-year operating cost \$270,000; revenue \$400,000. Geographic coordinates 43° 10' 14" north lat.; 77° 40' 23" west long. Type trans. RCA TTU-12A. Type ant. RCA-TFU-24DM. Legal counsel Samuel Miller, Washington, D. C.; consulting engineer Charles E. Brennan, Milwaukee. Ann. Nov. 18.

Burlington, Vt.—Vermont New York Television. Seeks UHF ch. 22 (518-524 mc); ERP 260.3 kw vis., 39.04 kw aur. Ant. height above average terrain 2,721 ft.; ant. height above ground 116 ft. P. O. address: c/o Milton A. Wick, Esq. 186 College Street, Burlington 05402. Estimated construction cost \$662,259; first-year operating cost \$242,000; revenue \$725,000. Geographic coordinates 44° 31' 33" north lat.; 72° 48' 58" west long.

Type trans. RCA TTU-30A. Type ant. RCA TFU-30N. Legal counsel Covington & Burling; consulting engineer A. D. Ring & Associates, both Washington. Ann. Nov. 18.

Seattle—King's Garden Inc. Seeks UHF ch. 22 (518-524 mc); ERP 550 kw vis., 110 kw aur. Ant. height above average terrain 825 ft.; ant. height above ground 531 ft. P. O. address: 19303 Fremont, North Seattle 98133. Estimated construction cost \$360,774; first-year operating cost \$147,900; revenue \$150,000. Geographic coordinates 47° 46' 5.558" north lat.; 122° 21' 5.556" west long. Type trans. RCA TTU 30A. Type ant. Jampro J22-4-0. Legal Counsel Cohen and Berfield; consulting engineer J. B. Hatfield, both Washington. Ann. Nov. 21

FINAL ACTION

Springfield, Mo.—Midland Television Corp. Broadcast Bureau granted UHF ch. 27 (548-554 mc); ERP 263 kw vis., 52.5 kw aur. Ant. height above average terrain 480 ft. with waiver of Sec. 73.613 of rules to permit trans-studio location 3 miles east of Springfield on Cherry Street Road; condition. P. O. address: c/o K. E. Meyer, 2322 S. Cedarbrook, Springfield 65804. Estimated cost of construction \$441,829; first-year operating cost \$224,722; revenue \$235,975. Type trans. General Electric TT-56-A, type ant. General Electric TY-108-c. Principals: Kenneth E. Meyer, Thomas A. Barneby, Herschel Karchmer, Urso W. George, Nick M. van Gelder, Julian R. Goodwin, Charles Kindell, H. C. Wattner, George W. Reed, Kenneth (Kay) Wayne Rhoden, Gerald F. Doran, J. T. Gahm, Dr. Irks Franklin, Dorsey Dysart, Steve W. Ball, W. E. Cartes, Alex Fellini, Robert E. Mayfield, Diane J. van Gelder, John Noenning (all 5%). Mr. Meyer has real estate business. Mr. Barneby has office supply company. Mr. Karchmer has metal and iron company. Mr. George has radio communication engineering company. Mr. van Gelder owns tank-trailer company. Mr. Goodwin owns casket company. Mr. Kindell is glass dealer. Mr. Wattner is secretary of real estate company. Mr. Reed is rancher. Mr. Roden owns printing company. Mr. Doran is builder. Mr. Gahm is employed by tank-trailer manufacturer. Dr. Franklin is educator. Dorsey Dysart is employed by tank-trailer manufacturer. Mr. Ball has industrial supply company. Mr. Cartes has restaurant. Mr. Fellini has car dealership. Mr. Mayfield has car dealership. Diane J. van Gelder is college student. Mr. Noenning is general contractor. Legal counsel Wilner and Bergson, Washington; consultant engineer Hood and Rich, Springfield. Action Nov. 17.

OTHER ACTIONS

Office of opinions and review granted petition by the Broadcast Bureau for extension of time to Nov. 23 to file responsive pleadings by application by Fidelity Tele-

EDWIN TORNERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

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

vision Inc. for review in proceeding on its application for new TV in Norwalk, Calif. and that of RKO General Inc. for renewal of license of KHJ-TV Los Angeles. (Docs. 16679-80). Action Nov. 16.

■ Office of opinions and review granted motion by West Michigan Telecasters Inc. for extension of time to Nov. 23 to file oppositions to petition by BCU-TV for reconsideration in proceeding on BCU's application for new TV station in Battle Creek Mich. (Doc. 16895). Action Nov. 16.

ACTIONS ON MOTIONS

■ Hearing Examiner David I. Kraushaar on Nov. 16 in proceeding on TV applications of Syracuse Television Inc., Syracuse, N. Y., et al., stayed effectiveness of subpoenas duces tecum pending determination of motion to quash (Docs. 14368-72, 14444-46), and on Nov. 18 in proceeding on TV applications of Chapman Radio and Television Co., Homewood, Ala., et al., granted petition for leave to amend of applicant Alabama Television Inc. regarding financial and substitution of stock subscribers (Docs. 15461, 16759-61, 16758); by separate order, granted petition of applicant Tele-Mac of Birmingham Inc. and dismissed its application. Action Nov. 18.

■ Acting Chief Hearing Examiner Jay A. Kyle designated Hearing Examiner David I. Kraushaar to serve as presiding officer in proceeding on TV applications of Lewis Broadcasting Corp., Coastal Television Corp., and WSGA Television Inc., all Savannah, Ga.; scheduled prehearing conference for Dec. 9 and hearing for Jan. 5, 1967 (Docs. 16976-8). Action Nov. 14.

RULEMAKING ACTION

■ By report and order in Doc. 16833, commission amended Sec. 73.606, table of television assignments, and allocated ch. 16 for non-commercial educational use at Norfolk, Neb. Nebraska Educational Television Commission (NETC) had petitioned for assignment to provide northeastern Nebraska with adequate coverage as part of the statewide ETV network. Action Nov. 16.

CALL LETTER ACTIONS

■ WGNB Inc., Bloomington, Ill. Granted WGNH(TV).
■ Davless All Channel C-V Inc., Owensboro, Ky. Granted WDCL(TV).

Existing TV stations

FINAL ACTIONS

KEMO-TV San Francisco, Calif.—Broadcast Bureau granted mod. of CP to change ERP to 852 kw vis., 170 kw aur.; change transmitter location to Antenna Farm, San Bruno Mountain, Bayshore-Brisbane Division, Calif., studio location to 2500 Marin Street; increase ant. height to 1250 ft.; condition. Action Nov. 15.

WALB-TV Albany, Ga.—Broadcast Bureau request for waiver of Sec. 73.636(a)(1) denied in connection with application to change trans. site, increase ant. height and increase power, but partial grant made subject to condition that applicant submit technical data for operation not involving increased overlap with commonly-owned station. Acting Chairman Bartley and Commissioner Lovinger dissented; Commissioners Wadsworth and Johnson concurred in the result. Action Nov. 18.

■ Broadcast Bureau granted renewal of licenses for following stations on Nov. 18: WBTW(TV) Florence, S. C.; WCIV(TV) Charleston, S. C.; WCSC-TV Charleston, S. C.; WECT(TV) Wilmington, N. C.; WFBC-TV Greenville, S. C.; WFMY-TV Greensboro, N. C.; WGHP-TV High Point, N. C.; WIS-TV Columbia, S. C.; WISE-TV Asheville, N. C.; WITN-TV Washington, N. C.; WNCT-TV Greenville, N. C.; WNOK-TV Columbia, S. C.; WOLO-TV Columbia, S. C.; WSJS-TV Winston-Salem, N. C.; WSOB-TV Charlotte, N. C.; WSPA-TV Spartanburg, S. C.; WTVD(TV) Durham, N. C.; WUSN-TV Charleston, S. C.; WITV(ED-TV) Charleston, S. C.; and WNTV(ED-TV) Greenville, S. C.

OTHER ACTIONS

■ Office of opinions and review in Boston, Mass. TV ch. 5 proceeding (Docs. 8739 et al.), granted motion by Greater Boston TV Inc. for extension of time to Dec. 1 to file exceptions to initial decision. Action Nov. 16.

Correction to report No. 6220 of Nov. 17: In report of commission action Nov. 16 on application (BPCT-3722) of WALB-TV, Herald Publishing Co., Albany, Ga., Acting Chairman Bartley concurred in part and dissented in part and issued the following statement: "I concur in denying the request for waiver of Section 73.636(a)(1) of the Commission Rules against overlap of commonly-owned TV stations, but dissent

the use of a directional antenna for the purpose of accomplishing compliance with the duopoly rule." Ann. Nov. 18.

to the conditional grant. I do not favor ACTION ON MOTION

■ Hearing Examiner Thomas H. Donahue on Nov. 21 in proceeding on assignment of licenses of KTRG-TV and KUT-67, both Honolulu, continued Nov. 29 hearing to Dec. 7, (Doc. 16889).

FINES

■ The commission notified licensees of four broadcast stations in Las Vegas, Nev. (KENO-AM, KORK-AM, KORK-TV and KLAS-TV), that each has incurred apparent liability of \$1,000 for violations of Sec. 317 of Communications Act and applicable sections of commission's rules, in that each station broadcast numerous sponsored announcements over period of approximately one month on behalf of proposition which was subject of local referendum, without giving proper sponsor identification thereof. Licensees have 30 days to contest or pay the forfeitures. Action Nov. 16.

RULEMAKING APPLICATION

Youngstown, Ohio WKBN-TV—Requests institution of rulemaking to amend Sec. 73.684(c) by substitution of following wording for last two sentences in that paragraph: "... In predicting the distance to field intensity contours, the effective radiated power to be used is that in the pertinent direction and determined by consideration of the appropriate vertical plane radiation pattern in that direction." Ann. Nov. 8.

RULEMAKING ACTION

■ In notice of proposed rulemaking, commission invited comments from interested parties to proposed shift of ch. 36 from Elmira to Oneonta, N. Y. (RM-976). Action Nov. 16.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing application (BPCT-3643) of Cosmos Broadcasting Corp. to move transmitter, increase ant. height, and make other changes in facilities of station WSFA-TV, ch. 12, Montgomery, Ala.; made WTVY Inc. (WTVY, ch. 4) Dothan, Ala. and Martin Theatres of Georgia Inc. (WTVM, ch. 9) Columbus, Ga., and on commission's own motion, Coastal Television Corp., applicant for CP for a new TV to operate on ch. 38 in Columbus, Ga. parties to proceeding, Commissioner Johnson concurred. Action Nov. 16.

New AM stations

APPLICATIONS

DeWitt, Ark.—DeWitt Broadcasting Inc. Seeks 1470 kc, 500-D kw. P. O. address: Box 326, DeWitt 72042. Estimated construction cost \$28,735; first-year operating cost \$30,000; revenue \$36,000. Principals: M. D. Williams (21%), Bill Gene Station (7%), Edward A. Moory (47%) and Edward E. Coit (25%). Mr. Williams is in radio-TV appliances. Mr. Station is public relations director at bank and owns farm. Mr. Moory is in radio appliance. Mr. Coit has farm. Ann. Nov. 18.

Catlettsburg, Ky.—T. L. Gilbert. Seeks 1600 kc, 5-D kw. P. O. address: c/o Gilbert Trailer Sales, Catlettsburg. Estimated construction cost \$36,335; first-year operating cost \$40,000; revenue \$50,000. Principal: T. L. Gilbert. Mr. Gilbert is president and owner of Gilbert Trailer Sales Inc. Ann. Nov. 21.

Hardinsburg, Ky.—Breckinridge County Broadcasting Co. Seeks 1520 kc, 0.25-D kw. P. O. address: 108 Short Street, Hardinsburg 40143. Estimated construction cost \$23,596; first-year operating cost \$30,000; revenue \$30,250. Principals: O. C. Carter, Paul Fuqua and R. D. Ingram (each 33⅓%). Dr. Carter is chiropractor. Mr. Fuqua owns farm. Dr. Ingram is chiropractor, has 14% interest and is president of WTCO Campbellville, Ky., and has 32⅓% interest in and is president of WSVL Shelbyville, Ind. Ann. Nov. 21.

Saluda, S. C.—Saluda Broadcasting Inc. Seeks 1090 kc, 500-D kw. P. O. address: Box 148, Greenwood, S. C. Estimated construction cost \$6,410; first-year operating cost \$25,000; revenue \$26,400. Principals: Ted B. Wyndham and C. Bruce Barksdale Jr. (each 50%). Mr. Wyndham is attorney. Mr. Barksdale is VP and general manager of Greenwood United Telephone Inc. Ann. Nov. 21.

Baraboo, Wis.—Kenneth-Howard Giese. Seeks 990 kc, 250-D kw. P. O. address: 697 Lee Blvd., Hillside, Ill. Estimated construction cost \$16,344.59; first-year operating cost \$24,000 to \$30,000; revenue \$45,000. Principal: Kenneth Howard Giese. Mr. Giese is attorney. Ann. Nov. 18.

FINAL ACTIONS

Fulton, Miss.—Itawamba County Broadcasting Co. FCC granted 1330 kc, 1 kw, D. P. O. address: Box 371, Scottsboro, Ala. Estimated construction cost \$11,146; first-year operating cost \$15,600; revenue \$19,500. Principals: Olive E. Sisk, Ivous T. Sisk, H. D. Thompson and Minnie Thompson (each 25%). Mr. Sisk is chief engineer at WCRI Scottsboro, Ala.; Mrs. Sisk is extension home agent with Auburn University; Mr. Thompson is construction superintendent, and Mrs. Thompson is housewife. All applicants own 25% each in Lamar County Broadcasting Co., applicant for new AM in Vernon, Ala. Action Nov. 16.

WKRA Holly Springs, Miss.—Broadcast Bureau granted license covering new AM. Action Nov. 14.

Baraboo, Wis.—Baraboo Bcstg. Corp. FCC granted 740 kc, 250 w-D. P. O. address: 2424 Mt. Vernon Road, Cedar Rapids, Iowa. Estimated construction cost \$24,717, first-year operating cost \$30,000, revenue \$36,000. Principals: George N. Schulte (32%), Samuel Miller (28%), George A. Martiny (10%) and others. Rev. Schulte is faculty member of Loras College, Dubuque, Iowa. Mr. Miller is Washington attorney. Mr. Martiny is in insurance and real estate. Action Nov. 18.

OTHER ACTIONS

■ Review board in Bridgeport, Conn. standard broadcast proceeding, Doc. 14830, Members Berkemeyer and Stone adopted decision reinstating and granting application of Connecticut Coast Broadcasting Co. for CP for new standard broadcast station (1530 kc, 10 kw, DA-D class II) at Bridgeport. Conditions. Board Member Kessler dissenting. Action Nov. 10.

■ Review board in Sioux Center, Iowa standard broadcast proceeding, Docs. 16893-9, by memorandum opinion and order held in abeyance for 10 days pending receipt of further information consideration of joint petition for approval of agreement filed on Aug. 31 by Tri-State Broadcasters Inc., and Emmet Radio Corp. Action Nov. 18.

■ Review board in Loiza, P. R., standard broadcast proceeding, Docs. 16890-1, granted petition for extension of time filed Nov. 15 by Luis Prado Martorell and extended to Nov. 28 time within which to respond to following petitions, both filed Oct. 24: pleading petition to modify issues and pleading petition to enlarge issues, both filed by Augustine L. Cavallaro Jr. Action Nov. 17.

■ Review board in Loiza, P. R. standard broadcast proceeding, Docs. 16890-1, granted request filed on Nov. 17 by Augustine L. Cavallaro and extended to Nov. 28 time within which to file responses to petition to enlarge issues filed on Oct. 24 by Luis Prado Martorell. Action Nov. 18.

■ Broadcast Bureau granted extension of completion dates for following: KBGO Waco Tex. to Dec. 1; KWAL Wallace, Idaho to May 19, 1967; WALL-FM Middletown, N. Y. to Dec. 2; WHAL-FM Wilmington, N. C. to May 11, 1967 and WMMB-FM Melbourne, Fla. to Dec. 15. Action Nov. 17.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on Nov. 17 in proceeding on AM applications of Lorain Community Broadcasting Co., Allied Broadcasting Inc. and Midwest Broadcasting Co., all Lorain, Ohio, granted petition for leave to amend financial qualification of Lorain Community Broadcasting Co. (Docs. 16876-78). Action Nov. 18.

■ Hearing Examiner Jay A. Kyle on Nov. 16 in proceeding on AM applications of Jupiter Associates Inc., Matawan, N. J., et al., hearing previously scheduled for Nov. 21 will be convened at 1:00 p.m. in lieu of 10:00 a.m. (Docs. 14755-57).

■ Hearing Examiner Forest L. McClenning on Nov. 16 in proceeding on AM applications of Charles W. Jobbins, Costa Mesa-Newport Beach, Calif., et al., granted petition of Charles W. Jobbins to amend application to reflect change in broadcast ownership (Docs. 15752, 15754-56, 15758-60, 15762-66).

■ Hearing Examiner Elizabeth C. Smith on Nov. 16 in proceeding on AM applications of Luis Prado Martorell, Loiza, and Augustine L. Cavallaro Jr., Bayamon, both Puerto Rico, scheduled further prehearing conference for Dec. 1 and postponed all other procedural dates including hearing previously scheduled for Dec. 19 (Docs. 16890-1).

RULEMAKING APPLICATIONS

Danville, Ill. Paul K. Brees—Requests institution of rulemaking looking towards the assignment of ch. 256 to Danville, Ill. Ann. Nov. 18.

Livingston, Tex. KETX—Requests amendment of rules so as to assign ch. 221A to Livingston, Tex., and requests waiver of Sec. 73.208(a)(4) of rules, or assignment

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 23

	ON AIR		NOT ON AIR		TOTAL APPLICATIONS for new stations
	Lic.	CP's	CP's	CP's	
AM	4,075	19	80	401	
FM	1,521	43	253	186	
TV-VHF	475	19	24	179 ¹	
TV-UHF	93	30	110	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 23

	VHF		UHF		Total
	519 ^a	70	234	86	
Commercial					753
Noncommercial					156

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30, 1966

	AM	FM	TV
Licensed (all on air)	4,071 ^a	1,514	567 ^a
CP's on air (new stations)	22	49	46 ^a
CP's not on air (new stations)	75	245	127
Total authorized stations	4,170	1,808	746
Applications for new stations (not in hearing)	299	146	109
Applications for new stations (in hearing)	81	42	66
Total applications for new stations	380	188	175
Applications for major changes (not in hearing)	175	41	26
Applications for major changes (in hearing)	33	0	9
Total applications for major changes	208	41	35
Licenses deleted	0	0	0
CP's deleted	1	1	0

¹ Breakdown on UHF and VHF applications not available.

^a Includes three noncommercial stations operating on commercial channels.

^b In addition, two AM's operate on Special Temporary Authority.

^c In addition, two licensed VHF's and two licensed UHF's are not on the air.

^d In addition, two VHF's operate with Special Temporary Authority.

and denying application of James J. B. Scanlon to change operation of station KCAT Pine Bluff, Ark. from 1530 kc, 250 w, D, to 1340 kc, 250 w, U (Doc. 16529; BP-16296). Ann. Nov. 22.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of Emerald Broadcasting Corp. to change operation of KPIR Eugene, Oreg. from 1500 kc, 10 kw, D, to 1120 kc, 50 kw, DA-1, U; conditions (Doc. 15998; BP-15590), and denying application of Hi-Desert Broadcasting Corp. to change operation of KDHI Twenty-Nine Palms, Calif. from 1250 kc, 1 kw, D, to 1120 kc, 10 kw, DA-N, U (Doc. 16000; BP-16503). Ann. Nov. 22.

OTHER ACTIONS

■ By order, commission denied request by Maricopa County Broadcasters Inc. for waiver of Sec. 73.24(b) of rules and returned as unacceptable for filing its application to change hours of operation of station KALF Mesa, Ariz. on 1510 kc from 10 kw-D to 5 kw-N, 10 kw-LS, DA-N. Acting Chairman Bartley and Commissioner Loevinger dissented; Commissioner Johnson not participating. Action Nov. 16.

■ Office of opinions and review granted motion by Allen C. Bigham, Jr. for further extension of time to Nov. 25 to reply to opposition by Broadcast Bureau to petition for reconsideration of order designating for hearing application of Bigham for renewal of license of KCTV Salinas, Calif. (Doc. 16769). Action Nov. 16.

■ By memorandum opinion and order, commission approved agreement between Blue Ridge Broadcasting Inc., Seneca, S. C. and Glenkaren Associates Inc., Atlanta, Ga., looking toward dismissal of Blue Ridge application (BP-16670) to change facilities of WSNW and reimbursement to Blue Ridge for "out of pocket" expenses by Glenkaren, with grant of Glenkaren application (BP-16744) to change frequency of its station WGKA to 1190 kc. Commissioner Cox dissented. Action Nov. 16.

■ By memorandum opinion and order, commission denied request by Loves Park Broadcasting Co. for waiver of Sec. 73.37(a) and returned as unacceptable its application to change operation of WLUV Loves Park, Ill. on 1520 kc from 500 w-D to 1 kw, 500 w (CH)—D and change station designation to Rockford. Action Nov. 16.

■ By memorandum opinion and order, commission designated for hearing application (BP-16612) of Madison County Broadcasting Inc. to increase daytime power of station WRTH Wood River, Ill. from 500 w to 5 kw, continued operation on 590 kc, 1 kw-N, DA-2. Action Nov. 16.

■ By memorandum opinion and order, commission granted assignment of (BAP-730) for WZBN Zion, Ill., from Z-B Broadcasting Co. to Zion-Benton Broadcasting Corp. and denied petition to deny filed by Service Broadcasting Corp., licensee of WAXO(FM) Kenosha, Wis. Acting Chairman Bartley dissented; Commissioner Johnson not participating. Action Nov. 16.

■ Review board in Hutchinson, Kan. standard broadcast proceeding, Docs. 16588-90 and 16848, granted motion filed on Nov. 17 by Plains Broadcasting Inc. KGYN and extended to Dec. 18 time to file further responses to following pleadings: Petition to enlarge issues filed by KAKE-TV and Radio Inc. (KAKE); motion to modify and enlarge issues filed by CBS, and Motion for change of hearing issues filed by Plains Broadcasting Inc. Action Nov. 21.

■ Office of opinions and review granted request by Broadcast Bureau for extension of time to Nov. 28 to file opposition to petition by Arthur Powell Williams for reconsideration of order designating for hearing application of Williams for renewal of license of KLA V Las Vegas (Doc. 16864). Action Nov. 17.

■ Office of opinions and review granted petitions by WMGS Inc. (WMGS) and Ohio Radio Inc., Bowling Green, Ohio, for extension of time to Nov. 28 to file application for review of Nov. 14 action by review board (Docs. 16290-1). Action Nov. 21.

■ By memorandum opinion and order, commission waived Sec. 1.597 of rules (three-year rule) and granted applications (BAL-5772, BALH-897) of David M. Segal, licensee of KTW-AM-FM Seattle, to assign licenses to Nordawn Inc., and denied petition to deny filed by Eastside Broadcasting, licensee of KBLE-AM-FM Seattle. Action Nov. 16.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Nov. 18 in proceeding on AM applications of Nebraska Rural Radio Assoc. (KRVN) Lexington, and Town & Farm Inc. (KMMJ) Grand Island, both Nebraska, granted motion of Nebraska Rural Radio Association

of another channel to Livingston that will meet separation requirements. Action Nov. 18.

CALL LETTER APPLICATION

■ P.M. Broadcasting Co., Princeton, Minn. Requests WKPM.

CALL LETTER ACTIONS

■ Barbourville-Comm. Broadcasting Co., Barbourville, Ky. Granted WYWY.
■ Jose Soler, Coamo, P. R. Granted WCPR.

DESIGNATED FOR HEARING

Plattsburgh, N. Y., Metro Group Broadcasting Inc. Burlington, Vt., Carter Broadcasting Corp.—Broadcast Bureau designated for consolidated hearing applications for new daytime AM's to operate on 1070 kc, 5 kw. Action Nov. 18.

Existing AM stations

APPLICATION

WKOK Sunbury, Pa.—CP to make changes in nighttime MEOV (DA-2). (1070 kc) Ann. Nov. 18.

FINAL ACTIONS

Beverly, Mass.—United Broadcasting Inc. Broadcast Bureau granted license for AM station (WMLO) and specify type trans. Action Nov. 9. (Correction of item that appeared as a granted AM application Nov. 21.).

WMDD-AM-FM Fajardo, P. R.—Broadcast Bureau granted (1) CP to change ant.-trans. and studio location to State Road 987, 2 miles north of Fajardo, P. R.; make changes in ant. system and delete remote control operation of AM station and (2) mod. of CP to change ant.-trans. and studio location to proposed new AM site, change type ant., increase ERP to 6.8 kw and increase ant. height to 300 ft. Action Nov. 17.

WKJB Mayaguez, P. R.—Broadcast Bureau granted CPs to change ant.-trans. location to km 189.5, route 2, Mayaguez; make changes in ant. system. Action Nov. 18.

KBGH Memphis, Tex.—Broadcast Bureau granted license covering new AM. Action

Nov. 16.

■ Broadcast Bureau granted renewal of licenses for following stations on Nov. 18: WAAA Winston-Salem, N. C.; WADA Shelby N. C.; WAZS Summerville, S. C.; WBAW Barnwell, S. C.; WBBR Travelers Rest, S. C.; WBHC Hampton, S. C.; WBIG Greensboro, N. C.; WCOG Greensboro, N. C.; WDKD Kingtree, S. C.; WDOG Allendale, S. C.; WEAL Greensboro, N. C.; WEEW Washington, N. C.; WELP Easley, S. C.; WETC Wendell-Zebulon, N. C.; WFBC Greenville, S. C.; WFGW Black Mountain, N. C.; WFRS Reidsville, N. C.; WFSC Franklin, N. C.; WGS South Gastonia, N. C.; WQNC Gastonia, N. C.; WGNL Wilmington, N. C.; WGOO Georgetown, S. C.; WHCC Waynesville, N. C.; WHIP Mooresville, N. C.; WHIT New Bern, N. C.; WHKP Hendersonville, N. C.; WHKY Hickory, N. C.; WHSC Hartsville, S. C.; WIAM Wil-llamston, N. C.; WIS Columbia, S. C.; WJMX Florence, S. C.; WJNC Jacksonville, N. C.; WJRI Lenoir, N. C.; WJRM Troy, N. C.; WKDX Hamlet, N. C.; WKLM Wilmington, N. C.; WKRK Murphy, N. C.; WLCM Lancaster, S. C.; WLOS Asheville, N. C.; WLSE Wallace, N. C.; WMFD Wilmington, N. C.; WMFR High Point, N. C.; WMNC Morantown, N. C.; WMRB Greenville, S. C.; WMUU Greenville, S. C.; WOKE Charleston, S. C.; WPET Greensboro, N. C.; WPGF Burgaw, N. C.; WPTF Raleigh, N. C.; WPTL Canton, N. C.; WQIZ St. George, S. C.; WQOK Greenville, S. C.; WREV Reidsville, N. C.; WRNC Raleigh, N. C.; WSAT Salisbury, N. C.; WSIB Beaufort, S. C.; WSNW Seneca, S. C.; WSOC Charlotte, N. C.; WSPA Spartanburg, S. C.; WSTP Salisbury, N. C.; WTGR Myrtle Beach, S. C.; WTNC Thomasville, N. C.; WTOB Winston-Salem, N. C.; WVCB Shallotte, N. C.; WWNC Asheville, N. C.; WWOK Charlotte, N. C. and WYNA Raleigh, N. C.

INITIAL DECISIONS

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of George T. Herreich to change operation of KZNG Hot Springs, Ark. from 1470 kc, 1 kw, D, to 1340 kc, 250 w, U (Doc. 16530; BP-16412), condition,

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and extended time for filing reply findings from Nov. 21 to Dec. 1 (Docs. 15812-3) and in proceeding on AM application of Goodman Broadcasting Co. Madison, Ala., granted motion of applicant and extended all procedural dates for two weeks including hearing from Nov. 30 to Dec. 14 (Doc. 16860). Action Nov. 18. And on Nov. 21 in proceeding on AM applications of Sawnee Broadcasting Co. (WSNE) Cumming, Ga. and Hall County Broadcasting Co. (WLBA) Gainesville, Ga., granted petition to amend of applicant Hall County Broadcasting Co. regarding financial matters (Docs. 16301, 16312).

FINES

■ The commission notified New-Tex Broadcasting Inc. (KCLV Clovis, N. M.) that it has incurred apparent liability for \$1,000 for violations of commission's rules including failure to employ full-time first class operator or contract for services of part-time first class operator and failure to keep maintenance log. Licensee has 30 days to contest or pay forfeiture. Action Nov. 16.

CALL LETTER APPLICATION

■ KMER, Hospitality Broadcasting Inc., Santa Maria, Calif. Requests KZON.

CALL LETTER ACTION

■ KEED McKenzie Broadcasting Inc., Springfield-Eugene, Ore. Granted KORE.

New FM stations

APPLICATIONS

Birmingham, Ala.—McLendon Birmingham Broadcasting Inc. Seeks 107.7 mc, ch. 299, 28.2 kw. Ant. height above average terrain 229 ft. P. O. address: 1428 Fifth Avenue, North, Birmingham 35201. Estimated construction cost \$22,345; first-year operating cost \$30,000; revenue \$31,200. Principals: John M. (99.5%) and Anne P. McLendon (0.5%). Mr. McLendon owns KOKA Shreveport, La., KOKY Little Rock, Ark., WENN Birmingham, Ala., WOKJ Jackson, Miss. and WYOU Tampa, Fla. and McLendon Cablevision Co., Jackson, Miss. Ann. Nov. 18.

Toa Alta, Puerto Rico.—Lucas Tomas Muniz. Seeks 96.9 mc, ch. 245, 48.3 kw. Ant. height above average terrain 214.08 ft. P. O. address: Box 9334, Santurce. Estimated construction cost \$51,510; first-year operating cost \$23,000; revenue \$30,000. Principal: Mr. Lucas Muniz is permittee of WLuz Bayamon, P. R., which has application for license pending. Ann. Nov. 21.

*Henderson, Tenn.—Fred-Hardeman College. Seeks 91.5 mc, ch. 218, 10 kw. Ant. height above average terrain 115 ft. P. O. address: 158 E. Main Street, Henderson 38340. Estimated construction cost \$12,000; first-year operating cost \$2,500. Principals: John R. Hall, director of broadcasting. Mr. Hall is program manager, announcer and engineer of *WPKY-FM Morehead, Ky. Ann. Nov. 18.

El Campo, Tex.—Culp Krueger db/as El Campo FM. Seeks 96.9 mc, ch. 245, 26.8 kw. Ant. height above average terrain 177.875 ft. P. O. address: 515 E. Jackson Street, El Campo 77437. Estimated construction cost \$21,705; first-year operating cost \$6,000; revenue \$6,000. Principal: Culp Krueger. Mr. Krueger is president and has 90% interest in Wharton County Broadcasting Inc., licensee of KULP El Campo; has interest in KSIX Corpus Christi and KNAL Victoria, both Texas. He is Texas state senator and owner of El Campo Leader News. Ann. Nov. 21.

Eau Claire, Wis.—WECL Inc. Seeks 100.7 mc, ch. 264, 100 kw. Ant. height above average terrain 314 ft. P. O. address: Rudolph Road, Eau Claire 54701. Estimated construction cost \$43,495; first-year operating cost \$12,000; revenue \$18,000. Principal: Robert E. Nelson. Mr. Nelson is licensee of WECL Eau Claire. Ann. Nov. 21.

FINAL ACTIONS

Alamosa, Colo.—Darrel K. Burns. FCC granted 93.5 mc, ch. 228, 2.80 kw. Ant. height above average terrain 84 ft. P. O. address: P. O. Box 661, Alamosa 81101. Estimated construction cost \$7,987.50; first-year operation cost \$1,500 over AM; revenue \$5,000 over AM. Mr. Burns is owner of KRSN-AM-FM Los Alamos, N. M., and KGIW Alamosa, Colo. Action Nov. 16.

Corpus Christi, Tex.—Corpus Christi Broadcasting Co. Broadcast Bureau granted 93.9 mc, ch. 230, 100 kw. Ant. height above average terrain 730 ft. P. O. address c/o Vann M. Kennedy, 533 N. Broadway, Corpus Christi 78401. Estimated construction cost \$40,596; first-year operating cost \$8,000; revenue \$10,000. Principals: Vann M. Kennedy (51.66%), Cecil E. Burney (25.00%), Charles R. Manning (11.66%), James H. Burney estate (8.33%), Mary L. Kennedy (3.33%). Mr. Kennedy is 10.39% stockholder of K-SIX

Television Inc., licensee of KZTV(TV) Corpus Christi and 40% partner in state house reporting agency. Mr. Burney is 4.03% stockholder of KZTV(TV); oil, land, banking and land development investor. Burney estate has electronic equipment company holdings, 0.67% interest of KZTV(TV). Mrs. Kennedy holds 0.67% ownership in KZTV(TV). Corpus Christi Broadcasting Co. is licensee of KSIX Corpus Christi and holds majority interest in K-SIX Television Inc., licensee of KZTV(TV) Corpus Christi and applicant for CP for KVER-TV Laredo, Tex. Action Nov. 17.

Memphis, Tex.—Jerry L. Hooser, Dick Fowler and Frank I. Guess db/as M.W.C. Broadcasting Co. Broadcast Bureau granted 103.7 mc, ch. 279, 54 kw. Ant. height above average terrain 135 ft. P. O. address: Box 1130, Memphis 79245. Estimated construction cost \$23,100; first-year operating cost \$6,000; revenue \$15,000. Messrs. Hooser, Fowler and Guess are each $\frac{1}{3}$ partners. They are licensees of KBGH Memphis, Tex. Action Nov. 17.

INITIAL DECISION

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Olmstead County Broadcasting Co. for new FM's to operate on ch. 244-A in Rochester, Minn. (Doc. 16669). Ann. Nov. 22.

OTHER ACTIONS

■ Review board in Wilmington, Ohio FM broadcast proceeding, Docs. 16892-3, granted motion filed on Nov. 16 by David Joseph Kittel and extended to Nov. 28 time within which to file oppositions to petition to enlarge issues filed on Oct. 24 by Community Communicators of Ohio Inc. Action Nov. 18.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on Nov. 15 in proceeding on FM applications of KFIZ Broadcasting Co. and Fond du Lac County Broadcasting Co., both Fond du Lac, Wis. granted motion of KFIZ and dismissed application (Docs. 16756-7). And on Nov. 16 in proceeding on FM applications of Prairieland Broadcasters and Richard P. Lamoreaux, both Monmouth, Ill. scheduled further prehearing conference for Jan. 25, 1967 and continued Dec. 5, 1966 hearing to Feb. 7, 1967 (Docs. 16944-5), and in proceeding on FM application of Meroco Broadcasting Co., Greeley, Colo. cancelled hearing presently scheduled for Nov. 21. (Doc. 16868).

■ By Hearing Examiner Isadore A. Honig on Nov. 17 in proceeding on FM applications of Olmsted County Broadcasting Co. and North Central Video Inc., both Rochester, Minn. granted petition to amend of applicant North Central Video Inc., concerning channel and trans. site and removed amended application from hearing for return to processing line (Docs. 16669-70).

RULEMAKING APPLICATIONS

Birmingham, Ala., Symphony Network Association Inc.—Requests institution of rulemaking proceedings looking toward amendment, to reserve in Sec. 3.501, five clear channel educational FM frequencies, as set forth therein. Amendment to petition filed 7-7-66 so as to propose reservation for period of three years of 94 specific FM assignments in noncommercial educational band for national symphony network in lieu of previously requested five clear channels for this purpose. Proposed allocation plan includes communities in 41 states. Action denied Nov. 18.

Clinton, Ala. KWOE—Requests institution of a rulemaking proceeding so as to substitute ch. 295C for class A FM channel presently assigned to Clinton, Okla. Ann. Nov. 18.

Muncie, Ind. WERK—Requests amendment of Sec. 73.202(b), table of FM assignments to add the following assignment: Muncie, Indiana, 281 proposed 221A, 281.

CALL LETTER APPLICATIONS

■ Bisbee Broadcasters Inc., Bisbee, Ariz. Requests KSUN-FM.

■ State Line Broadcasting Inc., Scottsville, Ky. Requests WLCK-FM.

■ Orlean Broadcasting Corp., Glen Falls, N. Y. Requests WXQL(FM).

■ Mohawk Valley F. M. Inc., Utica, N. Y. Requests WIBQ-FM.

■ KVRO Inc., Stillwater, Okla. Requests KVRO(FM).

■ *Washington & Lee University, Lexington, Va. Requests *WLUR(FM).

■ Tappahannock Broadcasting Corp., Tappahannock, Va. Requests WRAR-FM.

■ New London Enterprises Inc., New London, Wis. Requests WLIH-FM.

CALL LETTER ACTIONS

■ Wonderland Broadcasting Co., Quincy,

Calif. Granted KFRW(FM).

■ Robert P. Shepard Jr., Jackson, Ga. Granted WJGA-FM.

■ Radio Station WJAT Inc., Swainsboro, Ga. Granted WJAT-FM.

■ Olivet Nazarene College, Kanakee, Ill. Granted *WKOC(FM).

■ Wilderness Road Broadcasting Co., Manchester, Ky. Granted WWXL-FM.

■ American International College, Springfield, Mass. Granted *WAIC(FM).

■ Thumb Broadcasting Co., Bad Axe, Mich. Granted WLEW-FM.

■ *Broadcasting of Educational Southfield Public Schools, Southfield, Mich. Granted WSHI(FM).

■ Haddox Enterprises Inc., Columbia, Miss. Granted WFFF-FM.

■ Christian Brothers College Corp., Memphis. Granted *WCBD(FM).

■ Holladay Broadcasting Co., Salt Lake City. Granted KRSP-FM.

■ Menomonie Broadcasting Co., Menomonie, Wis. Granted WDMW(FM).

Existing FM stations

FINAL ACTIONS

WBCA-FM Bay Minette, Ala.—Broadcast Bureau granted license covering change ant. height to 340 ft. Action Nov. 14.

KCBS-FM San Francisco—Broadcast Bureau granted CP to install dual polarized ant., ant. height 640 ft. Action Nov. 18.

WMAZ-FM Macon, Ga.—Broadcast Bureau granted CP to increase ERP to 65 kw. Action Nov. 18.

WPFK(FM) Terre Haute, Ind.—Broadcast Bureau granted license covering change in studio location and change in ERP to 1.2 kw; ant. height 135 ft. Action Nov. 14.

KDTH-FM Dubuque, Iowa—Broadcast Bureau granted mod. of CP to change type dual polarized ant.; ERP 76 kw. Action Nov. 18.

WCOP-FM Boston — Broadcast Bureau granted CP to increase ERP to 50 kw and ant. height to 500 ft.; condition. Action Nov. 18.

WNBH-FM New Bedford, Mass.—Broadcast Bureau granted CP to change ant. trans. location to Crow Island, Fairhaven, Mass. and decrease ant. height to 320 ft.; condition. Action Nov. 17.

KPLT-FM Paris, Tex.—Broadcast Bureau granted license covering new FM. Action Nov. 14.

KACA(FM) Prosser, Wash.—Broadcast Bureau granted license covering change in ERP to 3 kw, change of frequency to 101.7 mc, ant. height minus 300 ft. Action Nov. 14.

WISM-FM Madison, Wis.—Broadcast Bureau granted license covering change in ERP to 20 kw, ant. height 350 ft. Action Nov. 14.

WSWW-FM Plattsville, Wis.—Broadcast Bureau granted license covering new FM. Action Nov. 14.

■ Broadcast Bureau granted renewal of licenses for following stations on Nov. 18: WAIR-FM, Winston-Salem, N. C.; WBFM(FM), SCA Seneca, S. C.; WBT-FM Charlotte, N. C.; WCSC-FM Charleston, S. C.; WFIG-FM Sumter, S. C.; WITN-FM, SCA Washington, N. C.; WKBC-FM, SCA North Wilkesboro, N. C.; WKTM(FM), SCA North Charleston, S. C.; WLXN-FM, SCA Lexington, N. C.; WMDE(FM), SCA Greensboro, N. C.; WMIT(FM), SCA Black Mountain, N. C.; WNCI-FM, SCA Greenville, N. C.; WQMG(FM), SCA Greensboro, N. C.; WSJS-FM Winston-Salem, N. C.; WWMO(FM), SCA Reidville, N. C.; WXQR-FM, SCA Jacksonville, N. C.; WYFM(FM) Charlotte, N. C.; WFDD-FM(ED) Winston-Salem, N. C.; WUAG(ED-FM) Greensboro, N. C.; WUNC(ED-FM), SCA Chapel Hill, N. C.; WAAA-FM SCA Winston-Salem, N. C.; WELP-FM Easley, S. C.; WFBC-FM, SCA Greenville, S. C.; WHKY-FM Hickory, N. C.; WIAM-FM Williamstown, N. C.; WJMX-FM SCA Florence, S. C.; WLOS-FM Asheville, N. C.; WFSC-FM Franklin, N. C.; WGNC-FM SCA Gastonia, N. C.; WHKP-FM Hendersonville, N. C.; WJNC-FM SCA Jacksonville, N. C.; WLCM-FM Lancaster, S. C.; WMNC-FM Morgantown, N. C.; WMUU-FM SCA Greenville, S. C.; WPTF-FM Raleigh, N. C.; WSPA-FM Spartanburg, S. C.; WMFR-FM High Point, N. C.; WPGF-FM Burgaw, N. C.; WSOC-FM SCA Charlotte, N. C.; WSTP-FM SCA Salisbury, N. C., and WINC-FM Thomasville, N. C.

RULEMAKING APPLICATIONS

Lebanon, Mo. Lebanon Broadcasting Co.—Requests institution of rulemaking proceedings so as to amend FM table of assignments in the following respects: Willow Springs, Mo. Delete 265A, add 221A Lebanon, Mo. add 263. Action Nov. 18.

Lincoln, Neb. KLIN—Requests institution

of rulemaking proceedings to change the table of FM assignments to reassign ch. 270 from Omaha to Lincoln, Neb., as follows: Lincoln, Neb.: 237A; 274; 292A, and 297 proposed 237A; 270; 274; 292A, and 297; Omaha: 222; 231; 241; 253; 260; 264; 270, and 283 proposed 222; 231; 241; 253; 260; 264, and 283. Ann. Nov. 18.

RULEMAKING ACTION

■ Commission adopted notice of proposed rulemaking looking toward deletion of unused FM channel assignments in "quiet zone," as defined in Sec. 73.215 (portions of Va. and W. Va.). As is case with TV allocations, consideration will be given to future petitions for such assignments but impact of these on "quiet zone" operations will be considered. Commissioner Cox concurred in part and dissented in part and issued a statement. Action Nov. 16.

CALL LETTER ACTIONS

■ KORE, Radio Wonderful Williametteand Inc., Eugene, Ore. Granted KEED(FM).
■ KEED, McKenzie Broadcasting Inc., Springfield-Eugene, Ore. Granted KORE (FM).
■ KUBO, Turner Broadcasting Corp., San Antonio, Tex. Granted KBUK(FM).

Translators

ACTIONS

Merced, Calif. County Superintendent of Schools, Merced County—Broadcast Bureau granted CP for new UHF TV translator to operate on ch. 83 by rebroadcasting programs of *KQED(TV) ch. *9, San Francisco. Action Nov. 18.

K72CP Carroll, Iowa—Broadcast Bureau granted license covering new UHF TV translator station. Action Nov. 21.

K03BZ Rogue River, Ore.—Broadcast Bureau granted assignment of license of VHF TV translator station to Radio Medford Inc.; consideration \$1.00 and other considerations. Action Nov. 18.

K12CY Martin, S. D.—Broadcast Bureau granted CP to change primary station to KRSD-TV, ch. 7 Rapid City, S. Dak.; change trans. location of VHF TV to two miles nw of Martin. Action Nov. 16.

K80AY Follett, Tex.—Broadcast Bureau granted CP to replace expired permit to make changes in existing UHF TV translator station. Action Nov. 21.

■ Broadcast Bureau granted CPs to replace expired permits for VHF TV translators as follows: K13GY Grand Mesa Television Co., Montrose and North Folk Valley, Colo.; K07HC Montana Network, Sheridan, Wyo.; K05CX Liberty Television Inc., WALTERVILLE, Ore. and K11HB Hillsboro TV Association, Hillsboro, N. M. Action Nov. 21.

■ Broadcast Bureau granted renewal of licenses for VHF TV translators as follows: K12BU Basin TV Association, Basin, Wyo. (BRTTV-1180); K11CC Checkerboard TV, Rural Area of Checkerboard, Mont. (BRTTV-742); K10AX, K13BE Harlowton T. V. Assoc., Harlowton, Mont. (BRTTV-373, 393); K09AQ KLLX Corp., Ketchum, Idaho (BRTTV-782); K11DK, Riverside TV Inc. Ahsahka, Idaho (BRTTV-783) and K11FF and K09EE Superior TV Booster Club, Superior, Mont. (BRTTV-787-8). Action Nov. 15.

CATV

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition for waiver of nonduplication requirement of Sec. 74.1103 (e), (f) and (g) of commission's rules filed by Lee County TV Cable Co., operator of CATV system at Opelika, Ala. and directed petitioner to comply with nonduplication rule within thirty (30) days. Acting Chairman Bartley dissented. Action Nov. 16.

■ By memorandum opinion and order, commission denied petition filed jointly by Mission Cable TV Inc., Pacific Video Cable Inc. and Trans-Video Corp. operators of CATV systems in San Diego area, for enlargement of issues in hearing relating to request of Midwest Television Inc. for relief against carriage of Los Angeles stations by CATV systems. That portion of joint petition which requested clarification of issues with respect to phrases "pay-TV operations" and "unlimited CATV expansion" was granted (Doc. 16786). Commissioner Loevinger dissented; Commissioner Johnson not participating. Action Nov. 18.

■ By memorandum opinion and order, commission granted petition for waiver of nonduplication requirement of Sec. 74.1103 of commission's rules until Dec. 27, filed by Florida TV Cable Co., operator of CATV systems at Ormond Beach and Melbourne-

ETV fund grant

■ Following grant for educational television has been announced by Department of Health, Education and Welfare:

Madisonville, Elizabethtown, Murray, Bowling Green and Owentown, Ky.—Kentucky State Board of Education, \$418,665 for construction of five educational television stations, total cost \$1,753,283.

Eau Gallie, both Fla., to allow installation of switching equipment. Opposition of Cowles Florida Broadcasting Inc. (WESH-TV Daytona Beach, Fla.) was denied. Action Nov. 16.

■ By memorandum opinion and order, commission ordered hearing on petitions of Taft Broadcasting Co. (WKYT-TV) and WLEX-TV Inc. requesting relief against proposed operations of four CATV systems in Kentucky. The systems propose, in addition to carrying Lexington stations, to import distant television signals from Louisville, Ky., Cincinnati, Ohio and Huntington-Charleston, W. Va. Systems are operated by Berea Cablevision, Inc., Gregg Cablevision Inc. and Mt. Sterling Antennavision Co. As interim relief pending final action by commission, systems were allowed to commence operation carrying Lexington signals and the three network signals from Louisville. Acting Chairman Bartley dissented in part, concurred in part and issued a statement in which Commissioner Loevinger joined; Commissioner Lee dissented in part and concurred in part; Commissioner Johnson concurred in designation for hearing. Action Nov. 16.

■ By memorandum opinion and order, commission granted request (CATV 100-97) of Greater Television, operating CATV systems in several Pennsylvania communities for waiver of top-100 market rule to permit importation of distant signal of independent UHF station WIBF-TV, Philadelphia. Acting Chairman Bartley concurred in result. Action Nov. 16.

■ By memorandum opinion and order, commission granted request for waiver of programming exclusivity requirements of Sec. 74.1103(e) of commission's rules to Clear-Pic Cable TV Co., operator of CATV system in Easton, Pa. Acting Chairman Bartley concurred in result. Action Nov. 16.

■ By memorandum opinion and order, commission granted petition for waiver of nonduplication requirement of Sec. 74.1103(e) of commission's rules filed by Wilmarth's Television, operator of CATV systems at New Milford and Hallstead, both Pennsylvania. Commissioner Cox dissented. Action Nov. 16.

■ By memorandum opinion and order, commission granted for limited time a waiver of carriage requirements of rules to Bluefield Television Cable, operator of CATV system in Bluefield, W. Va., so as not to require carriage of WCYB-TV Bristol, Va. Action Nov. 16.

■ By memorandum opinion and order, commission denied petition for waiver of nonduplication requirement of Sec. 21.7112 (g) of commission's rules filed by Durfee's TV Cable Co., operator of CATV system at Parkersburg, W. Va. and directed petitioner to comply with nonduplication rule within thirty (30) days. Acting Chairman Bartley dissented. Action Nov. 16.

ACTIONS ON MOTIONS

■ Hearing Examiner Herbert Sharfman on Nov. 18 in proceeding in matter of petition of Ultravision Broadcasting Co., Buffalo, N. Y., to stay construction and prevent extension of CATV system operated in Buffalo by Courier Cable Company Inc., rescheduled hearing from Nov. 21 to March 1, 1967 and other procedural dates (Doc. 16921).

REQUESTS

Fletcher's TV Service Inc.—Requests distant signals WLBZ, WABI and WEMT, all Bangor, Me.; WCAX-TV Burlington, Vt., CHLT, Sherbrooke, Quebec, Can. to Rumford, Maine (Portland-Poland Spring, Maine-ARB 59). Ann. Nov. 18.

Ownership changes

APPLICATIONS

KACL Santa Barbara, Calif.—Seeks as-

ignment of license from Riviera Broadcasting Corp. to Potter-Herman Broadcasting Corp. for \$30,000. Principals: Sophia Herman and Peter H. Potter (each 50%). The Herman family owns Herman Properties Inc., Hollywood, Calif. Mr. Potter is owner of apartment house and is director and owner of insurance agency. Ann. Nov. 21.

WPLA Plant City, Fla.—Seeks transfer of control from W. A. Smith (80%) WPLA Broadcasting Inc. to Mrs. Irene M. Smith, wife, as family group. Mr. Smith is giving wife 100 shares of stock representing 20% interest. WPLA is applicant for renewal of license. No consideration involved. Ann. Nov. 18.

WIBW-AM-FM-TV Topeka, Kan.—Seeks assignment of license from Topeka Broadcasting Association Inc., a wholly-owned subsidiary, to Stauffer Publications Inc. Stauffer before proposed assignment, owns 100% of outstanding capital stock of Topeka, 1500 shares. After proposal (liquidation of Topeka), individual stockholders of Stauffer will have same ownership of licenses directly as they now have indirectly through the wholly owned subsidiary, Topeka Broadcasting Association Inc. Thad M. Sandstrom is vice president and general manager. Ann. Nov. 22.

WHLN Harlan, Ky.—Seeks transfer of control of Radio Harlan Inc. from J. Francke Fox Jr. to James T. Morgan, trustee. Stock transfer (85%). Principal: Mr. Morgan is vice president and director of Tinker Inc., licensee of WEKY Richmond, Ky., which has an application on file for assignment of license to Henkin Inc., under a contract for sale of Tinker's assets. He is also director of Harlan CATV, closed circuit television in Harlan; director and stockholder of retail furniture store, and shareholder, director and vice president of Radio Harlan Inc. Ann. Nov. 22.

WEKY Richmond, Ky.—Seeks assignment of license from Tinker Inc. to Henkin Inc. for \$200,000. Principals: Fred (40%), Jean (0%) and Clyde (10%) Hensley and Arnold (35%) and Gladys (15%) Kincer. Mr. Clyde Hensley is owner of coal companies, farm and apartment rentals, with interests held by wife and daughter Jean. Mr. Fred Hensley is associate accountant and owner of apartment house. Mr. Arnold Kincer owns grocery store and coal land. Mrs. Kincer is cosmetologist. Ann. Nov. 21.

WAQE-AM-FM Towson, Md.—Seeks voluntary transfer of positive control from WTOW Inc. to Harry J. Daly. This is purchase of two shares stock (\$200) in WTOW Inc. from Earl F. Strine by another stockholder. Principals: Francis J. Matrangola (49.9% before, 49.9% after), Harry J. Daly (45.0% before, 45.2% after) and Earl F. Strine (.2% before, none after). Ann. Nov. 18.

WHFI-FM Birmingham, Mich.—Seeks voluntary transfer of control of licensee corporation (James Clarkson, Clark J. Adams, et. al., all stockholders) to Meadowcroft Broadcasting Inc. Principal: J. Addison Bartush. Mr. Bartush is employee of Shedd Bartush Foods Inc. and treasurer, 20% owner of Bartush & Co., real estate. Consideration \$135,000. Ann. Nov. 18.

WIBC Islip, N. Y.—Seeks assignment of license from Mercury Media Inc. to Long Island Broadcasting Corp. for \$390,000. Principals: Malcolm E. (Jr.) and Jennifer Smith, RTV Sales Inc. (100%). Mr. Smith is sole owner and president of RTV Sales. Mrs. Smith is housewife. Ann. Nov. 18.

WFMC Goldsboro, N. C.—Seeks transfer of control from Kenneth T. Marshall and Ben H. Bell to Wayne Broadcasters Inc. Principals: George G. (60%) and Shirley W. Beasley and James E. Harrelson (40%). Mr. Beasley is licensee of WPYB Benson, N. C., WKBY Chatham, Va. and WKYX Faducah, Ky. and is principal of high school. Mrs. Beasley is housewife. Mr. Harrelson is expected to acquire 40% interest in WPYB Benson; an application is under preparation for consent to assignment of license to Sinco Enterprises and 40% of proceeds with minor qualification will pass to him. Consideration \$111,500. Ann. Nov. 21.

KOKE Austin, Tex.—Seeks assignment of license from Iva Lea Worley, individually, and as guardian of estate of David R. Worley Jr., tr/as Travis County Broadcasting Co. to KOKE Inc. Travis is owned by Mrs. Worley individually as 66 2/3%, and as guardian 33 1/3%. Interests will remain same. No consideration. Ann. Nov. 18.

KATQ Texarkana, Tex.—Seeks assignment of license from Floyd Bell to KATQ Radio Inc., a corporation (Floyd Bell, 100% owner). No consideration. Ann. Nov. 18.

WRCO-AM-FM Richland Center, Wis.—Seeks transfer of control from Hala D.

(Continued on page 102)

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. daytimer. Top salary. Box H-247, BROADCASTING.

General sales manager—Immediate opening at #1 station in good eastern market. To head three man staff. Excellent salary plus override. Best working conditions, benefits. Proven track record required. Reply in confidence with full details. Box L-136, BROADCASTING.

Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

Opening soon . . . an opportunity for salesman-announcer . . . current man making \$700.00. We are a good MOR station with acceptance. . . . Good opportunity for young man with ambition. Give full details with first letter. Box K-373, BROADCASTING.

High caliber, salesman for station brokerage. Substantial commissions. Established, reputable firm. Box L-78, BROADCASTING.

Sales manager, experienced, aggressive. N.E. large market independent FM, good music. Salary open. Send complete information. Box L-146, BROADCASTING.

Wanted: Experienced salesman to sell specialty radio station in metropolitan Chicago. Salary plus commission. Box L-170, BROADCASTING.

Salesman for high volume station Houston, Texas, management capability, 5 station group, proven record, top salary plus bonus. Box L-174, BROADCASTING.

The right deal . . . for the right salesman. Reply in confidence with complete details. WCVI Connellsville, Pa.

WGEE-AM/FM, Indianapolis, would prefer well rounded radio and sales background in medium market, ready to move up. Salary plus commission, vacation, insurance and retirement program. Your opportunity to join a 7 station, group operation. Call: Arnold Johnson 317-359-5591 collect.

Experienced salesman with record commensurate with past circumstances. Station in strong growth area, suburban Atlanta, Ga., market. \$10,000-\$12,000 plus incentives. Advancement opportunities in both sales and management. Write to V. E. Eslinger, President, WOMN, 119 E. Court Sq., Decatur, Georgia.

Announcers

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Top-rated contemporary music station needs top-rated personality who's looking for top pay and good working conditions in beautiful western Virginia metropolitan market of 200,000. Rush tape and resume to Box K-413, BROADCASTING.

Morning man. Experienced only. Good music. Pleasant voice. Excellent pay. Operate own board. Send tape and resume to Box L-23, BROADCASTING.

Announcer with first phone. Send tape and resume. State salary. Box L-51, BROADCASTING.

Announcers—(cont'd)

Need immediately—Afternoon or evening rock jock with 1st ticket, no maintenance, for midwest swinger. Experience preferred, beginners considered. Box L-69, BROADCASTING.

Have immediate opening for experienced top-40 dj. Power station in metropolitan market, No. 1, 24 hours a day. Send resume, snap shot, starting salary expected. Apply to multiple owner, Box L-140, BROADCASTING.

Zany morning man wanted. Modern format—top rated station—midwest. Send tape, resume to Box L-145, BROADCASTING.

Immediate opening for first phone who would like to live a year round exciting resort area in the mid-west. . . . Have his own evening rock show—Progressive station with the latest and newest in equipment. . . . Good working conditions, wonderful opportunity for right man. Box L-149, BROADCASTING.

Great medium-market Florida, top 40 needs first ticket announcer. Good pay, benefits, and working conditions. Growing group. Box L-155, BROADCASTING.

Morning announcer needed by 40 year network affiliated station in midwest college city of 55,000. Starting salary \$130.00 per week for good, stable employee. Middle of road music—Major network news. Send news and dj audition tape and picture. Box L-187, BROADCASTING.

Immediate opening for announcer at MOR station in NE. Prefer man with experience but good beginner acceptable. Good salary and benefits. Send tape and resume. Box L-192, BROADCASTING.

Wanted: Announcer with experience and a third class telephone operators license with an endorsement. Send resume to Box L-196, BROADCASTING.

1st phone? Announcing experience? Like Ohio? Apply for a job with a different approach to Box L-197, BROADCASTING.

Southeast Arkansas daytimer going FM needs young, ambitious married announcer. Great opportunity play-by-play experience. Box L-204, BROADCASTING.

Morning announcer for MOR music and news FM station. Great Lakes area radio-television operation. Send tape, resume, photo to Box L-215, BROADCASTING.

1st class engineer announcer interested in sales and capable eventual management, midwest. Box L-234, BROADCASTING.

Immediate opening staff announcer. Mature voice, middle-of-road music, steady position. Send tape resume, salary requirements to: KABI, P. O. Box 455, Abilene, Kans.

Christian AM station needs professional, creative production-announcer, with solid commercial experience. Must have good background in commercial station production and honest desire to apply knowledge to Christian programming. Permanent position open immediately in this established station. Good salary for right man. Send tape and complete resume to: Dick Bott, KCCV Radio, Kansas City, Missouri 64133.

Alexandria, Louisiana. Several dj's needed on top-40, strong on production and news. Excellent climate and working conditions. Send complete information, picture and tape first mailing. Independent, daytimer. KDBS, Box 591.

Immediate opening for young man who wants to be "Mr. Sports" in a 4-state area. Must also be qualified dj. MOR station emphasizing news and high school athletics. Send resume and tapes to Manager, KMA, Shenandoah, Iowa.

Announcers—(cont'd)

Two announcers needed at once for radio-TV station. One for radio shift plus some TV. One for work in news department doing on-the-air TV & Radio news. TV experience not necessary, you will get that here. Send tape audition, resume & picture to Will Shaner, KFBC, AM-TV, Cheyenne, Wyoming.

Competent, experienced announcer for progressive station. Above average salary and benefits. First opening in years. Real permanence. KMHT, Marshall, Texas.

Radio-TV announcer. Daily 3-hour air shift. VTR and live color commercials and weather. Top salary to right man. Send short music-commercial tape, resume and pix to Bill Baldwin, KWVL-AM-TV, Waterloo, Iowa.

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, Station WBSC, Bennettsville, S. C.

Immediate opening-announcer with first phone. Call manager—WBUD, Trenton, N. J.

Announcer experienced—position now open—format MOR, news, sports—salary open to qualified man—tape and qualifications to WCBY—Cheboygan, Michigan.

Room to grow! There's a place for a young and mature sounding news and commercial announcer at WDBO, Orlando, Florida.

Florida—first phone announcer, no maintenance, for NBC good music, AM-FM operation, in beautiful Florida vacation-land. Opening December 12. Send resume, tape and requirements first letter to WCOA, Pensacola, 32502.

Immediate opening . . . For all night show. Experience preferred beginners considered. 3rd class license a must. Rare opportunity for top 40 jock with teen appeal. Send tape, picture and resume WCVS, P. O. Box 1506, Springfield, Ill.

He must have talent and ability. If you think you're that man and have proof on tape, send same and resume to: Program Director, WDBO Radio, P. O. Box 1833, Orlando, Florida.

Looking for man who can handle three to four hour morning show; also take over as Traffic Manager. Can train for latter position if you have some typing ability. Need to start January 23. Send resume and tape to Bob Thomas, WGAI, Elizabeth City, N. C. Salary, commensurate with experience and ability.

Staff opening mid-January for experienced announcer with first phone at WGNV Radio, Newburgh, N. Y. (60 miles from N.Y.C.). Engineering experience helpful, not essential. MOR music-news-talk format. Salary open. Send tape and complete resume to C. K. Thompson, WGNV Radio, P. O. Box 591, Newburgh, New York.

Wanted: 2 announcers with 3rd license, experience and military obligation completed. Good starting salary. send complete details in first answer, with tape. Middle of road operation. Send to Dr. Claye Frank, WHNC, Henderson, N. C.

Announcer wanted by smart, established, Illinois regional fulltimer. Will pay attractive salary, plus bonus and other liberal extras, for versatile, creative deejay. Best working conditions, sparkling, upbeat programming, advancement opportunities, generous increases, pleasant, prosperous community near Chicago. Station part of prestige group. Write WKAN, Kankakee, Illinois, details of experience, references.

Announcers—(cont'd)

Wanted announcers with 3rd phone—with experienced adult approach to radio, by new station broadcasting stereo. Send complete resume and tape to Bob Templeton, Operations Manager, WMKC, 40 W. 9th, Oshkosh, Wisconsin.

Salesman-announcer. Florida east coast daytime—adjacent Daytona Beach. Good salary plus commission. WOGO, Jay Caldwell, New Smyrna Beach, Florida.

Middle of road pop format. Radio Station WRBN. Warner Robins, Georgia. No collect calls accepted.

Announcer—morning man with personality for good music station. Must be experienced. Salary plus talent. Play by play sports helpful. Contact Ed Huot, WTRC, Elkhart, Indiana.

Miami—Immediate opening for experienced morning dj—also aggressive and experienced newsmen—good music/middle of the road format. Rush resume, tape and photo—P. O. Box 1610, Hollywood, Florida.

Morning announcer — AM-FM station, 1st phone ideal—will accept 3rd. Box 210, Lawrenceville, Illinois. 618-943-3354.

First ticket announcer, medium-small Ohio market, "middle of road" music, must be experienced. Good salary, other benefits. Call 1-419-586-5134, Norb Poeppelman.

Ohio market needs good deejay, first or third phone, middle of road, news and sports, good pay, phone Oscar Baker 1-513-773-3513.

Excellent opportunity for dj with first ticket (no maintenance) who can swing on night rock show on Kansas' most powerful radio station. Good salary and opportunity for advancement. Call area code 316 AD-1-7200.

Permanent position with future for experienced announcer and production man. MOR AM-FM stereo station in southeast. Start \$100 per week. PM shift. Good insurance and vacation plan. Pleasant conditions. Call Fred Owen, 803-524-3050. Start right away, Man just hired has been drafted.

Technical

Chief engineer—lte announcing. Southern Virginia AM-FM. Job security, good pay, medium market, fringe benefits. Open now. Box L-58, BROADCASTING.

Experienced engineer needed for well equipped station. CP for television. Get in on ground floor. Announcing, sales or programming helpful but not necessary. Experience is what we want. Box L-173, BROADCASTING.

1st phone—beginners accepted. Must have car. Salary open. 5 kw AM, 50 kw FM stereo. Can attend local University if desired. Box L-214, BROADCASTING.

Engineer with first ticket, transmitter work, western Penna. Experience not essential. Address Box L-217, BROADCASTING.

Five kw directional needs first phone staff engineer. Beginners considered. Contact Ron Hale, KMPL Radio. Sikeston, Missouri.

Engineer for transmitter. Will train beginner. WAMD, Aberdeen, Md.

Chief engineer for WBHB, Fitzgerald must do some announcing. . . . Will consider young person short on experience but capable and willing to learn. The present chief has been with me 15 years. Contact Paul E. Reid, WBHB, Fitzgerald, Ga.

Chief engineer, radio. First class man with practical experience to take charge of technical operations. Brand new AM and FM transmitters installed and trouble-free. No announcing. Permanent job with respected station. Write experience, references, salary requirements to: Ed K. Smith, WCMB Radio, Box 3433, Harrisburg, Pa. 17105.

Engineer first phone with strong maintenance and construction capability wanted for directional daytime medium-sized midwest market FM in future, desirable conditions for right man. WERK, Route 4, Muncie, Indiana.

Technical—(Cont'd)

Chief engineer for long established 5,000 watt directional in good Michigan market. Excellent permanent position. Contact General Manager, WPAG, Ann Arbor, Michigan.

Opening soon for reliable chief engineer with some announcing experience. Send resume and reference to WROY-AM-FM, Car-mi, Illinois.

Control room engineer. No announcing. WSOY—Decatur, Illinois. Contact: Chief Engineer—217-877-5371 or Box 2250.

Need qualified first phone operator for maintenance, some announcing. Contact WSYB, Rutland, Vermont.

Chief engineer for radio station. Must do equipment maintenance. Box 210, Lawrenceville, Illinois. 618-943-3354.

Opportunity in south Texas for qualified second man to move up to chief engineers. Must be qualified in VTR, studio maintenance, microwave and capable of installing full power, tall tower operation. Send resume and salary requirements to Personnel, P. O. Box 1359, Ft. Smith, Arkansas.

First phone . . . experienced transmitter operator and maintenance engineer. Night shift; car needed. Midwest regional AM-FM operation. Immediate opening. Phone 316-262-4491.

NEWS

Authoritative newsmen. College town in NE. Experienced only. Willing to pay to get good man. Box K-266, BROADCASTING.

Have immediate openings for news director, morning and p.m. dj's. Must be experienced. Good pay. Send tape and resume to Box L-24, BROADCASTING.

Broadcast newsmen for major radio-television operation in a top-ten eastern metropolitan community. College graduate preferred. Must have proven ability to report, write, and broadcast news. Send resume and taped newscast. Box L-180, BROADCASTING.

Assistant radio news director position immediately available with midwest radio group. Send tape and resume to Box 391, Lincoln, Nebraska 68501, or call (402) 475-4204 or 432-6606, Mr. Koch.

Wanted now: Second man for expanding news staff to gather and write news. Must be able to do limited board work and qualify for third class ticket. Contact, Jack Gennaro, WFHR, Wisconsin Rapids, Wisconsin.

WNYR, Rochester, New York is expanding top news department. Opportunity to join progressive four station chain. Immediate opening for professional newsmen to gather, write and air news. Rush tape and resume.

Production—Programming, Others

Copywriter wanted, excellent opportunity for growth and advancement with multiple owner, operating radio and TV in Alabama's fastest growing metro area. Top salary for right person. Send resume, photo, and samples of creative work. Box L-141, BROADCASTING.

Program director for growing group owned Pennsylvania market. MOR with rock at night. Third largest university in state. Man sought will pull morning shift and must be creative. Send air check, resume, and sample production. Box L-151, BROADCASTING.

Christian AM station needs professional, creative production-announcer, with solid commercial experience. Must have good background in commercial station production and honest desire to apply knowledge to Christian programming. Permanent position open immediately in this established station. Good salary for right man. Send tape and complete resume to: Dick Bott, KCCV Radio, Kansas City, Missouri 64133.

Production—Programming, Others

continued

We have an immediate opening for imaginative production man with a good voice and a first ticket. If you would like to settle down in a pleasant college town and work with a growing and aggressive radio station (and make some money) send tape and resume to Marv Leuhers, WJIL, Jacksonville, Illinois.

RADIO

Situations Wanted—Management

Manager—Outstanding gross small market station. Want management with investment opportunity. Midwest or west. Box L-133, BROADCASTING.

General manager—20 years experience, all phases. With present Carolina station since 1960. First phone, announce, sales—36 years of age—family. Some CATV experience. Finest references. Would like stock options. Box L-169, BROADCASTING.

Successful aggressive manager. Recently upgraded station to #1 rating and double income. Have outstanding record in upgrading other stations to high income, profit, and ratings. Strong on personal selling, agencies, salesman training, sales management, programming, promotion, administration. Currently employed in major market with nationally recognized station. Seeking management/sales management in upper medium or major metro market. Box L-221, BROADCASTING.

Strong management team available for absentee owned, neglected or weak management problems, group or individually owned. Capital available for investment if indicated. Highly successful record in all phases of station operation small, medium and large markets. Reply to Box L-231, BROADCASTING.

Production manager, 38, ready for move to general manager. College. 10 years experience all phases. References Box L-232, BROADCASTING.

Situations Wanted—Announcers

4 star . . . top 40 talent . . . now! Box L-198, BROADCASTING.

Experienced dj. Have 3rd phone with endorsement. Bright sound, tight board. Western states preferred. Box L-199, BROADCASTING.

DJ, tight board, solid news, commercials, third phone. Box L-213, BROADCASTING.

Top rated . . . creative . . . experienced contemporary personality-music director, Heavy production. Degree. Family. Box L-224, BROADCASTING.

Pro announcer, mature, stable, family, college, excellent salary. Box L-226, BROADCASTING.

Announcer-engineer . . . 1st phone . . . experienced; capable; talented; military completed ready to move up. All replies considered and answered. Box L-227, BROADCASTING.

Experienced program director-personality. Veteran, married, currently employed. Ready now! Box L-228, BROADCASTING.

Creative, versatile top 40 swinger. Strong on production. Happy, lively sound. Enthusiastic, energetic hard worker. Married, draft exempt. 1st phone \$200 minimum. Box L-236, BROADCASTING.

Talented, contemporary format jock ready for that big move up. Experienced program director and drive-time deejay. 1st phone. Draft exempt. Large markets only. Box L-237, BROADCASTING.

Top 40 jock with 1st phone, Box L-238, BROADCASTING.

Attention: Ohio, Michigan, Ontario, Indiana. MOR or good music announcer with sixteen years experience seeking employment. Minimum \$125 weekly. Box L-239, BROADCASTING.

First phone night announcer! Good music or no deal. Radio 18 years. Positively no maintenance, Married. 201-227-1103.

Announcers—(cont'd)

America's number one numbskull, Larry Baker, desires position with station that knows what it is doing. Top 40 only, night time tiger, 3rd class ticket, must have absolute free hand. Money subject to negotiation. Write Larry Baker, YMCA, Saginaw, Michigan.

Disc jockey-announcer-producer-20 yrs. experience—Jazz-Blues—Rock and Roll—spirituals. Award winner-syndicated columnist—age 39—Negro—Mannie Mauldin, Jr., 4659 Drexel Blvd., KE 6-7676 Chicago, Ill.

1st phone announcer/engineer. 1 year combo experience. Prefer Texas. \$100.00 wk. No maintenance. Bob Murphy, 704 Denver St., San Antonio, Texas.

Radio news and sportscaster. Wish to relocate. 18 years experience professional baseball, boxing, college football and basketball. Augie Navarro, 1413 South 21st East, Salt Lake City, Utah 84108.

Technical

Broadcast technician with first class license available now. Will consider relocation for good offer. Box L-150, BROADCASTING.

Self-study got first phone. Experienced. Active ham. 22. Draft exempt. Box L-200, BROADCASTING.

Experienced chief engineer Washington, D. C. Unemployed. Family. 703-494-9898. Box L-225, BROADCASTING.

Combo-chief—Heavy maintenance, proofs, directionals. Gulf coast Florida preferred. Call Dewey—518-346-4526 6 p.m. to 8 p.m.

Technical with first class license wanted. Particular experience with FM receivers. Good working conditions. Fringe benefits. Write: Box 288, Waltham, Massachusetts 02154.

NEWS

Change of ownership makes news director available to MOR and top 40 majors. A.B., M.S. Earnings in five figures. Box L-154, BROADCASTING.

Top flight experienced newsman desires news or staff announcer position in medium or large market station. First phone—no maintenance. Box L-222, BROADCASTING.

Local news awards—I have earned them for my present employer. I can do it for you! Box L-229, BROADCASTING.

Aggressive, capable, young newsman. Experience, good references, first phone. Box L-233, BROADCASTING.

Production—Programing, Others

Experienced sports director, strong on sales, news, dj, relocate . . . Box L-148, BROADCASTING.

Top-rated, on-the-air PD, now in top 15 market, looking for tough, top-market challenge at 5 figures . . . mid-road, good music. Tape details. Box L-212, BROADCASTING.

Play by play, football, basketball and baseball . . . looking for major market station who want young, energetic sports director. Currently employed in top 100 markets. Box L-235, BROADCASTING.

TELEVISION

HELP WANTED

Sales

Ground floor opportunity awaits 4 experienced, executive type TV salesmen with new station in market ranked within top 40. Channel 16—full color—exceptional facilities—wide open account list—unusual compensation plan. Send complete resume and photo today. Box L-203, BROADCASTING.

Announcers

TV staff announcer—versatile commercial announcer, versed in hard and soft sell delivery, for top northern California market. Heavy production schedule demands top live talent with strong booth voice and ability to handle live host responsibilities. Send VTR or film and resume to Box L-201, BROADCASTING.

Announcers—(cont'd)

Experienced on-camera announcer for mid-west NBC affiliate. Excellent opportunity. Please send resume to Box L-139, BROADCASTING.

KWTK-TV seeks mature, experienced on-camera announcer for staff duties. Prefer man with southwest background and adequate knowledge of area sports. Mail letter of application and recent photo along with audition tape and/or sound on film to Ralph Webb, P. O. Box 7128, Waco, Texas.

TV staff announcer needed for booth and on camera air work. Production experience desirable. Send VTR audition tape and resume to Harry R. Wakner, Program Manager, WLCY-TV, P. O. Box 14,000, St. Petersburg, Florida.

Weatherman-announcer. Opening for professional performer in leading southeastern operation. WSAV-TV, Savannah, Georgia.

Technical

Immediate opening for engineer with first class license in upper midwest full power VHF station. experience not required. Write Box J-123, BROADCASTING.

Chief engineer to plan, construct, and operate new UHF ETV facility. Immediate start in desirable location. State experience and requirements in reply. Box L-218, BROADCASTING.

Experienced CATV engineer. Permanent position with no travel. System located 30 miles outside Pittsburgh. Send resume. Box L-240, BROADCASTING.

Chief engineer, AM, FM, TV, in top 30 market, require man with strong technical background, who is now top supervisor or assistant chief. Large company with many employee benefits. Box L-241, BROADCASTING.

Enlarging staff—need 3 competent engineers. State qualifications and remuneration desired. KAIT-TV, Box 790, Jonesboro, Arkansas 72401.

Wanted: Television transmitter engineer. Experience desirable but not necessary. Opportunity to gain all around experience. Contact Chief Engineer KCND-TV, Pembian, N. D. Telephone: 701-825-6292.

A first class engineer for mountain top transmitter installation needed now. Located in the beautiful Lake Tahoe area. Send resume and salary requirements to Jim Bull, KOLO-TV, Reno, Nevada.

Broadcast technician. Immediate opening at WLW-TV, Cincinnati, Ohio for an experienced television technician. Must have first class ticket. Starting salary \$139.75 with regular increases to \$203.75 weekly after three years, plus excellent group insurance, pension and other benefits. Send confidential resume of age, education and experience to: Employment Manager, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer.

Sarkes Tarzian Broadcasting stations are in need of technical people with 1st class licenses for various locations in Indiana. Contact Elmer C. Snow, Engineering Director, WTTV, 3490 Bluff Rd., Indianapolis, Indiana. Phone 317-787-2211.

We are looking for an experienced first class television engineer strong on maintenance of studio and transmitter equipment. Must be capable of supervising work of others. This man will be assistant chief engineer at a well established full power Arkansas television station. Send us a complete resume—salary is open—depends on your experience and ability. Write Personnel, P. O. Box 1359, Ft. Smith, Arkansas.

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.

Wanted a number two man for a fast growing news operation in major northeastern market TV station. Must be experienced news editor, assignment editor with knowledge of TV news film techniques. Send resume and samples to Box L-160, BROADCASTING.

NEWS

West coast television station needs news director. Must be familiar with administration and budgeting procedures. We want a man who can produce a first class newscast which will deliver ratings. He does not necessarily have to be an on-air man. Send resume, picture and salary requirements to Box L-209, BROADCASTING.

Reporter-photographer for professional, award-winning radio-television news department. Great Lakes area group station. Send resume, photo and samples if available to Box L-216, BROADCASTING.

Newsman KFEQ AM and TV St. Joseph, Mo. to join 5 man staff. \$110.00 week—40 hours, camera ability preferred, no phone calls.

Reporter/photographer—1-2 years experience. No airman wanted. Good salary, excellent news operation. Resume to Tom Dorsey, WBNS-TV, Columbus, Ohio.

News writer/editor—desk job—1 to 3 years experience in broadcasting. Call: Joe Lentini, WGR-TV, Buffalo, N. Y. 716-886-7115.

Production—Programing, Others

Immediate opening for experienced director at VHF network affiliate, mid-Atlantic market. Send picture & salary requirements to Box L-127, BROADCASTING.

Promotion manager: Medium size group owned VHF in midwest has immediate opening for aggressive young pro. Excellent opportunity for a number 2 man to move up to an ideal situation. Department now staffed with assistant and secretary. Send complete resume, references, samples, photo and salary requirements: Box L-190, BROADCASTING.

Two immediate openings. Midwestern TV station needs film director and experienced studio director. Excellent opportunity for advancement. Rush qualifications to Box L-219, BROADCASTING.

Cameraman 40 hour week, weekends and holidays off. Retirement and insurance plans, vacation and military leave. 80 hours of production weekly. Two studio operation. KUED, University of Utah, Salt Lake City, Utah 84102.

Documentary writer-producer-cameraman. Immediate opening in Cincinnati, Ohio, for a man, age 25 and above, with substantial experience in writing, producing, filming and editing full length 16 mm double system sound color documentaries. College degree preferred. Applicants must be in excellent physical condition, be skilled in the art of writing, film production and working with people. This is an excellent opportunity to create award winning documentaries with the assistance of top calibre equipment, facilities and professional co-workers. Send confidential detailed resume of age, marital status, education, professional writing and documentary experience and health to Mr. Gene McPherson, Vice President News and Special Projects, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer.

Cameraman needed for production crew of WPTA-TV in Fort Wayne, Indiana. Contact Marc Mangus. Mail resume of experience and salary requirements or phone 219-483-0584.

Director. Leading southern station with most modern production facilities has opening for creative director capable switching and all other phases live production. WSAV-TV, Savannah, Georgia.

Film editor needed by mid-Atlantic VHF station. Should be young, and experienced in editing. Please send resume and expected salary in first letter. Bob Kennedy, Film Supervisor, WXEX-TV, 124 West Tabb Street, Petersburg, Virginia.

One of the nation's leading civic organizations is searching for a qualified applicant to fill a rare vacancy in its public relations department. Applicants must be between 21 and 35, journalistic or communications media background. Good opportunity. Apply to Ray Rodgers, Operations Manager, U. S. Jaycees, Box 7, Tulsa, Oklahoma 74102.

TELEVISION

Situations Wanted—Management

Seasoned, successful TV-Radio executive available for management position in TV or radio. Presently employed earning high five figure income. Box L-88, BROADCASTING.

Announcers

Announcer - engineer - switcher. Young, 1 year small markets VHF experience: Booth, live; operational engineering—1st phone. Desire some on-camera announcing. Box L-223, BROADCASTING.

NEWS

Experience broadcaster-reporter. Solid all around background. Employed. Box L-81, BROADCASTING.

TV newscaster, top 5 market experience. 32, married, degree. Salary open. East, midwest or mountains. Strong, professional delivery. Box L-207, BROADCASTING.

Production—Programing, Others

Cinematographer-editor—strong on directing. 38—BFA, 12 years solid television background, seeks responsible position as working supervisor with production or documentary unit. Script to screen experience. Working in top 10 market. Major awards. Box L-230, BROADCASTING.

WANTED TO BUY

Equipment

Wanted: One self-supporting tower for FM antenna between two and three hundred feet high. WDIA, Memphis.

We need used, 250, 500, 1kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

FOR SALE—Equipment

WE5A FM frequency & modulation monitor, now in service \$175.00. 2 General Radio 1170 FM frequency & modulation monitors—one operating now \$375.00, the other needs worked on \$200.00. GR731A AM modulation monitor just removed from service \$75.00. RCA 66B AM modulation monitor \$75.00. RCA 66A AM modulation monitor \$40.00. Box L-202, BROADCASTING.

Gates BC-1F 1 kw transmitter good condition, make offer. KCNO, Alturas, California.

One RCA TK-41C camera chain, nearly new, plus four RCA TK-31-A1 camera chains. In first-class condition. Box L-206, BROADCASTING.

FTR 3 kw FM transmitter \$2,000.00. General Electric BM-1-A FM monitor \$200.00. Approximately 270 feet of 1 1/2" rigid coax line \$500.00. Andrew 4-bay FM antenna with brackets \$1,370.00. Above now in use on 92.9 MHz (available approx 31 Jan. 1967). Also, Westinghouse FM-10 10 kw FM power amplifier in factory packing never been used (available immediately) \$5000.00. Entire package \$6,000.00. Contact Lewis Edge, WGKA—1140 Peachtree St., NE, Atlanta 30309.

Spotmaster cartridge tape equipment, QRK turntables, all models available. Will take in trade as partial payment any type of audio or transmitting gear, regardless age—or condition. AUDIOVOX, 4310 SW. 75th Ave., Miami, Florida.

Spotmasters—Completely reconditioned and guaranteed—including new hysteresis synchronous motors and Nortronics heads. Model 500 record-playbacks \$350. Model 505 playbacks \$250. 30 day money back guarantee. F.O.B. Washington, D. C. Broadcast Products Co., 18804 Woodway Dr., Derwood, Maryland 20855 (301)-942-1224.

Gulbransen Rialto Theater organ with Leslie speaker. \$4500 new, asking \$3295. Ampex 601 full track recorder \$395. E. V. 655-C microphone \$75. 600 Ohm T-pads \$12.95. 914-GR1-5930 evenings or Box L-211, BROADCASTING.

For sale — Gates nearly new Sta-Level—\$185.00. Gates SA-39E limiter—\$275.00. Contact Bob Badger, General Manager, WBAZ, Kingston, N. Y.

FOR SALE—Equipment

continued

For sale—Used RCA 51 1/2 Ohm transmission line components. 1 Seven port patch panel 3 1/2", RCA MI-27718. 2 Three port patch panels, 3 1/2", RCA MI-27717. 4 Tapered reducers, 8 1/2" to 3 1/2" RCA MI-19314-C13. 24 90° elbows, 3 1/2", MI-19131-2NF. 3 90° elbows, 3 1/2", MI-19131C-18-1F. 1 90° elbow, 3 1/2", MI-19131C-18. 1 Communications products dehydrator, type 103-507. 1 Fairchild model 602 stereo conax unit. 1 RCA BW-5 Sideband analyzer MI-34000B. 1 Polaroid rack mount waveform monitor model TO-1. 1 RCA TP-6B, 16mm projector MI-26122. 1 Telemet Video Time Domain equalizer amplifier model 2020H-A1. 1 524 Tektronics oscilloscope serial No. 983. Otis Freeman, WPIX, 220 East 42 Street, New York 17, New York.

CATV towers & installation — Don't spend too much. Call Swager Tower Corp., 219-495-2525.

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electro-Ind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Helix, 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. Available immediately. Call or write John A. Carroll, Chief Engineer, WNYC-TV, Channel 9, Shoppingtown, Syracuse, N. Y. 13214. 446-4780.

Available at once—Western Electric 405-B2, 5 kilowatt AM transmitter, frequency, modulation monitors and associated audio gear. Contact Joe Gill, WIS, Columbia, South Carolina.

Houston Fearless LMI6R 16 mm film processor, good condition, presently in use, switching to color. Write Box L-63, BROADCASTING.

Check our listings for your equipment needs. . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

Heavy duty utility tower—FM—268 ft. high. Three years old, fully equipped with photocell. Contact WRFY-FM in Reading, Pennsylvania. Will accept highest offer.

For Sale: 1 kw FTR transmitter recently removed from service and Gates Dualux console now in operation. Also two sections Andres type 451 coax. Reasonable. Box L-117, BROADCASTING.

RCA TK30, TK31 field cameras. Mobile unit, complete with three RCA TK31's, switcher, sync equipment, monitors. Excellent condition. Sony PV100 tape recorder and other items of excellent value. Box L-144, BROADCASTING.

Overhauled & rewired 250G. RCA 250 watt transmitter—\$350. Add \$50 for crating charge. F.O.B. Sam Dudas, Box 211, Moultrie, Georgia.

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.

30 minute tape—"quicker" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

MISCELLANEOUS—(Cont'd)

Basketball broadcasters—Doc Lake's Play-By-Play Basketball Scorebook is great for re-caps, statistical support during and after game broadcasts. One book, \$2.25—three books for \$5.95. Doc Lake, 9808 LaCresta Road, Spring Valley, California 92077.

INSTRUCTIONS

F.C.C. license preparation thru high-quality training in communications electronics. If you want more than a piece of paper—if you are serious about better technical education—investigate Grantham correspondence and/or resident courses. G.I. Bill approved in Hollywood, Seattle, and Washington, D. C. FCC license in 4 months, ASEE degree in 16 months—we do not believe in the "license-in-six-weeks philosophy." Now in our sixteenth year, Grantham School of Electronics, 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—KBIR-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. Fully G.I. approved. 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. Fully G.I. approved. 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. Fully G.I. approved. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting 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 Jan. 2—Feb. 6—Mar. 13—Apr. 17. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Help! Our placement dept. has more jobs than we can fill for 1st class FCC license technicians & combo-men. First phone training with proven results. Licensed by New York State—Approved G.I. bill. Earn while you learn. Also audition tapes for announcers at special rates. Contact: A.T.S., 25 W 45 St., N.Y.C. OX 5-9245.

INSTRUCTIONS—(Cont'd)

New England's only F.C.C. 1st phone course. Newly revised evening course gives you training to pass F.C.C.'s new exams. 15 weeks. Class begins January 16. Write now for information, Northeast Broadcasting School, F.C.C. Course, 883 Boylston St., Boston, Mass. 02116.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory Class starting Jan. 3. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

Professional training in announcing and station management. Immediate enrollment. Financing plan. Job Guaranteed. Tennessee Institute of Broadcasting, 1811 Division, Nashville, Tennessee 256-7622.

RADIO—Help Wanted—Sales

FM AND TV PRODUCT MANAGER

Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. BS degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer.

Box H-269, Broadcasting.

**SALES ENGINEER
BROADCAST EQUIPMENT**

Profitable, growth-minded company, leader in broadcast equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-268, Broadcasting.

SALESMEN

Young, aggressive salesmen urgently needed for our station clients. Openings from \$7,800 to \$15,000 per year salary plus bonus. Call Rodger Bubeck, 312-337-5318. Nationwide Broadcast Personnel Consultants. No placement fee.

Announcers

WANTED

Philadelphia Area MOR Station has immediate opening for afternoon drive-time DJ. 1st Phone desirable.

Box L-243, Broadcasting.

Announcers—(cont'd)

IMMEDIATE OPENING

Two announcers—and One Newsman

To work in San Juan, Puerto Rico, for English-language radio station. Excellent working conditions with pleasant people, transportation paid, benefits, paid vacations . . . and superb weather.

Announcers must: Have good voices, be strong on copy, handle music shows. Newsman will head up news operation. Send resume, audition tape, recent informal picture and salary desired to:

Art Merrill
Box 9986
Santurce, Puerto Rico 00908

Production—Programing, Others

WANTED

Girl Friday to assist GM of East Coast Radio Station. Complete personal and employment resume to

Box L-244, Broadcasting.

Announcer-Production

Opening for professional with minimum 3 years experience in announcing, production, and copy. Able to coordinate these areas in development of new sales promotion concept. Start \$125 per week plus company benefits. Send resume, voice and production tapes and copy to

Chet Arsenault
Princeton & Olden, Trenton, N.J.

E. J. KORVETTE

PROGRAM DIRECTOR

Top 25 market, 50,000 watt network affiliate is searching for a middle of the road Program Director, salary open. Call Jerry Jackson, 312-337-5318. Nationwide Broadcast Personnel Consultants. No placement fee.

RADIO

Situations Wanted

FRESH TALENT AVAILABLE

Graduates of our current class will be available for January employment. N.A.B. students are trained by professionals in all phases of broadcasting—and will perform well. Please send your job requirements to The National Academy of Broadcasting, 1404 New York Avenue, N.W., Washington, D. C. 20005.

Production—Programing, Others

DO YOU NEED COMML. RELIGIOUS ACCTS?

We can place good accounts on your station. Send coverage maps, rates and avails to:
Pan American Production Company, 737 Third Avenue, Suite B, Chula Vista, California. Phone number 420-8982.

**4A ad agency
seeks inspired
non-conformist
RADIO
COPY-
WRITER**

we want a "PRO"
of any age or sex
who:

—Seldom takes the obvious approach and loves to write transcribed radio commercials for a variety of products and clients.

—Has a flair for writing off-beat spots capable of delivering impact to attract the listener and help him remember the message.

—Likes humor in radio advertising, but realizes that "slightly funny," isn't funny at all!

—Prefers to be "over-loaded" with too much to do rather than sit around waiting for the next assignment.

—Likes working with clients who are already radio-oriented and who welcome the non-conventional off-beat approach.

If all this sounds good to you, and if you're looking for a permanent spot with good pay, fast advancement, long hours and hard work, write us and tell us what you want. Our employees know about this ad, so don't be bashful—write all details in your first letter.

**Box L-195,
Broadcasting**

TELEVISION—Help Wanted

Management

**General Manager
for
AM-FM-TV Station**

In top 100 TV market.
Long established leader
with many area firsts.

Send complete resume and
salary requirements to:

Box L-168, Broadcasting.

CATV Managers—Several Openings Available—Single system and multiple system responsibility. Some CATV or related field experience necessary. Applicants should demonstrate ability to supervise, promote, and accomplish results. Company is one of the larger, newest, fastest expanding in the field. Top fringe benefits—security. Salary commensurate with ability and experience. Send resume to Box L-220, BROADCASTING.

Technical

FLORIDA VHF

needs engineers. Prefer color experience; live, film VTR. installation experience also desirable. Position permanent. Will consider applicants with good basic background. Submit complete resume and salary requirements to:

Mr. Ross McPherson, Chief Engineer.
WEAT-AM-TV, P.O. Box 70, West Palm Beach, Florida.

**TV MAINTENANCE
ENGINEERS**

Immediate openings at ABC-TV, Los Angeles for qualified maintenance engineers. Color maintenance experience preferred.

Call or write: J. L. Neitlich, Manager, TV Engineering Maintenance, American Broadcasting Company, 4151 Prospect Avenue, Hollywood, California, 90027 (213) 663-3311.

Help Wanted—Technical

**TV ENGINEERING PLACEMENT
ALL EMPLOYER PAID FEES**

- Check Area of Interest
- Director of Eng.
 - Xmtr supervisor
 - Studio supervisor
 - Xmtr technician
 - Studio technician
 - Video tape technician
 - Allied fields
 - Other

Name
Address
Salary Desired



Broadcast
Personnel
Consultants

645 N. Michigan Ave., Chicago, Ill. 60611

PLEASE INCLUDE A RESUME

TELEVISION Help Wanted—Production—Programing, Others



ASSOCIATE EDITOR

RCA has an unusual opportunity for a broadcast engineer with a well-rounded technical background and the ability to write clearly, concisely, interestingly.

As associate editor of our house magazine, you will write about new broadcast products and the operation of equipment in TV stations. You'll interview station personnel, advise them on the preparation of manuscript and edit their copy. You will also work with our design and merchandising activities in the introduction and promotion of new products. Knowledge of sales promotion and printing production would be most helpful.

This is a career position offering good starting salary and full range of benefits.

Please send a complete resume to:

Mr. C. F. Zangardi
RCA Broadcast and Communication
Products Division
Bldg. 3-2
Camden, New Jersey 08102
An Equal Opportunity Employer



The Most Trusted Name in Electronics

Technical

**BROADCAST FIELD
ENGINEERS
RCA**

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. E. C. Falwell, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

An Equal Opportunity Employer
RADIO CORPORATION OF AMERICA

TELEVISION

Situations Wanted—Technical

CHIEF ENGINEER

12 years experience in engineering management and new station construction. Willing to relocate for greater opportunity and challenge. Present income \$17,000.

Write
Box L-245, Broadcasting.

CATV

Help Wanted

Technical

THREE

qualified system engineers and CATV technicians wanted by midwestern CATV group operator of nine systems. Minimum requirements: three years experience, capable of head-end alignment, bench repairs and supervision of maintenance man. Salary open. Send resume to: Box L-208, Broadcasting.

MISCELLANEOUS

**BEST BUY IN BUDGET
\$ RADIO JINGLES \$**

Audible Advertising Productions, Inc.
663 Fifth Avenue
New York, N. Y. 10022

EMPLOYMENT SERVICE

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

FOR SALE—Stations

METROPOLITAN WEST COAST AM

Substantial 5kw fulltime facility licensed to dynamic growth market of one million. Valuable plant and real estate. Good cash flow. Priced at approximately twice annual gross. \$1,200,000 on terms. Less for all cash.

Box L-176, Broadcasting.

SUNNY WESTERN STATE

Daytimer—Excellent dial position

References—No Brokers

Box L-205, Broadcasting.

SOUTHEAST MAJOR MARKET

Ownership Problems Force Immediate Sale AM & FM \$295,000

Operating in Black Substantial Cash Principal Only Please

Box L-210, Broadcasting.

FULLTIMER

Over \$100,000 CASH FLOW

Price: \$600,000

Box L-242, Broadcasting.

Ta Rue Media Brokers Inc.

116 CENTRAL PARK, SOUTH NEW YORK, N. Y. 265-3430

N.Y.	small	daytime	\$135M	terms
S.W.	medium	fulltime	90M	terms
S.E.	medium	profitable	135M	29%
Gulf	metro	daytime	200M	terms
N.E.	suburban	daytime	650M	terms

CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

Equipment



Quality TRANSMITTERS

- AM 1 KW \$4850
- AM Dual Reliable
- FM 3 KW \$7995



CCA ELECTRONICS CORP. GLOUCESTER CITY, N. J. (609) 456-1716

(Continued from page 95)

Peebles to Richland Broadcasting Corp. Principal: John F. Monroe. Mr. Monroe is investment broker and owner of Braun Monroe & Co. Stock transfer. Ann. Nov. 18.

ACTIONS

KGEK Sterling, Colo.—Broadcast Bureau granted assignment of license from KGEK Inc. to Sterling Radio and TV Inc., owned by William C. Whitlock (35%), Donald L. Robson (30%), Keith W. Ragan (20%) and Gaylord G. Hingworth (15%). Mr. Whitlock has interests in KUVR Holdrege and KTTT Columbus, both Nebraska. Mr. Hingworth is partner in real estate firm and also has interest in KUVR Holdrege. Mr. Robson is in insurance and real estate and has interests in KTTT Columbus, and WJIL Jacksonville, Ill. Mr. Ragan is lawyer. Consideration \$100,000 plus \$18,000 noncompete agreement. Action Nov. 9.

KAUI Elele, Hawaii—Broadcast Bureau

granted transfer of control of licensee corporation, American Islands Broadcasting Corp., from Richard P. Hobby (51% before, none after) to Charles T. Erickson (27.3% before, 78.03% after). Mr. Erickson is majority stockholder in Cemarc Corp., manufacturers of filters for fluids and gases. Consideration \$4,935. Action Nov. 18.

WBYM(FM) and SCA Bayamon, P. R.—Broadcast Bureau granted assignment of license from Carlos Pirallo Lopez and Manuel Pirallo Lopez to Radio Aeropuerto Inc., Hato Rey, P. R. for \$75,000. Messrs. Pirallo Lopez each own 37.5% of purchasing corporation. Jose Luis Pirallo Lopez and Carmen Esperanza de Gaudier own 12.5%. Same group owns Abacoa Radio Corp., licensee of WRAI Rio Piedras, and WMIA Aricebo all Puerto Rico. Carlos Pirallo Lopez owns 10% of WAEL Mayaguez and 14.7% of WISO Ponce, both Puerto Rico. Manuel Pirallo Lopez owns 86.75% of WAEL and 27.8% of WISO. Jose Luis Pirallo Lopez owns 3.25% of WAEL and 7.2% of WISO. Action Nov. 18.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Nov. 22. 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.

■ Taft, Calif.—Pacific Community Television Corp. (Pat Maguire, president) has been granted a 15-year nonexclusive franchise. The city will receive 2% of the annual gross receipts or a minimum of \$1,200 per year. The monthly charge will be \$4.25. A 12-channel system is planned.

■ Pittsfield, Ill.—Midland Community Television Co. (Keith Moyer, president) has been awarded a 15-year franchise. Installation fee will be \$15 with a \$5 monthly charge. Company will pay 5% of gross income for five years and 7% for the remaining 10 years. Ten channels are offered. Other applicants were Pittsfield Perfect Picture TV Inc., a subsidiary of J.F.D. Electronics Co., and the Illinois Valley Community Antenna Television System Inc. Michigan City, Ind.—Michigan Telecable Inc. has applied for a franchise. Company will offer 12 channels.

■ Denham Springs, La.—Justin E. Wilson, a local businessman, has been granted a nonexclusive franchise. The city will receive 5% of the annual gross receipts from the service. Seven or eight channels will be offered, including weather and news.

Jackson, Mo.—Kansas Telecable Corp. has

applied for a 20-year non-exclusive franchise. The city would receive 5% of the gross annual receipts. Nine TV channels, weather and news would be offered. The installation charge would be \$15 with a \$5.50 monthly charge. Kansas Telecable has announced plans to seek franchises in Sikeston, Charleston, Perryville, Cairo, Anna and Cape Girardeau, all southeast Missouri.

Auburn, Neb.—CATV Inc., a subsidiary of Lincoln Telephone and Telegraph, (multiple CATV owner) has applied for a franchise.

Mullen, Neb.—The Mullen Telephone Co. has applied for a 20-year franchise. The monthly charge to subscribers would be \$5 to \$6.

■ Nebraska City, Neb.—Nebraska City Cable Visions System Inc. has been granted a franchise. TV Transmission Inc., a subsidiary of Lincoln Tel. and Tel. Co., has previously been granted a franchise (BROADCASTING, April 18).

Camden, N. J.—The city council passed a resolution authorizing public bidding for an exclusive 25-year franchise. A minimum of \$500,000 was set for the permit. Three firms have indicated interest in the franchise.

Willingboro, N. J.—The city council has passed an ordinance granting authority for the construction and operation of a CATV system. The city shall receive 7% of the annual gross receipts of the franchise holder or a guaranteed minimum of \$5,000. Maximum charges were set at \$10 for installation and \$5 monthly. General CATV of Oaklyn has applied for the franchise.

Scio, N. Y.—Allegany County Video Inc. (William Harrison, president) has applied for a nonexclusive franchise.

■ Whitehall, N. Y.—Northeast Cablevision of Troy (Lee Ehrlich, president) has been granted a franchise. Installation will be \$9.95 with a \$6 monthly charge. Company will provide seven channels. Other applicants were Martin Karig, Glens Falls, and Frank Cioffi, Whitehall, both New York; Mr. and Mrs. J. Mueller, Manchester, Vt.; Rutland Cable Co. and Champlain Cablevision, Ticonderoga, N.Y.

■ Mount Airy, N. C.—Mount Airy Development Corp. (A. B. Carter, president) has been granted a nonexclusive franchise. The city will receive 4% of the annual gross receipts. The cost of the system was estimated at \$250,000.

Siler City, N. C.—Siler City Cable Co., represented by W. R. Adkins Jr., has applied for a franchise. The city would receive 3% of the annual gross receipts. Charges to subscribers would be approximately \$5 monthly.

Ashtabula, Ohio—Realms Corp., Indiana, Pa., has applied for a franchise. The company operates systems in Clymer and Indiana, both Pennsylvania. Another applicant is Total-Vue Inc., Chagrin Falls, Ohio. Ashtabula Cable TV Inc. currently holds a franchise.

■ Lisbon, Ohio—Columbiana CATV Inc., owned by Brush-Moore Newspapers Inc., Canton, and Neptune Broadcasting Co., a subsidiary of Rust Craft Broadcasting Co., Steubenville, both Ohio, have been granted a franchise. There will be no installation charge for first subscribers. Monthly fee will be \$4.50. Company will offer 12 channels.

Willow Grove, Pa.—Montgomery Cable Television Co., Fort Washington, Pa. (William E. Strasburg, president) has applied for a franchise. Company will offer 18 channels.

FOR SALE—Equipment

Continued

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WE BUY—SELL—TRADE

SOME of the feature films aired by Washington's WTOP-TV must evoke twinges of nostalgia for Larry Richardson, recently named president, Post-Newsweek Stations (WTOP-AM-FM-TV Washington and WJXT-TV Jacksonville, Fla.). There it all is: the sprawling South Pacific during World War II, a crack fighter squadron roaring off a famed carrier's deck, and in the cockpits, eager young men hoping to cash in on their aeronautical expertise after the Nippon sun sinks below the horizon.

The whole Technicolor bit probably makes Mr. Richardson smile a little, for he was a Navy fighter pilot who flew with the famed "Grim Reapers" squadron from the decks of the carrier Enterprise, and who, after the war, tried to cash in on the then-anticipated aviation boom by selling small aircraft to thousands of returning airplane drivers. The pilots came home, but for one reason or another, the boom never got off the ground, and, frankly, Larry Richardson was obliged to find employment elsewhere. The Distinguished Flying Cross, Air Medal and Purple Heart just weren't enough to keep him and his attractive wife Catharine in groceries.

As fortune had it, he joined a business that was just beginning to fly—television—and the ex-fighter jockey went zooming up with the booming industry.

Just His Luck ■ "It was luck, pure and simple, that took me out to WOIC (TV) Washington (then owned by Bamberger Broadcasting Service Inc.) as an accountant. I didn't know much about television—who did in 1949?—but it sounded challenging and it didn't take long for me to become fascinated with it."

When WTOP Inc. (later Post-Newsweek Stations, a division of the Washington Post Co.) purchased WOIC and changed its call letters to WTOP, Mr. Richardson stayed on as assistant to John Hayes, who until last September, was his predecessor as Post-Newsweek president and is now ambassador to Switzerland. In 1956, Mr. Richardson was named general executive, and in 1962, vice president of the group, which had by then acquired WJXT(TV) in Jacksonville. In 1964, Mr. Richardson and his family moved from Washington to Florida where he assumed duties as vice president and general manager of WJXT. Last September when Ambassador Hayes departed with portfolio, Mr. Richardson returned to the capital city as Post-Newsweek president.

The Jacksonville experience strongly reaffirmed one of Larry Richardson's personal tenets: Local news is the most vital aspect of a station's operation. Under his direction, WJXT's news department embarked on a campaign that so far has resulted in the indictment of a number of Jacksonville city officials,

Post-Newsweek president sees news as crucial

changes in municipal operating procedures, and a shake-up in the local police department.

"We're custodians of the greatest means of moving men and merchandise in man's history," he says, "and because of that, we have an immense responsibility to our viewers and listeners. It's my feeling that local news is the one area in which we can discharge our responsibilities with maximum effectiveness."

Larry Richardson's enthusiasm is reflected in his highly mobile face and the articulate way in which he emphasizes his beliefs: "Drama, sports and entertainment are important, sure, but the best way for a broadcaster to become vitally involved with the com-

munity is to do local news as best he can. For me, the news end of this business is the most rewarding and exciting."

While WJXT is sure to continue digging into Jacksonville politics, WTOP in the nation's capital faces more of a challenge. The city seems full of men who can wield a rapier with subtlety or a broadsword with power, and the inefficiently administered city of Washington frequently finds itself caught between two or more opposing power factions in and out of Congress, which is both the city's ultimate policymaker and a body also concerned with many day-to-day issues in the city's administration. The problems of Washington and its surrounding bedroom suburbs are just as pressing and of the same sort as those that beset any major urban area: crime, poverty, transportation, and poor management.

WTOP News, both the television and radio varieties, does a good job covering the myriad stories in the area, and one is hard put to fault the station's news staff of 40-odd producers, reporters, and cameramen.

To no one's surprise, Mr. Richardson said he has hopes of increasing the depth and scope of the stations' already high-quality news output. Staffers will probably see a lot of him as the months roll by: His office is only a short walk from the WTOP newsroom on the fifth floor of Broadcast House, Post-Newsweek's headquarters.

Since taking over as president last September, he says, most of his time has been spent getting his feet on the ground. "It's a small, but very energetic group," he said, referring to the Post-Newsweek stations. "They've been good, vital operations and my job is to keep them that way. There are a lot of things going on in this sort of operation that you're not aware of until you sit behind the president's desk."

People First ■ "I've learned that the big job is dealing with people, developing their potential. Managing a group of stations, I've found, is most of all a 'people' job," he said.

Since returning to Washington, Mr. Richardson has been named a vice president and board member of the Washington Post Co. (parent organization of Post-Newsweek Stations, *The Washington Post*, *Newsweek*, the Paris edition of *The New York Herald Tribune*, and other publications) as well as a board member of the Association of Maximum Service Telecasters.

He has also been elected to Washington's prestigious Federal City Council, a nonprofit group of 100 men devoted to stimulating improvements in the capital city. Council members include top-level government and business leaders. Larry Richardson is the kind of man who fills his chair around that conference table with ease.

WEEK'S PROFILE



Laurence Edgar Richardson — president, Post-Newsweek Stations, Washington; b. Jan. 24, 1920, Washington; Benjamin Franklin University, BSC, 1940; Southeastern University, LLB, 1941; U. S. Navy, 1941-46; partner, aircraft dealership, 1946-49; accountant, WOIC, 1949-50; filled various executive positions following acquisition of WOIC by WTOP Inc., 1950-56; general executive, WTOP Washington, 1956-62; vice president, Post-Newsweek stations, 1962-1964; vice president and general manager, WJXT(TV) Jacksonville, Fla., 1964-66; m. Catharine Gubisch of Washington, in 1947; Children: Laura, 16; Amy, 12; James, 10; Matthew, 7; member of the board, Washington Post Company and the Association of Maximum Service Telecasters; Navy League, Federal City Council of Washington; hobbies: golf, fishing, boating.

Time to get together

NOT in recent memory has television been subjected to as much important criticism as it received in the annual meeting of the Television Bureau of Advertising 10 days ago in Chicago. It was accused of failing to understand its clients' problems and of indecision about its own future. Its audiences were called fractionated and diminishing, its costs too high, its programing stagnant. It was a scene, in short, to make merry the hearts of Galbraiths, Schlesingers and Minnows everywhere.

In our view, this outpouring was a good thing and can be made a valuable one. These were not the usual carpers, print competitors and eggheads who were talking. They were television's customers, including some of its best, which makes their criticisms important without further ado. By just giving them a sounding board and a chance to bring their criticisms out into the open, TVB performed a salutary service for salesman-client relationships.

But its greater contribution may be that it showed the way for a tripartite approach to mutual problems of TV broadcasters, advertisers and agencies. A. L. (Fred) Plant of Block Drugs, chairman of the Association of National Advertisers' TV committee, proposed the formation of such a committee; the TVB's retiring chairman, Don Chapin of Taft Broadcasting, quickly accepted, and there were indications that the American Association of Advertising Agencies will make it unanimous.

One of the indicated projects of such a group would be research on viewer reactions to various ways of positioning commercials. We have said many times, and we say again, that only through research of this sort can it be determined whether so-called evils such as "overcommercialization" even exist and, if they do, how they can best be overcome. It could also determine, for example, whether the idea of increasing commercial time but clustering it, as advanced by Ed Grey of McCann-Erickson at the same meeting and presented in detail in "Monday Memo" in this issue, would be acceptable and worthwhile. It is research that is overdue.

No less important, a joint ANA-TVBA-AAAA committee could provide a forum to discuss and dispose of common problems. To illustrate with some of those mentioned in Chicago, it might thrash out questions relating to longer rate protection, simpler rate cards, the handling of local cut-ins and "better" programing. Problems that could not be resolved could at least become better understood.

It is not necessary to point out that criticisms of TV are sometimes uninformed or self-serving, or that broadcasters have some legitimate complaints of their own. So long as a client *thinks* he has a problem, television *does* have a problem, and if the TVB meeting leads to a process for resolving or at least clarifying these differences it is apt to be not only the most critical meeting of recent memory, but also the most fruitful.

Sat-Birds: hawks or doves?

HAWAII, the 50th state, now is a first-class member of the TV union. It happened with the beaming of the Michigan State-Notre Dame football game direct to the islands on the crippled wing of Lani Bird, the satellite that failed to make its charted orbit but nonetheless provides part-time, limited-capacity relay service over the Pacific.

This feat was notable because of what it portends rather than what it accomplished. By 1971, according to Comsat, there will be seven satellites at fixed locations 22,300 miles above the earth "interconnected" by 58 earth stations. Then

not even the remotest enclave on the globe will be outside the coverage capacity of the satellite system.

But while the technology no longer is in question, there are staggering socio-economic, international and domestic and management problems ahead. Understandably, everyone wants in on the action. It's likely that the satellite system will be in full operation long before the complexities of ownership, management, subsidies and rate structures will have been resolved, with Uncle Sugar holding the IOU's.

In the glare of publicity over satellites, overt efforts are being made to snatch spectrum space from broadcasters on the false premise that direct satellite-to-home transmission and CATV will diminish and even ultimately eliminate the need for domestic VHF, UHF and FM (VHF) allocations. A well-heeled land-mobile lobby proposes, for openers, that just a few of the lower-band UHF channels be reassigned for their use.

Chances are there never will be direct-to-home broadcasts. Even if they proved economically feasible, there would be larger questions of public policy and concentration of power that would have to be resolved by Congress. This is no time for commercial entities, seeking to avoid common-carrier charges by setting up private communications systems, to be muscling their way toward an allocations upheaval with threats of economic reprisals.

An equally significant development from the new space technology is the establishment of a noncommercial network to be fed by satellite, and means by which it would be financed. The Ford Foundation's Robin Hood proposal of surcharging the rich (commercial networks) to underwrite the noncommercial network should not and probably will not become airborne, but it has stimulated dialogue that also must be considered by Congress.

The Ford report, whether by happenstance or design, upstaged the Carnegie Commission on Educational Television, which for the past year has been pondering a solution to the ETV or noncommercial TV problem. This report, due early next year, will go to President Johnson who encouraged the study. Since it inevitably will deal with allocations and public funds, it likewise will be subject to congressional review.

There never has been a time in the remarkable history of communications when there has been greater need for sober thought and infinite wisdom in evolving new public policy. Involved is not only the ultimate fate of broadcasting by the American plan but also, in the light of the propaganda potential, the future of peace in this troubled world.



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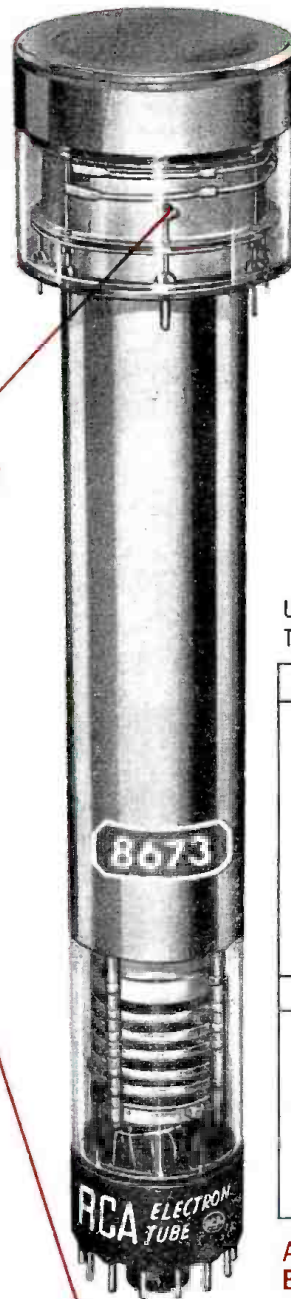
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Another big difference: the re-designed image section provides reduced distortion and freedom from "ghosts." These new tubes are available singly or as matched sets—a trio of 8673/S or 8674/S types for color service... types 8673 and 8674 for black and white. Main construction difference is in the target-to-mesh spacing. The closer-spaced 8673 enhances S/N ratio for quality performance under sufficient illumination. The 8674 has greater sensitivity under limited illumination. For complete information about the new RCA Bialkali Photocathode Image Orthicons, ask your RCA Broadcast Tube Distributor.

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For color pick-up, If you're now using... You can replace with	
4415S 4416S	8674S
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