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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

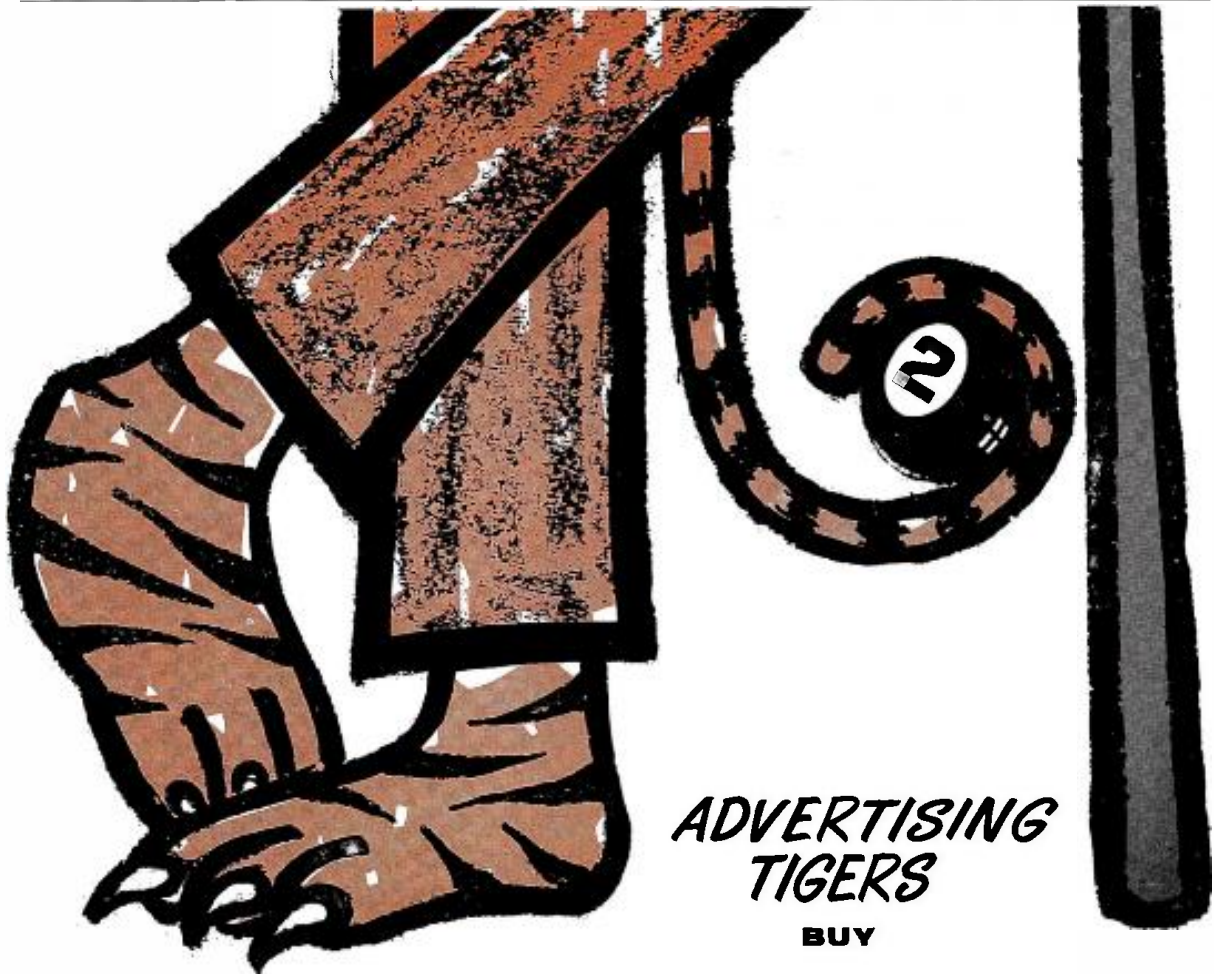
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NEWSWEEK

Nielsen TV totals shrink, but how much and why? p27  
LBJ on camera: How he's burning his brand on TV. p54  
Top promotion men gather in Washington for annual fete. p71  
Humphrey, Henry tell ETV'ers to widen their horizons. p50

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ADVERTISING  
TIGERS  
BUY

# KPRC-TV

## HOUSTON

"... Also Campus Tigers Wear Dickies Slacks."

# CATV's "FIRST TEAM"



## JERROLD HAS BUILT MORE CATV SYSTEMS ON A TURN-KEY BASIS THAN ANY OTHER MANUFACTURER-CONTRACTOR IN THE INDUSTRY

Since the birth of community-antenna television, pioneered by Jerrold, no organization has contributed more than Jerrold to the growth of this important industry.

The Jerrold "turn-key" team has already made TV available to a million viewers through Jerrold-constructed systems alone—and there are millions more who benefit from Jerrold-equipped systems in over 1,000 CATV communities in the U.S. and Canada.

Jerrold's tremendous experience and nationwide organization are prepared to help you in every way—

assist and guide in applying for franchises and pole-line agreements; conduct signal surveys; engineer the complete system; supply all electronic equipment, including microwave; construct the entire plant, from antenna site to housedrop, put it into operation, and train your personnel... *plus* complete financing on terms to meet your needs. This complete service—or any part of it—is yours from Jerrold.

Your first move to assure a successful CATV operation is to contact Jerrold's CATV Systems Division.

### SOME OF THE CATV SYSTEMS RECENTLY BUILT BY JERROLD:

Austin, Texas  
Bastrop, La.  
Binghamton, N. Y.  
Chambersburg, Pa.  
Copperas Cove, Texas  
Covington-Clifton Forge, Va.  
Devils Lake, N. D.  
Eau Gallie, Fla.

Fayetteville, Pa.  
Gorham, N. H.  
Harrisburg, Pa.  
Jamestown, N. D.  
Killeen-Belton, Texas  
Lamar, Colorado  
Lafayette, Ind.  
Latrobe, Pa.

Laurel, Miss.  
Logansport, Ind.  
Lowville, N. Y.  
Meridian, Miss.  
Ocean City, N. J.  
Ogdensburg, N. Y.  
Ormond Beach, Fla.  
Oscoda, Mich.

Pontiac, Ill.  
Traverse City, Mich.  
Vincennes, Ind.  
Washington, Ind.  
Washington, N. J.  
West Point, Miss.  
Wildwood, N. J.  
Woodland, Maine

CATV SYSTEMS DIVISION  
JERROLD ELECTRONICS CORPORATION  
Philadelphia, Pa. 19132

FCC Commissioner Robert E. Lee's proposal that commission take hard look at practice of broadcaster-owned station representation firms representing outside stations appears to have died on launching pad. Commissioner Lee has expressed concern that group-owner rep firms may one day squeeze independent companies out of business. Other commissioners, however, don't see problem as acute. And Mr. Lee has no "horrible example" to drum up support for his view. So he's letting idea drop, at least for time being. Staff, however, has been instructed to keep eye on situation.

## Insider's help

Broadcasting know-how is credited with playing significant part in victory of Representative John V. Lindsay (R-N. Y.) in New York mayoralty election last Tuesday. Although not widely known, Mr. Lindsay's campaign manager, New York attorney Robert Price, is owner of three radio stations (WLOB-AM-FM Portland, Me., WTSa Brattleboro, Vt., WNVY Pensacola, Fla.).

## Corinthian's deal

H-R Television is setting up separate sales division, headed by William Carpenter, to work exclusively with Corinthian Broadcasting's five TV stations, which after study recently renewed contract for H-R representation. Part of three-division setup expected to be announced shortly by H-R Television, this unit will be known as H/R-Corinthian division and is due to be fully operational before Jan. 1, with separate Corinthian sales staffs in H-R's New York and Chicago offices. Mr. Carpenter, who will be vice president in charge of H/R-Corinthian unit, is former H-R account executive who moved to Metromedia's Metru TV Sales in 1962 and has been that firm's New York sales manager.

## Fast sale

Within weeks after ABC-TV got its two-year contract with National Collegiate Athletic Association for college football telecasts starting in fall of 1966, network has found full set of sponsors. As of late last week, five-sixths of sponsorship was committed to Goodyear Tire & Rubber Co., R. J. Reynolds Tobacco, Coca-Cola and Texaco, and fifth advertiser signing for

remaining one-sixth was expected immediately. ABC-TV paid \$15.5 million for two-year rights with two-year renewal option at \$16.5 million, option belonging to NCAA (BROADCASTING, Oct. 25).

## A hanging judge?

Central question in FCC debate on what to do about 15 AM. FM and TV renewal applications caught up in overcommercialization drive may not be whether staff recommendation goes too far. Commissioner James J. Wadsworth is considering whether recommendation goes far enough. Staff proposes short-term renewal in one case, full term in most of rest (it wants policy clarification from one AM: one AM-FM combination has already been renewed). But Mr. Wadsworth is said to see need for full-dress hearing in "at least one case" (presumably that involving licensee staff would give short-term renewal) and short-term renewals in perhaps two or three others.

*Mr. Wadsworth hasn't reached final determination, wants to study staff report, hear colleagues' views before he does. He produced vote needed to resume inquiry on commercial practices. Consequently, he tells colleagues, he is keenly interested in stations' responses to commission queries as well as in staff evaluations.*

## Everybody wants in

One solid measurement of broadcasters' sudden enthusiasm for color television is backlog of color-camera orders at major suppliers. RCA now has on books orders it will take nearly year to fill. These are for RCA's newest model live camera containing Selenicon tube—introduced last spring at National Association of Broadcasters' convention. First Selenicon delivery is expected next week. Last of 250 Selenicons now on order may not reach customer until next fall.

## Out of reach

Slowdown in sale of television stations is ascribed by brokers and prospective purchasers not only to scarcity of availabilities but, more important, to price factor. Owners interested in sales have elevated their sights beyond market norm because of high prices of recent transactions. Mentioned specifically is sale of WSIX-AM-FM-TV

Nashville (ABC affiliate) for \$9.5 million to General Electric Broadcasting Co., now awaiting FCC approval.

*Same condition, brokers say, applies to CATV, where going rate now is about \$350 per connection, as against about \$150 per connection three years ago. Quality and condition of CATV systems, however, are said to be significant factors in higher price.*

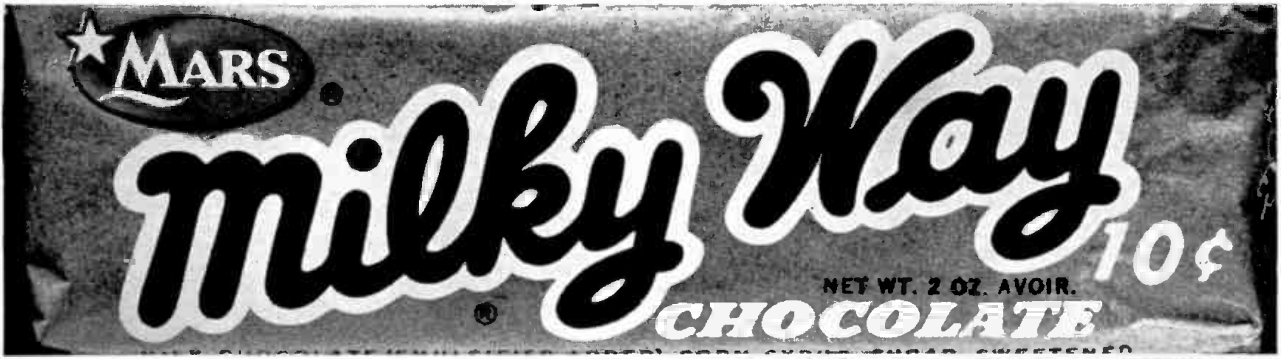
## The problem of Reagan

Equal-time demands of dimensions befitting California's size are certain to result if Ronald Reagan becomes candidate for governor, as is expected. As actor, he is host of and occasional star in *Death Valley Days*, carried weekly by several TV stations in California. As candidate, he can expect opponents to demand equal time on basis of those appearances. And in light of past rulings, FCC could be expected to rule that Actor Reagan's appearances constitute "use" under terms of equal-time law. As result, stations might either ask sponsor, U. S. Borax and Chemical Co., to be prepared to pay for time they would have to make available to other candidates—or take program off. At least one station is reported to have given that message to sponsor already.

## The money tree

NFL Films Inc., subsidiary formed by National Football League, is finding do-it-ourselves attitude can lead to small bonanza. Company, owned equally by 14 NFL teams, has grossed \$1,070,000 in its first six months. Previously league sold film rights to championship games to independent production companies. Teams also sold film rights to their own games. It's said total film income achieved by teams and league did not approach this year's \$1 million-plus.

*Weekly half-hour Play by Play Report is sold out on TV stations in NFL cities. Another program, Game of the Week, is being syndicated in U.S. and Canada. Still further revenues come to NFL Films from TV sponsors such as United Airlines, which reportedly pays \$30,000 for privilege of using testimonial in commercials saying 13 of 14 NFL clubs fly United. League subsidiary also sells film rights to championship, playoff and bowl games and has still further football specials in mind.*

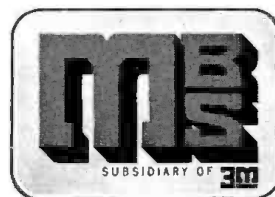


**QUAKER  
STATE  
MOTOR OIL**



## The wise money's on Mutual!

Because Mutual can get you more listeners per dollar than any other network...TV or Radio! Forty per cent of all network radio stations are Mutual. Mutual covers the top metro markets and gives you exclusive coverage in over 260 others. In all, over 500 markets. So where broad coverage counts —the wise money's on Mutual!



MUTUAL BROADCASTING SYSTEM

# WEEK IN BRIEF

With new season in full swing, networks in quandry as to reason for declining TV audiences. Nielsen's national totals show audience off 750,000 but ARB 11-market figures give overall 10% increase. Color no help. See . . .

## NIELSEN TOTALS SHRINK . . . 27

President Johnson has surpassed any of his predecessors in his use of live television. He has appeared on one or more of the networks total of 58 times, nine more times than Ike appeared in his two terms. See . . .

## TV BRAND . . . 54

NAB's Wasilewski blasts critics' charges for 'selfish demands' and says that broadcasters' programing appeals to majority of people, majority of time. Says critics of ads want to change tastes of people. See . . .

## CRITICS ALL WET . . . 42

Common carriers, ABC and CBS were on opposite sides of ocean in views on who should use Early Bird. Comsat alone takes middle position. Carriers seek exclusive use and others want individual rights. See . . .

## CONFLICTING VIEWS . . . 67

Four Los Angeles businessmen seek license of KHJ-TV with promise of more local live programing, more sustaining time and added benefits: local ownership and diversification of control of mass media. See . . .

## LICENSE SOUGHT . . . 52

NAEB convention tops all previous efforts in numbers, exhibits and in government brass attending. Humphrey, Henry urge stations to take TV out of classroom and report on issues affecting nation. See . . .

## ETV: SEEK WIDER VISTA . . . 50

Broadcasters emerged from recent political contests without single equal-time scratch from FCC. FCC received some 15 complaints, most from NYC, but no stations were said to be in violation of Section 315. See . . .

## ALL'S FAIR . . . 66

Bradcasters' Promotion Association's 10th annual seminar convenes in Washington today. Complete schedule of programs and events, as well as information for wives of members leaves little play time, but they'll manage. See . . .

## PROGRAM SET . . . 71

With termination of two-year pact between CBS and National Football League this year, network is seen as being only logical bidder. But Rozelle claims SNI will get chance and NFL might package itself. See . . .

## CBS TO KEEP NFL . . . 60

Bell says competitive ads of Gillette and Rambler are acceptable to TV code 'since they say nothing disparaging about other products,' but he notes increase in derogation of all products in competitive ads. See . . .

## CODE ACCEPTS ADS . . . 35

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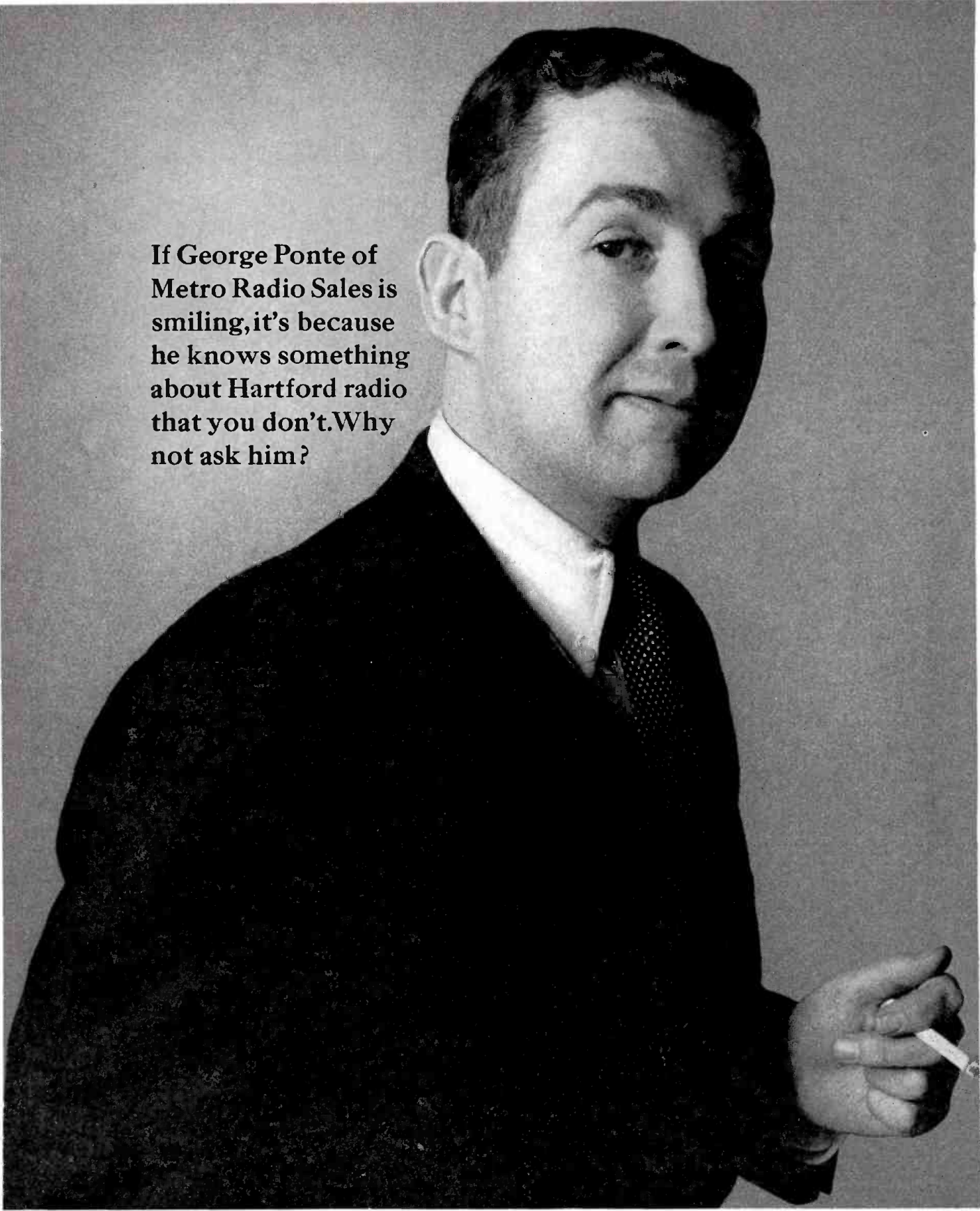
## Broadcasting

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**If George Ponte of  
Metro Radio Sales is  
smiling, it's because  
he knows something  
about Hartford radio  
that you don't. Why  
not ask him?**

**STATIONS:** WNEW New York, KLAC Los Angeles,  
WCFL Chicago, WIP Philadelphia, KKHI San  
Francisco, WHK Cleveland, WCBM Baltimore, WWTC  
Minneapolis-St. Paul, KMBC Kansas City, KIMN  
Denver, WDRG Hartford, KYMN Portland, Ore.

**OFFICES:** New York, Chicago, Detroit, Philadelphia,  
Boston, Los Angeles, San Francisco and St. Louis.

**Metro Radio Sales**

A DIVISION OF METROMEDIA, INC.

## Viewing drop mulled by ratings students

### SEE LOSSES MOST HEAVY AMONG SMALL TOWN VIEWERS

Some students of ratings think they may have found evidence indicating where TV audiences thus far this fall seem to be lagging behind last fall's.

Theorizing (on basis of big-city reports from American Research Bureau) that dropoff may be primarily among viewers in rural areas and smaller cities (also see page 27), they analyzed Nielsen's multi-network area reports, which cover 30 major markets, and Nielsen National Report.

For comparable two-week periods in

September-October they found percentage of homes watching network programs in MNA's 30 markets this year is down by 2% from last year, while in non-MNA markets—meaning essentially all markets below top 30—it is down 5%. Difference of three percentage points is also, they found, percentage by which total U.S. audience—representing MNA and non-MNA markets combined—is down in Nielsen's National Report for comparable period.

## Six Chicago stations due for Hancock roof

Atop Chicago's skyline by summer of 1968 will be television towers 1,449 feet above North Michigan Avenue, if proposal is approved by Federal Aviation Agency and FCC.

Towers would cap roof of 100-story John Hancock Center, said to be world's tallest residential-commercial building, now under construction.

Broadcast antennas for six Chicago TV's plus 15 FM's are expected to be located on three towers—two for television 344 feet above roof, and FM tower 100 feet high and located between two TV towers.

Stations already signed, according to building corporation, are WGN-TV (ch. 9, presently with antenna height of 914 feet); WMAQ-TV (ch. 5, with antenna height of 749 feet); WBBM-TV (ch. 2, antenna height 683 feet); two educational stations WTTW(TV) (ch. 11, with antenna height 617 feet), and WXXW(TV) (ch. 20, with antenna height 680 feet), and one station not yet on air, WSNS(TV) (ch. 44, with CP for antenna height of 657 feet).

Three other Chicago stations, WBKB(TV), WCIU(TV) and WFLD(TV) apparently will not join pact. WBKB presently is operating from antenna of 969 feet on top of celebrated Marina City.

Estimated cost of Hancock television facilities is \$5 million.

Towers, if approved, would vault signals to 2,049 feet above sea level although height above ground would be

some 15 feet lower than antennas perched on Empire State Building in New York.

## TV, copy and art merge at B&B for creativity

Benton & Bowles, New York, has announced reorganization of its creative operation with formation of three-man experimental group and merger of television, copy and art people into "total creative" department.

William R. Hesse, president, explained purpose is to "keep in vanguard" of creative advertising and to meld creative functions together so that final product gets advantage of creative coordination from conception to execution.

New "free wheeling" experimental group (Whit Hobbs, senior vice president and director of creative services; Robert Pliskin, vice president in charge of art, and Gordon Webber, vice president and director of broadcast commercial production) has already been assigned to work on some new products of Hunt Foods & Industries, Fullerton, Calif. One of these is expected to start media billing in six months.

## Beating the deadline

Unusually heavy load of AM and FM applications were filed with commission in advance of Nov. 1, effective date of new program-reporting form for AM and FM licensees and applicants.

Commission officials noted Friday (Nov. 5) that total of 68 applications

that would have been subject to new form were in final batch "tendered for filing" before deadline.

These included 12 applications for new AM's and 9 for new FM's; 5 for major changes in AM's; and 33 for transfers of AM's and 9 for transfers of FM's.

## Federal Trade complaint hits Carlton Fredericks

Federal Trade Commission has charged Carlton Fredericks, author and radio health commentator, with using false advertising in publicizing his books and programs.

Complaint filed against Mr. Fredericks stated that contrary to his claims his programs never were broadcast over WEIV(FM) Ithaca, WOIV(FM) DeRuyter, and WJIV(FM) Cherry Valley, all New York.

Among other charges: Mr. Fredericks had not reproduced his radio programs in Braille at instigation of either Library of Congress or any U. S. Government agency; although Mr. Fredericks' book, *Eat, Live and Be Merry*, is stated to be new, it is instead same book previously published in 1951.

Mr. Fredericks had previous trouble in 1962 when advertising broadcast claims on his program, *Living Should Be Fun*, lead to seizure by Food & Drug Administration of 43 alleged misbranded products marketed by Foods Plus Inc., Moonachie, N. J. (BROADCASTING, Feb. 5, 1962).

## Am applicant wins over FCC's 'go-no-go' policy

FCC has waived tough "go-no-go" rule on AM allocations to accept for filing application for 500 w station in New Castle, Ind.

Action was related to concurrent decision to withdraw proposal for additional FM channel 221A in that town.

Commission had originally rejected AM application, from Newcastle Broadcasting Corp., because proposed station would result in overlap of prohibited contours with WKBN Youngstown, Ohio, and WKYB Paducah, Ky.

Commission waived rule because of its interest in providing competition for media in New Castle. Town's only radio stations, WCTW-AM-FM, are under common ownership with only newspaper (*New Castle Courier-Times*). Ap-

## Convincing commercial

KLTV(TV) Tyler, Tex. has found new way of selling advertiser's products, or so it seems. During afternoon taping of power saw commercial, State Senator Walter Richter, of Gonzales, Tex., who was waiting to cut five minute tape, was so impressed with demonstration model that he bought demonstration tool on spot, hauled it to his car, then reappeared for his taping.

plicant is composed of 150 community leaders.

Commission vote in waiving AM rule was 5-1, with Commissioner Kenneth A. Cox dissenting. He said that, although he opposes concentration of control of mass media, he believes commission should not waive technical rules except for compelling reasons.

He said new applicant could have achieved objective of diversified broadcasting for New Castle by applying for one of existing facilities at renewal time.

## CBS-TV makes 13 of Arbitron top 20

CBS-TV placed seven programs in top 10 regularly scheduled shows and 13 in top 20 in American Research Bureau's National Arbitron rating report for Oct. 25-31. NBC-TV placed two in top 10, four in top 20, while ABC had one in top 10 and three in top 20. CBS also had *Miss Teenage America* special, which tied for 20th.

*Bonanza* (NBC), *Andy Griffith* (CBS), *Ed Sullivan* (CBS), *Peyton Place I* (ABC) and *Dick Van Dyke* (CBS) were top five in that order. Only 1.8 rating point separated sixth (*Red Skelton* and *Beverly Hillbillies*, both CBS) and 20th (*Teenage America* and *Gilligan's Island*, also both CBS).

NBC's *Get Smart*, in top 20 last four weeks, missed this time by less than rating point. CBS's *Green Acres* missed for the first time this season, by 1.6 point.

Here are ARB's top 20 for week Oct. 25-31:

Rank	Program	Rating
1	Bonanza (NBC)	27.8
2	Andy Griffith (CBS)	23.8
3	Ed Sullivan (CBS)	23.5
4	Peyton Place I (ABC)	22.9
5	Dick Van Dyke (CBS)	22.4
6	Red Skelton (CBS)	21.7

Rank	Program	Rating
6	Beverly Hillbillies (CBS)	21.7
8	Lucy (CBS)	21.3
9	Daniel Boone (NBC)	21.2
10	Hogan's Heroes (CBS)	21.0
11	Jackie Gleason (CBS)	20.7
12	Lawrence Welk (ABC)	20.6
12	Lost in Space (CBS)	20.6
14	Gomer Pyle (CBS)	20.4
	(Due to technical difficulties, rating of 'Gomer Pyle' did not include New York area sample.)	
15	My Three Sons (CBS)	20.5
16	I've Got a Secret (CBS)	20.3
16	"F" Troop (ABC)	20.3
18	Walt Disney (NBC)	20.2
19	Man from U.N.C.L.E. (NBC)	20.1
20	Miss Teenage America (CBS)	19.8
20	Gilligan's Island (CBS)	19.8

## WFIA switches to all religious programing

Under new call letters WFIA, Polaris Broadcasting Co.'s Louisville radio station, formerly WKYW, has switched to new religious programing format, it has been announced by Joseph Stamler executive vice president of Polaris.

According to Mr. Stamler, WFIA stands for "with faith in America," pointing up the emphasis on inter-denominational religious programing under the direction of Robert S. Gardner, general manager.

Mr. Stamler explained that new policy for Louisville daytimer was decided upon after local market survey showed increasing interest among listeners for religious programs. Station is not accepting any advertising for alcoholic beverages, tobacco, or personal hygiene products.

WFIA features approximately 55% religious-oriented programs, including nationally syndicated religious shows, inter-denominational speakers, sacred and gospel music, and public service announcements on church activities. Remainder of schedule includes "compatible" programing, such as hourly news reports, sports, weather, farm programs, and continuation of station's "good music" policy.

## Remote color TV taping

Reeves Sound Studios, New York, plans soon to start using telephone company lines to do "remote" color TV taping.

Two new Plumbicon color cameras, monitors and electronic switching equipment will be trucked to production houses in New York as technical back-up on assignments. Pickups then will be piped back to Reeves Studios, where eight new Ampex VR 2000 video tape recorders—described as part of over-million-dollar package—have been installed. Operating cost estimated at \$1,600 to \$1,700 per day.

## \$2 million expansion in CATV's for Jerrold

Jerrold Electronics Corp. has announced contracts to build 12 new community antenna systems. This represents \$2 million, Harry Hastings, Jerrold's CATV Systems manager, said.

New systems, totaling more than 530 miles of plant, includes East Hampton-Amagansett-Montauk, N. Y.; Flemingsburg, Hopkinsville and Harrodsburg, Ky.; Martins Ferry, Piqua and Steubenville, Ohio; Winchester, Va.; New Iberia, La.; St. Joseph, Mo.; Madison, W. Va., and Macomb, Ill.

New contracts brings to 2,000 miles total amount of CATV plant under contract to Jerrold; including following systems now under construction: Harrisburg, Pa., 300 miles; Absecon-Pleasantville-Linwood-Somers Point-Egg Harbor, N. J., 100 miles; Melbourne-Eau Gallie, Fla., 180-mile extension.

## Seven Arts on Amex today

Trading of common shares of Seven Arts Production Ltd., Toronto, is scheduled to begin today (Nov. 8) on American Stock Exchange. Its shares are traded in Canada on Toronto Stock Exchange. Previously in U.S. Seven Arts' stock was traded over-the-counter.

## Zenith's 22-inch color tube

Zenith Radio Corp., Chicago, has announced plans to introduce new 22-inch rectangular color tube by mid-1966.

Tube, midway between 25- and 19-inch sizes, was developed by Zenith subsidiary, Rauland Corp., and Corning Glass Works, with no price set as yet.

During first quarter of 1966, production prototypes will be delivered from Corning for pilot runs.

## Nielsens are out, out

New 30-market Nielsen report on network TV ratings for week ending Oct. 31 was out Friday (Nov. 5)—completely out.

Shortly after it was distributed, Nielsen officials discovered errors, attributed to mixups related to change-back from daylight saving to standard time, and advised clients to forget this version and wait for new one—which they hoped to have ready for mailing over weekend.

On that schedule it would reach clients at same time as new Nielsen National Report, also due for delivery today (Oct. 8).



**SO DO 89 OTHERS IN THE BIGGEST NEW  
LIST OF POST '48 FEATURES FOR TELEVISION**

**MGM 6**

WITH SUCH HITS AS:

RAINTREE COUNTY, QUO VADIS,  
SUNDAY IN NEW YORK, KING  
OF KINGS, SOMETHING OF VALUE,  
SWEET BIRD OF YOUTH, JAILHOUSE  
ROCK AND THIRTY-SIX HOURS,

YOU CAN'T HELP BUT OUTPERFORM, OUTSELL ALL COMPETITION.

---

**90 BIG ONES IN ALL! / 36 IN COLOR!**

---

Get the most for your feature film dollar! Build a reputation  
for the greatest in entertainment...and profits.  
Your MGM-TV representative has availabilities.



NEW YORK / CHICAGO / CULVER CITY / ATLANTA / TORONTO



Bruce Merrill, President • AMECO Inc.

## Let's talk about COPYRIGHTS ... One Ticket, or Two?

There is one enigmatic aspect of the controversy between CATVer's and Broadcasters upon which we frequently ponder.

We ask the question, "Why do the various broadcast groups urge that CATV operators be subjected to the payment of copyright fees?"

The CATV industry is based upon and, in its present structure, must be dedicated to the free broadcast system which serves this country. We seek only to make reception of cable broadcast channels available to more homes. Free reception is the keystone of both the Broadcast and the CATV industry. Controlled reception is not compatible with the American way.

To subject CATV operations to the payment of copyright fees is the first long step down the road to controlled reception. It can only lead to circumstances detrimental to both industries.

We urge you to take a long, hard, penetrating look into this issue and see if you don't agree that the public is entitled to watch your channels by means of the one ticket, bought and paid for by your hard earned advertising revenue.

To require a second ticket may lead eventually to big trouble.



OFFICES IN ALL PRINCIPAL CATV AREAS

**ameco**

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Phoenix, Arizona • (602) 252-6041

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

■Indicates first or revised listing.

### NOVEMBER

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

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

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

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

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

■Nov. 10—Broadcast Pioneers Southern California chapter luncheon to salute the pioneer announcers of radio and TV. Ken Carpenter, Don Wilson, Ken Niles, Harry Von Zell, Jimmy Wallington, George Fenneman and Charlie Lyons will speak. Jack Bailey will be program chairman. Continental hotel, Hollywood.

■Nov. 10—Public service radio workshop co-sponsored by the Southern California Broadcasters Association and the University of Southern California. USC campus. Los Angeles.

■Nov. 10—Annual awards luncheon of The Advertising Council. Dr. Howard A. Rusk, member of council's public policy committee, reports on his recent mission to South Vietnam. Awards are made to coordinators and agency personnel working on council campaigns. Plaza hotel, New York.

Nov. 10-13—56th national convention, Sigma Delta Chi, professional journalistic society. Biltmore hotel, Los Angeles.

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

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

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

■Nov. 12-14—Annual second district convention of the Advertising Federation of America. Featured speaker will be Arthur Hull Hayes, president of CBS Radio. A presidents' panel discussing "The President Looks at Marketing" includes: Joseph Daroff, president of H. Daroff & Son; Winston V. Morrow, president of Avis Rent-A-Car; Arnold Palmer, president of Arnold Palmer Inc.; Arthur B. Sinkler, president and board

chairman of Hamilton Watch Co., and Richard M. Stewart, president of Anaconda American Brass Co. Hershey hotel, Hershey, Pa.

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

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

Nov. 14-17—Annual meeting of the Association of National Advertisers. Highlights, giving speakers and subject matter: Norman H. Strouse, chairman, J. Walter Thompson, and Thomas B. McCabe Jr., VP-marketing, Scott Paper Co., on current state of advertising; William Bernbach, president of Doyle Dane Bernbach, Roland P. Campbell, director of creative services, General Foods, and Dean Robert Schulze, Brown University, on development and impact of creativity, with case presentations by Roger Bolin, director of marketing communications, Westinghouse Electric Corp., Richard Dingfelder, VP-marketing services, Scott Paper Co., and Donald Buckley, VP and creative director of Foote, Cone & Belding. William B. Cash, VP and general manager of operations, United Biscuit Co., Samuel Thurm, VP-advertising, Lever Bros., Thomas C. Dillon, president, BDO and Robert Elder, marketing consultant, to discuss internal organization and agency relationships. Gilbert Miller, division manager, E. I. du Pont de Nemours and Edward Miller, president, Alfred Politz research, discuss advances in evaluation of advertising; Richard A. R. Pinkham, senior VP in charge of media and programs for Ted Bates & Co., and John Schneider, president, CBS-TV, talk on future of television; Dr. John Howard, professor of marketing, Columbia University and Jerry Fields, Jerry Fields Associates, on recruiting and developing good advertising managers. The Homestead, Hot Springs, Va.

Nov. 15—Meeting of the Association of Broadcast Executives of Texas. Guest speaker is Chester H. Lauck, executive assistant of Continental Oil Co. Marriott hotel, Dallas.

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

Nov. 15—Deadline for reply comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of 10-kw community TV stations with 200-foot antenna limitation.

Nov. 15-18—Annual membership meeting proposed Illinois-Indiana CATV Association. Hotel Wolford, Danville, Ill.

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

Nov. 15-20—Great Britain's fourth annual Industrial Photographic and Television Exhibition sponsored by Industrial and Trade Fairs Ltd. Commonwealth House, 1-19 New Oxford Street, London W. C. 1. Earls Court, London.

■Nov. 16—Federal Communications Bar Association luncheon, with Richard A. Solomon, general counsel, Federal Power Commission speaking on "Separation of Agency Staff in Rulemaking Proceedings." Willard hotel, Washington.

### NAB CONFERENCE SCHEDULE

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

Nov. 11-12—Sheraton-Chicago, Chicago.

Nov. 15-16—Brown Palace, Denver.

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

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

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SPORTS



Kay Russell  
WOMEN



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NEWS



Ed Murphy  
TIMEKEEPER

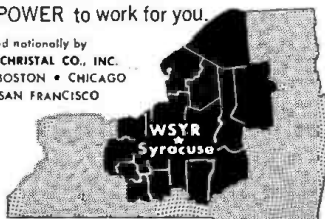


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■ Nov. 18—9th annual New York area Emmy Awards presentation of The National Academy of Television Arts and Sciences. The Honorable Robert F. Wagner, mayor of New York, is guest speaker. Trianon Ballroom, New York Hilton hotel.

■ Nov. 19—Panel on Vietnam at the International Radio & Television Society newsmaker luncheon. Malcolm Brown of ABC will appear, with newsmen from CBS and NBC. Waldorf-Astoria, New York.

■ Nov. 21-22—Annual fall convention of the Texas Association of Broadcasters. Featured speakers include: Robert T. Bartley, FCC commissioner; John F. Dille Jr., chairman of the board, National Association of Broadcasters; Lee G. Lovett, communications lawyer (Booth and Lovett), and Bob Stanford, Dallas advertising executive. Sheraton hotel, Dallas.

Nov. 29—FCC deadline for filing reply comments on Part II of its notice of inquiry and proposed rulemaking, issued April 23, looking toward regulating nonmicrowave community antenna TV systems. Among other areas of concern, Part II of proposed new rules deals with (1) effect on development of independent (nonnetwork) UHF stations (2) generalized restrictions on CATV extension of station signals "leap-frogging" (3) program origination or alteration by CATV; pay TV or combined CATV-pay TV-TV operations.

Nov. 30—Deadline for reply comments on proposed FCC rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety. Former deadline was Oct. 29.

## DECEMBER

Dec. 1—Association of National Advertisers' sales promotion committee, workshop on "the effective use of premium promotions." Speakers include William Prout, director of promotion services, Lever Bros. Co.; Austin Johnson, vice president-director of merchandising and promotion, Benton & Bowles; Harry Fleming, president, Price-Adams Associates; Robert Mueller, publisher, Hotel Pierre, New York.

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

■ Dec. 3—Southern California Broadcasters Association Christmas party honoring the retirement of BROADCASTING Magazine's West Coast senior editor, Bruce Robertson. Beverly Hills hotel, Beverly Hills, Calif.

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

■ Dec. 3—Deadline changed to Dec. 31 for reply comments on FCC rulemaking relating to network programs not make available to certain television stations.

Dec. 3—Deadline for comments on FCC's notice of inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.

Dec. 3—Annual winter meeting and election of officers of Arizona Broadcasters Association. Arizona Biltmore hotel, Phoenix.

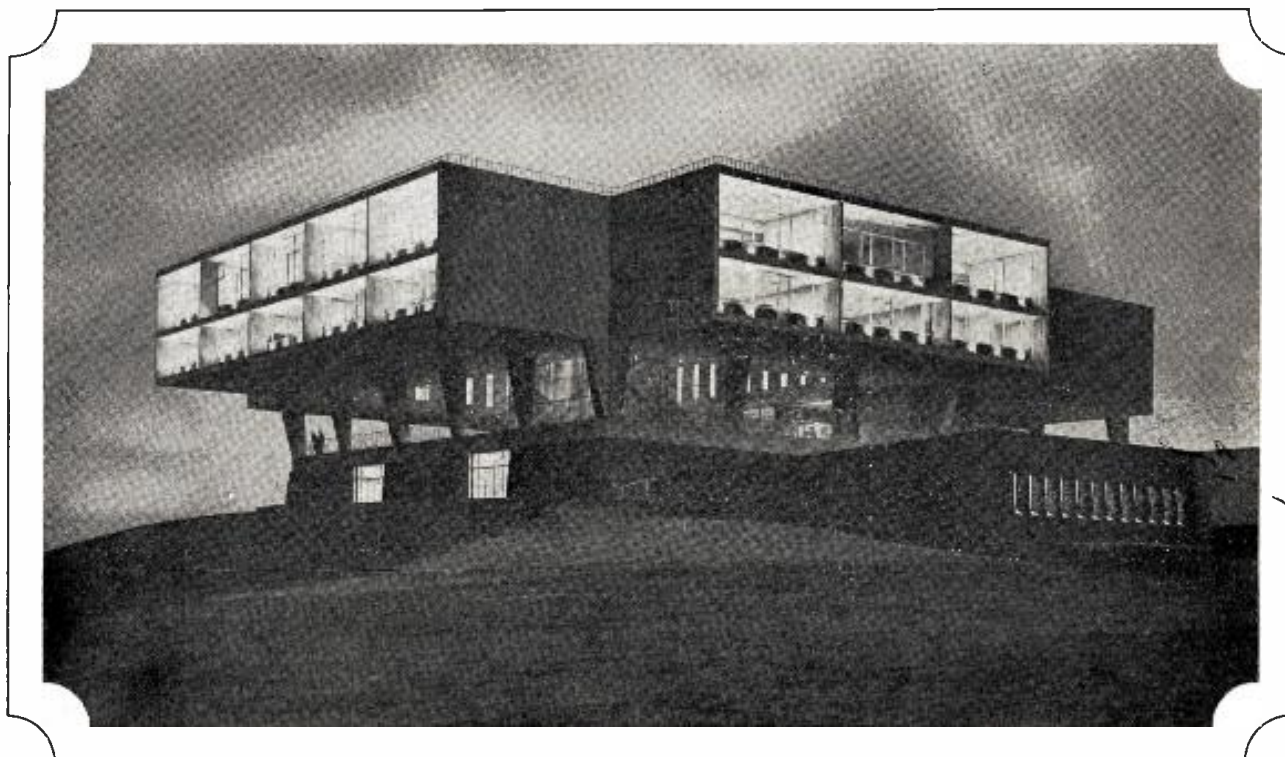
■ Dec. 6—Hearing before the Federal Trade Commission on questions relating to the failure to disclose the foreign origin of radio, television, phonograph, tape recorders and their components. Room 532, FTC Bldg., Washington.

■ Dec. 8—New deadline for comments on proposed amendment of FCC rules relating to timely and truthful responses to commission inquiries and the making of misrepresentations to the commission by applicants.

■ Indicates first or revised listing.

BROADCASTING, November 8, 1965

**What million-plus market boasts  
3 legitimate theatres, 3 art galleries, 1 opera company,  
15 drama companies, 5 symphony orchestras ...**



**as well as a Memorial Art Center  
designed by Eero Saarinen?**

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

Big and growing bigger. Prosperous.

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

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

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

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

\*Sales Management, June 10, 1965.

**MILWAUKEE RESPONDS TO WTMJ-TV**

CHANNEL 

THE MILWAUKEE JOURNAL STATION  
NBC in Milwaukee

Represented by: HARRINGTON, RIGHTER & PARSONS — New York • Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles  
BROADCASTING, November 8, 1965

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and  
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**BROADCASTING**  
1735 DeSales St., Washington, D. C. 20036

permites and licensees. Former deadline was Oct. 24.

Dec. 10—Deadline for entries in the International Broadcasting Awards competition for the world's best radio and TV advertising of 1965 conducted by the Hollywood Advertising Club. Entries should be sent to HAC-IBA 6362 Hollywood Blvd., Hollywood 90028.

Dec. 13—Special stockholders meeting, Storer Broadcasting Co., to vote on recommended two-for-one stock split and to increase authorized common stock from 3.6 million shares to 6 million shares. Miami Beach, Fla.

Dec. 15—Deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50,50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Former deadline was Oct. 20.

Dec. 16-17—Meeting of National Association of Broadcasters TV code board. Waldorf-Astoria, New York.

Dec. 31—Deadline for reply comments on notice of FCC's inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.

Dec. 31—Deadline for reply comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

### JANUARY

Jan. 4—Winter meeting of Colorado Broadcasters Association. Albany hotel, Denver.

Jan. 10—Deadline for entries for Paul Sullivan awards for best broadcast or printed news stories reflecting the spirit of the Sermon on the Mount broadcast or published in 1965, offered by the Catholic Press Council of Southern California. Address CPCSC, 1530 West 9th Street, Los Angeles 90015.

Jan. 17—Deadline for comments on FCC's proposed rulemaking to allow remote control operation of VHF stations. Former deadline was Oct. 22.

Jan. 23-29 — Winter meeting of National Association of Broadcasters joint boards. Colonnades Beach hotel, Palm Beach Shores, Fla.

Jan. 25-27 — Annual winter meeting of Georgia Association of Broadcasters. University of Georgia, Athens.

Jan. 25-27—Twenty-third annual convention of National Religious Broadcasters. Mayflower hotel, Washington.

Jan. 27-29 — Annual winter convention and election of officers of South Carolina Broadcasters Association. Francis Marion hotel, Charleston.

Jan. 31—Deadline for comments on FCC's proposed rulemaking to limit three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was Oct. 21.

### FEBRUARY

Feb. 1—Deadline for reply comments on FCC's proposed rulemaking to allow remote control operation of VHF stations.

Feb. 2-4 — Institute of Electrical and Electronics Engineers annual winter convention on Aerospace & Electronic System, formerly convention on Military Electronics. International hotel, Los Angeles.

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# Broadcasting

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BROADCASTING, November 8, 1965

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**REGIONAL ADVERTISERS**

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**UNIVERSAL RADIO PACKAGES**

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# Nobody in Washington argues about which is the important station.



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### Thoroughness commended

EDITOR: I feel that BROADCASTING is one of the best journalistic enterprises in the country. It has a thoroughness and solidarity which makes it not just a good publication, but a superb one.—*Miles David, president, Radio Advertising Bureau, New York.*

### A step backward?

EDITOR: Your recent article regarding a new low-cost radio spot package plan offered by Universal Publicizers Inc. and Weed Radio Co. [BROADCASTING, Oct. 25] is another step backward in holding the line on station rate cards.

I don't think that anyone is being misled because the article was properly entitled ("A deal to attract radio buyers"). However, I certainly can't understand C. C. Weed of Weed Co. and his statement that the plan is a bold fresh approach when the discount is nearly 600%.—*Ron Curtis, executive director, Nationwide Broadcast Services, Chicago.*

### Praise for radio

EDITOR: We get a great deal of usable information from BROADCASTING's articles bolstering the radio industry, which unfortunately is frequently relegated to the background of big brother TV, and unjustly splattered with ink from that other medium.

We need more articles that help undecided broadcasters in their quest for self-determination for more responsible and more effective programming.

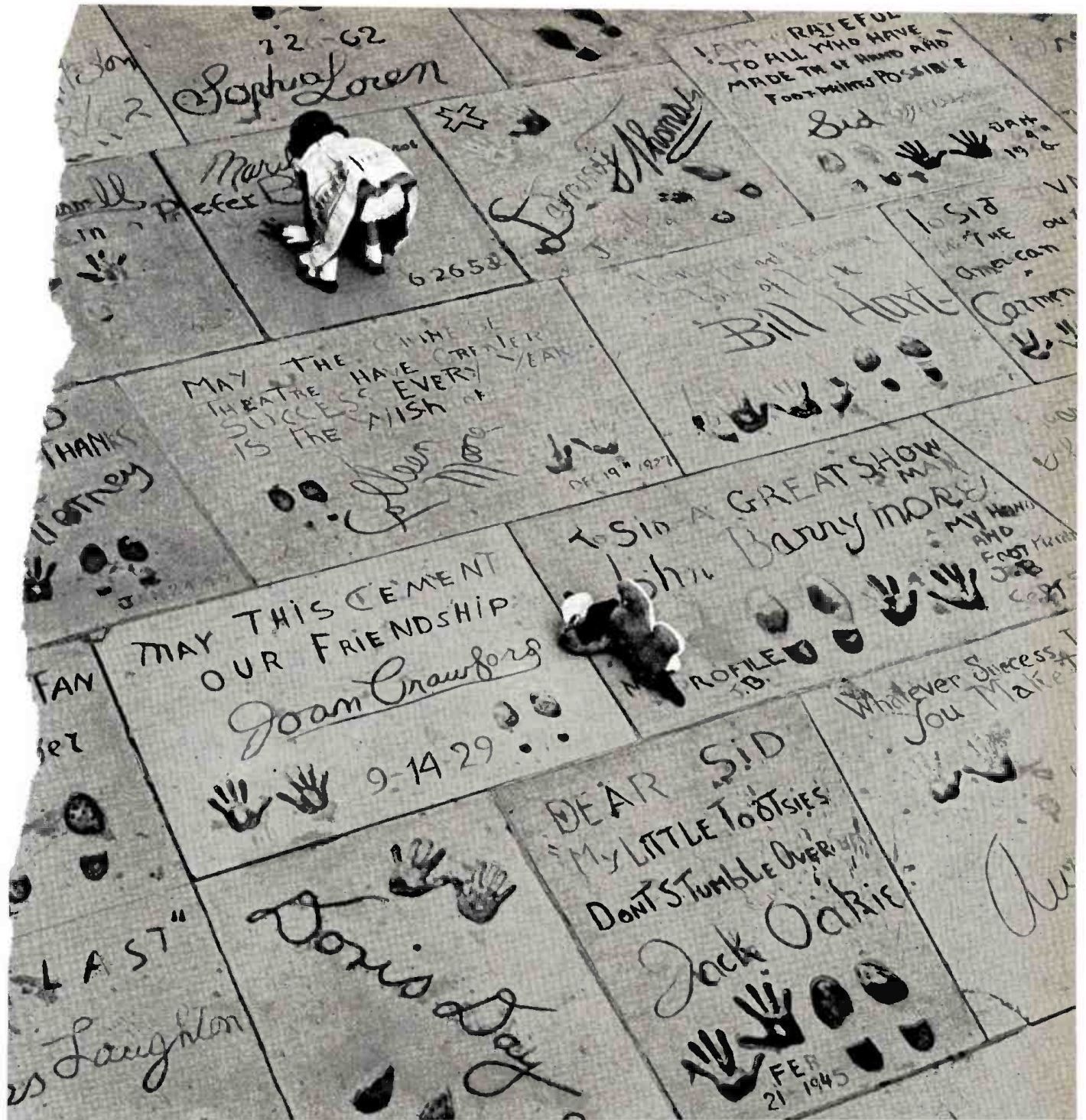
My sales department enjoys reading the Monday Memo which frequently does a good job for AM broadcasters.—*Joe Chesney, general manager, CJJC Langley, B. C.*

### Plea for courtroom access

EDITOR: Recent events which have taken place in the deep South; namely, the shocking acquittals of Leroy Wilkens and others, would seem to lend all the more reason to Radio Television News Directors Association's case in keeping courtroom doors ajar (BROADCASTING, Oct. 18).

Under the eye and ear of national radio and TV coverage, perhaps the verdict might have been different. We of the radio and television industry have a moral obligation to the public to see that the full story is presented.—*Dick Novak, vice-president and general manager, KGVO Missoula, Mont.*





Photographed by Lawrence Schiller for KRLA's "Sounds of the West" Collection.

## Little One... Can You Hear The Applause Lingering In The West Today

Here  
 Grauman's Chinese,  
 photographed with its own  
 autographs to the world...  
 including the now-stilled steps of  
 John Barrymore,  
 Charles Laughton,  
 Marilyn Monroe.

and Hear  
 KRLA,  
 the sort of sound that  
 makes you want to turn on today  
 all over the city streets  
 and linger... in case you might  
 hear tomorrow.

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

## Spot TV helps ring the bell for Avon

Avon commercials are being received in a given week 72 million times in TV homes with a total of 116 million viewers. Computers tell us that these messages are being delivered into homes at a cost of \$1.60 per thousand—85% are 60's and the balance 20's. This should be ample evidence that spot TV is an effective mass communication medium.

We began continuous national advertising 30 years ago using full color in national print media. This basic use still plays its role well today, providing support to our more than 165,000 representatives through extensive national coverage.

The growth of Avon's advertising over the past 10-15 years, primarily in TV, has put us far in the lead—in terms of advertising to the consumer—among the direct selling companies. We believe it has made a major contribution to improving the image of direct-to-the-home selling, and of Avon.

Avon products have used spot TV for 12 years. We started with two TV stations and are now using 234 stations in the U.S. We also use spot TV in Canada, Puerto Rico, Venezuela, Mexico, Brazil, England, West Germany and Australia. "Avon calling" has become the company's living—one might say "ringing"—signature heard around the world in many languages.

Use of spot TV was part of progressive planning in Avon advertising. TV was incorporated after tests in New York and Chicago in the fall of 1953. Two years later, five more markets were added. During this exploratory period careful checks were made on sales results. We compared the TV-covered markets with similar areas not so favored.

In the fall of 1956 the major expansion of TV coverage was made through the addition of 62 of the largest markets to our schedule. We then could place every Avon sales district into one of three categories: fully covered, partially covered, or noncovered by television.

The sales gains in the added TV areas were consistent with previous checks. The percentage of gains with TV was measurably greater than the non-TV areas. These sales results provided statistical evidence to back up the favorable playbacks we had been receiving from our managers and representatives. We then moved forward with television.

Our spot TV coverage today reaches 99.5% of all TV homes in the U. S.

Using 234 stations, the more than 72 million messages received weekly in homes average out to better than four TV calls per home, each three-week sales campaign for each representative. This kind of coverage surpasses any possible human endeavor.

**Competitive Field** ■ Advertising of cosmetics and grooming aids is highly competitive. Of the \$14.5 billion spent on advertising in the U. S. in 1964, \$400 million was in cosmetics and toiletries. National advertising is a national expenditure. Expenses are not allocated or related by branch sales areas. We do endeavor, however, to give time on TV in direct relation to where the people are and to our coverage of them by the sales force.

In effect, it might be said it is apportioned as our sales pattern is developed. Of course, we use TV more in the areas where there is greater sales potential.

Avon's steady TV expansion has a goal: to provide complete national coverage, giving TV advertising support to every Avon representative on as equitable a basis as possible. We've attained this goal through TV use in 190 markets in 1959. Further expansion was effected through schedules in the fall and winter-spring months, and still additional progress by extending these schedules through the summer in major markets, and from April into June on a reduced basis in all markets.

**Tailored Advertising** ■ In our direct-to-the-home selling approach, advertising must be flexible to coincide with the company's three-week cycle of product-marketing, frequent package changes, new product introductions and seasonal promotions.

Detailed briefings of our advertising department and our agency, Monroe F. Dreher Inc., take time and effort. But

only by such complete prior planning will our spot TV commercials be in tune with marketing operations.

Since 1953, we have produced more than 130 different TV commercials. Yet the life span of any one is limited by the dynamic character of our business. Fashions in products, packages and clothes all are subject to rapid change.

The optimum life of a commercial is one and one-half to two years—more likely, one year. In many instances, Christmas gift commercials are usable for only two months.

Color is an absolute must, for we are in the fashion business. Avon first used color spots in 1960 on three stations, now we have them on more than 70 stations. Next year at least half of our planned 13 or 14 new commercials will be on color film. The balance will be on video tape, which soon will transmit color spots.

In our programing we have found that the advent of computer research on current ratings is another step forward. Our agency uses such a service in addition to normal TV rating services, so that if a change in scheduling seems desirable, we can make the change within one, rather than several weeks.

TV spots are scheduled in direct support of representatives' selling efforts. The day the reps start selling a new lipstick in a new case, a newly produced TV spot devoted to the product will be on the air. We do not scoop reps' selling plans by running commercials in advance of their sales effort, but tie the two together.

Another means of giving direct support to new product introductions thereby facilitating and speeding up sales, is to run one commercial 100% of the time on all stations for one week.



Avon Products, a major TV advertiser, has established its "Avon calling" signature in commercials run throughout the country. A profile of Avon's spot operation is provided in this condensation of an address by George W. Shine before the Oct. 20 management conference held in New York by the Katz Agency, station representative. Mr. Shine, vice president of advertising and public relations at Avon Products, Inc., New York, since June 1962, has been with the company since 1948.

# No doubt: Nielsen totals shrink

But there's dispute over how much and why—  
and there's nagging question about effect  
of changes in that all-important Nielsen sample

A major wrangle over the stability of television's drawing power erupted last week after first reports had indicated that this season's nighttime program schedule was pulling smaller audiences than last year's.

How great is the decline? Is it big enough to be significant? Is it temporary, shortly to be reversed, or does it represent a pattern that will continue, possibly worsening, as the season progresses? Does it reflect audience disenchantment with this year's programing, or are there other explanations? Is the decline real, or just a mirage?

These were some of the questions being asked as the debate raged and researchers sought the answers in a welter of percentages, decimal points and speculation.

There was no unanimity on many of the answers even among network researchers intent upon showing that the decline, if one exists, is minimal and unimportant, and that even with the worst possible interpretation audiences this year are bigger than in any prior year except 1964.

There seemed, however, to be substantial—although still not unanimous—agreement on these two points:

- Whether significantly or not, national audiences thus far this fall are running lower than those of a year ago—despite a 1.2 million increase in total television homes and despite an upsurge in color that seemed to many (but not to all) to be an extra incentive for viewing.

- Consequently, audiences are lower at a time when they would be expected to be higher.

The debate, which centered on A. C. Nielsen Co. figures, became even more confused when American Research Bureau data for 11 major markets came to light showing that, instead of declining, network audiences this fall are up—by an average of 10% in those markets.

The debate started with BROADCASTING's publication of figures, based on

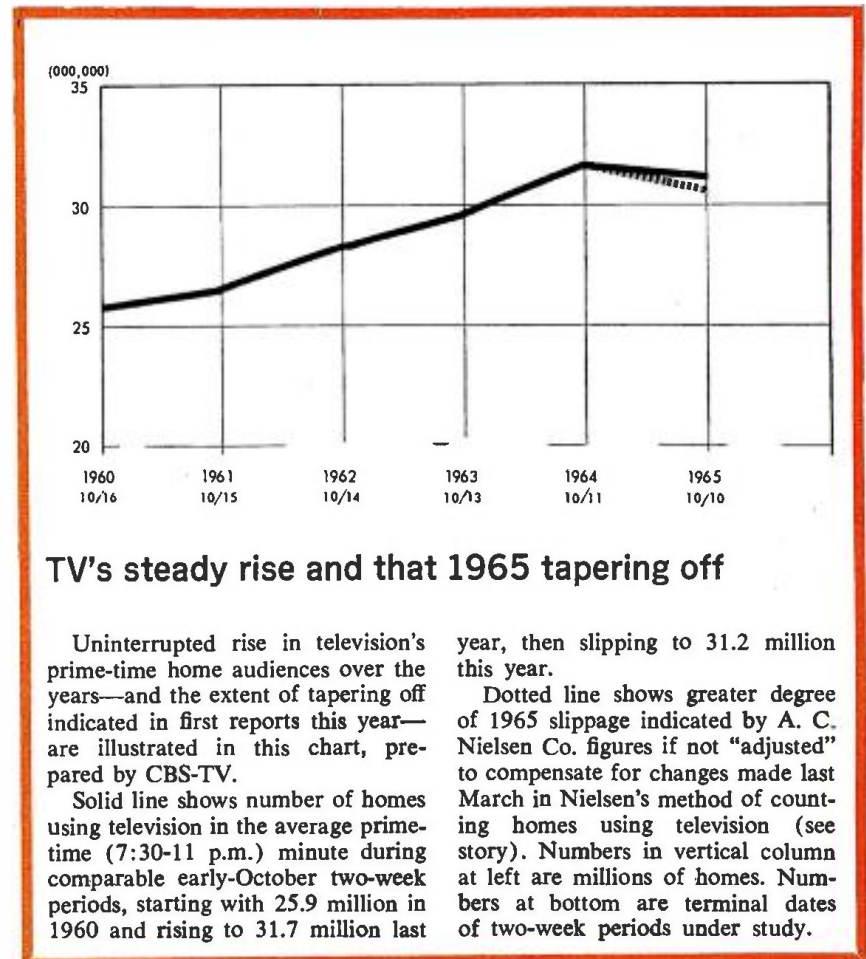
data supplied by Nielsen at BROADCASTING's request, which indicated that the average-minute prime-time television audience in the second week of this fall's new TV season was trailing that of the second week of last season by 1,367,400 homes, a decline of about 4%.

These estimates put the average-minute audience during the 7:30-11 p.m. period at 30,666,000 homes for the week ended Sept. 26, the first full week after

the 1965-66 season introductions had been completed, as against 32,033,400 for the week ended Oct. 11, 1964, the first full week after last year's more protracted introductions had been completed.

**Basis of Attack** ■ These estimates, widely picked up by print media, were attacked by network researchers on two main grounds:

- The Nielsen company had quietly changed its method of computing homes



TV's steady rise and that 1965 tapering off

Uninterrupted rise in television's prime-time home audiences over the years—and the extent of tapering off indicated in first reports this year—are illustrated in this chart, prepared by CBS-TV.

Solid line shows number of homes using television in the average prime-time (7:30-11 p.m.) minute during comparable early-October two-week periods, starting with 25.9 million in 1960 and rising to 31.7 million last

year, then slipping to 31.2 million this year.

Dotted line shows greater degree of 1965 slippage indicated by A. C. Nielsen Co. figures if not "adjusted" to compensate for changes made last March in Nielsen's method of counting homes using television (see story). Numbers in vertical column at left are millions of homes. Numbers at bottom are terminal dates of two-week periods under study.

## NO DOUBT: NIELSEN TOTALS SHRINK continued

using television, with the result that this year's figures were about 2% lower than they would have been if computed according to the system used a year ago.

2. The comparison of a September 1965 week with an October 1964 week—even a later September 1965 week with an early October 1964 week—was “unfair” because audiences traditionally are higher in October than in November.

The BROADCASTING article, which sought to compare audiences at comparable stages of the two new seasons, had anticipated the September-vs.-October complaint by pointing out that “normally viewing runs higher in October than in September, which could account for at least part of the drop.” Just how much difference normally separates these two periods remained a difficult point to settle last week. No exact figures could be obtained; the closest approximations were an estimate of 1% by one network source, 2% by another. Other sources had no estimates.

Nielsen sources confirmed last week that they had changed their system of counting homes using television (HUT) last March, disclosing it to their subscribers at that time but not announcing it publicly.

The change involved the counting of multi-set homes: Until March, if two (or more) sets in the same home were tuned simultaneously to different programs, that home was counted as two (or more) homes using television. Since March, each multi-set home has been counted as one home, whether more than one set is in use or not. (The change did not affect ratings: Each program being viewed was and is credited.)

Nielsen authorities last week declined to give any blanket formula for adjusting current HUT figures to make them comparable to 1964's, but in general they agreed with network sources that 2% is probably as close to an accurate adjustment figure as can be found. This was also the figure used by Nielsen officials in disclosing the change to clients last March.

A Nielsen letter dated March 12, it was learned last week, called attention to the rise in multi-set homes and estimated that the old system of counting differently tuned sets as separate homes “yielded HUT levels which typically were overstated by about 1% (0.3 rating point) during weekday daytime, and 2% (1.2 rating point) during prime evening hours.”

**Corrected Figure** ■ When the September 1965 figures reported in BROADCASTING are corrected by the 2% ad-

justment factor, the average audience for the week ended Sept. 26, 1965, becomes 31,279, 320 homes. That total is 754,080 less than the average-minute nighttime audience for the week ended Oct. 11, 1964.

On a same-calendar-period basis, audience figures also show some dropoff from 1964 levels even after adjustment for the change in HUT computation methods. In homes, the decline amounts to about 500,000 in the average prime-time minute. This is about two-thirds the decline indicated in the September-vs.-October comparison after the change in computation system has been taken into account.

Nielsen figures compiled by CBS-TV researchers show that, when adjustments are made to compensate for the different system of computation, the percentage of homes using TV during the average minute of the 7:30-11 period for the two weeks ended Oct. 10 this year was 58%, as against 60.2% for the same period last year.

In terms of homes, this is half a million—31.2 million this October against 31.7 million in October 1964.

CBS-TV—and other network—researchers contend that this sort of “decline” has no real significance; that there have always been minor ups and downs in audience sizes and that the important point is that audiences have been growing over the years and that this year's, even if a bit behind last year's at this point, is still well ahead of those for all other preceding years (see chart).

Network research authorities generally acknowledge that audiences last year were uncommonly high, jumping far more than they normally do from preceding year's levels.

The percentage of homes using television during prime time in comparable early-October periods has, in fact, declined in alternate years since 1960, and in the early-October measurements in each year of the entire period from 1961 through 1963 remained a few tenths of a point below the 1960 level of 57.3%. Because total TV homes were also increasing, however, audience tune-in during that span increased every year (from 25.9 million in 1960 to 29.7 million in 1963).

**Higher in October** ■ In 1964, early-October audiences took a big jump in percentages as well as in homes—from 56.8% in October 1963 to 60.2% in October 1964 (and homes using TV increased an even two million, to 31.7 million).

For the most part network researchers were unable to account with assurance for a gain of that magnitude. Some suggested it may have stemmed

partly from what they call an overloading of the Nielsen sample with homes having children, who tend to watch more. Others contended—vigorously—that this could not have been a factor because, they said, the sample was essentially the same in October 1964 as in October 1963.

Those who thought the sample's high homes-with-children level contributed to the abnormal spurt in homes using TV in October 1964 also felt that subsequent changes in the sample, reducing the proportion of homes with children, contributed to the audience decline this October.

Some of those taking this line thought it possible that the sample changes alone accounted for as much as 2% reduction in total-audience figures this year, and that this factor plus the 2% adjustment to compensate for the new method of counting homes, may account for all, or at least almost all, of the October 1965 decline.

Other researchers, however, disputed this theory, arguing that sample changes had no material effect on the audience count, while still others felt that the changes may have had some effect but that it probably was small and certainly did not approach the 2% level.

The changes were made last fall. Census bureau figures had indicated that 51% of U. S. homes had children, as of September 1964. At that time some 59% of the Nielsen sample were homes with children. Nielsen authorities said they then began a gradual revision which reduced the proportion to about 54% as of last December. Nielsen now “turns over” about 20% of its sample each year.

**New Programs** ■ Some authorities also noted that the networks as a group are programming more prime-time half-hours this year than last and reasoned that these “new” hours, being outside the peak-audience periods, would tend to pull down the nightly averages.

While network researchers thus minimized the extent of “actual” audience decline thus far this year and in some cases contended there is no real evidence that there has not been one, a number of authorities also acknowledged—privately—that whatever the audiences have been, they haven't been up to expectations.

“The fact is,” said one research man, “audiences this year ought to be up—and they're not.”

This reasoning is based on the 1.2 million gain in total TV homes since last October, plus the surge this year in both color programming and color-equipped homes.

If the 1.2 million new TV homes watched television in the same proportion as homes were watching in early October last year—about 60%—these

## Receiver sales reached peak in 1963-64 period, EIA reports

TV set manufacturers are expected to sell 12.9 million TV sets in 1970, of which 6.7 million (52%) will be color.

This is the estimate of the Electronic Industries Association which also predicted that a total of 10.5 million TV sets—with 2.6 million color—will be sold by manufacturers to distributors this year.

The report was issued at the EIA meeting in Los Angeles last Thursday (Nov. 4) by Harper Q. North, EIA president. The five-year projection for the entire electronics industry in the United States was prepared by EIA's Marketing Services Department. It is expected to be issued annually henceforth.

The document shows that although the rate of TV sales has grown over the past five years—it reached its peak of 21.5% in the 1963-64 period—it is expected to fall to 2.4% in the 1968-1970 period. Sales of color TV reached a peak 198% rate in the 1961-62 period—rising from 147,000 units to 438,000 units. By the end of this decade, color TV's growth rate will subside to 10.9%.

Monochrome TV sales are expected to continue dropping; in 1965, the drop is estimated to be 100,000 units; from 8 million in 1964 to 7.9 million in 1965. Table and portable models are seen declining during 1966, their first drop in eight years, from an estimated 6.35 million in 1965 to 6.1 million in 1966.

**Radio Sales Up** ■ The sale growth of radio in all major categories is expected to continue up, with an estimated 25.9 million sets sold annually in 1970, compared to sales of 23.5 million this year.

Sales in 1965 will rise 22.7%. This rate will continue upward for the remainder of the decade but at a slower growth (1.8% in 1968-1970).

During 1964, domestic radio manufacturers sold more than 3.9

Factory Sales of Television Receivers  
(Add 000 Units)  
Monochrome

Year	Table & Portable	Console & Combination	Total Monochrome TV	Color TV	Total TV
1960	3,277	2,430	5,707	120	5,827
1961	3,793	2,362	6,155	147	6,302
1962	4,315	2,243	6,558	438	6,996
1963	4,781	2,237	7,018	747	7,765
1964	6,149	1,879	8,028	1,404	9,432
1965*	6,350	1,550	7,900	2,600	10,500
1966	6,100	1,300	7,400	4,300	11,700
1968	5,700	1,100	6,800	5,500	12,300
1970	5,400	800	6,200	6,700	12,900

### Annual Growth Rates (%)

1960-1961	15.7	- 3.2	7.9	22.5	8.2
1961-1962	13.8	- 5.0	6.5	198.0	11.0
1962-1963	11.1	- 0.3	7.0	70.5	11.0
1963-1964	28.6	-16.0	14.4	88.0	21.5
1964-1965*	3.3	-17.5	- 1.6	85.2	11.3
1965-1966	- 3.9	-16.1	- 6.3	65.4	11.4

### Average Annual Growth Rates (%)

1966-1968	- 3.3	- 7.7	- 4.1	14.0	2.6
1968-1970	- 2.6	-13.6	- 4.4	10.9	2.4

\*Data for 1965 and subsequent projected.

million FM sets; in 1966 an estimated 5.6 million will be sold, and sales of 8 million are estimated in 1970.

Auto radio models are expected to continue dominating radio sales throughout the decade. In 1970, this category of radio sales is expected to amount to 10 million units (39% of U.S. made radios). This compares to 8.3 million units (43%) in 1964.

Portable and clock models should show significant sales increases during the next five years. In 1970, portables will increase to 6.6 million units while clock radios will move to 5.4 million. This compares to an estimated 6.3 million portables and 4.5 million clock radios in 1965.

Table model radios will continue to rise also, but at a slower pace; from 3.3 million estimated for 1965 to 3.9 million in 1970.

Other highlights of the report:

■ Closed circuit TV sales, which amounted to \$17 million in 1964, are expected to surpass \$40 million in 1970. By that year, it is estimated

two-thirds will be used by industry and one-third for educational, medical and other purposes.

■ Factory sales of color TV picture tubes in 1965 are estimated at 2.3 million units; in 1970 this should grow to 7.5 million units. Monochrome tube sales, which started a downward trend since the peak 9.5 million units in 1964, will sink to 9.2 million units this year and 6.8 million units in 1970.

■ The total electronics manufacturing business is expected to reach \$23.9 billion in 1970—up 40% from an estimated \$17 billion in 1965.

■ By the mid-1970's, funds for research and development in the electronics industry should be more than \$6 billion on an annual basis (compared to 1963's \$2.5 billion). Leading areas of research now include such new products for home and industry as thin-screen, wall-mounted TV screens, industrial two-way color TV, telephone-color TV combinations, home video tape recorders.

alone would represent almost three-quarters of a million new homes in the average prime-time-minute audience this October.

Thus, according to this viewpoint, even if it is assumed that various adjustments and compensating factors would make this October's audience roughly equal to last year's the fact remains that this year's—at least on the basis of figures to date—is running about 720,000 homes shy of what might have been expected.

"In other words," one authority said, "we're not doing any better and might

be doing a little worse, although we have 1.2 million more potential homes."

Just how much effect, if any, color has on the homes-using-television level is a matter of dispute. Some research officials, for example, contend it has no effect; they agree that color-equipped homes watch more, but they argue that homes buying color are homes that also spent more time with black-and-white.

NBC-TV research officials, on the other hand, take the position that while color's influence on sets-in-use is still negligible so far as total national audi-

ence is concerned, it does have some influence and that the influence is growing—and will become really meaningful when color penetration, now at about 8%, reaches 20%, which they expect to happen about two years from now.

**Without Color** ■ They estimated that without color's influence, a 60.9% sets-in-use figure a year ago would have been 60.5, and that a 57.0% figure this year would be 56.3%.

If audiences this year should be bigger than last year's but aren't, what is holding them back?

For the most part researchers ap-

peared uncertain—just as most of them were uncertain why last year's audiences showed so big a jump over 1963's.

One reason advanced was that too many programs of the same type are scheduled opposite each other. Two mysteries and a situation comedy in the same time period, they reasoned, don't expand the total audience for that period the way three different program types—a mystery, a situation comedy and a variety show, for example—would do. They acknowledged after a quick check of recent ratings, however, that there are a number of exceptions to that theory.

Is the lag indicated by Nielsen's October figures to continue? On this there were no solid predictions.

It was noted, however, that first results from ARB's fall sweep indicate that in 11 big markets, at least, there is no lag but, instead, a healthy gain averaging 10% for network audiences.

The ARB figures, comparing aver-

ages for the period from Sept. 15 to Oct. 5, 1965, with the period from Sept. 23 to Oct. 6, 1964, showed gains in 10 of the 11 markets (network audiences in Pittsburgh were reported down by 4%).

The gains ranged from 5% in Cleveland to 19% in Los Angeles, with intermediate gains of 6% in Boston, 7% in Minneapolis-St. Paul, 8% in Chicago, 9% in New York, 10% in Philadelphia, and 12% in Detroit, St. Louis and San Francisco.

ARB figures on other markets are not yet available, and without them research authorities would not speculate seriously on the meaning of the 11-market figures in relation to Nielsen's national data.

One official suggested tentatively, however, that one explanation might be that audiences are bigger in big cities but—conceivably—may be down in smaller markets and rural areas.

"If that is the case," he said, "what

are the television critics going to say? They're panning this season's shows. They think the programing is unsophisticated. But if it turns out that audiences are up in the big, more sophisticated markets, and down in the smaller and less sophisticated markets, what will they want us to do—program even less sophisticated stuff than we're doing now?"

**Where to From Here?** ■ What it all means—the Nielsen and ARB data both individually and taken together—remains to be seen.

The results of a complete ARB sweep will be out in several weeks and a new Nielsen national report will be out today (Nov. 8). Both of those, and subsequent Nielsen reports, are sure to be searched for trend indicators. Meanwhile, audiences historically build during the fall and early winter, reaching a peak in January and February that adds around 20% to the average program's September rating.

## BROADCAST ADVERTISING

# Discounts hit again

Another law review finds  
network rate structures  
damaging to competition

Network television discount structures, under increasing scrutiny in Congress, are examined in detail—and found damaging to competition in many respects—in an article to be published in the November issue of *Columbia (University) Law Review*, due for distribution next week.

"Television networks," the article concludes, "should be permitted to employ their advertising discount structures to promote stability in programing and to encourage sales of advertising time in otherwise unattractive time periods."

But when discounts "reward high-volume purchasers with preferential treatment" they must be considered suspect, the article continues, and when they "injure competition among both the networks and the advertisers, as well as erecting barriers to new entrants at each level," their "true nature" should be exposed.

Contrary to current Washington reports, the article considers further congressional action "unlikely."

It suggests several possible approach-

es: broadening of the interpretation of the Robinson-Patman Act to include TV; through application of the Sherman Antitrust Act, for which the article saw "much reason, though little precedent"; through the "more broadly phrased prescriptions" of the Federal Trade Commission Act, or, finally, through the FCC even though the FCC "would scarcely be equipped to adjudicate the legality of practices common not only in the broadcasting industry but pervading the entire field of mass communications."

**Damage Suits** ■ An attack through the antitrust laws, the article notes, would raise the possibility of "a proliferation of treble-damage suits against all forms of mass communications," threatening "chaos and injury" that would be unfair since discount practices represent long-established "modes of business." It was suggested that this might be avoided, however, by (1) barring treble-damage suits by claimants who have themselves received discount reductions, or (2) a congressional or judicial decision "that only damages incurred after the declaration of illegality will be held actionable."

The 44-page study was written by an unidentified Columbia Law School student, then was edited and revised and is being published as the work of the *Columbia Law Review*, according to editorial sources there. Its conclusions follow in many respects those in a recent *Yale Law Journal* article by a Columbia law professor, Harlan A. Blake, and a recent Columbia graduate, Jack Blum, now an FCC staff member on loan to the Senate Antitrust and

### More B-M for ABC-TV

Bristol-Myers Co., New York, ABC-TV's biggest national advertiser this season, will be up to the \$40 million billing level on the network in the current broadcast year (1965-1966 season).

ABC-TV said last week that the advertiser had renewed its program investment of an estimated \$32 million for the remainder of the season while adding an additional \$8 million on the network. Bristol-Myers is in 12 prime-time shows in addition to daytime programs and the Peter Jennings' early evening news. Young & Rubicam, New York, is B-M's agency of record in the fourth quarter of 1965. The advertiser is represented by several agencies.

Monopoly Subcommittee (BROADCASTING, Oct. 25).

**Big vs. Small** ■ The article examines the individual discount structures of ABC-TV, CBS-TV and NBC-TV and concludes that each contains elements that give big advertisers competitive advantages over small advertisers.

"... The conclusion seems inescapable that advertising discounts pose a threat to competition at the secondary level [among buyers of time, as opposed to 'primary' or inter-network competition]," the article asserts.

"In addition [they] are detrimental on the primary level. Few advertisers oper-

# GET YOUR PITTSBURGHERS HERE!

Gulf does. They consistently pump sales into the nation's eighth market (and Gulf's home town) by buying WIIC exclusively. But you don't have to live here to spot the best spot buy. Check avails with General Sales Manager Roger Rice or your Petry-TV man.



PITTSBURGH'S MOST COLOR ▲ FULL STATION

## **WIIC-TV11**

BASIC NBC TELEVISION AFFILIATE



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

BROADCASTING, November 8, 1965

ate on the large scale necessary to make purchases with all three networks and still qualify for maximum discounts from each. Thus most smaller advertisers . . . will obviously tend to concentrate their expenditures on one network so as to obtain the largest possible discount . . . The discounts may therefore tend to limit competition among the three existing networks by limiting advertisers' freedom to choose among them.

"In addition, this structure poses a powerful barrier to the entry of new national networks for the same reason . . .

"Finally, in industries where advertisers can effectively utilize other media besides television, the discounts may have the same 'locking-in' effect tending to concentrate a particular advertiser's expenditures in television as opposed to any of the other communications media."

The propriety of an FCC attack on network discounts by threatening the licenses of network-owned stations might "seem questionable," the article said, but this course "would be justified if it could be demonstrated that the network discounts were limiting advertisers' access to local stations or producing other deleterious effects at the local level."

Action by the FCC under its rule-making powers was suggested as another possibility although the article also suggested that "it is questionable whether the FCC could or should regulate network discounts if the only anti-competitive effect that could be demonstrated were injury to advertisers."

## TVB's Detroit pitch to have computer facts

Television Bureau of Advertising will unveil at its annual meeting in Detroit on Nov. 18 its major 1965 presentation, "MasselecTIVity," which contends that the computer substantiates the value of television in the marketing of a wide range of products, stores and services.

More than 600 members of TVB, advertiser, agency and station representative executives are expected to attend the presentation session on the fourth day of TVB's annual membership meeting, Nov. 15-18, in the Statler Hilton hotel.

The half-hour film presentation stresses that computers have replaced opinion and guesswork with facts, and TV, analyzed by these same computers, has proved to be the single common denominator among all people. It urges corporate management to keep up with their customers and competition by



Mr. Clark



Mr. Frey

learning to "meet them in today's market place, the marketing place of television."

The complete list of speakers for the annual meeting was announced last week by TVB. They are: Jerome P. Cavanaugh, mayor of Detroit; Donald L. Clark, vice president, corporate advertising, Xerox Corp.; James T. Quirk, publisher, *TV Guide*; Donald N. Frey, vice president, Ford Motor Co. and general manager, Ford Division; George E. Blechta, vice president, A. C. Nielsen Co.; George W. Dick, president, American Research Bureau; Dr. Arthur E. Turner, president, Northwood Institute, Midland, Mich., and Governor George Romney of Michigan.

## Business briefly . . .

**The 3M Co.**, St. Paul, Minn., through BBDO, New York, will sponsor *Pro Football: Mayhem on a Sunday Afternoon*, the second in a series of five special documentaries the company will sponsor on ABC-TV during late 1965 and early 1966. The program to be broadcast on Wednesday, Nov. 25 (10-11 p.m. EST), will use both color and black-and-white film clips in tracing the history of professional football.

**Standard Brands, Sterling Drug, Frigidaire** (division of General Motors), **Polaroid Corp.** and **Schick Safety Razor Co.** (division of Eversharp Inc.) have signed for participations in NBC-TV prime-time programs. **Standard Brands**, through Clyne Maxon, both New York, is in seven programs; **Sterling Drug**, through Cunningham & Walsh, both New York, is in six programs; **Frigidaire**, Dayton, Ohio, through Dancer-Fitzgerald-Sample, New York, is in six programs; **Polaroid**, Cambridge, Mass., through Doyle Dane Bernbach, New York, is in two programs, and **Schick**, Milford, Conn., through Norman, Craig & Kummel, New York, is also in two programs.

**General Electric**, through Clyne Maxon, both New York, will sponsor on NBC-TV *Rudolph the Red-Nosed Reindeer*, an animated musical in color on Dec. 5 (5:30-6:30 p.m. EST), and **American Gas Association**, through

Lennen & Newell, both New York, will sponsor *Peter Pan*, with Mary Martin, on Jan. 21 (7:30-9:30 p.m. EST). Also on NBC-TV, **Minute Maid Co.** (division of Coca-Cola), Orlando, Fla., and **General Mills**, Minneapolis, through Dancer-Fitzgerald-Sample, New York, will sponsor the colorcast of the *Tournament of Roses Parade* on Jan. 1, 1966 (11:30 a.m.-1:45 p.m. EST), while **Procter & Gamble Co.**, Cincinnati, through Benton & Bowles, New York; **Vick Chemical Co.**, through Morse International, and **National Biscuit Co.**, through McCann-Erickson, all in New York, and **McDonald Systems**, through D'Arcy Advertising, both Chicago, will sponsor color coverage of *Macy's Thanksgiving Day Parade* on Nov. 25 (10 a.m.-12 noon EST).

**The Kool Aid Division of General Foods**, White Plains, New York, through Foote, Cone & Belding, New York, will begin around Dec. 1 an introductory spot radio and TV campaign in Pennsylvania, Missouri, Oklahoma and Oregon for its new Great Shakes Instant Shake Mix.

## Consolidated Cigar burns over mixup

The Consolidated Cigar Co., New York, issued a sharply worded announcement on Nov. 4 terminating its one-half sponsorship of the one-hour *Sammy Davis and His Friends* special scheduled for ABC-TV on Feb. 1, 1966. Consolidated's reason: a conflict with Mr. Davis' weekly variety show on NBC-TV, starting Jan. 7, 1966, although the special had been negotiated earlier and had been touted as the performer's first network program under his own name.

Jack Mogelescu, senior vice president of Consolidated, said the company had asked ABC-TV to move up the special to a December date but he reported that the network could not effect the change. He noted that ABC-TV's exclusivity contract with Mr. Davis could keep the entertainer off his weekly series for 24 days before and eight days after the special, but added that Consolidated wanted to "keep this great performer on the air and not off."

Mr. Mogelescu was especially critical of what he said was the "maneuvering" of the William Morris Agency, talent representative for Mr. Davis, in negotiating for both a special and a variety series.

An ABC-TV official declined to comment on this development, the status of the special, or sponsorship arrangements. He indicated that the program had another advertiser but would not identify the company.





## Europe was fantastic, but not like FARGO!

**W**E ain't just a-kidding — us Hayseeds makes big dough, and we ain't saving it for that little \$100,000 house out in Darien that's not really as big at it looks!

That's another thing that makes us one heck of a market for such non-conspicuous stuff as groceries, toiletries, beverages and Bentleys (we save \$300

each on those radiators!). And *that's* why so many advertisers who wouldn't usually be caught dead in a market our size, are steadies on WDAY Radio and TV!

That's the picture, and there really isn't any other worth mentioning. Ask Peters, Griffin, Woodward for all the facts!

# WDAY WDAY-TV

The Know-How Stations in  
FARGO, N. D.



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

# Admen criticize use of research as cure-all

There is more to philosophy of advertising than dependence on statistics, 4A meet concludes

Advertising research and the growing tendency of advertising people to look to research for the solutions to all their problems came in for a barrage of criticism at the western region convention of the American Association of Advertising Agencies, held Nov. 1-3 at the Del Monte Lodge in Pebble Beach, Calif.

William E. Steers, AAAA board chairman, took the first crack at "over-reliance on statistics and measurables" in his address to the members-only session which opened the three-day meeting. "Statistics," he said, "when over-relied on, can vastly and dangerously oversimplify the complexities of our business. They can also, dangerously again, lead us into decisions that contradict good judgment, common sense and intuition.

"Our business has got to take into

consideration the value of such things as opinion, personal judgment, the educated guess, intuitive good sense, the hunch. I don't know what the statistical probabilities of having correct hunches are. But I do know that our business has always needed men with guts enough to stand up and say: 'This is what I think we ought to do.'"

This philosophy was aptly illustrated by William Bernbach, president of Doyle Dane Bernbach, final speaker of the meeting, who said that the Avis campaign would never have run if the advertiser and agency had taken pre-campaign research findings at their face value. "Research said it couldn't work—but it did."

**Sales Effect** ■ William F. Quinn, president of the Cole Corp., berated research for its failure to measure the effect of advertising on "sales revenues

or marketing margin or net profit." People in his company and its advertising agency, he said, "have patiently explained to me that you can't isolate the advertising from promotion, sales efforts and other factors, all of which influence a sale. So you can't measure the increase in sales due to advertising nor the sales that would have been lost without it. That's a flat statement I do not entirely agree with. . . . If advertising has the effect of increasing sales, we ought to be able to find out how much.

"Where does the fault lie?," he asked. "I say our research is deficient. Don't ask me how, because I don't know. But I do not believe it impossible to develop the conditions, the controlled situation, where the influence of advertising on sales can be directly measured with some degree of accuracy and assurance of dependability."

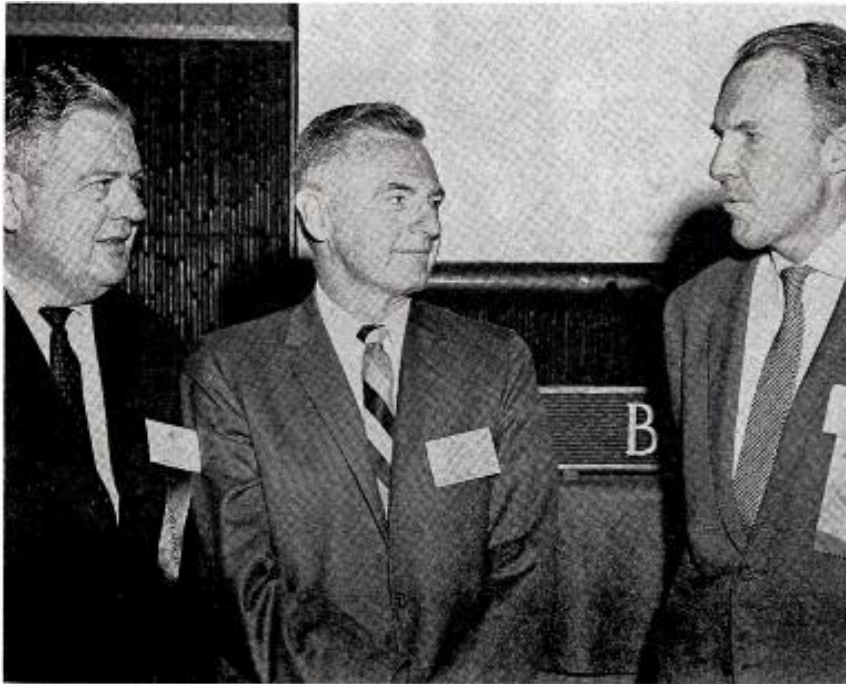
Margaret Hockaday, president of Hockaday Associates, continued the attack. Citing the "overwhelming failures of new products set today at 60% for all those test marketed by well managed companies," she asked: "If that's the best the professionals of marketing science can produce, why not put the risk back into advertising?"

"Don't use market testing as an artful dodger for lack of initiative or courage," she urged. "With \$1 million you can shoot for the real thing in a specific market where you run a better-than-40% chance of success for your advertising money. You've opened a selective market, captured a particular consumer for the product in a distinctly favorable competitive situation and come off with a neat profit. When you get through it may spell Avis."

**Understanding** ■ Dean E. Arbuckle of the graduate school of business, Stanford University, drove the final nail into the marketing research coffin when he noted: "There are too many experts who have all of the answers, but who don't understand the questions, who know about figures but not about human beings." Advertising, Dean Arbuckle said, has "too many people relying on specialists when what is needed are more generalists."

"Television Commercials, East and West," were shown and discussed by two BBDO vice presidents and creative directors, John Bergin of the agency's New York office and Arthur Bellaire of the San Francisco office. Mr. Bergin's thesis was that the best TV commercial is the one that lets the picture tell the story. "The ideal commercial," he commented, "would be one with no words at all." He admitted that usually that is not possible.

As illustrations, Mr. Bergin used the Band Aid commercial of the little girl



W. M. Starkey, (l.) of BBDO, Los Angeles, vice chairman of the western region 4A's, and Art Bellaire (c.), of the same agency, San Francisco, confer with Robert Pauley, president of ABC Radio, following a session on broadcast media at Pebble Beach.

Mr. Starkey presided during a presentation by Mr. Bellaire and John Bergin, also of BBDO, New York, in which recent ads were evaluated. Mr. Pauley reported on the new Yankelovich study on radio's underrated effectiveness (BROADCASTING, Oct. 4).

on the beach who runs to her mother to have a hurt finger bandaged; the Alka-Seltzer commercial that opens with a black screen and an off-camera voice and concludes with a second, third and fourth tablet being dashed into the glass of water; and "the all time champ," the Wheaties sports scene.

Mr. Bellaire covered a wide range of commercials in his presentation. He showed the Leslie salt spot ("turkey is flat without Leslie's) to illustrate the art of making a good commercial for very little money. As examples of the effective use of cartoon spots, he used the Western Airlines bird, the telephone company's Yellow Pages and a Union Oil spot. A commercial for the First National Bank of Oregon, showing a tree being felled, demonstrated the importance of just the right sound with the picture.

Commercials for AMF toys, Gulf Oil and MJB coffee were lauded by Mr. Bellaire as examples of the proper use of color in TV advertising. And the swimsuit spot for Cole of California, he said, offers dramatic proof of the truism that a good commercial goes beyond merely showing the product.

## Agency appointments . . .

■ Chock Full O'Nuts Corp., New York, has changed its agency for the fourth time this year to Compton Advertising, replacing BBDO, both New York. The account (\$2 million estimated billings) moved to BBDO from Monroe Greenthal agency last July. Garfield Advertising resigned the account in January of 1965. Chock Full O'Nuts regular and instant coffee and its wholly owned subsidiaries, Old Judge, Nash's, and Boscul coffees are included in the switch. Compton will take over the billings effective Dec. 1. Some \$1.2 million is in broadcast, according to current estimates.

■ The Arthur Murray Corp., New York, has appointed Kane, Light, Gladney, New York, to handle its advertising. The account, which has relied primarily on newspaper advertising in the past, is expected to also use TV and radio.

■ Pet Milk Co. (Red Seal potato chips) moves to Doyle Dane Bernbach, Los Angeles, which for some years has handled the advertising for another Pet Milk Snack food line, Laura Scudder.

■ West Chemical Products Inc., Long Island City, N. Y., names J. M. Mathes Inc. to succeed Gardner Advertising, both New York, on Dec. 1. West Chemical manufactures CN and CN Plus disinfectants and West Pine household germicidal cleaner.

# Code accepts competitive ads

## Bell says Rambler and Gillette commercials within propriety limits

The National Association of Broadcasters' Code Authority has inspected the TV commercials for Gillette and



Mr. Bell

Rambler and sees no reason to object to them, Howard Bell, director of the NAB code authority, said Tuesday (Nov. 2) in Hollywood. At a news conference preceding his address to a luncheon meeting of the Hollywood Advertising Club, Mr. Bell was asked about a letter from Marvin Cantz, president of Tilds & Cantz, Los Angeles advertising agency, asking what action if any was planned against the Gillette and Rambler spots, which Mr. Cantz found to be "less than factual comparisons with competing brands" (BROADCASTING, Nov. 1).

Tilds & Cantz is agency for Autowest, Renault distributor in the western states, and creator of commercials which the NAB code authority had found unacceptable (BROADCASTING, Sept. 13, 6).

The code authority's New York office screened these commercials, Mr. Bell said, and found them well within the limits of propriety established by the television code.

"The Gillette spots showed other blades being shoved aside and the Gillette blade winning the 'man test,' but a survey had been made which substantiated the Gillette claims and while the other brands of blades were identified nothing disparaging was said about them."

The Rambler situation, Mr. Bell said, "is a little more complicated." A West Coast agency, he said, had submitted sample copy to some stations subscribing to the NAB code, asking if they would accept it. The stations said "no," Mr. Bell reported, and so far as he knows ads with that copy never were broadcast. The national campaign does mention the competition, but without "snide remarks" and the code standards are observed in all the commercials the

code authority screened, he said.

The Renault commercials, which had been found unacceptable, "went beyond the license of puffery and crossed the line into a very undesirable area which the code authority could not accept," he said.

**Increase Noted** ■ Mr. Bell, in his address to the Hollywood Advertising Club, noted a marked increase in "the practice of competitive 'derogation' of products in all advertising."

Both the TV and the radio codes have identical standards objecting to claims dealing unfairly with competitors, competing products or other industries, Mr. Bell said, but so have the advertising codes of the American Association of Advertising Agencies, the National Better Business Bureaus, and the new "Advertising Code of American Business."

Neither the TV nor the radio code prohibits comparative claims, Mr. Bell explained, when a superiority claim is authenticated.

He warned that from a public viewpoint, "the practice of product derogation is suicidally short-sighted."

Mr. Bell disclosed that the code authority will meet Dec. 15 with the Toy Manufacturers of the U.S.A. Inc. to review current toy advertising practices. He also said that the New York and Hollywood code offices have approved 267 toy commercials of 41 manufacturers for the forthcoming 1965 holiday season. Last year the code officials approved 194 spots of 33 manufacturers, he recalled.

Discussing public complaints of program interruptions, Mr. Bell ventured that this concern is particularly true of programs not originally produced for TV "with the result that they do not have the logical breaks that are a built-in part of regular TV programing." The code, he emphasized, does not deal with this at the present time.

## Also in advertising . . .

**Little green dots** ■ Advertising Time Sales Inc., New York, said last week that it has introduced a color "oriented" TV availability form that has been designed to point up color availabilities on schedules of stations the firm represents. When a spot is available in color a green dot is placed next to the listing.

**New quarters** ■ National Advertising Agency of Washington Inc., has moved to new offices in Suite 914 Vermont Building, 100 Vermont Avenue N. W., Washington.

**Ads for small budgets** ■ A radio commercial production firm that will specialize in servicing small-budgeted

## A common Bond shared by commercial makers

What do new TV commercials for Max Factor, Mattel and Plymouth have in common? The James Bond touch, according to Gerald Schnitzer, whose Hollywood commercial production company produced the TV spots for all three clients.

"In each situation, we used a subtle reference to Bond, without actually using the name, of course," Mr. Schnitzer observed.

Examples pictured are: (lower left) a spot for Max Factor's Sheer Genius, through Carson/Roberts, Los Angeles; (lower right) one for Mattel's Agent OM Radio Rifle, also a C/R account, and (center) one for the Plymouth Dealers of Southern California, through N. W. Ayer & Son, Los Angeles.

The 60-second Sheer Genius commercial shows a beautiful heroine fleeing from two sinister "spies." She runs to her room and, once safely inside, whips out her "weapon"—a lean tube of 005-type Sheer Genius makeup, managing to apply a few flattering dabs of this potent substance before she is captured by the "enemy."

The suave youth who might be called "the son of Bond" stands



beside one of Mattel's newest toys, that appears to be an innocent radio set but in the hands of a knowing operative (as he demonstrates) can be transformed instantly into a "lethal" rifle.

And the "pistol-packin' mama," with a weapon even longer than her glittering earrings, delivers the message used during the clean-up campaign just before the introduction of

the 1966 models that "Your Plymouth dealer is a dealin' man." In another of the 60-second Plymouth thrillers, the girl runs through a laboratory. A man's hand is seen, holding a Luger which stops her in front of a target, which suddenly falls away to reveal the 1966 Plymouth. And the off-camera voice comments that Plymouth, too, is "right on target."

Commenting on the new trend in commercials, Edward Gottlieb, account executive on Max Factor at Carson/Roberts, noted that "it's not just a James Bond rage. It's like Sam Spade revisited and expanded. There's a whole new audience identification with these spy heroes.

"It used to be only the Humphrey Bogart fans who liked intrigue. Now it seems everyone's a fan of this type of excitement. And that's what the advertising business is always trying to bring to its sponsor's products—excitement."

Mr. Schnitzer summed it up: "Sponsors and their agencies are capitalizing on an obvious trend. There is an aura of suspense and intrigue about James Bond that has caught the imagination of the TV public."



advertisers and local accounts has been formed in New York City by Bob Maxwell, voice-over commercial announcer. Mr. Maxwell's organization, Bluefield Productions Inc., is at 8 East 48th Street. Phone: 421-9022.

**A larger office** ■ Modern Teleservice Inc. last week opened its expanded main office in New York at 619 West 54th

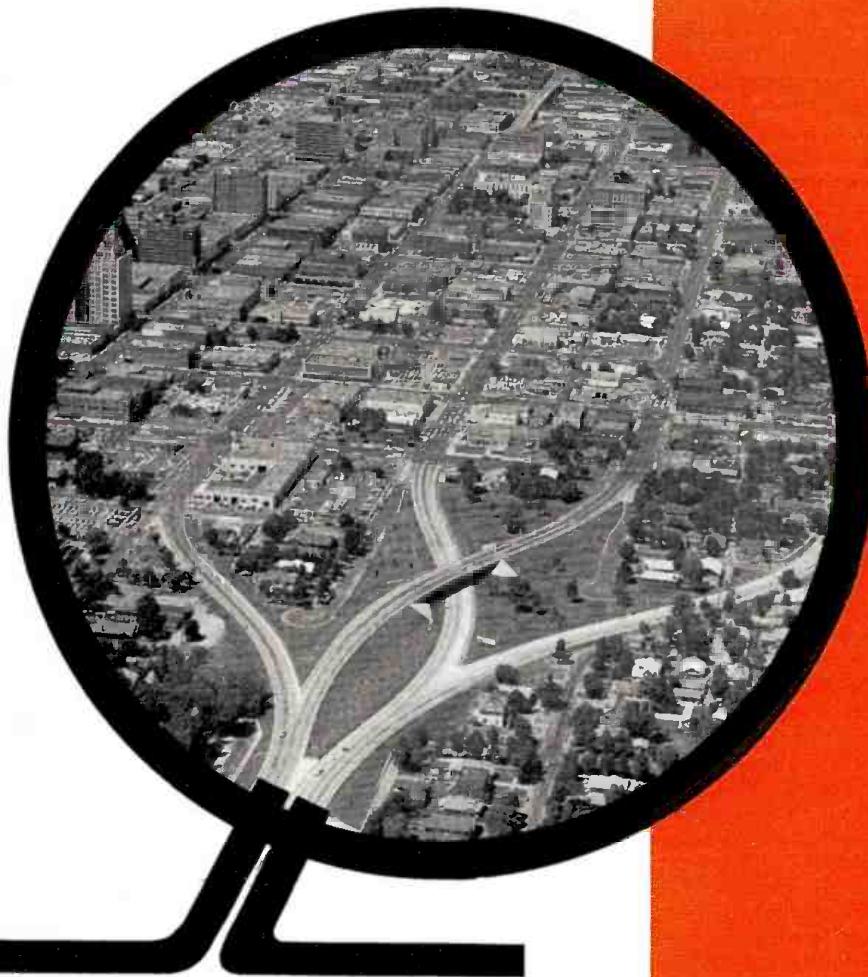
Street. The company can now handle more than 40,000 commercial prints monthly, according to J. Richmond Ritenour, president.

**New York office** ■ The Chalmers Co., Los Angeles-based agency, has opened New York offices at 450 Park Avenue. Phone: (212) 421-1717. Bruce Jacobs, account supervisor at Fletcher Richards

Co., has been named vice president and manager of the New York office.

**Baltimore merger** ■ Richardson Myers and Donofrio, Baltimore, Harold C. Donofrio, president, and Kit Tyson Associates, Kit Tyson, president, have announced the merger of their respective firms. The new company will be at 9 West Hamilton Street, Baltimore.

# Doubled since 1950 ? What Market ?



## AMARILLO, of course!

AND THIS IS JUST A SMALL PART OF THE PICTURE!  
Only 15 years ago, Amarillo was a proud little city of 74,246, and today the metropolitan area has increased over 144%. But that alone doesn't make it unique. What does is the fact that Amarillo is a cultural oasis. There is no other large city within a 150 mile radius, just 38 of Texas' richest counties with a buying income of more than \$1,138,707,000.

No wonder Amarillo is growing, so will your KGNC dollar value!



**VENARD, TORBET & McCONNELL, INC.**  
NATIONAL REPRESENTATIVE

**KGNC**  
AM FM TV

## Stricter policy set for CBS-TV changes

CBS-TV is tightening its policy on last-minute changes in commercial schedules by enforcing a 72-hour deadline on changes prior to broadcast (CLOSED CIRCUIT, Nov. 1).

Advertisers are not permitted to make commercial changes within the three-day limit. The only exception would be for legal reasons. The network imposed its tight schedule to safeguard against errors in broadcast standards and to allow for accurate translation of coded material fed to a computer that controls the commercial schedule.

CBS-TV will accept changes before deadline only by written confirmation made to four areas: program coordinator, sales department, program practices and broadcast services. For a product category change, the CBS sales account executive for the product must be notified. When an advertiser wishes to switch the commercial to color, he must give one-week notice.

NBC-TV's commercial policy, although set on a two-week schedule, remains elastic up to the day of broadcast, NBC officials reported. In shipping negative prints to individual stations, NBC requires an eight-day deadline. Should the advertiser change his commercial schedule, he must pay for shipping, wiring and editing charges.

The ABC-TV commercial schedule originally starts with a four-week deadline for negative prints. With two weeks left to air time, the advertiser can make changes only with positive prints. For the delayed market, an eight-day notice is needed before shipment. The advertiser may change his schedules at individual stations, but must pay a percentage fee based on each station's hourly rate. But on live network scheduling, ABC allows for up to 48 working-day hours for revision before broadcast.

## Spot TV extolled for new product tests

James R. Barnet, president of Aerosol Corp. of America, heaped praise on the spot television medium last week as a marketing tool which can determine a new product's worth "before you get too emotionally or economically committed" to it.

The Aerosol president, whose company has multiplied its sales by 16 since it first tested TV five years ago, said: "No other medium could have afforded us the opportunity to do it step by step, market by market as scientifically, flexi-

bly or as economically."

Mr. Barnet spoke in Boston at the second of a series of spot television conferences sponsored by The Katz Agency, New York station representative.

He warned that the use of spot TV is "not a guarantee of success," but said it's capable of creating "a ground swell of demand beyond your fondest dreams" at a remarkably reasonable cost. This cost he said, can be projected with high accuracy on a national basis.

Spot television, Mr. Barnet suggested, finds its greatest strength not in new product introduction but in its flexibility enabling the advertiser to take advantage of seasonal needs and to resolve local distribution problems.

He advised spot advertisers never to spend more in test markets than they would in any other markets. In this respect, he explained, there may be a sizable difference in the cost-per-thousand listeners reached from one market to another.

Mr. Barnet said some sponsors shy from the New York TV market because of the high cost of a single spot there. "The greatest trap you can fall into," he said, "is to think you can repeat the efficiency of the New York spot TV market in any other market."

According to Mr. Barnet, Aerosol will start using spot in 1966 to augment network television.

### After 35 years

A cigarette brand that conjures up memories of the Gay 90's and the World War I era, Sweet Caporals, waltzed into the news last week with announcements of several developments. The brand, a product of the American Tobacco Co., will institute its first advertising campaign in 38 years; has made the first major design change in its label since 1870 and is the first cigarette, a company spokesman ventured, to carry a health warning on the package.

The account has been assigned to Sullivan, Stauffer, Colwell & Bayles, New York, and initial advertising will be in newspapers in the metropolitan area, starting today (Nov. 8). Radio and TV advertising will follow, he added, but the extent of this campaign has not been determined. It was said that although the brand has not been promoted actively since 1927, it has maintained a loyal following in a number of large cities, particularly New York.

## Whisky spots on Bay Area AM-FM

The issue of liquor advertising on radio has reared its head again. KKH-AM-FM San Francisco is carrying a seven-week spot campaign for Quality Importers' Old Bushmill's Irish Whiskey. The campaign, from Nov. 1 to Dec. 18, calls for 12 spots a week and was placed through Lando Inc., Pittsburgh.

According to officials of the National Association of Broadcasters, KKH-AM-FM are not subscribers to the NAB's radio code, which forbids liquor advertising.

WQXR-AM-FM New York, which began carrying liquor advertising in April 1964 (BROADCASTING, April 6, 1964) currently has no hard-liquor advertising in its schedule. When the New York station announced its decision to carry liquor advertising, the furore which followed resulted in the introduction of legislation in Congress to ban radio and television liquor advertising.

WQXR's last liquor account was Schenley Distributors which did not renew when its contract expired on July 17. Schenley's WQXR program contained no product commercials, but opened and closed with announcements stating: "This program is being presented/has been brought to you by Schenley Distributors . . ."

Old Bushmill's KKH campaign follows the theme used in its print ads, urging listeners to "shed button-down tastes in favor of Bushmills . . . A whisky of such rare bouquet you could serve it in a snifter."

### Rep. appointments . . .

- KBAK-TV Bakersfield, Calif.: Broadcast Communications Group Inc., New York.
- KPTL Carson City, Nev.: J. A. Lucas Co., Los Angeles, as western representative and Gill Perna Inc., as eastern representative.
- WBBF-FM Rochester, N. Y.: Quality Media Inc., New York.
- WBRE-TV Wilkes-Barre-Scranton, Pa.: Edward Petry Co., New York.

### ARB moves in N.Y.

American Research Bureau has moved its New York office from 1 Rockefeller Plaza to the top floor of the Trade Bank & Trust building, 529 Fifth Avenue, 10036. The firm's telephone number and cable address have not been changed.

# What's new on the railroads?



Rack cars



Data processing



Giants of the rails



Welded rail



Workhorse for defense



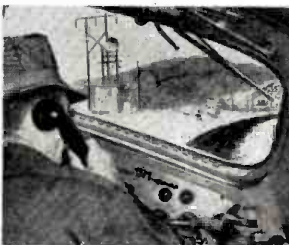
Modern design



Automated yards



Push-button control



Train radio



Unit train



Piggyback express



Container loader



Microwave service



Super-size loads



TV car monitor



Centralized traffic control

## All this and more...in PHOTOS

### SHOW the new railroads taking shape across America... through "RAILROADING IN PICTURES"

Railroads are rolling toward an all-time record in 1965 in spending for new facilities and modern equipment. The carriers' outlays are topping \$1.6 billion this year—sixty percent above their 20-year postwar annual average. This sweeping modernization program is transforming everything from track to wayside signals, from locomotives to cabooses... resulting in a host of new railroad services to move the mounting output of America faster, more

smoothly. To help newsmen illustrate this dramatic story, we have prepared a new booklet showing railroad scenes like those above, representing our file of thousands of glossy black-and-white prints in 8x10-inch size. These photos can be obtained free of charge for illustrative use in any kind of public media. To obtain your copy of "RAILROADING IN PICTURES", just write...AAR News Photo Service, 805 Transportation Bldg., Washington, D.C. 20006

## ASSOCIATION OF AMERICAN RAILROADS

## Commercials in production . . .

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

**Rose-Magwood Productions, 72 West 54th Street, New York.**

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Winston cigarettes); four 60's for TV, live on film, color. David K. Schermerhorn, production manager. Agency: Wm. Esty, New York. Arlene Lunney, agency producer.

Toni Co., Chicago (Casual); three 60's for TV, live on film, color. David K. Schermerhorn, production manager. Agency: Wade Advertising, Chicago. Mary Afflick, account executive and agency producer.

Phillips Van Heusen Corp., New York (Van Heusen shirts); two 60's, two 50's, two 20's for TV, live on film. David K. Schermerhorn, production manager. Agency: Grey Advertising, New York. Charlie Powers, agency producer.

**Gerald Schnitzer Productions, 6063 Sunset Boulevard, Hollywood.**

Black & Decker Manufacturing Co., Towson, Md. (power tool display); two 60's for TV, live on film, color. Gerald Schnitzer and Ben Norman, production managers. Agency: Van Sant, Dugdale & Co., Baltimore. Douglas Tillet, agency producer.

Quaker Oats Co., Chicago (Ken-L Ration); one 60 for TV, live on film, color. Gerald Schnitzer, production manager. Agency: J. Walter Thompson, Chicago. Len Levy, agency producer.

Armstrong Cork Co., Lancaster, Pa. (Epic floor wax); two 60's for TV, live on film, color. Gerald Schnitzer and Ben Norman, production managers. Agency: BBDO, New York. Karl Fischer, agency producer.

Chock Full O'Nuts Corp., New York (coffee);

two 60's for TV. Gerald Schnitzer and Ben Norman, production managers. Agency: BBDO, New York. Les Collins, agency producer.

Armour & Co., Chicago (Dial soap); two 60's for TV, live on film, color. Gerald Schnitzer and Ben Norman, production managers. Agency: Foote, Cone & Belding, Chicago. John O'Toole, agency producer.

Max Factor & Co., Hollywood (Sheer Genius make-up); three 60's for TV, live on film, color. Ben Norman, production manager. Agency: Carson/Roberts, Los Angeles. Robert Brad, agency producer.

**Pepper Sound Studios, 51 South Florence, Memphis 38104.**

Brock Candies, Chicago (candy); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Arthur Meyerhoff & Associates, Chicago. Stewart Novi, account executive.

May Stern & Co., Pittsburgh (department store); one 60 for radio, jingle. Ernie Bernhardt, production manager. Placed direct.

Vibro Seat, Lubbock, Tex. (auto seat vibrators); one 60 for radio, jingle. Gerald Clements, production manager. Placed direct.

**Snazelle Productions Inc., 155 Fell Street, San Francisco.**

Harvey's Resort Hotel, Lake Tahoe, Nev.; twenty-four 60's for radio, celebrity spots. E. E. Gregg Snazelle, production manager. Agency: Richard N. Meltzer Inc., San Francisco. John Mercer, agency producer.

Walter N. Boysen Co., Oakland, Calif. (paints); one 20, one 10 for TV, live on film, color. E. E. Gregg Snazelle, production manager. Agency: Resor, Anderson, Etc., San Francisco. Jim Resor, agency producer.

## Purex revamps its advertising setup

Purex Corp., Lakewood, Calif., has reorganized its marketing and advertising structure following the election of William R. Tincher as president. In place of a corporate set-up, controlling overall marketing and advertising policies and practices, Purex is decentralizing these activities, with each division handling its own marketing-advertising. Thomas F. Desmond, corporate vice president in charge of grocery products sales and sales promotion, has been named vice president, grocery products marketing, and has responsibility for all these functions in the most important Purex division, producer of a variety of bleaches, soaps, detergents and cleansers. Peter J. DeMuth has been named director of brand management of the grocery products group and Jack Bard is now director of marketing services for these products, both reporting to Mr. Desmond.

In the reorganization, two veteran Purex executives have resigned: Jack Northrup, senior vice president and board member, and Leslie C. Bruce, Jr., vice president for corporate advertising and marketing research services. Mr. Northrup had been with Purex for 15 years, Mr. Bruce for 11 years. Neither has announced future plans.

## Top-50-market radio up but others are down

An analysis of 1964 FCC radio billing figures (BROADCASTING, Oct. 25) by Prestige Representation Organization, New York, reveals that national and regional expenditures increased by 18.3% on stations in the top 50 markets but dipped by 19.7% for outlets in markets below the top 50.

Sam Brownstein, president of PRO, reported that in the top 50 markets, national's regional radio spending in 1964 rose to \$151,256,658 from \$127,809,824 in 1963. In contrast, he said, FCC figures showed that in all other domestic markets with three or more stations, billing in 1964 fell to \$55,424,023 from \$69,047,558 the preceding year.

A similar study made by PRO last year revealed that the 50 largest markets in 1963 had a 6.2% rise over 1962, while all other markets registered a total gain of 5.3%.

PRO represents stations in markets below the top 50. Mr. Brownstein noted that radio stations on his company's list in 1964 showed an average increase of 20.5%, despite the dip in billing by smaller stations as a whole. In his study the top 50 markets were those with the largest metropolitan area populations.

## VPI increases color capacity

VPI Productions Inc., New York, has enlarged its color control staff and has expanded its affiliate company, Video Opticals, in order to meet the demand for rapid delivery of color commercials, it was announced last week.

George Tompkins, VPI president, said that the company is now in a position to assure on-time delivery of color release prints. He said that Al Goldstein has joined VPI to direct its color quality control company and Jerry Berger will assist him in color control and color expediting.

## Agency lists first account

Rockwell, Quinn & Wall, New York, which began operations Oct. 25 (BROADCASTING, Oct. 25) has announced acquisition of its first account, Geo. Wiedemann Brewery Co., Newport, Ky. Wiedemann bills approximately \$2 million, of which an estimated \$1.2 million is in spot and network TV and spot radio.

Account has been unassigned since September when it left Needham, Harper & Steers, New York. Principals of the newly formed agency were associated with NH&S or Doherty, Clifford, Steers & Shenfield, which became a part of NH&S last summer. Rockwell, Quinn & Martin takes over Wiedemann on Jan. 1, 1965.

## Remote unit for agency

Robert M. Gamble Inc., Washington, has designed a branch agency on wheels to service advertisers located outside metropolitan areas. The mobile branch office is a custom-designed Dodge motor home costing nearly \$20,000 and equipped with a 16mm sound projector and screen, slide film projector, tape recorder and playback machine, media information and standard office equipment such as typewriter, tabulating machine and photocopier. The mobile unit also includes a complete drawing board and supplies, Polaroid and 35mm cameras, and a comprehensive advertising library that is available to Gamble clients.





*"Experience breedeth art; lack of experience, chance."*

Ben Jonson, England's famed dramatist and poet, could well have been speaking of the television medium in this statement.

The kind of EXPERIENCE that produces true art and viewer loyalty distinguishes the Griffin-Leake stations.

**GRIFFIN-LEAKE TV, INC.**

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



## Wasilewski rebuts the critics

NAB president tells IRTS the critics are all wet, defends advertising as part of the American system

President Vincent T. Wasilewski of the National Association of Broadcasters last week assailed the critics of broadcasting and advertising, but warned broadcasters against complacency in dealing with bad points of the industry.

Mr. Wasilewski spoke before the International Radio and Television Society at a luncheon last Friday (Nov. 5) in New York.

Broadcast programming, he claimed, "appeals to a majority of the people a majority of the time" and "this is in the public interest."

He referred to the constant critics' charges that programming is not "intellectually stimulating" and said that the critics were not really complaining about the programming, but about the tastes of the people.

**Entertainment** ■ Mr. Wasilewski feels TV programming generally is "light entertainment" but he said that superior programming was available in sports, in specials and in the much-improved broadcast news coverage of major events.

The critics, he noted, do not advance their cause any when some admit that they do not own a television set.

He also took a big swing at those

who complain about the advertising profession in America and at the research report by the Consumers Union of the U. S. (BROADCASTING, Sept. 20) in particular, that say that advertising contributes mainly to a massive waste of human and natural resources. Mr. Wasilewski said that these people "seek a radical change in the system," but that the effect would be the abolition of the free choice.

And, he continued, the "free choice system in this country is the thing that has allowed the economy to grow and prosper" so that this is the greatest country in the world.

**Best System** ■ He said that the system is not perfect by any means, and that it is an inefficient operation, but that it has developed so well and so fast that "the realist of today is the optimist of a short time ago." Although our system is not perfect, he added, it still is this system that is being copied in all parts of the world because other systems are not working and are not solving the problems of mankind.

The critics are not only wrong in their theory, but also in their facts, he said, pointing to the daily audience of radio and television, well over 100 million in both cases. This, he added, is

not "just a sometimes thing, but a day-after-day, week-after-week, month-after-month, year-after-year affair" and he drew the conclusion that "somebody out there likes us, quite a few somebodies, as a matter of fact."

**TV No Baby Sitter** ■ He decried the critics' charges that this audience is "a bunch of nobodies, just average people," and said that broadcasting has accomplished enormous achievements beyond merely entertaining. But, he reminded the IRTS, broadcasting should not be criticized for failing in its function as a father, mother, educator, clergyman, baby sitter, psychiatrist sociologist and elevator of tastes. And he added that "broadcasting should not have to bear the brunt for all evils, absurdities, incongruities and failures which exist in the society."

The broadcasters of today, he continued, have "selfish demands made on them by the critics who demand that television programs reflect their own tastes and desires which" are "obviously not at average social, economic or educational levels."

Broadcasters, he explained, spend millions of dollars annually to find out what the public wants to see, and then try to meet these needs to the best of their ability. "If there is such a large pool of viewers unsatisfied with the programming, tell the broadcasters and advertisers the specific location" so that they could be reached.

Broadcasting, he commented, is not looking for sympathy, but it does want a certain amount of understanding and tolerance.

## NBC modernizes its O&O TV stations

An extensive modernization and redevelopment program is now under way at NBC's owned radio and television stations, Raymond W. Welpott, executive vice president, NBC-owned stations, announced last week.

He said the most extensive improvements are being made at WMAQ-TV Chicago, KNBC-TV Los Angeles, WRC-TV Washington and WKYC-TV Cleveland. The changes, for the most part, involve considerable enlargement of color facilities. Some details had been disclosed earlier (BROADCASTING, Oct. 18).

At WMAQ-TV a fifth color studio and new editing room center will be added, and a new video-tape mobile cruiser is under construction. The station is also revamping its entire "control news-



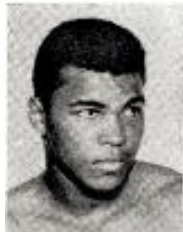
### New studios for WLBW-TV

Ground-breaking ceremonies will be held Wednesday (Nov. 10) for the new studios of WLBW-TV Miami. The project, which will cost an estimated \$2 million, consists of a 36,000 square-foot building and large swimming pool (for outdoor programs and commercials) located on a one-and-one-half acre plot.

One of the major features of the new building will be the more than \$750,000 worth of equipment including five color TV cameras. WLBW-TV plans to originate all of its local live programming in color.

The precast stone and glass building was designed by Herbert H. Johnson Associates, Miami.

TELSTAR presents  
**A 1 HOUR**  
**TELEVISION PRE-FIGHT**  
**SPORTS SPECIAL**  
**IN COLOR**



Cassius Clay

See and hear Cassius Clay frankly discuss and describe his one round victory over Sonny Liston with his controversial "anchor-punch" and why he is confident he will retain his crown against Patterson's assault.



Steve Ellis

See and hear the men who function in the making of a champion...managers, trainers, sparring partners, "hanger's-on." Your visit behind-the-scenes will be guided by a man who's equally at home in a fight camp or behind a microphone.



Floyd Patterson

See and hear Floyd Patterson give the reasons he feels he can duplicate his feat of becoming the first Heavy-weight Champion to recapture his crown.

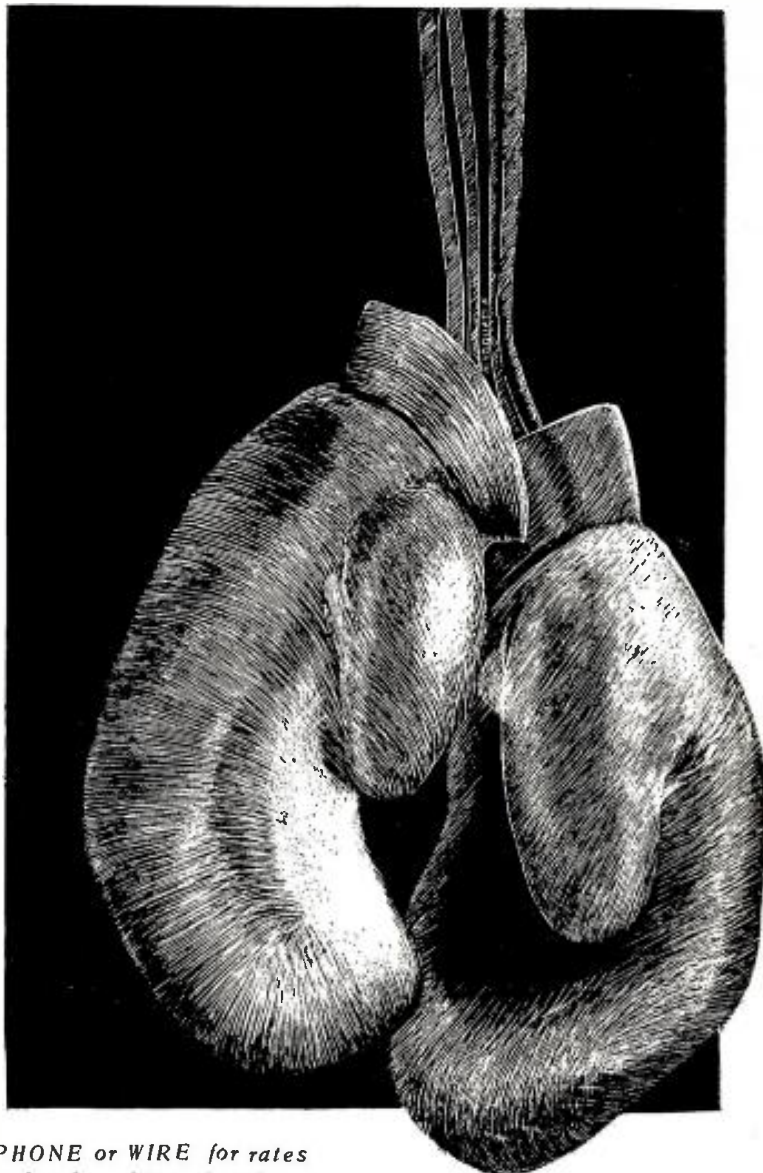
- Filmed at both training-camps in the internationally famous STARDUST and THUNDER-BIRD Hotels in fabulous Las Vegas. The show captures the excitement, the tension, the rigors of training before the big fight (November 22, 1965)
- See both champions work-out in the ring!
- Celebrity-guest's predictions from both the sports and entertainment world.
- Programs are built to carry five, two-minute commercial breaks (ten, minute-spots to sell), plus an opening and closing billboard. Net playing time -- 48 minutes.
- May be programmed one or more times prior to (local) fight time.

Similar, on-the-scene programming available on tape for radio.

**SOLD!**  
 NEW YORK .....WNEW-TV  
 WASHINGTON, D.C. ...WTTG  
 LOS ANGELES .....KTTV

BROADCASTING, November 8, 1965

# THE CHAMPIONS in LAS VEGAS



PHONE or WIRE for rates  
 and order this saleable  
 SPORTS-SPECIAL for  
 your market TODAY!

Release date: November 14, 1965



**TELSTAR** PRODUCTIONS & PUBLICATIONS  
 11 Harding Lane/Westport, Conn  
 Tel. Area Code 203/255-1076

room" and is adding a new color film processor for local programming.

NBC's expansion of news service facilities at its Los Angeles Color City studio will give KNBC quick access to color processing facilities, it was announced. The station also will operate two new round-the-clock news studios.

WRC-TV is adding a new wing to provide 16,000 square feet of additional space for network and local news staffs, and offices for 19 national and 10 local correspondents. The station is also installing color-film-processing laboratories and separate editing and screening rooms for each news production unit. By Nov. 15 the station's color facilities will include four color cameras, two color film chains and five television tape recorders.

WKYC-TV is converting two studios to color, and has recently acquired a video-tape mobile cruiser, new color cameras and color film equipment, including color film processors.

## Neuberger will not seek re-election in '66

Senator Maurine Brown Neuberger (D-Ore.), one of the strongest proponents of legislation against smoking and, more recently, cigarette advertising, will be leaving Capitol Hill next year.

Senator Neuberger, member of the Senate Commerce Committee, said she would not seek re-election, but would shift her activities to work in the mental health area. Her husband, Dr. Philip Solomon, Boston psychiatrist, is actively engaged in the prevention of mental illness.

She currently holds the seat of her late husband, Senator Richard L. Neuberger (D-Ore.), who died in 1960. Both Mr. and Mrs. Neuberger had been affected by cancer. However, his death was not attributed to the disease and she supposedly has been cured of the affliction. After his death she married Dr. Solomon.

It is said that Oregon's Governor Mark Hatfield (R) will run for the Senate seat, and that it will probably also be sought by Representative Edith Green (D-Ore.) in the race next fall.

## Asheville CATV franchise challenged

That unusual community antenna TV franchise granted last month by Asheville, N. C., to Robert O. Hofland and associates—in which the city will receive 16% of gross income on the first \$600,000 and 50% on all over \$600,000 with the city becoming the owner of the CATV system after 20 years (BROADCASTING, Oct. 11)—has

been challenged.

Alan Shaw, an Asheville hardware merchant, has filed suit in Buncombe county superior court for an injunction forbidding the city to issue the franchise. Mr. Shaw claimed that no ordinance or franchise can be issued since no referendum of the citizens of Asheville had been taken on the subject. He also stated that no certificate of convenience had been issued to the CATV company by the state public utility commission.

## Supreme Court gets Miami ch. 10 briefs

Both the FCC and L. B. Wilson Inc., licensee of WLBW-TV Miami (on channel 10) filed oppositions in the U. S. Supreme Court last week against the petition for review filed last month by South Florida Television Corp. (BROADCASTING, Oct. 11).

South Florida contended that WLBW-TV won the grant because of the FCC's "consistent practice" of favoring an incumbent licensee. The commission said that its action in the Miami channel 10 case was consistent with what it has done in the past: that it found the WLBW-TV record satisfactory and gave it some, although not a great deal, of preference, as it did on other criteria.

L. B. Wilson maintained that it received no inherent preference because it was a licensee. It emphasized that it won the FCC's preference on established criteria traditionally used in comparative hearings.

The FCC's 1964 award to L. B. Wilson was upheld 2 to 1 by a U. S. Court of Appeals panel in Washington last July (BROADCASTING, July 12).

## KISN answers Portland ID charge

KISN Vancouver, Wash., says that its broadcast announcements linking the station with Portland, Ore., do not violate the commission's station-identification rules and that the commission has no authority to penalize the station for the announcements.

KISN, in a filing with the commission, said its announcements indicating service to nearby Portland are not unique among broadcasting stations—"There are hundreds of radio stations throughout the U. S. that do exactly the same thing"—that is "emphasize," in non-station identification times, their service to nearby large cities, KISN said.

The FCC last month issued an order directing KISN to show cause why it should not refrain from "further failure" to obey station-identification rules. The

commission also said the station was apparently liable for a \$2,000 forfeiture, but gave it an opportunity to contest the proposed forfeiture in a hearing (BROADCASTING, Oct. 4). KISN has waived its right to the hearing.

The commission, which imposed a \$2,000 forfeiture on KISN in 1963 for violating the station-identification rule, said last month the station's practice of "implying" that Portland is KISN's city of license "defeats the purpose" of that rule. The commission said the practice, therefore, "constitutes a willful and repeated failure" to obey the rule as well as a failure to operate in accordance with the station's license.

KISN, however, said it has given station-identification announcements, as required by commission rules, on the hour and half-hour. And, while it admits the references to Portland, the station said there is no commission rule or policy which prohibits them.

"If the commission adopted new rules or a policy statement which spelled out what it is attempting to do in the instant order, then all broadcasters would be on notice," KISN said.

The station also asked the commission to specify where KISN has failed to operate in accordance with the provisions of its license.

The station also asserted that its programming serves the needs and interests of Vancouver.

## Conn. CATV hearing pace quickens

Two more applicants completed cross-examination and a third began testimony as the Connecticut Public Utilities Commission's hearing on community antenna TV franchises appeared to be speeding up. The PUC has indicated a desire to conclude the hearing, being held in Hartford, before the end of the year.

Only eight more applicants remain to be cross-examined and one of these is unopposed.

The appearance of Southern New England Telephone Co. officials to explain the company's proposed tariffs for constructing and maintaining CATV systems, with cross-examination by the applicants would be the only item of business remaining before PUC decides on grants.

On Oct. 29, Sydney Baker, vice president of New England Industries, completed his firm's testimony by projecting an 11% to 12% average rate of return over the first 10 years and 8% thereafter. New England is applying for areas in New Haven, Hartford, New London, Waterbury, Torrington, Meridan and Norwich.

The Outlet/B-T Company, formed by the Outlet Stations and Blonder-Tongue

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\* Joint Interest

Laboratories, began its testimony late the same day, on an application to serve the Norwich-New London area.

Fred Schultz, chief sales engineer for Blonder-Tongue who is a consultant to the CATV company, said that plans call for a capital investment of about \$2.3 million and that a 10-year average rate of return worked out to be about 6.8%.

After Outlet/B-T witnesses finished early on Nov. 1, Julian Gross, president of Grossco Inc., took the stand. Mr. Gross, whose broadcasting holdings include WMAZ Springfield, Mass. and WEXT West Hartford, Conn., will be associated with Gene Schneider of Casper, Wyo., and other local stockholders if granted the franchise to serve Bristol, New Britain, Plainville and West Hartford.

## Recommended in L.A.: city hold CATV reins

The board of public utilities and transportation of Los Angeles recommended Tuesday (Nov. 2) that the city assume jurisdiction over the six community antenna television systems currently operating within city limits and any others that may be established there.

The board seemingly reached the conclusion that the regulatory power should be authorized by a city ordinance, rather than by declaring CATV systems to be public utilities, but delayed final action until tomorrow (Nov. 9), by which time the board expects to have written recommendation of the city attorney on this point. The board's proposal will be sent to the city council for action.

This was a change in attitude from that expressed at the board's earlier hearing of the CATV question (BROADCASTING, Nov. 1). At that time Robert W. Russell, chief engineer and general manager of the city's department of public utilities and transportation, recommended that the CATV systems be declared public utilities. Since that time, he reported Tuesday, he had discussed the matter with the city attorney and others and had come to the conclusion that the goals of incurring good service at reasonable rates to the citizens served by the CATV systems could be more easily achieved through ordinance.

Spokesmen for the CATV operators told the board that, in their opinion, CATV operation does not fall in the category generally classed as public utilities and that any attempt to put their systems into this category would almost certainly lead to legal action on their part to prevent it.

## Pellegrin sets up his own business

Frank E. Pellegrin, co-founder and former executive of H-R Representatives Inc., and H-R Television Inc., has formed a new business development and management company. The firm, Pellin Enterprises Inc., New York, has ownership interests in radio stations, community antenna TV, oil, gas, and mineral properties and real estate holdings, according to Mr. Pellegrin.

Mr. Pellegrin disposed of his interests in H-R Representatives. His departure from the representation firm was disclosed a month ago (BROADCASTING, Oct. 11). He had been president of H-R Television, executive vice president of H-R Representatives, and secretary of both the TV and radio firms.

The radio stations involved are WROL Knoxville, WATO Oak Ridge and WLAF La Follette, all in Tennessee, and WFEA Manchester, N. H. Mr. Pellegrin said he expected his new company, with offices at 240 East 46th Street, New York, would be engaged in building, buying and developing stations.

Pellin, he said, is associated with the installation of a \$900,000 community antenna TV system in Oak Ridge that will have 10,000 subscriber homes, and the management of CATV's in Canaveral City and Cocoa Beach, both in Florida, has franchises for two additional CATV's in the Southeast, and is associated also with Southern Construction Co., Cocoa Beach, which constructs CATV systems. The oil-gas-mineral interests are in Texas, Colorado and Kansas, and real estate holdings in New York, Washington, Colorado, Nebraska, Florida and Illinois.

Mr. Pellegrin said that each of the stations and properties has a resident partner or associate in charge, and that only a headquarters staff would be maintained in New York.

## Changing hands

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

■ **WAIL** Baton Rouge: Facilities sold by Merchants Broadcasters Inc. to wxok Inc. for \$650,000. Merchants Broadcasters is composed of a group of 12 Baton Rouge businessmen, who acquired WAIL in 1957. WXOK Inc. is owned equally by Jules J. Paglin and Stanley W. Ray Jr. who also own the OK Group Stations (Paglin-Ray Stations) — **WBOK** New Orleans, **wxok**

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Baton Rouge, WLOK Memphis, WGOK Mobile and KYOK Houston. WAIL, founded in 1948, is fulltime on 1460 kc, with 5 kw daytime and 1 kw nighttime power. Within the same transaction OK is selling WXOK Baton Rouge to WAIL Inc. for \$113,000. WAIL Inc. is a new corporation entirely owned by Ralph L. Burge, former president and 31% stockholder of Merchants. WXOK went on the air in 1953 and operates on 1260 kc with 1 kw daytime.

▪ KVEC-AM-FM San Luis Obispo, Calif.; Sold by John C. Cohan to West Coast Broadcasters Inc. for \$360,000. Mr. Cohan owns 55.3% of John C. Cohan Stations, owners of KSBW-AM-FM-TV Salinas-Monterey, KSBY-TV San Luis Obispo and KNXS Hanford, all California. West Coast Broadcasters is owned by James L. Saphier (90%) and Gang, Tyre, Rudin and Brown, Mr. Saphier's attorneys (10%). Mr. Saphier, West Coast talent agent and TV packager, was associated with Bob Hope and others in ownership of KOA-TV Denver until holdings were disposed of in 1964. KVEC went on the air in 1937, operates fulltime on 920 kc, with 1 kw day and 500 w night. KVEC-FM is on 93.3 mc with 30 kw. Broker: Blackburn & Co.

▪ WZOE Princeton, Ill.: Sold by Mr. and Mrs. Russell Armentrout to Russell W. Holcomb and Ruel B. Van Wert for \$165,000. Mr. Holcomb was formerly part owner of wcsr Hillsdale, Mich. WZOE operates on 1490 kc with 1 kw day and 250 w night. Broker was Hamilton-Landis & Associates.

▪ KALE Richland, Wash.: Sold by D & D Broadcasting Corp. to KALE Inc. for \$57,000 plus assumption of \$43,500 outstanding debt and other obligations. D & D Broadcasting has operated KALE since 1958 and is owned by Harold Deutsch and Laurence Dix, manager of the station. KANE Inc. is owned by William R. Taft (80%) and Mr. Dix (20%). Mr. Taft is president of KRKO Everett, Wash. KALE operates fulltime on 960 kc with 1 kw. No changes in personnel are planned, according to Mr. Taft.

▪ KTMS Berryville, Ark.: Sold by Ozark Radio & Equipment Inc. to KTMS Inc. for \$50,000. Ozark Radio, whose president is Ernest Howard, acquired KTMS in 1960. KTMS Inc., has been formed by Maurice F. Dunne Jr., Lake Forest, Ill. businessman and president of the venture, and Charles Earls, former manager of KAWA Waco, Tex. KTMS is a daytimer on 1480 kc with 1 kw. Broker: Hamilton-Landis & Associates.

**APPROVED** ▪ *The following transfer of station interests was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 77).*

▪ KTRH-AM-FM Houston: Sold by Hous-

ton Endowment Inc. (nonprofit foundation which owns the *Houston Chronicle*) to Rusk Corp. for \$1,062,500. Rusk Corp. is owned by John T. Jones Jr. and family. Mr. Jones will, upon the consummation of this transaction, also become the individual owner of 32% interest in KTRH-TV Houston which has been held by KTRH Broadcasting Co. KTRH operates fulltime on 740 kc with 50 kw. KTRH-FM is on 1011 mc with 29.5 kw.

#### COMMUNITY TELEVISION

▪ Wilmington, N. C.: Controlling interest sold by Martin F. Malarkey and associates to Entron Inc., Silver Spring, Md., CATV equipment manufacturer which has interests in four other CATV systems. Price was undisclosed, but was understood to be close to \$1 million. The three-year-old Wilmington system has more than 2,500 subscribers and a potential of 10,000; it brings in the two Wilmington TV stations and others from Washington, New Bern, Chapel Hill, Raleigh, Greenville and Durham, N. C., plus weather and FM signals. Other systems in which Entron holds majority ownership: Carlsbad, N. M. Sharon and Dubois, Pa.; Jacksonville, N. C. Entron plans to re-equip the Wilmington CATV. Broker was Daniels & Associates.

## Wallace dedicates new educational station

WHIQ-TV Huntsville, Ala., the state's sixth and newest educational television station, was dedicated on Thursday (Oct. 28) by Governor George C. Wallace. Funds for the station, licensed to and maintained by the Alabama Educational Television Commission, were obtained through a grant made by the U. S. Department of Health, Education and Welfare, and a matching grant from the state. Station is on ch. 25.

## Former FCC secretary applies

Mary Jane Morris, former secretary of the FCC, is 50% owner of a company that has applied for channel 65 in Battle Creek, Mich.

Her partner in the applicant firm, BCU-TV is James R. Searer, of Muskegon, Mich. He is in property development, owns a moving and storage company, a roller-skating rink and dance hall, and a bank messenger service. Miss Morris, who left the commission in 1960 after serving on its staff since 1948, is an attorney in Grand Rapids, Mich.

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# ETV told to seek wider vista

Humphrey, Henry advise educators to take TV out of the classroom to report and comment on issues affecting the nation

The nation's educational broadcasters were urged last week to break the bonds that bind them within the classroom, and to take their cameras and microphones into the streets to report and comment on the vital issues that affect their community and nation.

Vice President Hubert H. Humphrey said educational broadcasters should engage in that kind of programming. FCC Chairman E. William Henry said they had better.

They were among a group of speakers addressing the final general session of the National Association of Educational Broadcasters' 41st annual convention, at the Sheraton Park hotel in Washington.

The Vice President, who was an unexpected starter at the convention, called on the educational broadcasters to join in the war on poverty by presenting programs to inspire and inform the unemployed.

The poverty that troubles America,

he told his listeners, is "the poverty of illiteracy, of depression, of helplessness and hopelessness, of not finding one's place.

"That can't be answered by money alone," he said, "but by communication. We must ignite the spark that impels a man to believe he has the capacity to do something with himself."

Not Enough ■ But, he said, "we're not doing enough with communications." He said the "effectiveness of the educational aspect of radio and television can be demonstrated more than it has been to date."

He also stressed, however, that, in their efforts to teach, the educational broadcasters have "a great ally—for the first time you have an important ally" in the present administration in Washington.

He said that President Johnson is proud of his former calling as a teacher and of his teacher-college background, and "is committed not only intellectually

but emotionally" to improving education.

The Vice President, who pre-empted some 25 minutes of time allocated to a panel discussion on public affairs programming, spoke of the government and the educator "working side by side as partners."

But before his appearance, one member of the government indicated there are signs of a strain in the partnership. Chairman Henry said the "honeymoon between the FCC and noncommercial educational television" may be nearing an end. The commission, he indicated, may no longer be satisfied merely with seeing educational channels activated.

Education Not Enough ■ He said that educational broadcasters—like commercial broadcasters—are expected to present public affairs programming. They should not limit themselves to educational or instructional material, he said, but should seek out and deal with the problems affecting their communi-

## Government brass glitters at NAEB meeting

The nation's educational broadcasters had reason to believe last week that they had emerged as a vital force on the broadcasting scene. They not only showed up in record numbers at the 41st annual convention of the National Association of Educational Broadcasters in Washington, but they attracted an unprecedented number of high government officials.

NAEB officials reported that "more than 1,600" delegates attended the three-day conference, about twice the previous high of 855, recorded at the convention two years ago in Milwaukee. There were also more exhibits—66—than ever before.

The glitter of government brass was almost blinding. Vice President Hubert H. Humphrey spoke on Wednesday. Secretary of the Interior Stuart Udall addressed the

educational broadcasters at the banquet that night. Wilbur J. Cohen, undersecretary of the Department of Health, Education and Welfare; Harlan Cleveland, U. S. ambassador to NATO; and FCC Chairman E. William Henry were also on hand.

William G. Harley, president of the NAEB, said the large turnout of delegates was probably attributable to a variety of factors—a recent reorganization of the NAEB, which appears to have stimulated greater interest on the part of members, and to the increasing number of educational stations (some 100 TV and 125 radio) and the growing number of individuals who are concerned with educational broadcasting (school board members, communications specialists and members of governing boards).

To a national organization that seldom could attract, as a featured

speaker, a government official higher than middle rank, the appearance of the Vice President was clearly the high spot. And his appearance, as Mr. Harley expressed it, was made possible by a "happy confluence of events."

Early in the planning stages of the convention, the Vice President had been invited—and had agreed—to address the wind-up banquet. Subsequently, however, he withdrew when the President asked him to make a 14-state tour which would have put him in Alaska at the time of the convention. As a substitute, Mr. Humphrey secured Secretary Udall.

But when President Johnson underwent his gall-bladder operation, the Humphrey jaunt was cancelled. And on the Sunday preceding the convention, Leonard Marks, director of the U. S. Information Agency,





Vice President Hubert H. Humphrey (second from l) made an unscheduled appearance at the National Association of Educational Broadcasters convention in Washington last week. He spoke during a panel on public affairs programming. At his right is FCC Chairman E. William Henry.

Others are (from r to l) Robert Lewis Shayon, 'Saturday Review' critic; James Robertson, KCET(TV) Los Angeles; Lawrence Laurent, radio-TV critic of the 'Washington Post', and John F. White, president of National Education Television.

ties. The licensees of those that do not he said, may be in jeopardy.

"With the development of educational television as a competitor of commercial television," he said, the service of ETV stations is being subjected to closer scrutiny. And if groups should emerge to challenge a licensee for an educational frequency, he said, "we have the responsibility for giving them a chance in a hearing to prove" they can do a more effective job for the community.

In other panel discussions, broadcasters have complained that the governmental units providing their funds and paying their salaries inhibit, if not block, the presentation of controversial

programming.

But these views got little sympathy from one of the other panelists, Lawrence Laurent, radio-TV critic of the *Washington Post*. "You get as much freedom as you are willing to take," he said. "If you're intimidated by city councils and state legislatures, you had better get out of educational television."

He said that responsible people in both commercial and educational broadcasting have abandoned the field of comment and meaningful public-affairs programming to "the fanatics of the right and the sly persuaders of the left."

**'Pap' Producers** ■ Educational broadcasters, he said, are producing pale carbons of the "pap" being produced commercially by broadcasters who, he added, have confused "documentary with documentation."

Educational broadcasters, he said, "may embody the last hope for public-affairs programming."

Another critic, Robert L. Shayon, of the *Saturday Review*, expressed another concern—that educational broadcasters may be swallowed up in "masscomm" or mass communications, which includes the networks and the press and "exerts the most powerful influence" on public thought.

He pleaded with the educators to stand apart from masscomm and subject it to a critical evaluation. If educational television deals with no other critical issue but that one, he said, it would perform an "incalculable service."

**Broadcaster Speaks** ■ The only broadcaster on the panel, James Robertson, of the educational station KCET(TV) Los Angeles, agreed that educators could and should do more in public affairs. But he gave voice to the pressures that prevent such service—the objections of governing boards, the complaints of viewers and listeners,

the lack of staff and of time and money.

And broadcasters in the audience, in a question-and-answer period that followed, stressed that while they may agree with the views of the panelists they cannot override the orders of their governing boards.

Chairman Henry, in answer to a question, said that an educational broadcaster would "find all the support he wants in Washington" if he gets in trouble for doing what he thinks is in the best interests of his community.

And, when it was remarked that the "wrong people" were in the audience—that the members of the governing boards should be present—he said: "If you gather them all in one place I'll tell them direct."

## Government aid discussed by ETV's

The helping hand that the government is extending to education received a thorough inspection by educational broadcasters meeting last week in Washington.

The National Association of Educational Broadcasters' 21st annual convention got its briefing from federal officials who explained the whys and wherefores of the newly appropriated money in the Aid to Higher Education Act of 1965 and in the Aid to Elementary and Secondary Education Act of 1965.

Spokesmen from the U. S. Department of Education explained to the educational broadcasters the ways to apply for federal grants and how the money could be used once it is received.

Questions were asked as to how an application should be filled out,

telephoned Mr. Harley with the information that the Vice President would like to make the banquet speech after all.

This left the NAEB president literally with an embarrassment of riches, two top government officials prepared to deliver the banquet speech. When this was explained to the Vice President's aides, they said not to disturb any plans, that Mr. Humphrey would stop in at the Sheraton Park, site of the convention, on Wednesday when he could be worked into the program.

Mr. Humphrey had addressed a NAEB convention once before, in Minneapolis in 1952. He was in his third year as a senator and the convention had 100 delegates.

As someone at the NAEB convention last week remarked, both have come a long way in the last 13 years.

## ETV's told to air what public 'ought to need'

Roy Meachum, with Post-Newsweek Stations (WTOP-AM-FM-TV Washington, and WJXT-TV Jacksonville, Fla.), was the only commercial broadcaster to address the convention of the National Association of Educational Broadcasters.

He called for ETV's to broadcast programs that the licensees feel the people "ought to need," because, he said, "commercial broadcasters can not do this since they would lose their audience and thus their ability to stay in business."

Only in this way, he noted, can the full spectrum of broadcast freedom be expressed. If the program-

ing needed for the satisfaction of the FCC is provided by the educational stations, the commercial broadcasters can achieve their necessary audience and still say that the special interests in the community were not neglected since the educational licensee provided the other programming.

This is "only fair" he said, "since the ETV does not have to concern itself with the selling of huge audiences for the life of the station, and since the commercial broadcasters have aided the educational stations with the monetary contribution, equipment and technical know-how of operating stations."

who it should be sent to and what the money could be used for. The NAEB members were told that in most cases, the application should go to the U. S. Department of Education, with an additional copy to the state agency formed to govern the spending of the money.

The NAEB members also asked if the money received from the government could be used for any purpose the educational licensee chose to use it for. They were given a frank "no."

Money must be requested for a specific purpose and used for that purpose alone. There are many separate titles under which the money may be sought, and the broadcaster must apply under the specific title of the specific allocation for a specific cause.

On other matters, conventioners were informed of ways to better their station's image through the use of better graphic arts; how to build a better ETV program schedule; about children's programs; research, and academic freedom in broadcasting.

The members also learned about the use of ETV for better classroom instruction; public relations and promotion; interconnecting and networking, and the advances made in educational television since its inception.

Another principal topic at the NAEB session was the proposed revision of the copyright statutes, now in committee before the Congress. Members were addressed by Norman Jorgenson, member of Washington communications law firm of Kreiger & Jorgenson, who said "ETV doesn't want a free ride, but only access to copyrighted material." He said that the educational broadcasters sought "fair use" as a criterion for judging the infringement of the rights of the copyright holder.

Eugene Aleinikoff, general counsel for the NAEB said the organization

"fully expects to pay for the rights to copyrighted materials, but it does not expect to pay exorbitant prices that would preclude usage of materials on programs." He said that in the early days of educational broadcasting, publishers and composers "were handing out blanket licenses to educational stations to use the materials, but now that educational stations have an audience, sometimes of great size, the same publishers and composers are seeking payment for these same rights."

Both Messrs. Jorgenson and Aleinikoff urged the members of the NAEB to "go after the congressmen and make known your desire to have the copyright laws changed," and they said, "be sure that you tell him of your need for a fair use clause."

## Group seeks KHJ-TV license

Four L. A. businessmen apply for station now operated by RKO General

Four Los Angeles-area men have joined together in an effort to lift from RKO General Inc. its authority to operate a television station on channel 9 in Los Angeles.

The four, under the corporate name of Fidelity Television Inc., have applied to the FCC for the channel on which RKO General has operated KHJ-TV Los Angeles since 1951.

Fidelity proposes to move the sta-

tion to the Los Angeles suburb of Norwalk, which is probably a clue to the basis on which the new group is pinning its hopes in the battle with RKO General. Fidelity could claim Norwalk needs one local television service more than Los Angeles needs eight.

But Fidelity is taking on an enormous task in challenging RKO General to a comparative hearing. The courts and the FCC normally accord great weight to the service rendered by a licensee and are reluctant to deny renewal except for the most compelling reasons. As a result, applicants willing to take on established licensees for their facilities are rare. And none has yet succeeded in taking one away from a television licensee.

It has happened however, in radio. In 1948 the commission denied renewal to Charles Carlson for the license of WJBW New Orleans, largely because of repeated technical violations, and granted the competing application of his divorced wife, Mrs. Louise Carlson. (BROADCASTING, May 3, Nov 2, 1948) The station is now owned by Raymac Radio Inc. and uses the call letters WSHO.

**A Connection** ■ A link between that case and the current one is the law firm of Welch and Morgan. It represented Mrs. Carlson, and Edward Morgan is counsel for Fidelity Television Inc. But the connection, Mr. Morgan said last week, is sheer coincidence.

Mr. Morgan said his clients are aware of the difficulties involved in attempting to prevail over a major broadcaster like RKO General but are "very serious" and feel they can win. He declined, however, to discuss the reasons for their confidence.

William G. Simon, a Los Angeles attorney who is president of Fidelity, told BROADCASTING that he and his associates filed the application with the intent of making a new public service available to the residents of Norwalk and the surrounding area.

Norwalk is about 15 miles southeast of the Los Angeles city hall and about 11 miles from Anaheim, which is the home of Disneyland and will be the home next year of the California (formerly Los Angeles) Angels. The area is well within the coverage area of Los Angeles stations.

**Other Principals** ■ Besides his senior partnership in a law firm, Mr. Simon, a former special agent for the FBI in the Los Angeles area, is president of Leisure World Foundation, which supplies all community services from clubhouse to hospital, at Leisure World retirement communities in several southern California locations.

His associates are:

Dr. Louis J. Cella Jr., a physician who is 50% owner of a clinic in Santa

Ana; sole owner of two prepaid medical insurance plans, an electronics firm, an air ambulance service, The Pan Pacific Research Foundation; and chairman of the board and 10% owner of the Riverview Hospital Operating Co.

Walter B. Chaffee, an attorney with interests in banking, savings and loan companies, insurance, manufacturing and mortgage companies.

Ross W. Cortese, a real-estate developer with interests in business, shopping and medical centers.

Messrs. Simon and Cortese each own 40% of the company, Mr. Cella and Mr. Chaffee, 10% each.

They estimate their construction costs at \$1,430,000 and their first-year operating costs at \$2 million. First year revenues are estimated at \$2.5 million.

They say they will finance their operations with \$2.5 million—\$2 million in the form of a loan promised by the United California Bank of Los Angeles, the remainder through stock subscriptions from the four stockholders. The bank's commitment is based mainly on a record of more than \$250 million loan transactions with Mr. Cortese's various enterprises over the past several years.

There is nothing unusual in the Fidelity application. It does, however, propose programing presumed to be more in keeping with what the commission has let be known it favors than does KHJ-TV in its renewal application.

For instance, Fidelity promises 20% of its 6 p.m.-11 p.m. programing will be live, divided between commercial and sustaining; while overall, it will broadcast 74.1% commercial programing, 25.9% sustaining.

KHJ-TV reported that 5% of its 6 p.m.-11 p.m. programing in the last license period was live, all of that commercial, and that overall, it broadcast 92.14% commercial programing, 7.86% sustaining. It proposes no change for the next three years.

Under the criteria the commission adopted in July for picking between competing applicants, Fidelity would have a strong edge over RKO General. The criteria are designed to favor local ownership and to promote diversification of mass media ownership, and RKO General owns seven AM's, six FM's and five TV's besides KHJ-TV (including CKLW-AM-FM-TV Windsor-Detroit) as well as having extensive interests in community antenna television.

However, the commission pointed out in the policy statement on criteria that the standards apply to new applicants for the same facilities—not to "the somewhat different problems raised" in cases in which an applicant is competing with a broadcaster seeking renewal.

BROADCASTING, November 8, 1965

## Voron assails FM do-nothings

Schulke lauds separation of programing and ratings at GAB-sponsored sessions

"Get off your tails," and "get on the FM bandwagon" was the admonishment given to certain trade organizations and advertising agencies by Abe Voron, general manager of WQAL(FM) Philadelphia and chairman of the National Association of FM Broadcasters, last week at the Georgia FM Radio Day in Atlanta.

The annual FM Radio Day was part of a (Nov. 1-3) meeting held by the



Mr. Voron



Mr. Schulke

Georgia Association of Broadcasters to discuss special broadcast problems.

The three-day sessions opened with an explanation of the changes in the FCC logging rules and program forms by Louis Stephens, assistant chief of the FCC's renewal and transfer division. A national multiplex conference, discussing specialized use of FM radio, was planned for Friday.

Mr. Voron criticized the FM broadcasters themselves by saying that they are "just waiting for the wave of the future to engulf them in golden profits. It just isn't going to happen unless they stimulate their own business," he added.

Increased business in the future for FM broadcasting was seen as a result of the FCC's decision of separate AM-FM programing by James Schulke, president, Quality Music Inc., New York. He also cited the separation of ratings into AM and FM categories by the American Research Bureau, Beltsville, Md., as an aid to FM's growth. He declared: "FM wants our legitimate 25% share of all radio budgets, which is equal to our audience share."

FM's lack of reach, lack of research, lack of news service and poor production were decried by Martin Hollinger, assistant vice president and media director of Burke Dowling Adams, Atlanta.

**NBC FILMS  
MAKES THINGS  
HAPPEN WITH**

**ALAN LADD**  
as the heroic Horatio in  
**DUEL OF  
CHAMPIONS**

IN COLOR

*He destroyed his enemies  
and united a nation*



**GET MORE ACTION WITH**

**NBC FILMS CINEMAGREAT**

POST-1960 FIRST-RUN FEATURES

# The brand that's being burned into TV

IT'S LBJ AND IT POPS UP OFTENER THAN ANY FORERUNNER

President Lyndon B. Johnson's compulsion to talk directly to the people—whether on the sidewalk in front of the White House or back home in Johnson City, Tex.—has also put him on live television broadcasts oftener than any of his predecessors.

During the almost two years he has been in office, President Johnson has been before the TV cameras on programs carried live by one or more of the three TV networks a total of 58 times.

Already Mr. Johnson has made nine more live appearances than President Eisenhower made during all eight years of his two terms in office and 25 more than President Kennedy made in his two years and 11 months in office.

During 1965—until his recent illness—Mr. Johnson was summoning up the TV cameras—whether those permanently installed in the theater room of the White House or others hastily brought into the East Room or Fish Room—for special reports to the na-

tion on a host of subjects, some of which did not carry a "bulletin" slug on the news wires.

So frequent did these appearances become from late April to September that murmurs of objection to his use of TV as a personal instrument began arising from network newsmen.

From the time he appeared toward the end of April to report on the crisis in the Dominican Republic to Sept. 24 when he discussed the new Panama Canal Treaty, the President made 11 live appearances.

And toward the latter part of the summer and early this fall, he initiated the public ceremony of signing legislative bills in full view of the nation's TV viewers.

**TV User** — Since that fateful day in Dallas in 1963, President Johnson's 58 times live on TV have included 17 news conferences, three more than the 14 that President Kennedy permitted to be taken live.

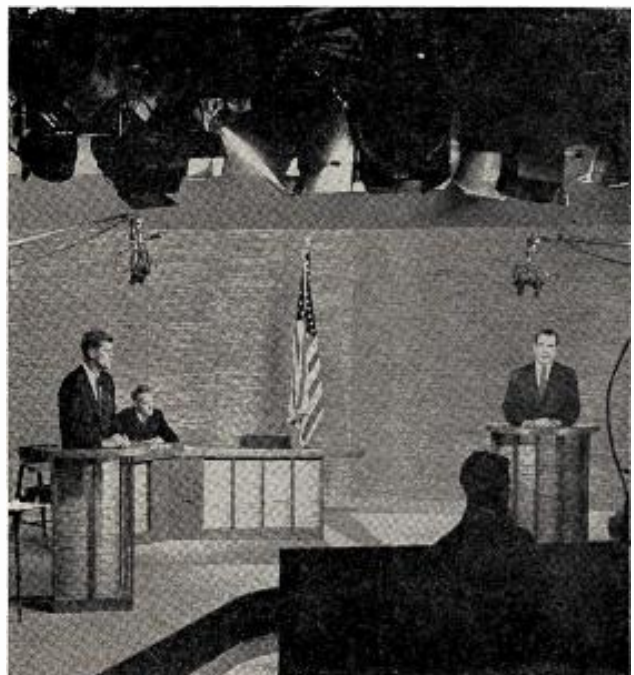
Live appearances before the radio microphone became an integral part of the Presidency during the administration of Franklin D. Roosevelt whose fireside chats to the nation instituted presidential use of broadcast facilities in that manner.

During 1965, President Johnson has been on TV live 36 times. Ten of those appearances were news conferences; 13 were special reports on matters ranging from the Dominican crisis to the settlement of the steel labor dispute. The other 13 were for more formal occasions, including the State of the Union address to Congress and speeches on foreign policy at Johns Hopkins University in Baltimore and at the United Nations in San Francisco on the occasion of its 20th anniversary.

More recently, the President has made bill-signing ceremonies a national event. Since July, he has held three of these—Medicare, Civil Rights and Immigration.



It was Jan. 19, 1955 and history of a sort was made when President Eisenhower, at the recommendation of his news secretary James C. Hagerty (now with ABC), opened coverage of his news conference to TV cameras. That first coverage wasn't live. TV newsmen were permitted to film or tape the proceedings and after editing by Mr. Hagerty were allowed to air them.



President Kennedy, who shattered tradition completely by opening his news conferences to live coverage by TV, knew well the power of the video medium. Shown here in one of the TV debates during the 1960 presidential campaign with his Republican opponent, the then Vice President Richard Nixon. Mr. Kennedy gave the TV debates much credit for his election.

**Person-to-Person** ■ Ever since TV became an established medium, each American President has used it in his own special way. To President Johnson, it is the ideal vehicle to talk personally to his countryman.

His feeling about TV was described only last week by Bill D. Moyers, White House news secretary who is considered by many to be one of Mr. Johnson's closest aides.

The President's attitude was made clear during a radio interview between Mr. Moyers and Sid Davis, White House correspondent for Westinghouse Broadcasting Co. The program, *Washington Viewpoint*, was broadcast over the WBC radio stations last Monday (Nov. 1).

Asked by Mr. Davis how the President evaluates the news media, as between the printed versions and broadcast coverage, Mr. Moyers replied:

"A really effective President has to use every medium at his disposal to communicate to the people. This is a country of almost 200 million people now, and the problem of communication is fantastic. I think the President feels that the broadcasting medium offers him the most direct and straightforward and personal way to communicate with the people. By that I mean that when the President speaks to the people through television or radio, the people hear him directly. It is not someone else's attitude or interpretation of what the President has said. The people can form their own conclusion and conviction about the President on the basis of seeing and hearing him directly instead of hearing and seeing what someone has said or written about him. And it's the purest form of communication. Therefore, from our standpoint, I think the most desirable."

Any modern President, of course, is a focal point of national and international news. No matter the subject, when he wishes to address the American people, TV and radio are at his command. And as vital segments of the White House news corps, TV and radio cover every pronouncement, every social event, every bill signing, every meeting—often live but oftener on film or on tape for broadcast on regular newscasts and special news and documentary productions.

It has remained for Lyndon B. Johnson to make the most that any President has made of the broadcast media. But then he knew more about radio and television before he assumed the Presidency than any predecessor had known. His family had owned broadcasting properties (now in trust) for years before he became President.

## Presidents on TV: their live records

Here's how U. S. presidents have used TV since the medium became an established communications facility early in the 1950's. The listings, beginning with President Eisenhower in 1953, refer to live appearances only on programs carried by one or more of the three TV networks.

The record presented here is based on the program logs kept by the television network news departments and does not include appearances by Presidents Eisenhower and Johnson during presidential political campaigns.

The number of times Presidents have appeared on TV through film or tape are, of course, too numerous to list—if indeed anyone has kept such a score, and no such compilation has been found by BROADCASTING.

### Dwight D. Eisenhower:

1953—Feb. 2, State of the Union message to Congress; April 16, American Society of Newspaper Editors; June 3, report on accomplishments during his first six months in office; Dec. 8,

United Nations.

1954—Jan. 4, review of his first year in office; Jan. 7, State of the Union message; April 5, report on fears of the world; April 22, American Society of Newspaper Editors; Aug. 23, report on accomplishments of Congress; Aug. 30, American Legion.

1955—Jan. 6, State of the Union message to Congress; April 25, Associated Press; May 24, National Association of Broadcasters; June 20, United Nations; July 15, Geneva conference; July 25, Geneva conference; Aug. 24, American Bar Association.

1956—Feb. 29, report on decision to run again; April 16, report on his veto of farm bill; April 21, American Society of Newspaper Editors; May 17, Baylor University; Oct. 31, report on Israeli-Egyptian conflict.

1957—Jan. 5, Congress; Jan. 10, State of the Union message to Congress; Feb. 20, report on Near East crisis; May 21, report on mutual aid; Sept. 24, report on troops to Little Rock; Nov. 7, report on science and security; Nov. 13, Oklahoma Centennial.

1958—Jan. 9, State of the Union message to Congress; April 17, American Society of Newspaper Editors; May 6, Republican National Committee;



President Johnson is more at home in the electronic media than any other president. He's not only gone before the live TV cameras 58 times in the two years that he's occupied the White House, but he's used television for frequent, quick, on-the-spot an-

nouncements as well as on more formal occasions. Here he's shown on election night last year in Austin when a CBS television newsmen persuaded him to talk to Walter Cronkite, anchoring CBS-TV coverage in New York.

May 20, American Management Association; July 9, Canadian Parliament; July 15, Congress; Aug. 13, United Nations.

1959—Jan. 9, State of the Union Message to Congress; Jan. 14, National Press Club; March 16, report on Berlin crisis; Aug. 6, report on labor reform bill; Sept. 10, report on talks with allied leaders in Europe; Dec. 3, report on peace and understanding at home and abroad.

1960—Jan. 7, State of the Union message to Congress; Feb. 21, report on national defense and forthcoming tour of Latin America; March 8, report on Latin American tour; May 25, re-

port on Paris summit conference; June 27, report on trip to Far East; Sept. 22, United Nations.

1961—Jan. 17, farewell address.  
**John F. Kennedy:**

1961—Jan. 25, news conference; Jan. 30, State of the Union message to Congress; Feb. 1, news conference; Feb. 15, news conference; March 23, news conference; April 20, American Society of Newspaper Editors; May 25, Congress; June 6, report on meetings in Europe; July 25, report on Berlin crisis; Sept. 25, United Nations; Oct. 11, news conference; Nov. 11, Tomb of the Unknown Soldiers.

1962—Jan. 11, State of the Union

message to Congress; Feb. 14, news conference; March 2, report on resumption of nuclear testing; March 29, news conference; April 18, news conference; May 17, news conference; July 4, governors' conference; Aug. 13, report on taxes; Sept. 13, news conference; Oct. 22, report on Cuban crisis; Nov. 2, report on Cuban crisis; Nov. 20, news conference.

1963—Jan. 14, State of the Union message to Congress; Mar. 6, news conference; Mar. 21, news conference; June 10, American University; June 11, report on crisis in Tuscaloosa; Aug. 26, report on nuclear test ban treaty; Sept. 18, report on tax cut; Sept. 20, United Nations; Nov. 14, news conference.

**Lyndon B. Johnson:**

1963—Nov. 26, report on Alliance for Progress; Nov. 27, Congress; Nov. 28, Thanksgiving Day message; Dec. 17, United Nations; Dec. 22, Lincoln Memorial gathering end of mourning period for President Kennedy.

1964—Jan. 8, State of the Union message to Congress; Jan. 21, report on Geneva disarmament proposals; Feb. 1, news conference; Feb. 26, signing tax reduction bill; Feb. 29, news conference; March 7, news conference; March 15, special "Conversation with the President"; April 9, report on railroad strike; April 16, news conference; April 20, Associated Press; May 6, news conference; July 24, news conference; Aug. 4, report on crisis in Viet Nam; Aug. 5, Syracuse University; Aug. 22, Democratic National Credentials Committee; Oct. 16, news conference; Oct. 18, report on changes in leadership in USSR, Red China's nuclear bomb, British elections.

1965—Jan. 4, State of the Union Message to Congress; Feb. 4, news conference; March 13, report on meeting with Governor Wallace; also news conference; March 15, Congress (civil rights); March 20, news conference; March 26, report on Ku Klux Klan; April 7, Johns Hopkins University; April 27, news conference; April 28, report on crisis in Dominican Republic; April 30, report on decision to send troops to Santo Domingo; May 2, report on Dominican crisis; May 7, anniversary of V-E Day (via satellite); signing of Viet Nam appropriation bill; May 13, Association of American Editorial Cartoonists; May 28, Baylor University; June 1, news conference; June 4, Howard University; June 7, greetings to astronauts McDivitt and White; June 11, space report; June 17, astronauts at White House; June 21, on economy of nation; June 25, United Nations 20th anniversary; July 2, National Education Association; July 13, news conference; July 14, Stevenson's



## Goldwater speaks—one year later

Exactly a year after his unsuccessful bid for President, Barry Goldwater appeared on KYW-TV Philadelphia to discuss his views on the campaign, his defeat and his current political ideas.

The program, "Barry Goldwater—One Year Later," was a special color interview filmed at Mr. Goldwater's ranch in Arizona and was broadcast on Nov. 2 (7-7:30 p.m.).

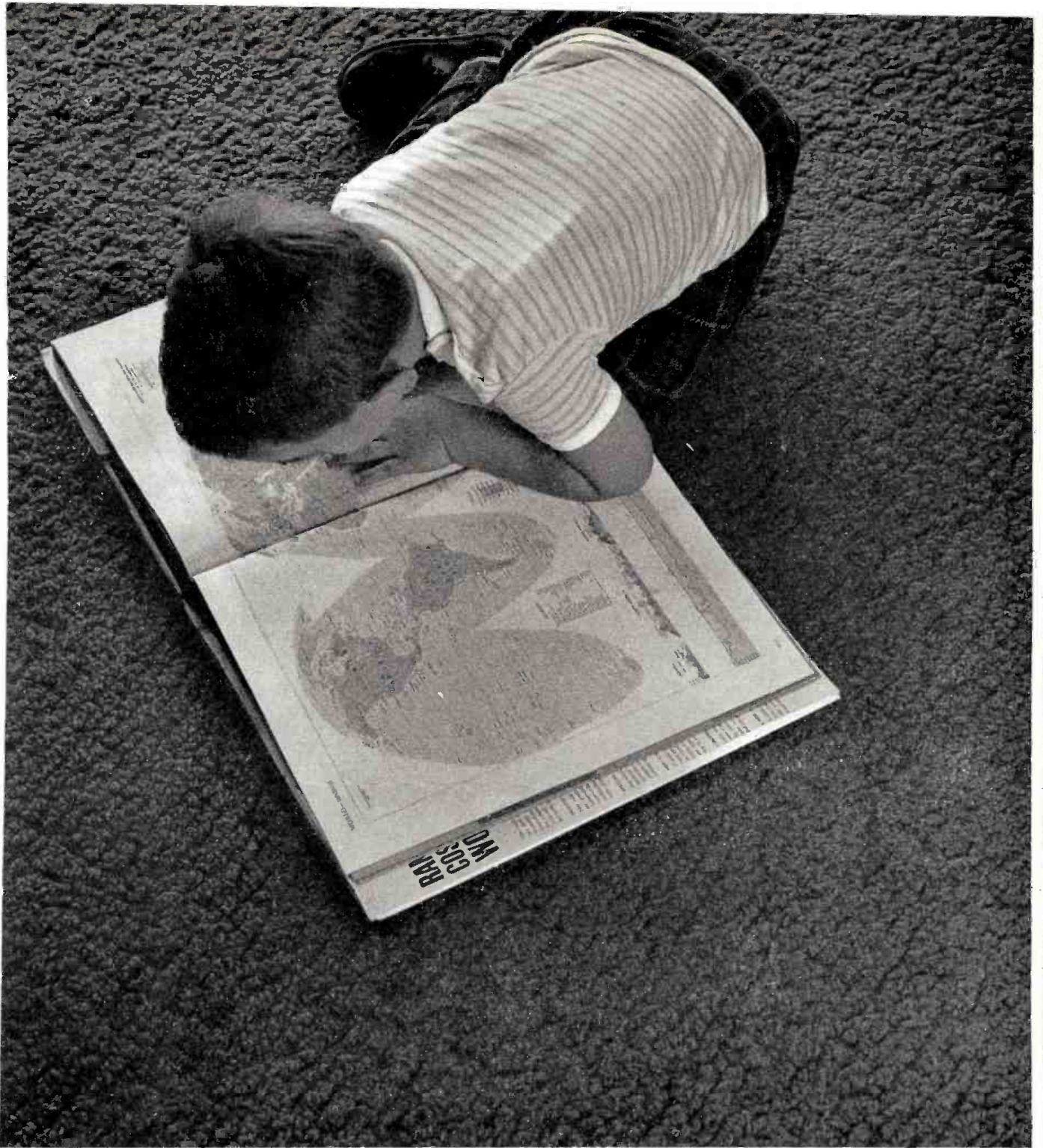
Portions of the interview, conducted by KYW-TV's newsman Vince Leonard (shown in above photo with Mr. Goldwater, were carried by NBC-TV's *Huntley Brinkley Report* (which showed four minutes) and CBS-TV's *CBS News with Walter Cronkite* (two minutes).

Mr. Goldwater stressed his belief that Governors William Scranton (R-

Pa.) and Nelson Rockefeller (R-N.Y.) were responsible for his defeat. He also reprimanded the Republican party and its actions during the campaign.

In addition to discussing his experiences during the last presidential election, Mr. Goldwater asked for the resignation of Secretary of Defense Robert McNamara and also stated: "We will continue to have civil rights problems and violence in the streets as long as Dr. Martin Luther King keeps telling people it's all right to break the law."

As for the 1968 presidential election, he believes that former Vice President Richard Nixon is the strongest Republican candidate at this time but that Governor Scranton might be the choice.



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## “London Bridge...how far is that?”

Someday he may know within inches.

Because right now, two ITT-built U.S. Army satellites are measuring the exact size and shape of Earth, mapping precise locations of continents, islands and landmarks, and the distances between them.

Aboard another satellite, NASA's Nimbus, an ITT-developed infrared “camera” system photographed cloud

patterns worldwide at night. Its performance, according to project scientists, was the greatest single technical success of Nimbus. Applications of this technique are foreseen for weather analysis and forecasting.

NASA's second OGO satellite (Orbiting Geophysical Observatory) is scheduled soon for launch. It will carry ITT electrical power converters, and an

ITT photoelectric camera to take spectroanalytic photographs in three colors of a mysterious light known as the Gegenschein Phenomenon.

These space projects promise a new dimension of knowledge that will touch the lives of men everywhere.

International Telephone and Telegraph Corporation, New York, N.Y.

# ITT

death; July 28, news conference; July 29, award ceremony for Mariner IV project; July 30, singing of Medicare bill; Aug. 6, signing of voting rights bill; Aug. 17, fourth anniversary, Alliance for Progress; Aug. 19, watches Gemini launch on TV; Aug. 25, news conference; Aug. 29, news conference; Aug. 30, report on steel strike postponement; Sept. 3, report on steel strike settlement; Sept. 24, report on new Panama Canal treaty; Oct. 3, signing of new immigration bill.

## Reagan TV appearance draws equal-time pleas

NBC-TV last week said it had no comment on equal-time requests of contenders for the California governorship who considered the appearance of actor-politician Ronald Reagan on the network to be a political use of air time.

Mr. Reagan, widely regarded as a gubernatorial candidate although he has not announced plans to run, was featured in a Sunday evening news program, the *Frank McGee Report* (Oct. 31, 6-6:30 p.m.). The appearance was described by network spokesmen as a seven-minute film clip that showed Mr. Reagan making recent speeches in Connecticut and on the West Coast and outlined his career from childhood to the present in a series of still pictures.

Laughlin E. Waters, a Republican and former U. S. attorney in Los Angeles, who has announced his candidacy for the governorship, asked the network for equal time.

It was reported that another request for equal time had been made on behalf of former Republican Governor Goodwin J. Knight, who is a prospective candidate, and George Christopher, former mayor of San Francisco, an announced candidate, as well as for Mr. Waters.

Section 315 of the Communications Act was amended in 1959 to exclude regularly scheduled newscasts from the equal-time rules.

## CBS-TV says Sinatra will go on as scheduled

CBS-TV is going ahead with plans to broadcast *Sinatra*, one-hour special on the life of Frank Sinatra, on Nov. 16, despite his withdrawal of permission to use material he provided. According to his PR representative, Mr. Sinatra acted when he found the broadcast would cover his private life as well as his professional activities. A CBS spokesman said that a "routine request" was received from Mr. Sinatra's attorney to

## Hartwest happy with Pyne's acceptance

With only a minimum of fanfare, a 55-minute daily, syndicated radio program, *The Joe Pyne Show*, moved last week into its 86th market, achieving what Hartwest Productions, New York, considers "a record for a show of this type."

Joseph Peebles, vice president and sales manager of Hartwest, which produces and distributes the interview program, noted that the *Pyne* show was introduced on stations a little more than a year ago (October 1964) and has achieved success because of the "exceptional ratings it has on every station which has bought it." He reported that radio syndication to date largely has been with one-minute and five-minute

programs and background music and Hartwest's efforts in offering a discussion program of 55 minutes marks "a complete departure."

Among the stations which have bought *The Joe Pyne Show* (a syndicated version of a program of the same name carried on KLAC Los Angeles for several years) have been WKAT Miami; WHEC Rochester, N. Y.; WACE Springfield, Mass.; WGAC Augusta, Ga.; WHEN Syracuse, N. Y., and WATV Birmingham, Ala. A recent buyer is WQSR Minneapolis. As of last Friday, the show was on about 100 stations.

The program's format consists of interviews by Mr. Pyne with people from various walks of life.

see the film in advance of its broadcast and that CBS News "just as routinely" turned down the request.

Eight days later, Nov. 24, NBC-TV is to broadcast another hour special *Frank Sinatra: A Man and his Music*. Both broadcasts are occasioned by the star's 50th birthday, Dec. 12, and his 25th anniversary as a recording artist. His recording firm, Reprise Records, has issued two special Sinatra albums and has organized a Nov. 26 radio tribute in which, a Reprise spokesman said, some 3,000 radio stations will participate, some with day-long all-Sinatra programming and others with special salutes.

## NET makes plans for color programs

The National Educational Television network is planning to program in color on a regular basis and will soon begin interconnection experiments, according to John F. White, NET president.

Mr. White, who last week addressed a meeting of station managers from NET stations, said interconnection experiments would begin possibly as soon as the fall of 1966. He indicated that the network would begin color programming as soon as one-third of NET's 102 affiliated stations achieve color-transmission capability.

The NET president, in discussing ETV financing, said that the accounts of the financial difficulties of certain stations had been exaggerated. He said that of the 57 NET affiliates that were on the air five years ago, 56 now have operating budgets larger than in 1960 and that the average increase is 57%.

## Great Society called manager of news

Representative Catherine May (R-Wash.) told the Washington Broadcasters Association at its annual meeting last week that the Great Society "is a master of news management" and the nation's two-party system is in danger of becoming "a fond memory."

Representative May appealed to the broadcasters to "help protect the rights of the minority party to make its views known." And she added that the communications industry has a responsibility to inform the populace of America so that it might have "a second look at the Great Society and keep it from becoming a great mistake."

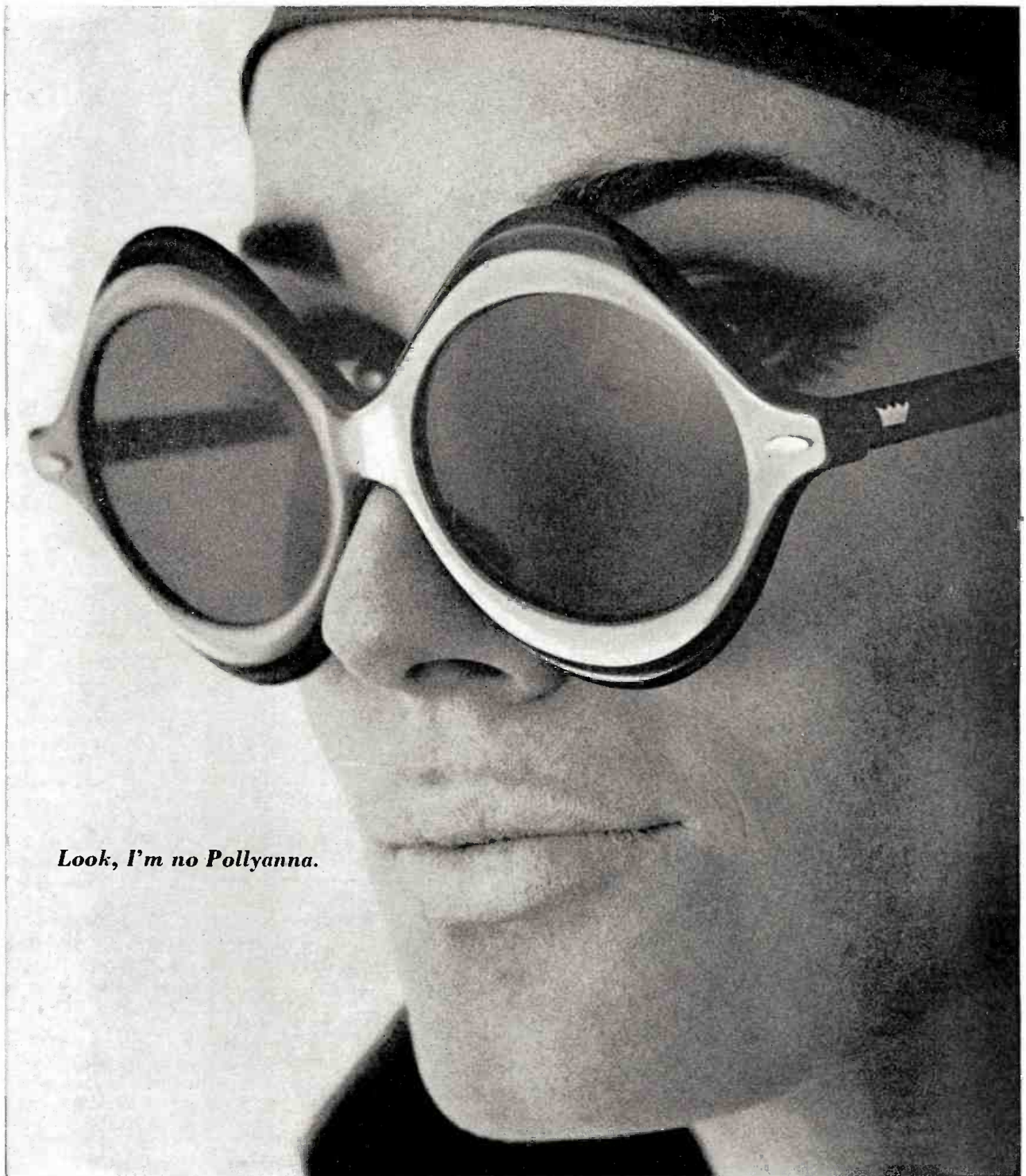
She said that the Republicans had presented many strong and positive voices during the first session of the 89th Congress, but said that the majority of these positions were "unheeded in the nation's capitol and most of the American public was unaware of them."

Dr. Sydney Roslow, The Pulse Inc., describing the shape of broadcasting in the 1970's to the WBA, questioned whether the burden of research should not be shifted from the seller to the buyer. He attributed much of the present confusion about ratings to the fact that the seller [the broadcaster] had one axe to grind—getting the best possible data, whether by hyping, misusing or deprecating ratings.

Conversely, Dr. Roslow said, the buyer has only the objective of getting the best possible data.

The confusion is lessening, he admitted but questioned: "I still wonder if a lot of good things would happen all at once if the buyer were the principal support of research."





*Look, I'm no Pollyanna.*

I know business is business. But why on earth do some of you allow (even help) advertisers to misrepresent automobiles or any product to me, my children, perhaps maybe your wife? Do you know what happens when you take a stand against impossible-to-believe advertising? Then, when you tell us about a product, we don't say, "What's the use?" But rather, "How can we use it?" Honesty is a good business to be in. May we send you a copy of "Recommended Standards of Practice for Advertising and Selling Automobiles"? It's published by the Association of Better Business Bureaus, Inc. and the N.A.D.A. Please write to . . .

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# CBS expected to keep NFL

Two-year renewal expected at higher rate; pros search for way to make more money

CBS-TV will probably be named within a month as the continuing tenant of the National Football League's television domain, with the rent high and the lease a long one.

Suggestions last week that the league might attempt to form its own television network on conclusion of its present contract with CBS were considered by most observers to be simply a negotiating lever on the NFL. The league finds itself in a situation where there is only one logical major network bidder available to carry its games—CBS-TV.

The current two-year CBS contract with the league, which cost \$28.2 million, expires with the end of this football season.

NBC-TV, which has made its bid

with the American Football League in a five-year \$36-million agreement, is virtually ruled out as the carrier of the arch rival NFL.

ABC-TV was recently awarded the National Collegiate Athletic Association football schedules for two years with a two-year renewal option for a total of \$32 million. The NCAA indicated that it had negotiated with ABC alone because it wanted its games on a network not beholden to a professional football schedule.

NFL Commissioner Pete Rozelle said last week that the league had made a feasibility study of setting up its own station lineup but "the feeling is that we will end up on a network."

The commissioner has already been in negotiations with CBS. He said he would be talking to networks for the next few weeks and expected a decision would be made before December. He indicated that he would talk to all networks, including Sports Network Inc., before meeting with club owners to present the various possibilities to them for their approval. Mr. Rozelle did not rule out the chance that the league might try to work independently of an established network, but he did not choose to describe the extent or

results of the feasibility study.

Last year advertisers spent more than \$7 as a cost per thousand (CPM) to appear in NFL games. Asked how the league could approach such a return if it used an independent lineup of stations, Commissioner Rozelle did not explain but said he feels there is considerable expansion room left in the amount of rights money which NFL football can command.

**Longer Contract** ■ Mr. Rozelle said he expected a network contract would run for more than two years this time and maybe as long as four years or more. He thinks it would be helpful to have more continuity both from the point of view of the incumbent network and the league. A longer contract makes for a smoother promotional effort and may be more attractive to large advertisers, according to the commissioner.

The same opinion is held by CBS Sports Vice President Bill MacPhail, who said a contract of more than two years would provide "security for both of us."

With the league looking for more money and the networks wondering where it's going to come from, one possibility has been the expansion of

## Picket-line-a-go-go at KPOL strike



On Oct. 28, a mass dance party, staged by professional entertainers, was held outside the Sunset Boulevard studios of KPOL-AM-FM Los Angeles in a demonstration of sympathy with the position of the American Federation of Television and Radio Artists, who have been striking against the station for the past seven months.

The singers and dancers, performers on a variety of television programs, arrived at the studios at 5 p.m., the afternoon rush hour, thereby attracting an audience of hundreds. Even live musical accompaniment was included.

AFTRA, filing a series of complaints against KPOL and its treatment of both employees and the union local, last week won a final decision from the National Labor Relations Board concerning one point of disagreement. A general counsel, concluding in agreement with trial examiner Wallace E. Royster's statement of Aug. 19, found the union not guilty of a charge of illegal coercion (BROADCASTING, Aug. 30).

the television football schedule. Mr. MacPhail mentioned the possibility of making greater use of pre-season games than in the past. He explained this would be easier for CBS next year because it will not be carrying baseball. This year it carried weekend afternoon games of the New York Yankees when that team played at home.

Mr. MacPhail also noted that in 1966 the NFL will have a 15-date schedule as compared to the 14 dates in the current and past seasons. This is due to the addition of the Falcons team in Atlanta which puts 15 teams into the league and means that each team will be idle for one weekend during the season.



Mr. Rozelle

With the planned addition of a 16th team in the following year, the schedule would probably revert to 14 dates.

Mr. MacPhail ruled out the chance that NFL football might be pushing itself toward prime-time exposure by virtue of the high price it is looking for, at least as far as CBS-TV is concerned in the foreseeable future. He did hold out the possibility that there would be more doubleheaders presented in the future. This idea had previously been proposed by the league and at the time it was suggested that two networks might be employed to carry such a split schedule (BROADCASTING, July 5).

Barry Frank, ABC-TV director of sports planning, views his network's heavy investment in NCAA football as a "definite deterrent" to further major football commitments. Mr. Frank said ABC had not yet been approached by the NFL about the league's new contract.

## NCAA reverses field on Notre Dame

Put it down to luck of the Irish, or what you will, but late Thursday (Nov. 4), the television committee of the National Collegiate Athletic Association okayed the broadcast of last Saturday's Notre Dame-Pittsburgh football game over WNDU-TV South Bend, Ind., hometown of the Jesuit college.

The NCAA's capitulation came after the Rev. Edmund C. Joyce, president of Notre Dame, furnished the TV committee of the NCAA with letters from the athletic directors of neighboring colleges attesting to the fact that the broadcast of the Notre Dame games

does not hurt their own box offices, whether or not they are picked up by community antenna systems outside the WNDU-TV service area—as specified by NCAA.

Asa Bushnell, program director of the NCAA's TV committee, reported late Thursday afternoon that the committee reviewed the matter and decided there was no evidence of appreciable damage to other games when CATV's pick up the WNDU-TV Notre Dame games.

Mr. Bushnell emphasized that all such cases will be decided on their own merits. He also said that he had informed FCC Chairman E. William Henry that the NCAA would be glad to meet with the FCC to go further into the matter.

The FCC two weeks ago had written Mr. Bushnell, raising the question of the NCAA's prohibition on the broadcast of the Notre Dame games because of their reception by CATV systems in Peru, Wabash, Lafayette and Logansport, Indiana, all more than the 45 miles from WNDU-TV. The NCAA television rules count 45 miles as a UHF station's coverage area (for VHF stations, the NCAA rules permit 120 miles radius).

The commission questioned the propriety of the NCAA ban in light of the fact that about 7,000 CATV subscribers saw the games, as against the 162,000 people in WNDU-TV's regular service area (BROADCASTING, Nov. 1).

The NCAA-Notre Dame imbroglio began after WNDU-TV, which is owned by Notre Dame, broadcast the Notre Dame-Northwestern game Oct. 23. The NCAA told the station it would receive no more authority for these special broadcasts unless its signals were not used by the four CATV systems. The station appealed to NCAA, but was refused reconsideration. The station then appealed to the FCC, as well as to Indiana senators and congressmen and a groundswell of protest began marshaling against NCAA.

The FCC, which last month overruled the NCAA and authorized KLTU-TV (TV) Tyler, Tex., to carry the Texas-Oklahoma game from KRLD-TV Dallas, wants to work out a general policy with NCAA on football broadcasts. NCAA's game of the week is carried on the NBC-TV, but local broadcasts may be authorized by NCAA when a local game is a sellout.

The CATV systems involved maintained that they could not be a party to a blackout of any station's signals, since this would jeopardize their claims that they are only an antenna service and do not touch the TV programs they pick up. The Lafayette system, however, acknowledged that it blacks out the Notre Dame games when Purdue is playing at home.

## Follow-through on NAB speech

ABC announces plans for experimental program

Goldenson called for

ABC-TV last week announced a new program venture, *ABC '66*. It will occupy a peak viewing time period weekly next fall and feature new musical comedy and drama written especially for television.

Thomas W. Moore, ABC-TV president, said the weekly program was the follow-through to a request set forth by Leonard H. Goldenson, president of ABC Inc., in his appearance before the National Association of Broadcasters convention on March 22.

Mr. Goldenson said he was asking his television network to set aside a prime-time hour in 1966 "for a new program of some sort—a creative program innovation—which in and of itself will represent a departure from existing patterns. The empty hour is sitting there, posing its challenge" (BROADCASTING, March 29).

Mr. Moore said neither the night of the week nor the exact time period had been selected though he indicated it most likely would be slotted at a time falling within 8-9:30 p.m. Most of the presentations would be one hour, he said, though he said some shows conceivably could exceed the hour. There will be 26 presentations and repeats of six of the outstanding ones in the season.

He estimated that production costs alone would be budgeted at more than \$10 million, and if fully sponsored, the projected series would represent advertisers' investments "in excess of \$20 million." Mr. Moore said that although several advertisers had expressed interest, there were no commitments at this time.

ABC, he added, has no illusions that "each program would be a success each week" but that the network sought "the right to fail" with experimental programming and said that out of the effort "three or four should be sensational shows" and a half-dozen or so should be excellent entertainment. Nearly all of the programs will be in color.

**Leading Creators** ■ ABC said that leading American and international playwrights, musical comedy composers and major entertainment and dramatic stars "many of whom have not written or performed for television before"

would contribute to the series.

The ABC '66 project will be supervised by the program department under Edgar J. Sherick, ABC vice president in charge of TV network programming. David Sontag, director of special programs and talent relations, will be in charge, and Jerry Bredouw, manager of special programs, will work with Mr. Sontag.

Mr. Moore said he was hopeful that "a number of new forms" would come out of the project and possibly some TV series ideas but that the spin-off possibilities were secondary in ABC's planning. He said he saw ABC '66 as providing a platform for "creative people."

He said programs would be produced in New York, Hollywood, London and Paris "and wherever the creative talent is best." Currently, he said, four shows in New York, four in Hollywood and one in Paris and "several around the world" are on the drawing board.

**The Plans** - Mr. Moore disclosed 14 programs that are being created and said that the other 12—for the 26 total—"have been nailed down." A summary of the 14 he disclosed:

A comedy about life in New York written by Murray Schisgal who wrote "Luv" on Broadway but has yet to try his hand in TV, and starring Alan Arkin (also the star of "Luv") and produced by Marc Merson; a musical comedy on football with music and lyrics by composer Dick Adler and based on George Bradshaw's short story, "How Like a God," and a musical comedy dealing with the music industry entitled, "The Flip Side." Richard Lewine will produce "Flip" with the music by Burt Bacharach and lyrics by Hal David.

Dramatic productions, such as a play "That First Easter," by playwright Henry Denker; "The Ten Commandments, a Modern Parable" written by several playwrights; "This Man Called Andros," also by Mr. Denker; "Sun Prairie" based on Hamlin Garland's book; "The Cliff Dwellers," a Bing Crosby Production created and written by David Rentels and produced by Irving Ellman.

Still others: "The Anthony Newley Show" dealing with pantomime and music, written, composed and acted by the British composer-performer; "The Many Worlds of Mike Nichols" featuring several stars and produced by Stanley Ascher and Nick Webster, and "The Ten Most Beautiful Women in the World" produced and written by Robert Nathe and Bill Jacobson.

Also on the list are documentary shows such as one portraying the wit of John Fitzgerald Kennedy, and another called, "An essay on the American Jew." One program is a co-production in France with Radiodiffusion-Television Francaise entitled, "Sour Grapes."



Prince Charming and his father, the King, in a scene from the pilot of a new half-hour daytime series, "Cinderella," which is being produced in association with ABC-TV.

### 'Cinderella' pilot made

The pilot of a taped, half-hour, across-the-board TV series which combines human actors with puppet performers, was completed last week in New York by Muppets Inc. and Albatross Productions Inc., both New York. The proposed series titled *Cinderella*, was produced in association with ABC-TV and is aimed for an early 1966 start in a daytime period. The live characters will be Cinderella, the Fairy Godmother, Prince Charming and the Queen, and the muppets include the Step Sisters, the King, the Prime Minister and the Black Duke. Muppets Inc. heretofore has been active in producing commercials with puppet performers and in providing appearances on live and taped variety shows.

### Entertainment special

ABC-TV plans to program in two half-hours in December a show tentatively entitled, *Wide World of Entertainment*, to be slotted in the time periods now occupied by the *Shindig* two-parter. Both weekly segments of *Shindig* go off the air in the first week in January. Host of the two-episode special will be George Chakiris who appeared in "The West Side Story" motion picture. Selmur Productions, an ABC subsidiary which also produces *Shindig*, is producing the show. The musical show will be put together overseas.

## Stations take stand for Vietnam policy

The draft-card burnings and other forms of protest against the Vietnam action by the U. S. has prompted at least four broadcasters to retaliate.

Susquehanna Broadcasting Co., group owner in the East, last week announced availability of a series of four 40-second radio spots, *Freedom Speaks*, to all media for the postage and tape charge of \$2.50.

The spots were prepared for use on Veterans Day (Nov 11) but Susquehanna said they could be used at any time, particularly at this time when there is criticism of American action in Vietnam.

According to a company spokesman, *Freedom Speaks* is not criticism but direct answers and reasons why the U. S. is in Vietnam. The 40-second spots, he said, are "just a little longer than it takes to burn a draft card."

Inquiries should be addressed to the company at P.O. Box 590, Avoca, Pa. 18641. Susquehanna stations are WARM Scranton-Wilkes-Barre, Pa.; WSBA-AM-FM-TV Harrisburg-Lancaster-York, Pa.; WICE Providence, R. I.; WHLO Akron-Canton, Ohio, and WGBB Freeport-Hempstead, N. Y.

In Clovis, N. M., Odis Echols Jr., owner and general manager of KCLV in that city, has banned records that he says have a flavor of antipatriotism. He said the recent demonstrations against Vietnam participation, plus the fact that several of the personnel formerly stationed at nearby Cannon Air Force Base have been killed in Vietnam, prompted his action.

**Editorializing Records** - Mr. Echols said that while in a democracy an artist has a right to record such songs, there is also the right of broadcasters to reject them. He decried "using a form of entertainment for propaganda purposes." If the words used in the songs were included in a newscast, they would have to be labeled as an editorial, he maintained, adding: "Broadcasters wishing to promote such causes have the right to do so and, in so doing, announce their intentions as an editorial."

Mr. Echols, a past president of the New Mexico Broadcasters Association, urged other broadcasters to join in the ban. Among the records cited were "The Universal Soldier" and "The Eve of Destruction."

The Kops Communications stations (WTRY Albany-Troy-Schenectady, N. Y., and WAVZ New Haven, Conn.) last week reported success with editorials intended to counteract negative impressions created by demonstrations

against Vietnam activities.

The editorials suggest that listeners not having anyone in service send letters of support to the war effort to the stations. In turn, the letters are redistributed to members of the armed forces in combat zones through the military services.

Editorials have received added circulation from schools and plants that either posted copies of the editorials or reprinted them in employe magazines, according to the stations.

WIND Chicago designated Oct. 28 as Unity Day. Idea was sparked by listeners' response to air personality Howard Miller's request that letters be sent to military personnel abroad in an effort to offset the protest demonstrations.

General Manager Ed Wallis set up the day which included ceremonies and addresses by civic, state and military leaders in front of WIND's Wrigley Building studios, on-air pleas for more letters and the display of the American flag, and a special 25-minute documentary on Unity Day late that evening.

### 'Semi-documentary' made on rock 'n' roll

Da Mel Productions, Studio City, Calif., is offering stations an hour "semi-documentary" in color dealing with the inside world of contemporary music. Combining the sounds of rock 'n' roll and the antics of the performers, composers, disk jockeys, agents, night club operators, go-go girls and the youngsters who buy the records, *Some Way Out Sides*, tells the inside story of hard rock, rhythm 'n' blues and folk 'n' roll, according to David Yates Titus, Da Mel president, who directed the special and co-produced it with Edward B. Favvre.

### NBC News makes plans for color conversions

Robert Northshield, executive producer of NBC-TV's *Huntley Brinkley Report* and *Scherer-MacNeil Report*, was in London last week meeting with NBC News European personnel to prepare for the conversion of both news programs from black-and-white to color.

Accompanying Mr. Northshield was Walter Kravetz, associate producer of *Huntley-Brinkley Report*, and Lefferts McClelland, manager of newfilm bureau services for NBC News. About 35 NBC News European personnel were to meet for discussions of the problems involved in shifting from black-and-white to color coverage of news stories, and the logistics of supply, handling and

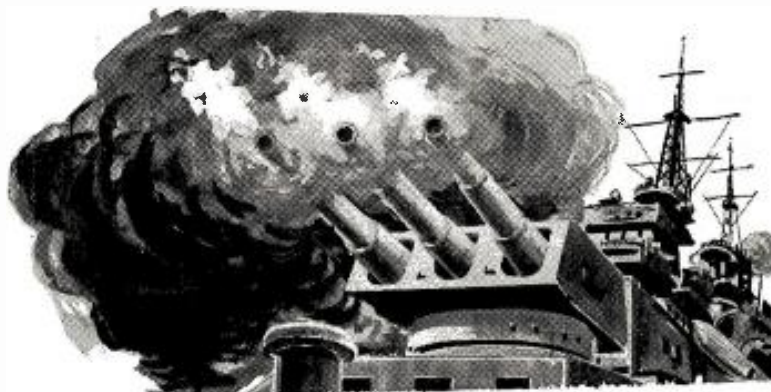
storage of color film.

The *Huntley-Brinkley Report* is scheduled to go to color on Nov. 15, the first network news program to do so on a full-time basis, and the Saturday *Scherer-MacNeil Report*, which began on NBC Oct. 23, will switch to color on Nov. 20.

NBC noted that the change to color in news was stimulated by new developments in quick processing of color film, and in the incorporation of a sound track with the film. Until recently, the sound had to be added to color film after the developing process.

### NBC plans Vatican specials

NBC News will send its "television religious program" unit to Rome to produce four programs on the significance of the Second Vatican Council now coming to a close. The unit will film two half-hour programs in color and will tape two black-and-white programs during a four-week period, beginning this Saturday (Nov. 13). The programs will be presented on NBC-TV's *Catholic Hour* on the last four Sundays of January (1:30-2 p.m. EST).



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\*Great Britain and Zanzibar fought from 9:02 to 9:40 a.m. Aug. 27, 1896.  
†ARB's 1964 Television Market Analysis

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WFTV GRAND RAPIDS  
WTVZ GRAND RAPIDS KALAMAZOO  
WTVF FM CASSELL

**TELEVISION**  
WKZO-TV GRAND RAPIDS-KALAMAZOO  
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## PICKS ENTERTAINMENT WHEN GIVEN THE CHOICE

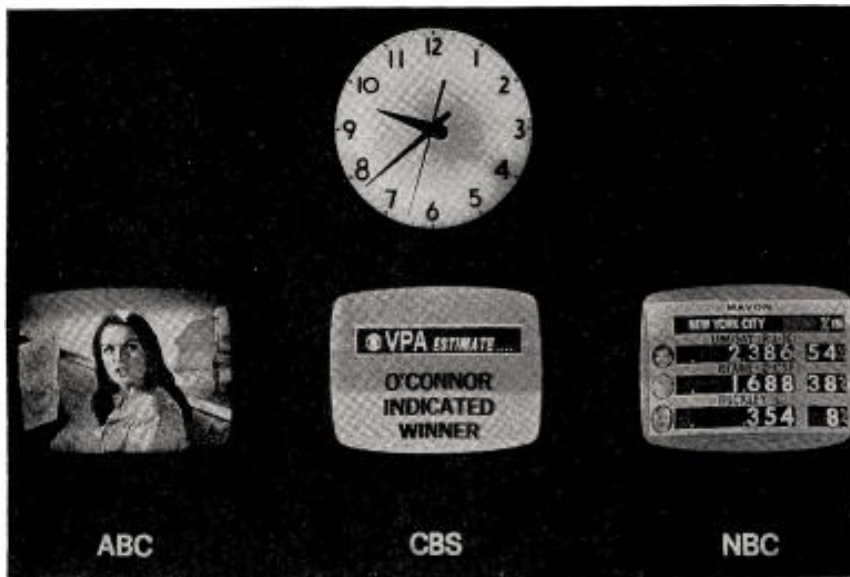
WABC-TV was the first New York station to forecast the winner of that city's mayoral race last Tuesday—and it was the only network-owned station in New York City to carry its regular programming throughout the evening.

As early as 10 p.m. the WABC-TV poll taker, John F. Kraft, correctly predicted the winner would be John V. Lindsay while the analytical machinery of WNBC-TV and WCBS-TV waited for two to three hours longer before accurately declaring the probable winner.

Ratings in the market see-sawed

on a voting district sample especially constructed for the New York race, was stymied by the closeness of the contest. It did see Mayor-elect Lindsay holding a slight lead by the time the model was completed, when 9% of the total vote had been tabulated. But CBS analysts thought the margin too thin to name Mr. Lindsay the probable winner.

The station waited until 12:37 a.m. before "calling" the race in his favor on the basis of a larger tabulated vote in addition to the slim lead indicated



through the evening according to the entertainment or political coverage available, with ABC's entertainment programs taking the largest share between 9 and 11 p.m.—a time when the two other network-owned stations were occupied with election coverage. According to reported Arbitron figures WABC-TV averaged a 21.8 rating during those two hours while WCBS-TV averaged 13.4 and WNBC-TV, 16.0.

From 11 p.m. to 1 a.m. when all three stations were devoting their full attention to the elections, WNBC-TV claimed 55% of the three-station audience, with WCBS-TV taking 35% and WABC-TV, 10%.

WNBC-TV began its continuous election coverage at 9 p.m. For two hours previous to that it carried bulletins and flashcaster reports. Anchored by Frank McGee, the station's election reportage lasted till 3 a.m. Wednesday. At 12:18 a.m. NBC News put a bulletin out over the network that according to its Election Analysis the indicated winner was John Lindsay.

WCBS-TV's Vote Profile Analysis, built

by VPA. The WCBS-TV coverage was anchored by Jim Jensen and Tom Dunn.

The only other commercial station in New York to pre-empt Tuesday night programming was WOR-TV, which started its full election coverage at 10:30 p.m. and stayed on the air until 3 a.m.

WOR-TV's pollster Sam Lubell was stumped by the tight finish of the major candidates. Around 10 p.m. he predicted a narrow victory for Democrat Abraham Beame.

WPIX-TV began carrying bulletins on the half-hour at 8 p.m. and stayed on the air until its regular sign off time, 1 a.m. WNEW-TV ran special reports throughout the evening.

## Radio series sales . . .

*Hollywood Hot Line* (Dick Clark Productions): KTDA San Antonio and KRC Mineral Wells, both Texas. Now in 23 markets.

*Earl Nightingale Program* (Nightingale-Conant): KXLR Little Rock, Ark.;

WSAN and WFMZ(FM) Allentown, Pa. and WPGA Perry, Ga.

"12 Hours of New Year's" (Triangle): WSWM-FM East Lansing, WHFB-AM-FM Benton Harbor, and WHSB-FM Alpena, all Michigan, and KFAM-AM-FM St. Cloud, Minn.

"Anniversaries in Sound" (Triangle): KFAM-AM-FM St. Cloud and KSUM Fairmont, both Minnesota.

## SAG rerun payments top \$1 million in August

The Screen Actors Guild television residual department in August collected and distributed \$1,008,504.17 in residuals for domestic reruns of television entertainment programs. SAG also collected and distributed \$109,713.45 for foreign broadcasts of U. S.-made TV programs. Since SAG set up the residual department in December 1953, a total of \$49,433,639.29 has been distributed to members for domestic reruns. Since a new contract went into effect in 1964, SAG has distributed \$458,125.95 for foreign broadcasts. These sums do not include reuse payments for commercials and theatrical motion pictures released to TV.

## 'Bonnie Prudden Show' syndicated by MGM-TV

MGM-TV is releasing to television a new series of 65 half-hours entitled *The Bonnie Prudden Show*. The programs are designed for weekday strip scheduling and are concerned with family health and physical fitness. They are directed essentially at a female audience.

Titles of some of the episodes are "New Baby," "Divorce is a Kick in the Head," "I Was a 90-pound Weakling," "Death of an Executive," and "Wait Till She Meets a Boy."

Miss Prudden, who is featured in the series, is a well known physical fitness instructor.

## Program notes . . .

**SAG meeting** ■ The annual meeting of the New York branch of the Screen Actors Guild will be held tomorrow (Nov. 9) in the Barbizon Plaza theater. The agenda includes a panel discussion on the problems faced by New York actors in the commercial film field and a talk by Representative William Fitts Ryan (D-N. Y.) on the new arts and humanities bill.

**Horoscope readings** ■ RCA Recorded

Program Services is syndicating a new five-minute series of horoscope readings for radio entitled *Your Daily Horoscope*, reported advance sales in over 70 markets. The program series, which is being made available to one station in a market, is produced by Corray Productions, Minneapolis.

**Moves to TV** ■ Making its first major move into television, the Episcopal Radio-TV Foundation, Atlanta, has signed a \$270,000 contract with Fred A. Niles Communications Centers, Chicago, for the production of nine 30-minute color TV programs. The foundation has been producing a radio program, *Parish of the Air*, for the past three years.

**Switch from Mitch** ■ Four Star Television reports that vocalist Leslie Uggams has been signed to star on *Something Special*, one-hour color special currently in syndication through Four Star TV. Other Four Star specials already in production have featured Tony Martin, Peggy Lee, Pearl Bailey, Julie London and the New Christy Minstrels. Miss Uggams formerly was featured on *Sing Along with Mitch* on NBC-TV.

**L. A. office** ■ Adventure Productions and Mark Z Productions have opened offices with editing and screening rooms at 932 North La Brea Avenue, Los Angeles. Phone: 656-7400. R. Frank Tulak heads office for Adventure Productions; Laurance Howard represents Mark Z.

**Special episodes** ■ CBS-TV will report on six major newsmakers, each as a "Man of the Month" episode in *The Twentieth Century* series (6-6:30 p.m. EDT) December through April. The special episodes will concentrate on people whose decisions affect world events in politics, culture or science. The series, sponsored by Prudential Insurance Company of America, Newark, N. J., is narrated by CBS News correspondent Walter Cronkite.

**Award-winning film** ■ The National Coal Association, New York, is placing into TV distribution a 28-minute color film, *The Invisible Power of Coal*. It was produced by Audio Productions, New York, and recently was awarded the diploma of honor for documentary films in the Gold Mercury Film Festival at Venice, Italy.

**Distribution si** ■ *Casos Y Casas De Casa* (Home Sweet Home), a Latin American TV program, is ready for radio distribution through America's Productions Inc., Miami. The half-hour series consists of 24 programs.

BROADCASTING, November 8, 1965

## TV networks realign prime-time shows

### MORE CHANGES ANTICIPATED AFTER TODAY'S NIELSENS

A further view of the current television season will be provided today (Nov. 8) in a new national ratings report by A. C. Nielsen Co. Network spokesmen said last week that this ratings report, the third national ratings for the season, may be expected to initiate additional revamping of weak spots in the networks' prime-time schedules.

A new program casualty, *The Steve Lawrence Show* in CBS-TV's Monday, 10-11 p.m. period, was added last week to a growing list. All told, by late last week the cancellation count for the three networks had reached seven shows, representing six hours of weekly programming.

In addition, the networks will move several low-rated programs to new time periods. Most of the known time periods are on ABC's schedule.

ABC and CBS will drop three shows each and NBC one show. Of the seven programs, five are one-hour series and two are half-hour shows.

The Nielsen report out today will cover the two-week period starting Oct. 11. One network spokesman said that confirmation of an estimated \$150 million in TV advertising for the first and second quarters of 1966 would "ride on the ratings report."

*The Steve Lawrence Show* will be replaced by *Art Linkletter's Hollywood Talent Scouts*, a color show, on Dec. 20. Also reported last week was a final decision to drop *Rawhide* rather than move the show to another time period in either its regular hour form or in a half-hour format.

Details of the program changes to date:

■ ABC—Monday: *Farmer's Daughter* moves out of the 9:30-10 position and *Peyton Place I* went into the period on Nov. 1. Tuesday: *Peyton Place II* was substituted for *Peyton Place I* at 9:30 Nov. 2. Wednesday: *Ozzie & Harriet* goes out of the 7:30-8 period to make way on Jan. 12, 1966, for *Batman I*, a new show in two parts. and *Amos Burke*, *Secret Agent* at 10-11 will be dropped. The *Amos Burke* position will be occupied by *The Long Hot Summer* effective Jan. 19.

Thursday: *Shindig I* at 7:30-8 will be dropped and replaced by *Batman II* on Jan. 13. *Peyton Place II*, which moved up to Wednesday, had its 9:30-10 period filled by *Peyton Place III* on Nov. 4. *The Long Hot Summer*, which moves from the 10-11 position for a Wednesday slot, is replaced by a new ATV-produced color series, *The Baron*,

effective Jan. 20. (*The Baron* is a mystery-adventure series starring Steve Forrest as an undercover agent). Friday: *Peyton Place III* at 9:30-10 in moving out to Thursday made way for *Farmer's Daughter* on Nov. 5. Saturday: *Shindig II* in the 7:30-8 period is dropped and *Ozzie & Harriet* comes in effective Jan. 14.

■ CBS—Tuesday: *Rawhide* at 7:30-8:30 will be replaced on Jan. 11 by MGM's *Daktari*, a new show. Thursday: *Art Linkletter's Hollywood Talent Scouts* effective Dec. 20 replaces at 10-11 *The Steve Lawrence Show* which will be dropped. Friday: *Slattery's People* at 10-11 will be dropped with *Trials of O'Brien* moved in effective Dec. 3. Saturday: *O'Brien* at 8:30-9:30 is replaced on Dec. 4 with *Secret Agent*, a British (ATV) import that had been a replacement series on CBS last year.

■ NBC—Friday: *Convoy* an 8:30-9:30 entry this season and the only show new this season thus far to be scrubbed, will be replaced by a new musical and variety series, *The Sammy Davis Show* effective Jan. 7.

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# All's fair at election time

No actions taken against stations for violations of equal time; complaints are routine, most come from N.Y.

Broadcasters must be doing something right, at least so far as the equal-time law is concerned.

In the political campaigns leading up to last week's off-year elections, not a single complaint was received by the commission that resulted in a broadcaster being told he had not observed the requirements of that law.

Commission officials report that "about 15" complaints were received from candidates or their managers that stations had not afforded equal opportunities. Most of these involved the hot contests of New York City elections.

Staffers reported that those races also generated some 75 letters from members of the public complaining about equal-time or fairness doctrine matters, expressing criticism of the way some stations were covering the elections, or simply asking questions. Contests elsewhere than New York sparked only a handful of letters.

The total amount of mail was considered heavy for an off-year election.

The broadcasters' ability to make what was upheld as the right decision in every matter about which a complaint was filed indicated they did their homework before the campaigns got underway.

Many of the equal-time complaints dealt with candidates' appearances on news, news-interview and documentary type programs that are exempt from the workings of the law. In fairness-doctrine matters, stations were found to have acted within the discretion given them.

No precedents for future rulings were laid down. All of the complaints were handled by the staff on the basis of previously decided cases. Although the commissioners were furnished with copies of the more noteworthy complaints, none of the questions raised were considered so novel as to require a commission ruling.

**Lindsay Spots** ■ One of the hottest complaints had nothing to do with equal opportunities. In the final days of the New York campaign, Robert Price, campaign manager for Republican-Liberal John Lindsay, who emerged as mayor-elect, complained about the failure of NBC's WNBC-TV New York to carry all of the spot announcements for which the Lindsay forces had contracted.

He said the behavior of the station's personnel was "extremely prejudicial" to Representative Lindsay's campaign, and demanded an investigation. The

station admitted an error in placing the spots and said it would do its best to find new time availabilities. In the meantime, it refunded money for the spots not carried.

Based on that response, the commission on Oct. 29 denied the request for action. Mr. Price, however, asked for an investigation in two subsequent telegrams, and was turned down again—and again, on Nov. 1 and Nov. 2.

WNBC's program, *Direct Line*, news interview-type program was involved in two equal-opportunities complaints, both filed by Democrats. The commission denied both on the ground the program had previously been declared an exempt program.

In another complaint, the commission staff upheld CBS in denying a demand for time from a Democratic-Liberal candidate for the New York senate. The candidate based his demand—made in the final week of the campaign—on his opponent's appearance on Aug. 8 on WCBS-TV. That program was aired even before the Republican incumbent became a candidate for re-election.

## Film sales . . .

*Casper the Friendly Ghost and Company* (ABC Films): WLWT (TV) Cincinnati; KOGO-TV San Diego; WBEN-TV Buffalo, N. Y.; WAAY-TV Huntsville, Ala.; WSJS-TV Winston-Salem, N. C.; KPHO-TV Phoenix; KSL-TV Salt Lake City; WTCN-TV Minneapolis; WLWD (TV) Dayton, Ohio; WHC (TV) Pittsburgh; WVUE (TV) New Orleans; WEEK-TV Pe-

### 14-day free trial

In a move to help acquaint U.S. TV stations with an Australian children's series, Boston film distributor N. W. Russo last week made this offer in a letter to stations: carry free of charge for two weeks six-minute segments of *The Terrific Adventures of the Terrible Ten*, and then decide whether it should be purchased. More than 200 episodes of *Terrible Ten* are available. It has played on Australian TV and has been syndicated to 14 foreign countries over the past two years. First sale in the U.S. has been made to WGN-TV Chicago, Mr. Russo reported.

oria; Ill.; KWWL-TV Waterloo-Cedar Rapids, Iowa; KGVO-TV Missoula, Mont.; WAIJ-TV Atlanta, and WJZ-TV Baltimore.

*Diamond Queen* (M&A Alexander Productions): KTVK (TV) Phoenix; KOVR (TV) Stockton-Sacramento, Calif.; WINK-TV Ft. Meyers and WFLA-TV Tampa, both Florida; KGMB-TV Honolulu; WLBZ-TV Bangor, Me.; WNAC-TV Boston; WKZO-TV Kalamazoo, Mich.; KMTV (TV) Omaha; KLAS-TV Las Vegas; WHEN-TV Syracuse, N. Y.; WBNS-TV Columbus, Ohio; WFAA-TV Dallas-Ft. Worth; KONO-TV San Antonio, Tex.; KUTV (TV) Salt Lake City; WVEC-TV Hampton-Norfolk, Va.; KXLY-TV Spokane, Wash.; WFRV (TV) Green Bay, Wis., and KABC-TV Los Angeles.

*The Play of the Week* (National Telefilm Associates): WZZM-TV Grand Rapids, Mich.; WBNS-TV Columbus, Ohio; KVIE (TV) Sacramento, Calif.; KWSC-TV Pullman, Wash.; KAAR (TV) San Diego; WGTV (TV) Athens, WVAN-TV Savannah, WJSP-TV Columbus, and WXGA-TV Waycross, all Georgia.

*Majesta-Color* (National Telefilm Associates): WPIX (TV) New York; WZZM-TV Grand Rapids and WJRT (TV) Flint, both Michigan, and WCPO-TV Cincinnati.

*Shirley Temple Features* (National Telefilm Associates): WKYC-TV Cleveland; KBOI-TV Boise, Idaho, and WJRT (TV) Flint, Mich.

*Matter of Who* (National Telefilm Associates): WBKB (TV) Chicago; WABC-TV New York; KXTV (TV) Sacramento, Calif.; WANE-TV Ft. Wayne, Ind.; WISH-TV Indianapolis; KHOU-TV Houston-Galveston, and KOTV (TV) Tulsa, Okla.

*Repertory Theater* (National Telefilm Associates): KING-TV Seattle; KCOP (TV) Los Angeles; WGN-TV Chicago; WGTV (TV) Athens, WVAN-TV Savannah, WJSP-TV Columbus and WXGA-TV Waycross, all Georgia.

*Continental Classroom* (NBC Films): WFLA-TV Tampa, Fla.

*Volume 10* (Seven Arts): WVUE-TV New Orleans; KCPX-TV Salt Lake City; WUSN-TV Charleston, S. C.; KEYT (TV) Santa Barbara, Calif.; WTVJ (TV) Miami; WTOL-TV Toledo, Ohio, and WWNV-TV Watertown, N. Y.

*Top Time Features* (Embassy): WPTA-TV Fort Wayne, Ind. Now in 18 markets.

*How to Make a Habit of Succeeding* (Master-Mind Inc.): WFTL (TV) Fort Lauderdale, Fla. and KGNC (TV) Amarillo, Tex.

*The Professionals* (Seven Arts TV): WAGA-TV Atlanta, Ga.; KPTV (TV) Portland, Ore.; KBTV (TV) Denver; WISC-TV Madison, Wis.; WSEE-TV Erie, Pa.;



KYTV(TV) Springfield, Mo.; WBOY-TV Clarksburg, W. Va.; WSLV-TV Roanoke, Va.; The Forbes Adv. Agency, Wichita, Kan., for nine markets in Texas and Louisiana. Now in 31 markets.

*Man in Space* (Seven Arts): KTVU (TV) San Francisco; WDBO-TV Orlando, Fla.; wow-TV Omaha; WNEM-TV Saginaw-Bay City, Mich.; KPTV(TV) Portland, Ore.

*Alfred Hitchcock Presents* (MCA TV): WCAX-TV Burlington, Vt.; KHSB-TV Chico, Calif.; KTVT(TV) Dallas; KDAL-TV Duluth, Minn.; WGAL-TV Lancaster, WDAU-TV Scranton, both Pa.; WTOG-TV Savannah, Ga.; KHVH-TV Honolulu.

*The Lloyd Thaxton Show* (MCA TV): KAAR(TV) San Diego; WBMG(TV) Birmingham, Ala.; WHIS-TV Boston; WSLV-TV Roanoke, Va.

*Leave it to Beaver* (MCA TV): WEMT(TV) Bangor, Me.; WJBF(TV) Augusta, Ga.

*Tales of Wells Fargo* (MCA TV): WKBD(TV) Detroit; WMAL-TV Washington; WSIX-TV Nashville; WCYB-TV Bristol, Va.; WNOK-TV Columbia, S. C.

*Checkmate* (MCA TV): WSAU-TV Wausau, Wis.

*Bachelor Father* (MCA TV): WLCY-TV St. Petersburg, Fla.; WHNB-TV Hartford, Conn.

*Love That Bob* (MCA TV): WKBD-TV Detroit.

*Overland Trail* (MCA TV): KTBS-TV Shreveport, La.

*Tall Man* (MCA TV): KRCR-TV Redding, Calif.; KSBW-TV Salinas, Calif.

*Thriller* (MCA TV): WKYT-TV Lexington, Ky.

*M-Squad* (MCA TV): WSAV-TV Savannah, Ga.

*Soldiers of Fortune* (MCA TV): WCCE-TV Freeport, Ill.

*Cimarron City* (MCA TV): KTBS-TV Shreveport, La.

## EQUIPMENT & ENGINEERING

# Conflicting views on Comsat

International carriers insist they're only ones who should deal with satellite company; others disagree

More than two dozen groups submitted their views last week to the FCC on the question of who, besides the international common carriers, is an "authorized user" of the communications satellite systems.

The international common carriers took the position that only they are authorized under the act to deal directly with Comsat, while most of the other groups felt that Congress had made clear its intention that other interests should be allowed direct access to the satellite system.

Comsat itself was the only group which took a middle position. It said that direct access by other users should be allowed only where a particular satellite service desired by a user has not been made available by one of the carriers or where a user desires to participate in the technical development of a new satellite service.

The commission had asked for comments on this question in June since Congress said that Comsat would deal only with established international carriers and "other authorized users." In July the FCC authorized the four international common carriers to deal directly with Comsat on a temporary basis (BROADCASTING, July 19).

Among those who said that the satellite act allowed direct access by non-carrier interests were ABC and CBS.

**ABC's Views** ■ According to ABC the commission has been given complete legal power to grant direct access to Comsat facilities by any person or entity where such access would be in the public interest. ABC said that the House and Senate had received several

bills which would have restricted Comsat to the role of a "carrier's carrier" but that they had been rejected.

As a minimum the commission should adopt a policy which would allow news media (radio, TV networks, news services, etc.) to lease channels directly from Comsat, according to ABC.

The network said that radio and television networks perform functions of such importance that they should have direct access to Comsat's facilities without having to depend on a "go-between." ABC also voiced concern about the increased costs which would result if it had to go through a middleman. The increased costs would be a deterrent to the rapid development of global television, according to ABC.

CBS said that the FCC should encourage maximum experimentation and innovation with the new technology. Competition would prompt the carriers

to develop even more efficient and effective methods of operation and insure that customer charges properly reflect the value of the services rendered by them, according to CBS.

**Legislative History** ■ The four international common carriers contended that the legislative history of the satellite act makes it clear that Congress did not intend Comsat to provide service directly to the public. They also argued that they would be seriously damaged financially if other users were allowed to deal directly with Comsat. The international carriers are AT&T, ITT World Communications, Western Union International and RCA Communications Inc. RCA, which is commonly owned with NBC, said that a policy of permitting Comsat to become a retailer of services directly to noncarriers would result in a revenue loss of many millions of dollars annually to RCA and the other carriers. The result would be increased rates to the public and a diminished ability to furnish and improve existing service and develop new services.

The common carriers said that they were also concerned about possible conflict of interest considerations which



would arise if Comsat were allowed to compete with the common carriers. Six members of the board of directors of Comsat represent the carriers.

ITT said that Comsat is a unique partnership of the common carriers, the U. S. government and a portion of the general public. If Comsat were allowed to compete with the common carriers, the relationship would become unworkable, said ITT.

**The Money Involved** ■ Referring to the economic problem, ITT said that if Comsat were allowed to draw away customers from the carriers, the carriers' services, revenues, and ultimately their rates and ability to offer services which are competitively attractive would be adversely affected, if not completely destroyed.

ITT argued, as did the other carriers, that Congress intended that only the carriers would deal directly with Comsat. The omission from the Satellite Act of any provision or basis under which noncarriers would deal directly with Comsat was intended to preclude any such authorization, according to ITT. The only exception, ITT said, is that Comsat can deal directly with the U. S. government when such direct use will serve a national need which cannot be fulfilled by the carriers.

Among those requesting the FCC to

authorize noncarrier interests to deal directly with Comsat were the Washington Post Co., the American Newspaper Publishers Association, UPI, and International Educational Broadcasting Corp., licensee of short-wave station WRUL New York.

The Washington Post Co., which has already asked to be considered an authorized user, said direct access to a communications satellite would permit it to make maximum use of the circuit and at the same time provide immediately available communications services for the rapid transmission of news.

The Washington Post Co. owns WTOP-AM-FM-TV Washington, and WJXT (TV) Jacksonville, Fla., the *Washington Post*, *Newsweek* magazine and is associated with the *Los Angeles Times* in a news service operation.

The company said that where news media are able to use directly the services supplied by Comsat, they should be permitted to negotiate with it to achieve the maximum cost advantage.

Among those supporting the contention of the international common carriers that access to the satellite should be restricted were the U. S. Independent Telephone Association, General Telephone & Electronics Corp., and Western Union Telegraph Co.

## AT&T says FCC distorted its study

American Telephone & Telegraph Co. asked the FCC last week to call off an investigation ordered two weeks ago of the rates charged by AT&T and the Bell System companies (BROADCASTING, Nov. 1).

AT&T, saying the inquiry would drag on for years, accused the commission staff of distorting the results of a cost study the company prepared at the commission's request.

The rate inquiry is of interest to broadcasters because of the possibility it could bring higher line charges for the relaying of video and audio signals.

The AT&T cost study, on which the commission staff based the recommendation for an inquiry, indicated a wide disparity in rate of profits among seven categories of service. Telephone, for instance, brought a profit return of 10%, while Telpak produced a return of .3%. A miscellaneous category which includes broadcasting services produced a return of .9%.

The commission said these figures indicate that AT&T might be underpricing some services by charging higher rates for services in which it has a monopoly. The implication was that a realignment of charges might be in order.

AT&T, however, said the commission staff's conclusions "thoroughly distort" the results of the study. The company also said that the commission failed to mention in its order that the "basis for the cost study was prescribed by the commission."

It added that it had told the commission that "the allocations in the study were not appropriate for rate-making purposes and that the study results were not a proper measure of the costs for individual services."

AT&T said that instead of the inquiry the commission should continue its traditional "continue surveillance" method of regulation. The company noted the commission has frequently defended that method, most recently in a brief filed in a court case two weeks before the inquiry order was issued.

## RCA considers subcontracting

RCA authorities confirmed last week that the company is giving serious consideration to letting out to other set makers the assembly of some of its black-and-white sets. RCA, it was acknowledged, would effect the move in order to release additional space for the

## Same statistics may make different tune

When radio-TV and parts manufacturers appear before the Federal Trade Commission on Dec. 6 to discuss the possibility of labeling imported components, both will be using the same set of statistics—although they may be arguing against each other.

This was one of the actions made clear at the winter meeting of the Electronic Industries Association in Los Angeles last week. The meeting was highlighted by the publication of the industry's first five-year forecast in all categories (see page 29).

James B. Secrest, executive vice president of EIA, said that component manufacturers and receiver manufacturers will be using the same data, compiled for them by the association's marketing services department. They may not agree on what they want the FTC to do, Mr. Secrest said, but at least they won't confuse the picture by presenting conflicting data.

Part of the EIA data, it was reported, will come from a special survey by a public opinion research organization to determine just how much interest the public really has in component labeling.

Jack Wayman, who was named staff

vice president for the consumer products division (up from staff director), said that his division's viewpoint is that "to label is to confuse." Taking the same stand the consumer products division took last year when the same question was raised by the FTC staff, Mr. Wayman said that no one objects to labeling imported receivers, but labeling a set with imported components "borders on the ridiculous."

Other highlights of the EIA sessions: ■ Formation of an industry promotion committee, headed by Ralph Jones of Motorola. Its function is to improve EIA's public and inter-industry relations. Its first project is to begin planning for EIA's participation in the 1966 Chicago Music Show, to be held July 10-14 next year.

■ Although they are not directly concerned, receiver manufacturers are interested in the form legislation will take which the FCC said it plans to ask to control radiation from industrial and other noncommunications electronic equipment (such as diathermy machines, garage door openers, etc.).

■ Harold J. Seigle, Arvin Industries, was elected an EIA director representing the consumer products division.

assembly of color-TV sets.

RCA is enjoying increased business in the sale of color and black-and-white receivers and with the pressure of the Christmas season, the demand for color sets on RCA, as well as on other manufacturers, is becoming greater.

If RCA decides to go ahead with the idea of outside help, the assembly of sets, utilizing the same components that RCA uses in its assembly, would be sub-contracted to one or more manufacturers. RCA sources said the assembly of portables would be most affected.

RCA manufactures both color and black-and-white TV receivers in its Bloomington, Ind., complex. Spokesmen said they could not disclose actual color vs. black-and-white production figures but it is estimated that some 60% of all black-and-white production at Bloomington is in portables. Because of the location of RCA's manufacturing facility, it is reasoned that the manufacturers sub-contracted would be in the Midwest.

RCA's color set sales in September were a record for any one month. Its nine-month sales of black-and-white and color this year are at a high and the company has programs underway to more than double the capacity of its color tube production in three years and about double that of color sets in two years.

## Technique may double TV transmissions

An electronic device said to compress bandwidth requirements in the audio spectrum to let existing communications facilities double their carrying capacity by the addition of a simple installation at either end of the communications line was announced Tuesday (Nov. 2) by Octrionix, Los Angeles electronics research organization.

As explained by its co-inventors, Leonard J. Genest and Arnold I. Klayman, vice presidents in charge of research and developments for Octrionix, the normal bandwidth required for acceptable telephone conversation is 300-3,000 cycles per second. The Octrionix compressor transposes the frequency range to 150-1,500 cycles by dividing all frequency components by two. At the receiving end, a similar unit transposes the divided frequencies back to their original state, thus allowing the audio signal to be received without distortion. The result is that twice as many simultaneous conversations can be handled by the same channel as before. In the future, it is anticipated that the same principle may be applied to

television transmission.

James Garner, Hollywood actor who is vice president and one of the major stockholders of Octrionix, said that the company has no plans to manufacture the equipment itself but will negotiate leases for use of the patented formula.

Irving Leonard, Mr. Garner's business manager, is president of Octrionix. Other company principals include George Mintzer and Joel Fox.

## AT&T experiments with high-pulse transmission

Bell Telephone Laboratories, a division of AT&T, New York, is experimenting with a high-speed communication system for transmitting sound or picture information—in electrical pulses, up to trans-Atlantic distances over coaxial cable.

The pulse code modulation system operates by sampling and encoding two TV programs into groups of nine electrical pulses, which then are transmitted at the rate of 224 million pulses per second. Since the pulses distort and weaken as they travel, repeaters are spaced one mile apart to regenerate them. When they reach the receiver end they are decoded, sorted and converted into voice and TV signals, and finally into sound and pictures without quality loss, according to the company.

Bell Telephone reported the PCM system is now commercially used to transmit 24 telephone calls or comparable data to distances up to 50 miles. With further developments, the company expects to commercially send 3,456 telephone calls (equivalent to the load of two TV programs) and even more information at higher speeds with the system.

Presently, AT&T is constructing a network of coaxial cables to supplement an increasing demand for transcontinental communications, both for telephone and television.

## CBS wants hold on night clear bids

CBS has asked the FCC to halt administrative proceedings involving applications for Class II-A AM stations, which are to operate nighttime on clear channels, pending conclusion of a rulemaking aimed at establishing new standards for evaluating interference.

CBS also said the proposed rulemaking should be modified to provide that any rule change resulting from the rulemaking shall apply to the pending

II-A applications. Sixteen II-A applications are pending; two have been granted.

The commission created the new class of II-A stations when it ordered the duplication of 13 of the 25 clear channels. They will bring first local nighttime service to underserved areas, but are to operate with directional antennas to protect the dominant, class I-A stations on the channel.

CBS said the protection to be afforded the clear channel stations should be based on a "realistic application of the best available engineering standards." At present, the commission relies on a showing, based on judgment, of "Maximum Expected Operating Values" (MEOV) in determining actual performance.

The proposed rulemaking would substitute for MEOV a standard method for determining the levels of radiation to be used in evaluating interference, coverage and overlap of mutually prohibited contours.

CBS is concerned about the II-A's because applications for such stations have been filed designating four clear channels on which CBS-owned stations operate—WBBM Chicago (780 kc), WCBS New York (880 kc), KMOX St. Louis (1120 kc), WCAU Philadelphia (1210 kc).

The network said that if the com-

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mission declines to suspend action on the II-A applications, it should condition construction permits for the proposed stations on showings their directional antennas will afford protection to the dominant I-A's in accordance with any rule change resulting from the rulemaking proceeding.

## Technical topics . . .

**Just out** ■ Miratel Electronics, St. Paul, has a new HLB series of high-line rate, high resolution television monitors. The units operate within a 525 to 1203 line of scan range and incorporate new features, options and

transistorized construction. Operating at 30 mc video bandwidth, the HLB series features 1000-line horizontal resolution and is available in 14-inch, 17-inch or 21-inch sizes.

**Color film** ■ Eastman Kodak Co. announced a new 16mm type B color reversal film. Offering high speed with finer grain, low contrast, optimum sharpness and improved color rendition in reds and yellows, the film is an all-around film for color television coverage.

**New member** ■ Vladimir Kosma Zworykin, inventor of the image orthicon cathode ray tube, considered a

major breakthrough in helping bring TV to commercial fruition, has been elected a member of National Academy of Engineering, Washington. Mr. Zworykin, one of 27 new members tapped for membership in the prestigious academy, is an honorary vice president of RCA, and technical consultant, RCA Laboratories, Princeton, N. J.

**Data sheet available** ■ Cohu Electronics Inc., San Diego, has reported that its data sheet (6-327) is now available with performance specifications, photographs and technical information on its Series 2500 camera, designed to televise quality pictures from high radiation environments.

## INTERNATIONAL

### Two named to head new ASI branches

In an expansion of its international activities, Audience Studies Inc., New York, is extending its TV pre-testing operations into Japan on Dec. 1 and into Australia on Jan. 1, 1966.

ASI, a whollyowned subsidiary of Screen Gems, pretests programs and TV commercials in the U.S. and Great Britain. In Japan and Australia it will work in the area of TV commercials as well as provide a general market research service.

Pierre Marquis, vice president and general manager of ASI, announced that George Fields has been named general manager of the company's Japanese division with headquarters in Tokyo, and Fred B. Vohralik as general manager of ASI in Australia with headquarters in Sydney. Mr. Fields, who was born in Japan, previously was with McNair Research in Sydney. Mr. Vohralik has been with J. Walter Thompson in Australia for the past 11 years in various market research capacities.

ASI heretofore has maintained pre-testing facilities in Los Angeles, Chicago and London, with headquarters in New York. Mr. Marquis reported that ASI is exploring possibilities in Canada, Germany, Brazil and Argentina and ex-

pects to be in two of these countries by the end of 1966.

The economic vitality of both Japan and Australia was cited by Mr. Marquis as the reason for ASI's expansion there. He noted that in 1964, Japanese advertising billing was about \$1 billion a year, of which \$300 million was in TV. Advertising investment in TV, he added, jumped by 100% from 1960 to 1964. In Australia, Mr. Marquis reported, advertising expenditures amounted to an estimated \$300 million in 1964 and are expected to double within the next eight years, with TV getting a substantial share.

"We're starting with a dozen clients in Japan and more than that in Australia," Mr. Marquis said. "Our parent company has faith in the future and over the past four years has invested more than \$3 million in the ASI operation, which, by the way, has doubled its gross each year."

### ITU elects Indian as secretary-general

Dr. Manohar Balaji Sarwate of India has been elected the new secretary-general of the International Telecommunications Union. Dr. Sarwate, who is deputy secretary-general, received 61 votes against 54 cast for Jean Rouviere, director of the International Telegraph & Telephone Consultative Committee (CCITT).

The election was held during the Plenipotentiary Conference of the ITU at Montreux, Switzerland. Dr. Sarwate succeeds Gerald C. Gross, one-time assistant chief engineer of the FCC in charge of broadcasting, who has been with the ITU since 1945.

Among other actions of the conference, which has been underway since early in September:

■ Membership in the administrative council, the ITU's governing body

which meets annually, was increased from 25 to 29. The following countries were elected to the council: Argentina, U. S. A., Canada, Mexico, Venezuela, Brazil, Region A; France, Italy, Switzerland, Federal Republic of Germany, United Kingdom, Ireland, Region B; USSR, Yugoslavia, Poland, Region C; Morocco, Dahomey, Nigeria, Algeria, Ethiopia, Malagasy Republic, Uganda, Region D; Japan, Australia, India, Pakistan, Lebanon, Saudi Arabia, China, Region E.

■ Early in the session, the conference excluded the Union of South Africa by a vote of 59 to 27 with seven abstentions and with 15 countries not participating.

### Report shows TV sells effectively in Germany

Schwerin Research Corp. reported last week on a pilot study in Germany comparing the advertising effectiveness of print versus television in four product categories. Television emerged on top in each of the classifications.

On the basis of data collected to date, the company reported in the latest issue of the *SRC Bulletin*, TV out-ranked print in terms of average advertising effectiveness in food (by index values of 109 to 105), detergent (141 to 100), toiletry (162 to 100) and a second detergent (169 to 100).

Schwerin cautioned that the results of the tests have not been related to the common denominator of sales, adding that it is possible that print advertising effectiveness may have a higher relationship to sales than does the TV advertising effectiveness. Schwerin commented that even on the basis of preliminary data, it is evident that the relative effectiveness of the two media will vary by product field.

The study is being conducted by SRC's subsidiary in Hamburg, SIMM.



Mr. Vohralik



Mr. Fields

# Varied program set for BPA seminar

While men discuss weighty problems of the promotion art, wives will see the sights

Some 500 members of the Broadcasters' Promotion Association have gathered in the nation's capital this week for their 10th annual seminar in the Shoreham hotel. They will hear discussions on promotion of radio-TV news and public affairs programs and color television, preparation of promotional material, use of research materials, preparing sales presentations, the pros and cons of community antenna television and an evaluation of broadcast promotion by outsiders.

The Nov. 7-10 sessions also feature personal consultation on such matters as graphic arts, research, sales presentations and other broadcast promotion areas.

In addition, the members of BPA have the chance to meet and discuss problems with their fellow members and to have a good time while doing it.

The seminar is intended as a dawn-to-dusk work session for the members and the wives will have a chance to see some of the sights while the men labor. Tours are scheduled for the wives to historic Mount Vernon, Alexandria and Arlington on Monday. Tuesday the ladies will be provided with a special tour of the Smithsonian Institution, the White House and the Capitol, followed by a luncheon and fashion show at Julius Garfinkel and Co. The tours are free to the wives of the BPA members. *Official agenda for the Broadcaster's Promotion Association's 10th annual seminar, Nov. 8-10, Shoreham hotel, Washington.*

## MONDAY, Nov. 8

8 a.m.—Kellogg Breakfast, Palladian Room.

8:30 a.m.—Registration, Main Lobby.

8:45-9:15—Opening of convention. Welcome by President H. Taylor Vaden, Triangle Stations; address by Leonard H. Marks, U. S. Information Agency. Diplomat Room.

9:15-10:15 a.m.—FCC, FTC and Thee. Host-Producer: Milton R. Shefner, WBC Productions, New York. Moderator: Thomas W. Wilson, Dow, Lohnes & Albertson, Washington.

Panelists: Charles A. Sweeny, Federal Trade Commission; William B. Ray, FCC; Vincent T. Wasilewski, National Association of Broadcasters, and Sol Taishoff, Broadcasting and Television magazines. Diplomat Room.

BROADCASTING, November 8, 1965

10:30-11:20 a.m.—Public Affairs, Our Best Foot Forward. Host-Producer: Tom W. Mahaffey, WJXT(TV) Jacksonville, Fla.

Panelists: Maury A. Midlo, WDSU-TV New Orleans and Herman W. Land, Herman W. Land Associates Inc., New York. Diplomat Room.

11:30-12:20 p.m.—Radio News Promotion. Host-Producer: Guy Koenigsberger, KRNT-AM-TV Des Moines, Iowa.

Panelists: Ken Malden, WGBS-AM-FM Miami, and Phil Harrison, WSB-AM-FM Atlanta. Empire Room.

11:30-12:20 p.m.—Television News Promotion. Host-Producer: James W. Evans, WTAR-TV Norfolk, Va.

Panelists: George Vickery, WTVJ(TV) Miami; Bruce J. Bloom, WBBM-TV Chicago, and James H. Fuller, Young & Rubicam, New York. Diplomat Room.

12:30-2:15 p.m.—Keynote Luncheon. Address: Robert E. Lee, FCC. Palladian Room

2:20-3:30 p.m.—Teens Through Thirty, They Can Be Had. Host-Producer: Sheldon A. Saltman, MCA, New York.

Panelists: Philip L. McHugh, McHugh-Hoffman, TV Consultants, Birmingham, Mich.; Lloyd Thaxton, Lojac Productions; and Frank X. Tuoti, WPIX(TV) New York. Diplomat Room.

3:40-4:30 p.m.—Showcase for Radio Presentations. Norman S. Ginsberg, CBS Radio Spot Sales, New York, and Robert H. Alter, Radio Advertising Bureau, New York. Empire Room.

3:40-4:30 p.m.—Put Zip into Your Television Sales Presentations. Host-Producer: Arthur R. Garland, General Electric Broadcasting Inc., Schenectady, N. Y.

Panelists: W. B. Colvin, Television Bureau of Advertising, New York; Dean D. Linger, Corinthian Broadcasting Corp., New York, and Donald Peacock, WBAL-TV Baltimore. Diplomat Room.

4:40-5:30 p.m.—EXPERTS AVAILABLE FOR PERSONAL CONSULTATION. Diplomat Room.

Evening—NATIONAL REP MEETINGS WITH PROMOTION MANAGERS.

Tuesday, Nov. 9, 8 a.m.—Newcomers Breakfast. Heritage Room.

8:45 a.m.—Business Meeting. Mr. Vaden presiding. Diplomat Room.

12:30-2:15 p.m.—Awards Luncheon. Chairman: Leo Collins, WABC-TV New York. Address: Lou Hazam, NBC, New York. Palladian Room.

2:30-3:30 p.m.—Radio Promotion, on the Air Art Form. Host-Producer: Harry D. Honig, KSD-AM-TV St. Louis.

Panelists: Ted Malone, Encyclopedia of Recorded Sound; Sid Savan, George-Savan Advertising Co., St. Louis, and Wilson Northcross, Pepper Recording Co., Memphis. Empire Room.

2:30-3:30 p.m.—Color Television Promotion. Host-Producer: John C. Burpee, Crosley Broadcasting Corp., Cincinnati.

Panelists: John G. Stott, Eastman Kodak Co.,

Rochester, N. Y.; James G. Hanlon, WGN-TV Chicago, and Phil Wygant, WBAP-AM-FM-TV Fort Worth. Diplomat Room.

3:40-4:30 p.m.—Outsiders Look at Us. Host-Producer: Joseph P. Costantino, KTVU(TV) Oakland-San Francisco.

Panelists: Robert E. Reese, The Detroit News, Detroit; Mort Keshin, Lennen & Newell, New York, and Deryl E. Fleming, Kellogg Co., Battle Creek, Mich. Diplomat Room.

4:30 p.m.—EXPERTS AVAILABLE FOR CONSULTATION.

6:00 p.m.—Trade Press Reception. Host: Edward M. Kelly Jr., Television Digest. Regency Ball Room.

7:30 p.m.—Banquet. Regency Ball Room.

## WEDNESDAY, Nov. 10

8:15 a.m.—Breakfast. Palladian Room.

9:15-10:15 a.m.—Will the New Research Help Sell Radio? Host-Producer: William H. Steese, Edward Petry & Co., New York.

Panelists: James W. Sellen, Media Statistics Inc., New York; Laurence Roslow, Pulse Inc., New York, and Graham Wallace, American Research Bureau, Beltsville, Md. Empire Room.

9:15-10:15 a.m.—Television by the Numbers. Host-Producer: Robert Schneider, Edward Petry & Co., New York.

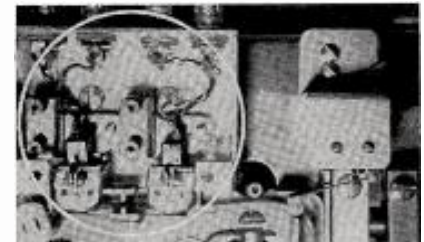
Panelists: William R. Brazzil, WTVJ(TV) Miami; William R. Wyatt, A. C. Nielsen Co., New York, and Art Heller, Benton & Bowles, New York. Diplomat Room.

10:30-11:20 a.m.—The Computerized Rep, Agency and Station. Host-Producer: Mel Grossman, H-R Representatives Inc., New York.

Panelists: Kenneth Mills, The Katz Agency, New York; James Rupp, Cox Broadcasting

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Corp., Atlanta, and Jack Phelan, International Business Machines, Armonk, N. Y. Diplomat Room.

11:30-12:20 p.m.—Community Antennas, Promotion Asset or Liability? Host-Producer: Fred W. Foerster, WBRE-TV Wilkes-Barre-Scranton, Pa.

Panelists: Roger Ottenbach, WEEK-TV Peoria, Ill., and Robert J. Tarlton, Panther Valley TV Co., Lansford, Pa. Diplomat Room.

11:30-12:20 p.m.—How to Reach the Time-buyer. Host-Producer: Donald F. Fischer, KTVI(TV) St. Louis.

Panelists: Harold N. Lieber, 'Timebuyer' magazine, New York; Hal Wilson, WITN-TV Washington, N. C., and Larry M. Harding, WBTV(TV) Charlotte, N. C. Empire Room.

12:30 p.m.—Closing Session. New president. Diplomat Room.

Hospitality suites at the BPA convention (all in Shoreham):

Advertising Age, B-120; American Research Bureau, A-302; Atwood Richards Inc., E-230; Broadcasting & Television Mag., B-520; CBS, G-400; Lee-Jeffreys Inc., D-708; Logo Ad Co., B-320; Media Counselors Inc.—Barrbet and Weigert Inc., B-620; National TV Logs Inc., E-630; A. C. Neilsen Co., A-301; Peters Griffin Woodward, A-402; Edward Petry & Co., G-500; Printers Ink, E-539; Promotional Services Inc., C-536; RDR Associates Inc., C-630; Radio-TV Daily,, E-130; F. Jay Reiner Co., C-530; E. Scott Frandsen Profit Building Inc., C-836; Standard Rate & Data Service Inc., A-102; Stanley-Frank Associates, G-409; Sponsor, A-502; TV Age, G-200; Television Digest, Heritage Room; Variety, F-557; Video Enterprises, C-236.

### Fund started for seminars

The Overseas Press Club Foundation has inaugurated a \$500,000 fund drive to sustain the Edward R. Murrow Memorial Fund's three-year program for educational and professional activities. The program, emphasizing press responsibilities in international news coverage, will offer annual seminar series (to be published) and conferences for high school and college editors. The OPC fund drive is headed by Harold L. Bache of Bache & Co. with Walter Cronkite of CBS and Bob Considine of Hearst Headline Service serving as vice chairmen.

### We'll be there

Hospitality suite of BROADCASTING and TELEVISION will be located in suite B-520 of the Shoreham hotel during the BPA's Washington convention this week.

### Perle's 'wedding' reception

Although the wedding wouldn't take place for another few days, a wedding reception was held last Monday (Nov. 1) for Kathy Holstrom and Congressman Glen Morley, lead characters of ABC-TV's *The Farmer's Daughter* (BROADCASTING, Sept. 27). The party was given in Washington by Perle Mesta for Inger Stevens and William Windom, stars of the show.

The wedding episode of the show, "To Have and to Hold," scheduled to be shown last Friday, was previewed by the cast, production people and other passengers on their flight from Hollywood to Washington.

The party itself was attended by senators, representatives, ambassadors and syndicated columnists, among others.

### Drumbeats . . .

**History recalled** ■ As part of its celebration of its 45th anniversary last Tuesday (Nov. 2), KDKA Pittsburgh distributed a pamphlet describing its 45 years of broadcasting. Throughout this month the station will be broadcasting excerpts from memorable programs it has aired during the past four-and-a-half decades.

**Swedish honor** ■ Dr. Elmer W. Engstrom, president of RCA, was presented with the Order of Vassa from His Majesty King Gustaf Adolf of Sweden. The honor was bestowed on Dr. Eng-

strom at a New York reception given by Tore Tallroth, Sweden's consul general.

**Dolphin accessories** ■ Mattel Inc., acting as exclusive licensing agent for MGM and Ivan Tors Films Inc., has licensed 16 companies to produce playthings, accessories, clothing, and related items using the name and image of Flipper, dolphin star of the TV show of that name. Mattel is a co-sponsor of the NBC-TV show for the second straight year.

**Christmas carols** ■ Jefferson Standard Broadcasting Co., has donated a check for \$3,500 to the Oratorio singers of Charlotte, N. C. to cover transportation, food and lodging for the group's trip to Washington where they will sing during the lighting of the national Christmas tree on the White House lawn Dec. 17.

**Gold awards** ■ National Retail Merchants Association has included TV story boards as an entry category in its 21st annual Sales Promotion Gold Awards contest for retail stores. Entry deadline is Jan. 31, 1966. Information is available from NRMA, 100 West 31st Street, New York.

**Singing tour** ■ A KBBW(FM) San Diego-sponsored group of singers has returned from its 22-day, 17,000-mile tour of western Europe and Scandinavia. The group of 31 Southern California singers were recruited for the trip by spots broadcast by the station during the winter and spring of 1964-65. KBBW handled all the arrangements for travel, 16 scheduled concerts, and government relations. The purpose of the trip, according to Phillip Butler, general manager of the station, was to show, through song, the spiritual and moral concepts of which America was founded, to give the singers a chance to see the various countries, and to represent San Diego through letters to the governments of the cities they visited.

**Award-winning reports** ■ American Broadcasting Companies received a first-place bronze Oscar-of-industry trophy for its presentation of the best stockholder annual report of the broadcasting industry. *Financial World*, business and financial weekly, awarded the trophy as part of a 25th annual report survey covering 5,000 annual reports in 97 classifications. Simon B. Siegel, executive vice president of ABC Inc. received the award from Richard Anderson, editor and publisher of *Financial World*. At the same time, a silver Oscar-of-industry award was presented to CBS Inc. for "the best annual report of all industry in design and typography."

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KMBC-TV, KANSAS CITY, MO.	KOTV, TULSA, OKLA.
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KYW-AM, PHILADELPHIA, PA.	WDOK-AM, CLEVELAND, OHIO
WINS-AM, NEW YORK, N. Y.	WGR-TV, BUFFALO, N. Y.
WDSU-TV, NEW ORLEANS, LA.	WIBW-TV, TOPEKA, KAN.
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NOVEMBER 7 TO 11, 1965

**\* FURNISHED BY THE 3M CO. Subsidiary, NATIONAL ADVERTISING CO.**

## Public-opinion surveys begun by Post-Newsweek

The Post-Newsweek Stations, WTOP-AM-FM-TV Washington and WJXT(TV) Jacksonville, Fla., are conducting a series of public opinion surveys. Originated by James A. Landon, director of research for Post-Newsweek Stations, the polls measure public views on community problems.

In the first survey of the series, persons in the District of Columbia were asked if they were afraid to walk alone, 66% reported yes, 16% reported no, 12% reported it depends and 6% reported don't know. When questioned if they felt the metropolitan police were doing an adequate job preventing crime, 50% replied adequate, 14% replied inadequate and 35% don't know.

In Duval county, Fla., when persons were questioned about a reduction of the school budget, 17% said they approved, 68% said they disapproved and 15% don't know. When questioned further about whether the quality of education would suffer because of the reduction, 30% said yes, 46% said no

## A radio campaign to bring out the golfers

Golf in San Diego is not only a popular pastime, but also big business. The 60 golf courses in the county, which can be used throughout the year, have given the city the nickname of "San Diego, Golfland USA."

San Diegans are pleased with this nickname and are doing their best to promote the reputation of San Diego as a golfer's heaven. One is William Mast, owner of the Carlton Oaks Golf Course and Country Club. As part of a promotion of his course, and of golf in general, he bought \$30,000 worth of time on KCBQ San Diego.

James DeCarlo, KCBQ general manager, and Joseph B. Neiser, president of J. B. Neiser & Co., agency for Mr. Mast, have said that to their knowledge this is the largest advertising campaign of this type ever run.



Mr. Neiser (l) looks on as Mr. Mast signs contract with James DeCarlo (r) for golf promotion.

and 24% don't know.

The surveys covered verified tele-

phone interviews and random sampling of the metropolitan areas.

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Selley

Orleans; WFUN Miami, and WDAE-AM-FM.

**Wm. Arthur Selley Jr.**, general manager of Rounsaville station WDAE-AM-FM Tampa, Fla., named VP, director of sales for Rounsaville group: WCIN Cincinnati; WLOU Louisville, Ky.; WVOL Nashville; WYLD New Orleans; WFUN Miami, and WDAE-AM-FM.

**Sheldon B. Sosna**, with Norman, Craig & Kummel, New York, appointed VP and senior account supervisor.

**Richard Mumma**, program supervisor of Compton Advertising, New York, elected VP and manager of programing department. He succeeds **William Brennan**, who resigns. **Ted Robertson** continues as VP and manager of Los Angeles program department of Compton. **Lewis H. Titterton** continues as consultant to Compton's programing department.

**William B. Campbell**, formerly director of advertising of Borden Co., and Borden Milk and Ice Cream Co. division, New York, named account supervisor at Weightman Inc., Philadelphia.

**Donald W. McGuinn**, broadcast administrator, Doyle Dane Bernbach, New York, named business manager in broadcast department of Foote, Cone & Belding, that city. **Norman Anderson**, account executive with McCann-Erickson, San Francisco, joins Foote, Cone & Belding in San Francisco as account executive.

**Norman Gladney**, VP of Kane & Light Inc., New York, named partner. Name becomes Kane, Light, Gladney Inc.



Mr. Gladney

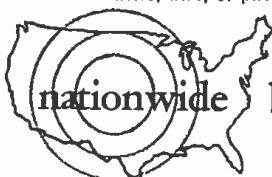
**John J. Fenton**, account executive with Clyne Maxon, New York, named VP-account supervisor. **William McCarthy**, copy group head, named VP. **Robert G. Minicus**, copy group head at J. Walter Thompson, that city, joins agency as

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3. Midwest Powerhouse Needs Newsman Ready for Big Move Up. \$12,000 to Start.
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VP and copy group head.

**John D. Kilpatrick**, VP with Warwick & Legler, New York, joins Ted Bates & Co., that city, as VP and account supervisor. **N. Leslie Silvas**, VP and creative director at Carson-Roberts, Los Angeles, moves to Bates, New York, as VP and creative supervisor.



Mr. Brandis

**Rolf W. Brandis**, VP and radio-TV director of Edward H. Weiss and Co., Chicago, named VP and general manager, television division of Fred A. Niles Communications Centers Inc., that city.

**Gene Wagner**, former station manager at KMO Tacoma, Wash., named account executive with KING-AM-FM Seattle.



Mr. Agnew

**Jack F. Agnew**, director of press information for Westinghouse Station KPX (TV) San Francisco, named manager of advertising and sales promotion for Westinghouse's WBZ-TV Boston.

**Evve Johnson** promoted to manager of West Coast office of Ogilvy, Benson & Mather.

**Ogden Kniffin**, advertising director of Colorforms, Norwood, N. J., named account executive of Geyer, Morey, Ballard, Racine, Wis.

**Darwyn Holland**, with WGMZ(FM), and **David Manheiber**, with WJRT-TV, both Flint, Mich., join WAMM Flint, as account executives.

**Marvin N. Moore**, promotion direc-

tor for WDBJ-AM-FM Roanoke, Va., promoted to account executive.

**Jim Gammon**, appointed account executive for KMBC-AM-FM Kansas City, Mo.

**Marvin L. Weaver** joins Munz, Thomas and Gordon Advertising, Detroit, as account executive.

**Philip J. Richtscheidt**, general manager, WLUC-TV Green Bay, Wis., named account executive with Mutual, New York.



Mr. Baltz

**Edward F. Baltz**, senior VP with Compton Advertising, Los Angeles, named VP in charge of advertising of Schick Safety Razor Co., division of Eversharp Inc., Culver City, Calif. He succeeds **James L. Badgett**, now VP in charge of international operations.

**Gerald L. Boyenger**, account supervisor with Martin Klitten Co., Los Angeles, appointed account group supervisor.

**Robert J. O'Hara**, account executive with WEJL Scranton, Pa., promoted to sales manager.



Mr. Kelly

**Paul Kelley Jr.**, account executive with WHDH-AM-FM Boston, appointed national sales manager.

**Cullen B. Houghtaling**, television producer at Young & Rubicam, New York, joins Foote, Cone & Belding, that city, as television production group head.

**Bennett L. Harris**, with Daniel & Charles Inc., New York, joins Al Paul Lefton Co., that city, as account executive.

**Warren L. Gamble** named account executive at KGIL San Francisco.

**George V. Genzmer Jr.**, director of marketing-media-research with MacManus, John & Adams, Los Angeles, joins Dancer-Fitzgerald-Sample, that city, as marketing director.

**David M. Watson**, copy supervisor with MacManus, John & Adams, Bloomfield Hills, Mich., named copywriter with N. W. Ayer & Son, Detroit.

**Maxine C. Cohen**, formerly media supervisor at Clyne Maxon, New York, appointed media director of Redmond, Marcus & Shure, that city.

**Alan Mintz**, copy group head with Needham, Harper & Steers, New York,

named associate creative director.

**Joseph Rosalia**, marketing research supervisor with Burroughs Wellcome & Co., Tuckahoe, N. Y., joins Sudler & Hennessey, New York, as special projects director in marketing department.

**Joy Golden**, formerly with Zakin Co., New York, joins Johnstone Inc., that city, as senior copywriter.

## MEDIA



Mr. Strand



Mr. Tomlin

**James L. Tomlin**, general manager of Post Corp.'s WLUC-TV Marquette, Mich., named general manager of Post's WLUC-TV Green Bay, Wis. **Elroy D. Strand**, assistant manager of WEAU-TV Eau Claire, Wis., succeeds Mr. Tomlin.

**Lee Rothman**, assistant general manager at WRIT-AM-FM Milwaukee, appointed VP in addition.

**Gordon Gray**, former president-director of Mid-York Broadcasting Corp. (WKTU-TV) Utica, N. Y.), and recently

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## Paul A. Walker former FCC chairman, dies

Paul A. Walker, who was one of the first members appointed to the FCC after its creation in July 1934, and who served as its chairman before retiring in 1953, died Tuesday at his home in Norman, Okla., after being hospitalized several weeks. He was 84, and in recent months had developed diabetes and a heart condition.

Mr. Walker, born in Washington, Pa., on Jan. 11, 1881, moved with his family in 1905 to Oklahoma, and earned a reputation there as a distinguished public servant and lawyer before President Franklin Roosevelt appointed him to the newly created FCC, in 1934.

Mr. Walker served on the commission 19 years—his final one as chairman, by appointment of President Harry Truman.

During his FCC service, Mr. Walker served as chairman of what was then the Telephone Division and conducted an investigation that led to vast long-distance telephone rate reductions. He also headed a number



Mr. Walker

of other commission committees, and was elected vice chairman of the commission by his colleagues before his appointment as chairman.

But one of the FCC actions that gave him the most satisfaction was its allocation, during his chairman-

ship, of 242 channels for educational television.

Oklahoma extended its own honors to the man when, on Nov. 16, 1945, he became a member of the state's Hall of Fame. In the following year, the state's Association for Education by Radio presented him with its first plaque award.

Mr. Walker graduated from the University of Chicago in 1909 and from the University of Oklahoma's department of law in 1912. He began practicing law in Shawnee, Okla., served as principal of a high school and taught at the university.

But it was in those early post-graduate years that Mr. Walker became involved in governmental regulatory affairs. He joined the Oklahoma State Corporation Commission as counsel, and later served as commissioner and chairman. His association with the commission covered more than 15 years.

Mr. Walker is survived by his wife, Myra, one son, and one daughter.

appointed community antenna television consultant for Time-Life Broadcast, named also as consultant for television and radio by Gannett Newspapers stations (WHEC-AM-TV Rochester, and WINR-AM-TV Binghamton, both New York, WDAN Danville, Ill., and WREX-TV Rockford, Ill.).

**Douglas J. Eileson**, general manager of WVUE-TV New Orleans also elected to serve as VP of broadcasting division of Screen Gems Inc.

**Tom Lynch** appointed general manager of WGNH Panama City Beach, Fla.

**Robin Bonneau**, general manager of Knight Quality station WTSV-AM-FM Claremont, N. H., named to additional post as general manager of Knight's WTSL Hanover, N. H.

**Milton Carney**, commercial coordinator of ABC-TV station relations, New York, named manager of TV affiliates communications. **Jim Zafiros**, senior analyst, appointed assistant to Mr. Carney.

**Ronald S. Friedwald**, manager, ratings with NBC New York, named manager, radio-TV audience analysis. He is succeeded by **Gerald Jaffe**, supervisor, ratings. **William A. Schwartz**, supervisor, program evaluation studies, named manager, program studies.

**Harry H. Packard**, account executive

with KHQL-TV Albion, Neb., named operations manager for Nebraska Television Network, licensee of KHQL-TV, KHOL-TV Kearney-Holdrege, KHPL-TV Hayes Center, and KHTL-TV Superior.

**Dick Sargent**, production supervisor of WGHP-TV High Point, N. C., named operations manager.

**James J. Flynn**, chief accountant with WPIX(TV) New York, named assistant controller.

### PROGRAMMING

**Peter Scott**, program director, KSJO San Jose, Calif., joins KSFO San Francisco as production coordinator. He succeeds **Mark Blinoff**, who moves to KEX Portland, Ore., as program director. KSFO and KEX are Golden West Broadcasters stations.



Mr. Powell

**Mike Powell**, news director with KFRC San Francisco, named director of programming.

**James W. Monahan**, senior salesman at Metro TV Spot Sales, New York, appointed East Coast and New England station sales executive with MCA TV, that city.

**Charles J. Williams**, producer-director for WTAR-TV Norfolk, Va., promoted to TV production supervisor.

**Kenneth Waligorski**, assistant program director with WISN-TV Milwaukee, appointed program director.

**Irv Wilson**, eastern division account executive with ABC, New York, named executive producer at ABC-TV, that city.

**Elliot Nevins**, disk jockey at WIOD-AM-FM Miami, named production manager.

**Buddy Holliday**, disk jockey with WIOD Miami, appointed program manager of WQUA Moline, Ill.

**Fred Gray** named program director of WHMC Gaithersburg, Md.

**Paul H. De'ak**, coordinator of film scheduling for KNBC(TV) Los Angeles, named associate director/stage manager.

**NEWS**

**Bob W. Neal**, news writer with WKZO-TV Kalamazoo, Mich., joins WKFR-AM-FM Battle Creek, Mich., as news director.

**EQUIPMENT & ENGINEERING**

**John Bryant**, manager of component sales with Ameco, Phoenix, promoted to western regional manager, product sales. **J. Mason Hamilton**, community antenna television sales engineer with

Ameco, named eastern regional manager, product sales.

Hollis Rogers, partner in Arco Sales Corp., Greenville, Miss., joins Viking Industries, as community antenna television technical sales representative in Greenville.

## FANFARE

Norman Reed, PR director for WWDC-AM-FM Washington, retired Oct. 31. Mr. Reed, with station since it went on air in 1941, will serve as consultant.

John V. Murphy, formerly with D'Arcy Advertising and Metro TV Inc., joins WGN-AM-TV Chicago as research director in WGN Inc.'s promotion and research department.

Quentin T. Kelly, director of press and PR at KTVU(TV) Oakland-San Francisco, Calif., named PR-publicity director for KPXX(TV) San Francisco.

## ALLIED FIELDS

John A. Mitchell, former executive VP of Tennessee Restaurant Association, named public information specialist with FCC office of reports and information, Washington. Mr. Mitchell has worked as announcer with WHUB

Cookeville, WBIR-TV Knoxville, WJHL-AM-FM-TV Johnson City, and WSIX Nashville, all Tennessee.

Howard Braun, FCC attorney in general counsel's office, joins Washington communications law firm of Fly, Shuebruk, Blume & Gaguine.

## INTERNATIONAL



Mr. Johnson

G. O. Johnson, former VP and general manager for CHAB-TV Moose Jaw and CHRE-TV Regina, both Saskatchewan stations licensed by CHAB Ltd., appointed president and director of Channel 12, Manitoba Ltd., Winnipeg, connected with KCND-TV Pembina, N. D.

Hugh Frizzell, program director of WHBQ Memphis, appointed program director for CKLW-AM-FM Windsor, Ont.-Detroit.

Walter Machny, formerly national sales manager of CFCF-AM-TV Montreal, named VP and Quebec manager of Byles, Gibb & Associates Ltd., Toronto, station representative firm.

## DEATHS

Robert Leonard, 60, radio and TV announcer for more than 20 years, currently with ABC New York, died Oct. 28. He is survived by his wife, Virginia, and son.

Dickie Chapelle, 47, war correspondent-photographer on assignment to Viet Nam for RKO General Broadcasting stations and for *The National Observer*, died Nov. 4 from wounds inflicted by Viet Cong land mine. She was reporting large-scale U. S. Marine operation near the Chulai air base. Miss Chapelle had covered post-World War II trouble spots throughout world, and was jailed in 1956 during Hungary's freedom fighters' revolt.

Michael A. Griffin, 62, director of staff that prepared newscasts at *New York Herald Tribune* for WPAT Pater-son, N. J., died Nov. 2 while supervising radio coverage of elections in newspaper's office.

George Hayes, 33, engineer at KABC Los Angeles, was killed Nov. 2 in free-way accident. His wife, Rita, son and daughter survive.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 28 through Nov. 3 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna, aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—Day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod. modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*educational.

#### New TV stations

##### ACTIONS BY FCC

Kansas City, Mo.—Westport Television Inc. Granted CP for new TV on (UHF) channel 30 ERP 1440 kw vis.. 2828 kw aur. Ant. height above average terrain 481 ft., above ground 479 ft. P.O. address c/o George L. Gordon, 15 West Tenth Street, Kansas City. Estimated construction cost \$629,000; first year operating cost \$600,000; revenue \$400,000. Studio and trans. locations both Kansas City. Geographic coordinates 39° 06' 11" north lat., 94° 34' 57" west long. Type trans, RCA TTU-50B, type ant. RCA TFU-30J. Legal counsel Fly, Shuebruk, Blume and Gaguine, New York, consulting engineers Paul Godley Co., Upper Montclair, N.J. Principals: William D. Grant (62%), Wesley J. Barta (19.5%), and others. Mr. Grant is largest individual stockholder in Business Men's Assurance Co. of North America; Mr. Barta is one of directors of Transportation

Association of America. Action. Oct. 11. Lubbock, Tex.—KB Co. Granted CP for new TV on UHF channel 34; ERP 8.91 kw vis., 1.78 kw aur. Ant. height above average terrain 252 feet. above ground 286.5 feet. P.O. address 5626 Brownfield Road, Lubbock. Estimated construction cost \$75,000; first year operating cost \$105,000; revenue \$115,000. Studio and trans. locations both Lubbock. Geographic coordinates 33° 35' 05" north latitude, 101° 50' 53" west longitude. Type trans. GE TT-20A, type ant. Electron HL-2. Legal counsel Daly and Joyce, Washington; consulting engineer Don Stuart, Mesquite, Tex. Principals: Chester H. and Clarence L. Kissell (each 50%). Messrs. Kissell own construction firms in Lubbock. Action Oct. 20.

##### APPLICATIONS

Norwalk, Calif.—Fidelity Television Inc. Channel 9(186-192 mcs); ERP 158.5 kw vis., 18.5 kw aur. Ant. height above average terrain 3000 ft., above ground 409 ft. P.O. ad-

dress c/o William G. Simon, 131 W. Wilshire Blvd., Fullerton, Calif. 92632. Estimated construction \$1,430,000; first year operating cost \$2,000,000; revenues \$2,500,000. Studio in Norwalk, trans. on Mt. Wilson, both Los Angeles County. Geographic coordinates 34° 13' 49" north lat., 118° 04' 10" west long. Type trans. RCA TT50DH-LA, type ant. RCA Custom. Legal counsel Welch and Morgan; consulting engineers George C. Davis, both Washington. Principals: William G. Simon, Ross W. Cortese (each 40%), Louis J. Cella Jr., Walter B. Chaffee (each 10%). Mr. Simon is lawyer; Dr. Cella is physician with various medicine-connected investments; Mr. Chaffee is lawyer; Mr. Cortese is real estate developer. Ann. Oct. 29.

Hartford, Conn.—Kappa Television Corp. UHF channel 61 (752-758 mc); ERP 253 kw vis., 50.6 kw aur. Ant. height above average terrain 200 ft., above ground 317 ft. P.O. address c/o Albert G. Hartigan Barnfield Road, Rowayton, Conn. 06853. Esti-

	<p><b>EDWIN TORNBORG &amp; COMPANY, INC.</b></p> <p><b>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</b></p> <p>New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p>
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mated construction cost \$376,600; first year operating cost \$250,000; revenue \$330,000. Studio and trans. locations both Hartford. Geographic coordinates 41° 45' 55" north lat., 72° 40' 24" west long. Type trans. RCA TTU-10A; type ant. RCA TTU-30J. Legal Counsel, Welsh and Morgan; consulting engineers, Jules Cohen & Associates, both Washington. Principals: Sunstand Inc. (20.68%), Albert G. Hartigan, Frank N. Merklein, Elise E. Allen (each 10.34%), Warren E. Eaton, H. William Smith Jr., Thomas M. Flanagan, James S. Troy, I. Richer Mitchell, Robert L. O'Neill-Butler, Anthony Widmann (each 6.90%). Mr. Hartigan has 5% interest in Six Nations Television Corp., applicant for channel 9, Syracuse, N.Y. All principals have interests equal to their shares of Kappa Television for the following: Omicron Television Corp., applicant for channel 35, Orlando, Fla.; Gamma Television Corp., applicant for channel 24, Memphis, Tenn.; Delta Television Corp., applicant for channel 33, Norfolk, Va.; Beta Television Corp., applicant for channel 76, Buffalo, N.Y.; Alpha Television Corp., applicant for channel 66, Atlanta, Ga. Ann. Oct. 28.

Buffalo, N.Y.—Beta Television Corp. UHF channel 76, (842-848-mc), ERP 244.8 kc vis 36.72 kw aur. Ant. height above average terrain 336 ft., above ground 360 ft. P.O. address c/o Albert G. Hartigan, Barnfield Road, Rowayton, Conn. Estimated construction \$340,800; first year operating cost \$250,000; revenue \$330,000. Geographic coordinates 42° 53' 05" north lat., 78° 53' 22" west long. Studio and trans. locations both Buffalo. Type trans. RCA TTU-10A, type ant. RCA TTU-27DJ. Legal counsel Welsh & Morgan, consulting engineers A. D. Ring & Associates, both Washington. Principals: see Hartford, Conn.—Kappa Television Corp. (above). Ann. Nov. 2.

## New AM stations

### APPLICATIONS

Nogales, Ariz.—Frank Baranowski, 1340 kc 250 w, D. P. O. address 1118 N. Grand Ave., Nogales. Estimated construction cost \$9,200; first year operating cost \$40,000; revenue \$46,000. Mr. Baranowski owns motel and restaurant. Ann. Nov. 1.

Vista, Calif.—North County Broadcasting Co. 1000 kc, 1 kw, DA, D. P.O. address c/o Gene Alfred, 5 Dobbin Lane, Rolling Hills Estates, Calif. 90274. Estimated construction cost \$110,483; first year operating cost \$67,568; revenue \$85,000. Principals: Gene Irving Alfred (50.1%), James L. Barrett (30.7%), Fred W. Volken (8.0%), Robert J. Tomko (4.1%), Justin G. Goostree (4.1%), and others. Mr. Alfred is director of PR and advertising for Harvey Aluminum Inc.; Mr. Barrett is attorney; Mr. Volken is consulting radio engineer, 33 1/3% owner of KLAN Lemoore, Calif.; Mr. Tomko is owner of Vista Video, Vista, Calif.; Mr. Goostree is vice president of First National Bank of Vista and director of Vista Sanitation District. Ann. Oct. 28.

Jupiter, Fla.—Lighthouse Broadcasting Co. 1000 kc, 1 kw, DA-D, D. P.O. address E. M. Chamberlin, Box 397, Vero Beach, Fla. Estimated construction cost \$77,776; first year operating cost \$48,000; revenue \$65,000. Principals: William T. Woods, Mrs. Jennie Ziegler, Sanders K. Bowers, Mrs. Valerie Chamberlain and Basel M. Dukas (all 9.7%), Mrs. Ora J. Miller (6.79%), William K. Hyetlaine (5.82%), Gwendolyn B. Pennock (5.82%), and others. Principals have business interests in Jupiter area. Ann. Nov. 1.

## Existing AM stations

### APPLICATIONS

KBLA Burbank, Calif.—George E. Cameron Jr. Communications Inc. Seeks mod. of CP authorizing 1 kw-N, 10 kw-D, DA-2, 1500 kc to make changes in daytime DA system. Ann. Oct. 28.

KTHO Tahoe Valley, Calif.—Emerald Broadcasting Co. Seeks CP to change hours of operation from daytime to unlimited with 500 w, 1 kw-LS, change from DA-D to DA-N, change ant. trans. location, remote control daytime only. Ann. Oct. 28.

WANN Annapolis, Md.—Annapolis Broadcasting Corp. Seeks CP to increase power from 10 kw to 50 kw, change ant. trans. and studio location, make changes in DA system, install new trans. Petition for waiver of rule and acceptance and processing of application. Ann. Oct. 28.

## New FM stations

### ACTIONS BY FCC

\*Riverside, Calif.—University of California, Riverside. Granted CP for new FM on 89.9 mc, channel 210. Ant. height above

average terrain 70 ft. P. O. address c/o Elmo R. Morgan, VP business, Univ. of Calif., 641 University Hall, Berkeley, Calif. Estimated construction cost \$4,896; first year operating cost \$2,640; revenue \$9,860 (allocation from incidental funds by action of regents). Principals: controlled and administered by Board of Regents of University of California. Action Oct. 27.

Ponca City, Okla.—Mash Enterprises, Inc. Granted CP for new FM on 99.3 mc, channel 257A, 3 kw. Ant. height above average terrain 147 feet. P.O. address 2910 Classen Boulevard, Oklahoma City. Estimated construction cost \$28,348; first year operating cost \$26,940; revenue \$30,000. Principals: Marrol M. Mash (93.5%), Jerry L. Mash (3.3%), Beverly A. Mash and M. Michael Mash (each 1.6%). Action Oct. 27.

Oshkosh, Wis.—Value Radio Corp. Granted CP for new FM on 103.9 mc, channel 280, 3 kw. Ant. height above average terrain 300 feet. P.O. address 2333 Bowen Street Road, Oshkosh. Estimated construction cost \$9,830; first year operating cost \$3,000; revenue \$3,000. Principals: Charles R. Dickoff (29%), Philip Fisher (5%), William R. Walker (32%), Harold A. Holman (19.6%), Joseph D. Mackin (13.1%) and William L. McDonald (1.39%). Value Radio is licensee of WOSH Oshkosh. Action Oct. 27.

### APPLICATIONS

New Britain, Conn.—Hartford County Broadcasting Corp. (resubmission) 100.5 mc, channel 263, 20 kw. Ant. height above average terrain 135 ft. P.O. address c/o Louis A. Sodokoff, 1056 Willard Avenue, Newington, Conn. Estimated construction cost \$24,144; financing to be conducted within structure of company and investments in operating AM station WRYM. Mr. Sodokoff is vice president of College Hall Fashions, Philadelphia, in addition to being sole owner of Hartford County Broadcasting Corp. Ann. Nov. 2.

Honolulu—Rural Broadcasting Co. Ltd. 94.7 mc, channel 234, 29 kw. Ant. height above average terrain 701 ft. P.O. address c/o Floyd Farr, Radio KEEN, Hotel DeAnza, San Jose, Calif. 95100. Estimated construction cost \$23,500; first year operating cost \$24,000; revenue \$30,000. Rural Broadcasting is owned by Royal Hawaiian Radio Co. and is licensee of KAHU Waipahu, Hawaii. Royal Hawaiian is owned by George M. Mardikian, B. Floyd Farr, George D. Snell (each 33 1/3%). Messrs. Mardikian, Farr and Snell each own: 32.26% of United Broadcasting Co., licensee of KEEN-AM-FM San Jose, Calif.; 33 1/3% Las Vegas Electronics Inc., licensee of KVEG and permittee of KVEG-FM Las Vegas. Ann. Oct. 28.

Noblesville, Ind.—On application for CP authorizing new FM, seeks amendment to change station location to Anderson-Noblesville, Ind. Ann. Oct. 25.

Bismark, N.D.—Alvin L. Anderson. 94.5 mc, channel 233, 59.09 kw. Ant. height above average terrain 379.9 ft. P.O. address Box 1233, 219 N. 7th St., Bismarck. Estimated construction cost \$32,028; first year operating cost \$12,000; revenue \$15,000. Mr. Anderson owns KBMR Bismarck. Ann. Oct. 29.

### OWNERSHIP CHANGES

#### ACTIONS BY FCC

KMOP Tucson, Ariz.—Granted involuntary assignment of license from Pima Broadcasting Co. to Paul Baker, receiver in bankruptcy. Action Oct. 27.

KTVE(TV) El Dorado, Ark.—Granted assignment of license from Fuqua Industries Inc., to KTVE Inc., a wholly owned subsidiary of Fuqua Industries. No financial consideration. No change in control. Action Oct. 29.

WSLC Clermont, Fla.—Granted assignment of license from Duane F. McConnell, to Fidelity Broadcasting Corp., owned by Florida Brace Corp. (100%), in turn owned by Ben B. Moss (80%) and Nat M. Turnbull (20%). Consideration \$45,000. Florida Brace Corp. is manufacturer of orthopedic equipment. Action Oct. 27.

KVTV(TV) Sioux City, Iowa—Granted assignment of CP and license from Peoples Broadcasting Corp., owned by Nationwide Mutual Insurance Co. (100%), to Forward of Iowa Inc., owned by Wisconsin Valley Television Corp. (100%). Consideration \$3,500,000. Wisconsin Valley is owned by O. Charles Lemke (27.17%), Record-Herald Co. (25.87%), News Publishing Co. (12.94%), Rhineland Publishing Co. (8.6%), Merrill Publishing Co. (8.6%), William Huffman Radio Inc. (6.47%) and Wisconsin Rapids Tribune (6.47%). Wisconsin Valley is licensee of WSAU-AM-FM-TV Wausau, Wis.; 33.33% owner of WKAU Kaukauna, Wis., and 100% owner of WMTV(TV) Madison, Wis. Action Oct. 27.

KERG Eugene, Ore.—Granted transfer of

control of licensee corporation, Guard Publishing Co., from Mildred M. Baker, executrix of estate of Alton F. Baker, deceased, to Mildred M. Baker, Alton F. Baker Jr., Edwin M. Baker and Richard A. Baker, trustees. Parties are also trustees of 12.46% of stock of Tribune Publishing Co., Tacoma, Wash., licensee of KTNT-AM-FM-TV Tacoma. No financial consideration. Action Oct. 27.

KPAM and KPFM(FM) Portland, Ore.—Granted assignment of license from Chem-Air Inc. owned entirely by William E. Boeing to Romto Corp. owned by Walter P. Rossmann, Samuel L. Miller, and Mary Tonkin Ford Sales Inc. (each 33 1/3%). Mr. Rossmann has broadcast rep. interests. Consideration \$175,000. Action Oct. 29.

KWKC-AM-FM Abilene, Tex.—Granted assignment of license from Citizens Broadcasting Co., to Steve Gose Enterprises Inc., owned by Steve Gose (100%). Consideration \$400,000. Mr. Gose has nonbroadcast interests. Action Oct. 27.

KTRH-AM-FM Houston—Granted assignment of license of AM and CP and license of FM from KTRH Broadcasting Co. to Rusk Corp., owned by John T. Jones Jr., Winifred S. Jones (each 33.75%); John T. Jones, as custodian (6%); Willard E. Walbridge (10%); Frank E. Warren (6%); and others. Upon consummation of this transaction Mr. John T. Jones will become owner of 32% interest in KTRH-TV Houston now owned by KTRH Broadcasting Co. Consideration \$1,062,500. Action Oct. 27.

### APPLICATIONS

WLCB Moulton, Ala.—Seeks assignment of license from E. B. Bain and Arthur F. Slaton db/as Lawrence County Broadcasting Co. to Billy G. Hogan (51%) and Hiram A. Goodman (49%) db/as Moulton Broadcasting Co. Mr. Hogan is radio time salesman for WNDA Huntsville, Ala. Mr. Goodman has business interests in Huntsville. Consideration \$30,000. Ann. Nov. 1.

KTPA Prescott, Ark.—Seeks assignment of license from Eulis W. Cochran to Newport Broadcasting Co., owned by Harold L. Sudbury (70%), Gladys Benson Sudbury (29.75%) and Graham Sudbury (25%). H. L. Sudbury is pres. of KLCN Blytheville, KBNY Newport and KSUD West Memphis, all Arkansas. C. B. Sudbury is secretary of same three stations. G. B. Sudbury is VP of KLCN. Consideration \$33,300. Ann. Nov. 1.

KYOS Merced, Calif.—Seeks assignment of license from McBride Industries Inc., owned by Thurlow E. McBride (40%), Thurlow E. McBride as executor of estate of Harriet E. McBride (40%), Harriet McBride Weber, Bonnie McBride Dail and Meredith V. McBride (all 6.66%), to Radio One Inc., owned by Cal-Radio Inc. (50%), Maurice E. Hill (27.78%), William J. Ewing (10%), Riley R. Gibson (6.67%) and Arthur M. Sobelman (5.55%). Cal-Radio Inc. is licensee of KLIV San Jose, Calif. Mr. Hill is VP of KLIV. Mr. Sobelman is VP and mgr of KLIV. Mr. Ewing owns 29% of KXO-AM-TV El Centro, Calif. Mr. Gibson is sec. of KLIV and KAGO Klamath Falls, Ore. Consideration \$225,000. Ann. Nov. 1.

KCOY Santa Maria, Calif.—Seeks acquisition of positive control of licensee corporation, Arenze Broadcasters, by Ed J. Zuchelli (50% before, 84.5% after) through purchase of stock from James H. Ranger (50% before, none after). Consideration \$120,000. Ann. Nov. 1.

WORT New Smyrna Beach, Fla.—Seeks transfer of control of licensee corporation, Radio New Smyrna Inc., from John C. Dent, Robert E. Wasdon, Leon C. Hall, and Edward I. Cutler (each 25% before, none after) to William P. Swartz III (100%). Mr. Swartz is photographic equipment and service dealer, has application pending for purchase of WSFC-AM-FM Somerset, Ky., through Swartz Media Inc. Consideration \$7,500 plus endorsement of mortgage debt of \$27,000. Ann. Oct. 28.

WINT Winter Haven, Fla.—Seeks assignment of license from Douglas Montgomery and Donald Lamerson db/as Winter Haven Broadcasting to Norman O. Protsman (100%). Mr. Protsman is individual owner of WNER Live Oak, Fla., and WMAF Madison, Fla. Consideration approximately \$99,000. Ann. Oct. 28.

WSFC-AM-FM Somerset, Ky.—Seeks transfer of control of licensee corporation, Southeastern Broadcasting Co., from Meyer Layman (100%) to Swartz Media Inc., owned by Roanoke Photo Finishing Co. William P. Swartz Jr., 49.5% owner of Roanoke Photo Finishing is applicant for controlling interest of WORT New Smyrna Beach, Fla. Consideration \$58,000. Ann. Nov. 1. Application is mutually contingent on grant of application for assignment of license from Southeastern Broadcasting Co. to Swartz Media Inc.

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 4

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,013	30	65	367
FM	1,359	55	199	243
TV-VHF	469 <sup>1</sup>	21	20	147 <sup>2</sup>
TV-UHF	92	15	75	.....

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 4

	VHF	UHF	Total
Commercial	512 <sup>2</sup>	182	694
Noncommercial	66	62	128

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30, 1965

	AM	FM	TV
Licensed (all on air)	4,004	1,334	561 <sup>1</sup>
CP's on air (new stations)	29	56	34
CP's not on air (new stations)	68	204	93
Total authorized stations	4,103	1,594	691
Applications for new stations (not in hearing)	275	188	82
Applications for new stations (in hearing)	67	45	57
Total applications for new stations	342	203	139
Applications for major changes (not in hearing)	195	45	30
Applications for major changes (in hearing)	35	2	7
Total applications for major changes	230	47	37
Licenses deleted	1	0	0
CP's deleted	2	2	0

<sup>1</sup> Does not include two licensed stations off the air.

<sup>2</sup> Breakdown on UHF and VHF applications not available.

<sup>3</sup> Includes three noncommercial stations operating on commercial channels.

**WQDC(FM) Midland, Mich.**—Seeks assignment of license and SCA from Panax Corp. to Habco Inc., owned by Ned S. Arbury, Dorothy Doan Arbury (each 49.945%), Alan P. Berg (0.11%). Mr. Berg is manager of WQDC; minority stockholder and director of Ypsilanti Broadcasting Co., owner of WYSI Ypsilanti, Mich., minority stockholder of Panax Corp. Mr. and Mrs. Arbury are minority stockholders of Panax. Panax is licensee of WSWM(FM) East Lansing, WGMZ(FM) Flint, WABX Detroit, WAMM Flint, WMAX Grand Rapids, all Michigan; KLIK Jefferson City, KFEQ-AM-TV St. Joseph, both Missouri. Panax also has application pending for VHF translator and fixed remote pickup stations in conjunction with KFEQ-TV. Consideration \$55,000. Ann. Nov. 1.

**KOJM Havre, Mont.**—Seeks transfer of control of licensee corporation North Montana Broadcasting Co., from James G. Holland, Barney Abrahams, George L. Gibson et al to North Montana Broadcasters Inc., owned by Charlotte H. Brader, Stanley G. Stephens, Carlyle D. Leeds (each 33 1/3%). Principals of North Montana Broadcasters each own approximately 25% of Community TV Association of Havre and of Glasgow TV Cable Co. Consideration \$23,856. Ann. Nov. 1.

**WPGF Burgaw, N.C.**—Seeks acquisition of positive control of licensee corporation, Pender Broadcasting Co., by William M. Baker and Thos. J. Baker as a family group, (William M. Baker now holds 33 1/3%), through purchase of stock by Thos. J. Baker (none before, 33 1/3% after) from O. B. Hall (33 1/3% before, none after.) Consideration \$10,000. Ann. Oct. 27.

**WKTC Charlotte, N.C.**—Seeks assignment of license from Queen City Broadcasting Co. to WKTC Radio Corp., owned by Action City Broadcasting Corp. Consideration \$316,500. Ann. Oct. 28.

**KXGO Fargo, N.D.**—Seeks assignment of license from North Dakota Broadcasting Co. to KXGO Broadcasting Co., owned by Hart N. Cardozo Jr. Mr. Cardozo has controlling interest in KATE Albert Lea, Minn.; WDBC Escanaba, Mich.; WDBQ Dubuque, Iowa, and WJON St. Cloud, Minn. Consideration \$500,000. Ann. Oct. 28.

**WITA-TV San Juan**—Seeks assignment of CP from Electronic Enterprises Inc. to El Imparcial Broadcasting Corp., a wholly owned subsidiary of Electronic Enterprises. No financial consideration. Ann. Oct. 28.

**WGUS North Augusta, S.C.**—Seeks acquisition of positive control of licensee corporation, Broadcasting Associates of America Inc., by H. C. Young Jr. (37.5% before, 87.5% after) through purchase of stock from Martha White Mills Inc. (50% before, none after). Consideration \$22,750. Ann. Oct. 28.

**WENO Madison, Tenn.**—Seeks acquisition of control of licensee corporation, Central Broadcasting Corp., by H. C. Young Jr. (50% before, 100% after) through purchase of stock from Martha White Mills (50% before, none after). Consideration \$175,000. Ann. Oct. 28.

**WHHV Hillsville, Va.**—Seeks assignment of license from Dale W. Gallimore and Rush L. Akers db/as Carroll Broadcasting Co. to Carroll Broadcasting Co. Principals wish to transfer liability and responsibility from partnership to corporation. No financial consideration. Ann. Nov. 1.

**WHLL Wheeling, W. Va.**—Seeks assignment of license from Wheeling Broadcasting Co. to WHLL Wheeling Radio Inc., owned by William A. Kendrick (75%) and Walter G. Broadhurst (25%). Mr. Kendrick is manager of J. C. Penney Co. department store; Mr. Broadhurst is station manager of WHLL. Consideration \$195,000. Ann. Nov. 1.

**KING-AM-FM-TV Seattle, KREM-AM-FM-TV Spokane, Wash., KGW-AM-TV Portland, Ore.**—Seeks relinquishment of positive control of licensee corporation King Broadcasting Co., by Dorothy S. Bullitt through transfer of stock to Stimson Bullitt et al. Transfer of KREM-AM-FM-TV is contingent on granting of license from KREM Broadcasting Co. to KING Broadcasting Co. KING ownership, before and after, is as follows: Dorothy S. Bullitt (52.10% to 47.08%), Bullitt Co. (13.67% to 12.35%), Harriett B. Brewster (7.47% to 9.05%), Stimson Bullitt (7.75% to 7.00%), Priscilla B. Collins (5.68% to 5.13%), The Bullitt Foundation Inc. (2.80% to 2.53%), Stimson Bullitt and Josephine Collins, trustees, (none to 3.67%), and 17 others with less than 2% holdings. Ann. Oct. 29.

**KWIV Douglas, Wyo.**—Seeks transfer of control of licensee corporation, Douglas Broadcasting Inc., from Luke McNeil (34.6%), Martha Tanner (36.5%), Mildred V. Ernst (1.9%) to Claude M. Pettit and Margaret E. Pettit jointly (none before, 73.1% after). Consideration \$25,000. Ann. Oct. 29.

## Hearing cases

### FINAL ACTION

■ Commission gives notice that August 31 initial decision which looked toward granting application of Apollo Radio Corp. for new FM to operate on channel 299 (107.7 mc), ERP 81.6 kw, ant. height 386 ft., in St. Louis, became effective Oct. 20 pursuant to Sec. 1.276 of rules. Action Oct. 28.

### OTHER ACTIONS

■ Review board, by memorandum opinion and order in proceeding on AM applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WBXM Broadcasting Co., Springfield, Va., in Doc. 15881-2, granted motion by O. K. Broadcasting Corp. (WEEL), Fairfax, to enlarge issues to extent of determining (1) efforts, if any, made by WBXM Broadcasting Co. or its predecessor in interest (Joseph J. Kessler tr/as WBXM Broadcasting Co.) to ascertain needs and interests of area proposed to be served and manner in which applicant will meet such needs and interests; and (2) in event WBXM should be preferred under existing Sec. 307(b) issue, to determine extent to which programming of existing stations meets local needs and interests of Springfield, and in light of such evidence which of applicants should be preferred. Members Berkemeyer and Nelson not participating. Action Nov. 3.

■ In proceeding on applications of United Broadcasting Co. for renewal of license of WOOK Washington, and Bowle Broadcasting Co. for new station in Bowie, Md., in Doc. 15795 18119, review board granted petition by WOOK to extent of extending time to Nov. 30 to reply to comment by Broadcast Bureau and opinion of Bowle to WOOK's petition to enlarge issues. Member Nelson not participating. Action Nov. 3.

■ By memorandum opinion and order in proceeding on AM applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WBXM Broadcasting Co. Inc., Springfield, Va., denied petition by WBXM to delete Issue 6 concerning Sec. 73.37 of overlap rules. Member Nelson not participating. By separate memorandum opinion and order, denied petition by WGAY Inc. for reconsideration of board's June 7 action which denied its petition to enlarge issues as being untimely filed. Member Nelson not participating. Action Nov. 1.

■ Granted petition by Broadcast Bureau to extend time to Nov. 2 to file exceptions to initial decision in proceeding on application of James B. Childress for new AM in Burnsville, N. C. Action Oct. 29.

■ Denied request by Midwest Television Inc. for stay or other temporary relief in proceeding on its application for new TV to operate on channel 49 in Springfield, Ill. Member Pincock dissented. Action Nov. 1.

■ By memorandum opinion and order in proceeding on applications of Black Hills Video Corp. for renewal of licenses of seven stations in domestic public point-to-point microwave radio service and modification of one license to cover additional facility, which were granted on July 2 subject to carriage and non-duplication conditions, commission (1) granted petition by Black Hills to extent of staying until Jan. 1, 1966, effective date of carriage provisions with respect to CATV system at Rapid City, S. D., conditioned that applicant file report with commission by Dec. 15 setting forth all technical details concerning tests conducted to determine feasibility of using cable channel 4 at Rapid City and findings resulting from tests, and serving copies upon other parties to proceeding, and that CATV system at Rapid City provide local TV stations with simultaneous non-duplication protection substituting, on cable, signal of local station whose programming is being duplicated, together with local adjacencies, in lieu of distant station, and that such nonduplication protection commence not later than Nov. 15; (2) permitted local TV stations, or other interested parties, to furnish additional information concerning feasibility of using cable channel 4 at Rapid City, by Dec. 23; and (3) further ordered that compliance with carriage and non-duplication conditions imposed upon grants of Black Hills application with respect to CATV systems other than that at Rapid City be effected not later than Nov. 15. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action Oct. 29.

■ Granted motion by Darrell E. Yates (KRBA), Lufkin, Tex., to extend time to Nov. 9 to file oppositions to motion by Radio Southwest Inc. to enlarge issues in proceeding on KRBA's AM application in Doc. 16194. Action Oct. 29.

■ In proceeding on applications of Elyria-

Lorain Broadcasting Co. for renewal of licenses of WEOL-AM and FM, Elyria, Ohio, et al., in Doc. 16209-10, granted request by Elyria to extend time to Nov. 12 to file oppositions to motion by The Lorain Journal Co. to modify hearing order. Action Oct. 29.

■ Certified to commission petition by Birmingham Television Corp. (TV station WBMG), Birmingham, Ala., for leave to intervene, motion for remand, and offer to present evidence, in proceeding on application of Chapman Radio and Television Co. for new TV to operate on channel 21 in Homewood, Ala. Action Oct. 28.

■ By memorandum opinion and order, commission (1) granted petition and motion by Lebanon Valley Radio, Lebanon, Pa., and Reunion Broadcasting Corp., East Hampton, N. Y., to consolidate three AM proceedings in which Fitzgerald C. Smith is common principal (Southington, Conn., Doc. 15871; Lebanon, Pa.-Catonsville, Md., Doc. 15835 et al., and Sag Harbor-East Hampton, N. Y., Doc. 16033-4) for limited purpose of taking testimony on common issue of character qualifications of Smith; (2) reworded issues added by review board; (3) ordered that consolidated hearing will be held at time to be designated by chief hearing examiner before hearing examiners Smith (presiding), Donahue and Schildhouse, with permission to all parties to three proceedings to fully participate; thereafter, examiners shall render joint initial decision on issues common to proceedings, which will be subject to all appellate procedures provided for initial decisions, and each examiner shall incorporate testimony into record of proceeding which he is conducting and, in event joint initial decision does not absolutely disqualify applicant Smith, examiner may make such comparative evaluation of such applicant as may be appropriate. Action Nov. 3.

■ By order, commission denied motion by Broadcast Bureau to set aside notice by Tinker Inc. to take deposition in proceeding on revocation of license for WEKY Richmond, Ky., and authorized presiding officer to issue subpoenas and any other process required in furtherance of WEKY's notice to take deposition. Action Nov. 3.

■ By order, commission denied request by Midwest Television Inc. for immediate stay or other temporary relief from action of review board on Nov. 1 which denied stay of proceeding on its application for new TV to operate on channel 49 in Springfield, Ill. Action Nov. 3.

## Routine roundup

### ACTION BY COMMISSION

■ Commission on Nov. 1 granted petition by National Association of Educational Broadcasters to extend time from Nov. 1 to Dec. 15 to file comments and from Nov. 15 to Jan. 5, 1966 to file replies to further notice of proposed rule making concerning proposal to utilize channels 70-83 for community TV's.

### ACTION BY REVIEW BOARD

By office of opinion and review  
■ Granted request by Melody Music Inc. to extend time to Nov. 15 and Nov. 29, respectively, to file briefs and reply briefs in proceeding on its application for renewal of license of WGMA Hollywood, Fla. Action Oct. 28.

By Chief Hearing Examiner  
James D. Cunningham

■ Terminated hearing phase and certified to commission proceeding on cease and desist order to be directed against Star Broadcasting Inc. (KISN) Vancouver, Wash. Respondent replied to commission's order to show cause, in which it waived its right to hearing. Action Oct. 28.

By Hearing Examiner Charles J. Frederick

■ On own motion, scheduled further pre-hearing conference for Nov. 18 in proceeding on applications of Elbert H. Dean and Richard E. Newman and Charles W. Jobbins for new AM's in Clovis and Grass Valley, Calif., respectively. Action Oct. 26.

By Hearing Examiner Arthur A. Gladstone

■ Granted request by Columbia Broadcasting System Inc. and corrected transcript of record in Doc. 16070 regarding rates, terms and conditions of tariff schedules filed by Communications Satellite Corp. to cover its satellite services to common carriers. Action Nov. 2.

■ Granted request by Broadcast Bureau to Nov. 5 to file proposed findings, provided, however, that time for filing replies for all parties shall remain Nov. 18 in proceeding on applications of Associated Television Corp. and Capitol City Television Co. for new TV's to operate on channel 29 in St. Paul. Action Nov. 2.

By Hearing Examiner Walther W. Guenther

■ Granted motion and supplement by Marshall Broadcasting Co. for leave to amend its application for new FM in Marshall, Mich., to show changes in financial and staffing portions of its application and to submit certain pledge agreements referred to in amendment. Action Oct. 27.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled further hearing for Nov. 24 in proceeding on application of Continental Broadcasting Inc. for renewal of license of WNJR Newark, N. J. Action Nov. 1.

■ Dismissed petition by Plains Television Corp. for reconsideration or notice of exception of examiner's Oct. 27 denial of oral motion by Plains that further hearing be continued from Nov. 3 to Nov. 15 in proceeding on application of Midwest Television Inc. for new TV to operate on channel 49 in Springfield, Ill., and directed that further hearing will be held Nov. 3 as previously scheduled. Action Nov. 1.

By Hearing Examiner David I. Kraushaar

■ Denied joint motion by respondents North Alabama Broadcasters Inc. and Muscle Shoals TV Cable Co. for indefinite postponement of Nov. 1 hearing in proceeding on domestic public point-to-point microwave radio application of Alabama Microwave Inc. for addition facilities at station KJJS7, at Capshaw Mountain, and for new station near Rogersville, Ala., but on own motion, continued hearing to Jan. 3, 1966. Action Oct. 28.

By Hearing Examiner Jay A. Kyle

■ Granted request by Progress Broadcasting Corp. to extent of dismissing, but with prejudice, its application to change directional ant. and ground systems of station WHOM New York. Action Oct. 28.

■ Granted request by Elyria-Lorain Broadcasting Co. to reschedule Feb. 1, 1966 hearing for Feb. 8 in matter of license renewal and transfer of control of WEOL AM-FM Elyria, Ohio. Action Oct. 28.

■ In proceeding on applications of WTCN Television Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV), and United Television Inc. (KMSP-TV), Minneapolis, denied joint petition by Midwest and Twin City for reconsideration of examiner's Oct. 5 grant of Broadcast Bureau's motion for continuance of hearing to Jan. 18, 1966. Action Oct. 27.

By Hearing Examiner Forest L. McClenning

■ In Costa Mesa-Newport Beach, Calif., proceeding in Doc. 15752 et al., granted petition by The Bible Institute of Los Angeles Inc. for leave to amend its application to substitute Edgar Lehman for Nelson S. Dilworth, deceased, as director. Action Oct. 29.

By Hearing Examiner Sol Schldhouse

■ In the Lebanon, Pa.-Catonsville, Md., AM proceeding in Doc. 15835 et al., granted petition by Broadcast Bureau to extend time through Nov. 5 to file responsive pleadings to petition by Cedar Broadcasters for leave to amend its application. Action Nov. 2.

■ Continued without date hearing now scheduled for Nov. 1 in proceeding on application of Patron Broadcasting Co. Inc., for renewal of license of WPTR Albany, N. Y., and scheduled oral argument on same date on latter's petition for postponement of hearing. Action Oct. 27.

By Hearing Examiner Herbert Sharfman

■ In Boston TV channel 5 proceeding, granted petition by Charles River Civic Television Inc. to extend time from Nov. 1 to Nov. 15 for filing Step 1 of proposed findings. Action Oct. 27.

## BROADCAST ACTIONS

### By Commission

■ KVHR Salda, Colo.—Granted mod. of license to make changes in specified hours of operation. Action Nov. 3.

■ By letter, commission denied request by Chickasaw Broadcasting Corp. for waiver of Sec. 1.569 of rules and returned as unacceptable for filing its retendered application for new AM to operate on 1140 kc, 1 kw, D, in Germantown, Tenn. Action Nov. 3.

■ By memorandum opinion and order, commission ordered WGOK Inc. licensee of AM WGOK Mobile, Ala., to forfeit \$500 for failure to file time broker contracts. This action was taken after consideration of licensee's reply to June 2 notice of apparent liability for that sum. Commissioner Loevinger voted for \$250 forfeiture. At same time, commission accepted WGOK's response to that portion of June 2 notification concerning apparent failure to estab-

lish appropriate internal controls to prevent "payola" practices by its disk jockeys, but advised licensee that its operations will be continually examined to determine whether procedures as proposed are being effectively carried out. Action Oct. 27.

■ By first report and order in Doc. 16063, commission made following changes in its FM table of channel assignments (numerals are channel numbers): Assigned 261A to Portage, and substituted that channel for 262 at Shawano, Wis., and modified CP of Shawano County Leader Publishing Co. to specify operation of its new station (call letters unassigned) on either 261A or 274 in lieu of 262, and afforded permittee time until Nov. 22 to inform commission of its choice; Assigned 279 to Murray, Ky.; assigned 288A to New Port Richey and added 250 to Clearwater, Fla.; substituted 233 for 232A at Scott City, Kan.; Substituted 250 for 261A at Fairmont, and 285A for 249A at Clarksburg, W. Va.; Added 235 to Galesburg, Ill.; assigned 255 to Jackson, Ky.; substituted 264 for 234 at Austin and 208A for 265A at Georgetown, Tex.; Assigned 221A to Bellevue, Ohio; added 237A to Petersburg, Va.; substituted 240A for 232A at Dalhart, Tex.; substituted 280A for 237A at Las Cruces, N. M.; deleted 282 from Wichita, Kan.; substituted 277 for 256 at Fergus Falls, Minn., and substituted 249A for 228A at Pittsfield, Ill. Remaining channel changes proposed in this proceeding affecting Cedar Rapids and Maquoketa, Iowa, will be dealt with later. Action Oct. 27.

■ WAGL, Palmetto Broadcasting System Inc. Lancaster, S. C., and WPEG, WPEG Inc., Winston-Salem, N. C.—Designated for consolidated hearing applications of WAGL to increase power from 1 kw to 10 kw, continued operation on 1560 kc, D, 500 w-CH and WPEG to change facilities from 1550 kc, 1 kw, D, to 1560 kc, 10 kw, DA-D; made WQXR New York, party to proceeding. Action Oct. 27.

### By Broadcast Bureau

#### Actions of Nov. 1

WSBR Boca Raton, Fla.—Granted license for AM; specify type trans. and studios at trans. site.

WSER Elkton, Md.—Granted license covering increase in power, installation new trans., and specify type trans.; condition.

WHBQ Memphis, Tenn.—Granted license covering change in nighttime DA pattern, and changes in ground and DA system (relocate).

WPLB Greenville, Mich.—Granted license covering increase in hours of operation from daytime to unlimited, DA-D to DA-N, and installation of a new trans.; condition.

WOLF Syracuse, N. Y.—Granted license covering increase in day power, installation DA-D, new ground system and new trans.; condition.

WRKT Cocoa Beach, Fla.—Granted license covering installation new trans. as nighttime main trans. (2 main trans.); condition; and license covering change in hours of operation, increase in power; installation DA-2; make changes in ground system; installation of a new trans., and change ant.-trans. location; condition.

KNOB(FM) Long Beach, Calif.—Granted CP to install new ant.

WDHA-FM Dover, N. J.—Granted mod. of CP to install new aux. trans. and increase ERP to 2.75 kw.

WNCN(FM) New York—Granted mod. of CP to increase ERP to 560 w, and decrease ant. height to 1,220 ft.

■ Following stations were granted extensions of completion dates as shown: KWAL Wallace, Idaho, to May 19, 1966; WNYC-FM New York, to May 17, 1966.

#### Actions of Oct. 29

WBLR-FM Batesburg, S. C.—Granted license for FM.

\* WKTL(FM) Struthers, Ohio — Granted license for noncommercial education FM.

KTWD(FM) Spokane, Wash. — Granted mod. of CP to change type trans. and type ant.

KRST(FM) Albuquerque, N. M.—Granted mod. of CP to change type trans. and type ant.; remote control permitted.

KAIM-FM Honolulu—Granted license covering installation new ant. and specify type trans.

KUOW(FM) Seattle—Granted license covering changes in ant.-trans. location and trans. line. ERP and ant. height, and installation new ant.

WJOL Joliet, Ill.—Granted license covering changes in ant. system (2 main trans.).

KOXR Oxnard, Calif. — Granted license covering change in hours of operation, installation new trans., change ant.-trans.

(Continued on page 87)

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

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### Help Wanted—Management

Southern Station group needs an assistant manager for one of its stations in Southern city of almost 1 million. Want aggressive, dynamic salesman with real selling ability and administrative talent who can advance to manager after test period. Successful local sales experience in the south preferred. Opportunity and earning power unlimited for right man. Five figure remuneration plan plus incentive bonus, expense account and fringe benefits. A great opportunity for the right man who is able to furnish good references, proof of past performances and stability. Send complete resume and recent photo. Box L-23, BROADCASTING.

Qualified station manager needed for small Ohio daytimer. Box L-59, BROADCASTING.

See our ad under Television Help Wanted Management. Box L-63, BROADCASTING.

Manager-Metropolitan market over 200,000 population. Outstanding opportunity for man with proven record in sales and/or management. Complete resume, photo, references 1st letter. Must stand rigid investigation. Box L-114, BROADCASTING.

### Sales

Enterprising man to sell for a N.Y.C. quality music FM station, liberal commission. Write Box K-287, BROADCASTING.

Radio Station in New Orleans is seeking skilled and experienced radio time salesman. Station has a top notch customer list and a well authenticated presentation story for advertisers. You will start with a base salary guaranteed of \$9,000 and an incentive bonus plan that will enable you to earn much more. You must have had a tested and proven career in sales and your record should show that you have had some continuity of employment with stations you were with. Write giving full details of your education background and sales experience. Box K-280, BROADCASTING.

We're looking for a "go-getter" who wants to be a sales manager or manager but is a little short on experience. We offer top ratings, job security, above average earnings, company insurance, a retirement program and a good future. If you can offer hard work . . . we ought to get together. Upper midwest. Box L-32, BROADCASTING.

Earn \$10-\$15,000 per year in top midwest small market regional sales opportunity. Will train if you have broadcast experience. Protected accounts. Guarantee. Good rate card. Sales management opportunity. Don't accept another position until you learn about this one. Write Box L-34, BROADCASTING.

Announcing job lost its challenge with the years? Tired of waiting for the boss to hand you a raise? Make the income you desire with solid as Gibraltar successful block program net-news power radio station in Southwest cosmopolitan city. Two such men making middle five figures several years. This can be your opportunity to be in business for yourself. Combine professional announcing experience with a creative show of your own and selling. Base for show and commission on sales. Tell us how you would do it in writing and on tape. All applications considered in utmost confidence. Box L-110, BROADCASTING.

Experienced salesman with record of successful employment. 5kw plus 100kw FM, in Texas town of 30,000. Immediate opening. Write Box L-131, BROADCASTING.

## Sales—(Cont'd)

Wanted: salesman . . . small market. Minnesota . . . good opportunity . . . will consider combination man, strong on sales. Write Box L-134, BROADCASTING.

Looking for bigger income with expanding organization? If you're experienced, aggressive and have flair for creative selling, we're interested. Send resume, record of billings, snapshot. W. G. Beindorf, WCGO, Chicago Heights, Illinois.

Wanted—Time salesman for upstate New York radio station. Are you now number 2 or 3 man in your sales organization? Would you like to become a top salesman? Station operated by large company, many fringe benefits, good opportunity for aggressive man. Prefer background and experience in radio time sales. Will consider other. Write Chenor Communications Inc., Radio Station WMCR, 214 Cedar St., Oneida, N. Y. Phone: area 315-363-6050.

WANTED: Salesman for number two rated station in a market of 300,000—excellent opportunity and chance to advance with a growing chain of stations. Salary commensurate with ability. Auto expense, life and hospitalization insurance. Between the ages of 21 and 35 years, married or single. Send resume and experience to Sales Manager, P.O. Box 3253, Albuquerque, New Mexico.

If you are interested in a fine midwest sales opportunity, call area code 816-263-1230.

Experienced, ambitious, creative salesman for dynamic 50 kw property in Fort Worth. Excellent salary plus generous commission plan. Send resume and picture to Jay Elson, P.O. Box 2049, Fort Worth, Texas.

Ambitious, experienced salesman. Excellent potential with new good music AM station in growth area adjacent to Washington, D. C. Write Box 17111, Dulles International Airport, or Call 703-437-1444.

### Help Wanted—Announcers

Leading adult station in top Michigan market is seeking experienced announcer—dj—strong on music and news. Good pay, exceptional fringe benefits. Send tape, photo, and complete resume to Box J-143, BROADCASTING.

We're looking for qualified announcers (not disc jockeys) with mature voices for a high rated limited commercial superb music operation in a major mountain states market. Should be able to sell without shouting; deliver an authoritative newscast and operate a tight, clean board. Rush complete background, expected starting salary, references and tape . . . Box L-5, BROADCASTING.

Florida adult station has immediate opening for experienced professional announcer with endorsed third. Must enjoy good radio and be willing to settle permanently in growing central Florida community. Send tape, resume, snapshot and full story first letter. Write Box L-31, BROADCASTING.

Leading Maryland independent has opening for AM-FM announcer. Send resume and full details to Box L-42, BROADCASTING.

Position open for morning man with production ability. If you like a station that operates in the community interest in the midwest, you'll like it here. Submit tape, resume & expected salary. Box L-70, BROADCASTING.

Immediate opening for play-by-play man. Coupled with news or announcing. Indiana. Send tape, resume and salary requirements. Box L-72, BROADCASTING.

## Announcers—(cont'd)

Sportscaster who can also sell time needed for midwest 5 kw station. Excellent opportunity for mature man. High calibre operation, heavy basketball schedule. Salary commensurate with your ability. Must be able to furnish character, ability, and sound credit references. Box L-82, BROADCASTING.

Top C & W outlet in South central Pennsylvania has immediate opening. No Hillbilly types. Send photo, tape, and resume, including salary requirements to Box L-92, BROADCASTING.

Morning man wanted—Southern Arizona—big market—big station. 3rd class with broadcast endorsement, mature voice, sense of humor, production know-how, copy experience, leadership qualities for future promotion. Send air check, profile and salary requirements to Box L-100, BROADCASTING.

Baltimore area station seeking announcer/salesman with first phone. Box L-109, BROADCASTING.

First class ticket dj, fast and cheerful. Major market. Box L-112, BROADCASTING.

Swinger for No. 1 rated top 40 station, metro market—quarter million population. Send aircheck, resume, photo. Box L-116, BROADCASTING.

Afternoon drive-rock station in market over 200,000 looking for man with proven ratings record. Tape, references, picture. 1st letter please. Box L-139, BROADCASTING.

Morning man—popular music station with top ratings. Must have mature voice, tight board. Resume, tape, snapshot to Box L-140, BROADCASTING.

Ohio contemporary. New ownership since January. Seeking PD and 3 personalities. 30 minute aircheck. Box L-144, BROADCASTING.

Earn extra money—Research firm needs representatives, all cities. Check local commercials, spare time. Box L-147, BROADCASTING.

Are you looking for a spot to become a great morning man? Top medium market station, northeast, is looking for a well read adult AM announcer. We need a man who is clever, up on current events, and wants to become totally involved in the community. He must be able to handle conversation radio. Top salary, and you become part of a large chain with opportunities in TV and FM as well. Rush resume and tape to Box L-157, BROADCASTING.

Announcer, mature voice, middle of the road music. Send tape, salary requirements; KABI, P. O. Box 455, Abilene, Kansas.

Immediate opening—morning announcer—newscaster. Contact: Mrs. Georgia Crawford, KCNI, Broken Bow, Nebraska.

KELK in Elko, Nevada has opening for announcer capable of doing light sales. We offer permanent position for the man who wants steady work with a professional crew. Write or call. Due to unforeseen circumstances this position is open now!

Experienced or top graduate announcer with sales ability. Immediate opening. Manager. Radio station KESM-AM-FM, El Dorado Springs, Missouri.



# Field Service Engineer

Prefer some college and military training. Minimum three years experience in servicing broadcast or closed circuit television recorders. Please send resume to:

J. C. Arthur

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TV/radio news and pub affairs director with 12 years experience and excellent references. Currently heading 25 man Washington, D. C. bureau of international news agency. Excellent voice and presence. Thoroughly experienced newscaster, reporter, writer, producer, cameraman. Winner of many awards for news and documentaries. Looking for group or station with tradition of, and plans for continuing excellence in news and public affairs.

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1550 Page Industrial Blvd.  
St. Louis, Missouri 63132 or  
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Ala.	small	daytime	\$ 65M	terms
N. Y.	small	daytime	150M	36M
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## A U C T I O N

MODERN AIR CONDITIONED SOUND PROOF 1 STORY MASONRY BUILDING ON 4.6 ACRES  
\*Two 200' Towers \* 1300 Kc \* Complete Equipment in ready-to-operate condition \* Collins  
20 V - 2 1000/500 Watt AM Broadcast Transmitter

Inspection: Wednesday, November 10 from 10 to 4

SALE: Town & Country Room  
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LOUIS TRAIMAN AUCTION COMPANY  
Real Estate Brokers — AUCTIONEERS  
1619 Spruce St., Phila., Pa. 215-KI 5-4500

(Continued from page 81)

location, change to DA-2 and deletion of remote control operation; condition.

WLAW Lawrenceville, Ga.—Granted license covering use of old main trans. as alternate main trans. at main trans. location and specify ant. trans. location.

WYBG-FM New Haven, Conn.—Granted license covering installation new trans. and increase in ERP.

KCLO-FM Leavenworth, Kan.—Granted license covering change in trans. and increase in ERP.

■ Granted renewal of licenses of following main stations and co-venting auxiliaries; KATO Safford, Ariz.; KBYP Shamrock, Tex.; KEEP Twin Falls, Idaho; KFNE (FM) and SCA, Big Spring, Tex.; KSEK Pittsburg, Kan.; KTEE Idaho Falls, Idaho; and KVOC Casper, Wyo.

■ Following stations were granted extensions of completion dates as shown: KEND Cheyenne, Wyo., to March 15, 1966; WRAN Dover, N. J., to March 16, 1966; KWWL (aux.) Waterloo, Iowa, to March 14, 1966; WPOK Pontiac, Ill., to March 28, 1966.

■ Granted renewal of licenses of following translator stations: K11F0 Presidio TV Co., Shafter, Tex.; W12AC Community Television System, Gatlinburg, Tenn.; K72BH, K77AX, K80AZ, Fort Mason Translator System, Mason, Tex.

By Broadcast Bureau

Actions of Oct. 28

KBOC(FM) Ogden, Utah—Granted CP to modify trans. and increase ERP to 96 kw. WTPA-FM Harrisburg, Pa.—Granted CP to install new trans. and increase ERP to 5 kw.

WTRW-FM Two Rivers, Wis.—Granted mod. of CP to change type trans. and type ant., and decrease ant. height to 250 ft.

WKUZ(FM) Wabash, Ind.—Granted mod. of CP to change studio and remote control point location, change ant. system (decrease height); ant. height 150 ft.; remote control permitted; condition.

WLDR-FM Traverse City, Mich.—Granted mod. of CP to change ant. system, change type ant., decrease ERP to 50 kw, and increase ant. height to 590 ft.; condition.

WDXR Paducah, Ky.—Granted license covering increase in daytime power and installation of new trans. and change to DA-2, with remote control operation nighttime only; condition.

WGNE Panama City Beach, Fla.—Granted license covering change in ant.-trans. and studio location.

KLUB-FM Salt Lake City—Granted license covering changes in transmitting equipment.

WCCC-FM Hartford, Conn.—Granted license covering installation new ant., increase in ERP and decrease in ant. height.

KYAC Kirkland, Wash.—Granted license covering change in DA pattern.

KHIP Albuquerque, N. M.—Rescinded action of Oct. 18 which granted renewal of license.

Remote control operation permitted for WRED Youngstown, Ohio.

Payson Translator Service Payson, Pine, Miller Ranch and KOHL Ranch, Ariz.—Granted CPs for new UHF TV translator

### FOR SALE

Gulf coast AM-FM.  
Good equipment, building and land.  
\$175,000. Some terms.  
Box L-88, Broadcasting

stations on channels 70, 72, 74, and 78 to rebroadcast programs of KTVK (channel 3), KPHO-TV (channel 5), KOOL-TV (channel 10), all Phoenix, and KTAR (channel 12), Mesa, Ariz.

Rich County School District, Randolph, Utah—Granted CP for new VHF TV translator station on channel 13 to rebroadcast programs of KUED (channel \*7), Salt Lake City.

#### Actions of Oct. 27

KGLO-TV Mason City, Iowa — Granted mod. of CP to make changes in ant. structure; and extended completion date to April 27, 1966.

WDBJ-TV Roanoke, Va.—Granted extension of completion date to April 27, 1966 (main trans. & ant.).

WRIK-TV Ponce, P. R.—Granted CP to reduce aur. ERP to 12.6 kw and change frequency control equipment.

KRET-TV Richardson, Tex.—Granted CP to make changes in ant. supporting structure.

Leavenworth Non-Profit TV Assn. Inc., Leavenworth, Peshastin and vicinity, Wash.—Granted CP for new VHF TV translator station on channel 7 to rebroadcast programs of KREM-TV (channel 2), Spokane, Wash.

#### Actions of Oct. 26

■ Granted renewal of licenses of following main stations and co-pending auxiliaries: KAAA Kingman, Ariz.; KARA Albuquerque, N. M.; KBUB Sparks, Nev.; KHFM (FM) and SCA, Albuquerque, N. M.; KMEQ (FM), Phoenix; KORC Mineral Wells, Tex.; KRSD Rapid City, S. D.; KUEO Phoenix; KURA Moab, Utah; KVIO Cottonwood, Ariz.; KVVO-AM-FM Cheyenne, Wyo., and WFMR(FM) Milwaukee.

KNOP North Platte, Neb. — Granted change in remote control authority while using non-directional ant.

KTAR Phoenix—Remote control permitted while using non-directional ant.

#### Action of Oct. 25

Spartan Radiocasting Co., Cherokee and Soco Valley, N. C.—Granted CP for new VHF TV translator station on channel 8 to rebroadcast programs of its station WSPA-TV (channel 7), Spartanburg, S. C.

#### Action of Oct. 22

KAKE-TV and Radio Inc., Herington, Kan.—Granted CP for new UHF TV translator

station on channel 71 to rebroadcast programs of its station KAKE-TV (channel 10), Wichita, Kan.

## Rulemaking

### Finalized

■ By first report and order in Doc. 16063, commission made following changes in its FM table of channel assignments (numerals are channel numbers): Assigned 261A to Portage, and substituted that channel for 262 at Shawano, Wis., and modified CP of Shawano County Leader Publishing Co. to specify operation of its new station (call letters unassigned) on either 261A or 274 in lieu of 262, and afforded permittee time until Nov. 22 to inform commission of its choice: assigned 279 to Murray, Ky.; assigned 288A to New Port Richey and added 250 Clearwater, Fla.; substituted 233 for 232A at Scott City, Kan.; substituted 250 for 261A at Fairmont, and 285A for 249A at Clarksburg, W. Va.; added 235 to Galesburg, Ill.; assigned 255 to Jackson, Ky.; substituted 264 for 234 at Austin and 280A for 265A at Georgetown, Tex.; assigned 221A to Bellevue, Ohio; added 237A to Petersburg, Va.; substituted 240A for 232A at Dalhart, Tex.; substituted 280A for 237A at Las Cruces, N. M.; deleted 262 from Wichita, Kan.; substituted 277 for 258 at Fergus Falls, Minn., and substituted 249A for 228A at Pittsfield, Ill. Remaining channel changes proposed in this proceeding affecting Cedar Rapids and Marquette, Iowa, will be dealt with later. Action Oct. 28.

## Fines

■ By memorandum opinion and order, commission ordered Southeast Texas Broadcasting Co., licensee of KFAZ Liberty, Tex., to forfeit \$500 for violations of rules by using unlicensed or otherwise unqualified radio operators, unattended trans., improper technical logging and overmodulation. This action was taken after consideration of licensee's reply to March 31 notice of apparent liability for that sum. KFAZ is not now in operation. Action Nov. 3.

■ Commission notified Altavista Broadcasting Corp. that it has incurred apparent liability of \$500 for failure to identify location of its station WKDE Altavista, Va., at times required by Sec. 73.117 of rules. This is first assessment imposed solely for omis-

sion of station identification. Licensee has 30 days to contest or pay forfeiture. Action Nov. 3.

■ By memorandum opinion and order, commission ordered WGOK Inc., licensee of WGOK Mobile, Ala., to forfeit \$500 for failure to file time broker contracts. This action was taken after consideration of licensee's reply to June 2 notice of apparent liability for that sum. Commissioner Leovinger voted for \$250 forfeiture.

At same time, commission accepted WGOK's response to that portion of June 2 notification concerning apparent failure to establish appropriate internal controls to prevent "payola" practices by its disc jockeys, but advised licensee that its operations will be continually examined to determine whether procedures as proposed are being effectively carried out. Action Oct. 27.

■ Commission notified Shamrock Broadcasting Inc., licensee of KRIZ Phoenix, that it has incurred an apparent liability of \$1,000 for failure to report transfers of stock and changes in officers and directors of corporation within 30 days of changes. Licensee has 30 days to contest or pay forfeiture.

At same time, commission renewed license of KRIZ for short-term period—one year from Oct. 1. Short-term license was prompted by licensee's actions with respect to broadcast of announcements involving lottery, even after being advised by its counsel that announcements would be in violation of Sec. 1340 of the U. S. Code, and its engaging in practice of double billing certain local advertisers. Short-term license will afford commission early opportunity to re-examine licensee's operation and to determine degree of responsibility it has exhibited during year. Action Oct. 27.

## New call letters requested

■ WCPO Cincinnati—Seattle, Portland and Spokane Radio. Requests WOGO.

■ WCPO-FM Cincinnati—Seattle, Portland and Spokane Radio. Requests WCXL.

■ Sullivan, Mo.—Meramec Valley Broadcasting Co. Request KTUI.

■ Redlands, Calif.—University of Redlands. Requests KUOR-FM.

■ KLGW Logan, Utah.—KLGW Radio Inc. Requests KOGN.

■ Lemmon, S. D.—Lemmon Broadcasting Co. Requests KBJM.

# COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Nov. 3. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

■ Indicates a franchise has been granted.

Tucson, Ariz.—Tucson Drive-In Theaters Inc. has applied for a franchise.

■ San Jose, Calif.—Northwest Publications Inc. (San Jose Mercury and News) and Standard Radio and Television Co. (KNTV-TV San Jose) in a joint venture have been granted a franchise. The firm has agreed to pay the city 2% of the annual gross revenue.

Quincy, Fla.—Starke Enterprises Inc. has applied for a franchise.

Valdosta, Ga.—Clearview of Georgia, a Westinghouse subsidiary, (group owner) has applied for a franchise. The firm would pay \$500 a year or 3% of the gross revenue for the first five years and 4% or \$500 a year for the next 15 years. At the end of 14 years the city has an option on the purchase of the system. Cost of the service would include \$9.95 installation fee and a \$5.95 monthly charge.

Greenwood, Ind.—Visual Communications Corp., 165 S. Madison Ave., Greenwood, has withdrawn its request for a franchise. Previous applicants for a franchise are Johnson County Communications Co. (Frank R. Weirich, president) and Community Teleception Inc. (Bruce R. Storm, president).

■ Pineville, Ky.—TV Cable Service Co. and Community TV and Appliance Co.

have been granted nonexclusive franchises. The two firms agreed to pay all advertising costs incurred by the city for publication of the ordinances. The companies paid \$1 each for the franchises.

Slidell, La.—Slidell Cable Television Inc. has applied for a 25-year franchise. Under the agreement the firm would charge a maximum monthly service rate of \$4.95 and an installation fee not to exceed \$10 per residence. James H. Gill, Baton Rouge, is executive vice president and general counsel for the company.

■ Battle Creek, Mich.—Triad Stations Inc., Marshall Mich., (WALM Albion, Mich) has been granted a franchise. Under the agreement, the city would receive 2% up to \$120,000 and 3% on the next \$60,000 and 4% over \$180,000 of the gross annual revenue. The company will charge \$18.50 for installation and \$4.90 monthly.

Columbia, Mo.—Mid-Mo CATV Co., Columbia, Mo., has applied for a franchise. Principles in the firm are H. J. Waters Jr., Henry J. Waters and Mahlon Aldridge, all of Columbia. H. J. Waters and Mr. Aldridge own KFRU Columbia. Previous applicants were Columbia Masters Video Inc., Commonwealth Theaters, Kansas City and Meredith Publishing Co., Des Moines, Iowa.

■ Pompton Lakes N. J.—Tele-Mark Communications Inc. has been granted a 25-year exclusive franchise. The franchise carries an option for renewal at the end of 25-years.

■ Olean, N. Y.—Allband Cablevision Inc., 512 First National Bank Bldg. Olean, a subsidiary of TV Communications Corp., New York, has been granted a 10-year non-exclusive franchise. Allband will offer WNEW-TV and WOR-TV, both New York, and CHCH-TV Hamilton, Ont., for a \$5.50 monthly fee and with a \$16.50 installation charge. The company will pay an annual fee of \$4,000 or 4% of the gross income, whichever is greater.

Patchogue, N. Y.—Two firms have applied

for franchises: Suffolk Cable Corp., Medford, N. Y. and Long Island Cablevision Corp., Greenport, L. I. Suffolk Cable recently obtained a franchise in Southampton, N. Y., and Long Island Cablevision is a group CATV owner. In May Patchogue Broadcasting Corp. (WPAC Patchogue) was denied a franchise.

Schoharie, N. Y.—Frank J. Schmidt Jr., Middleburg, N. Y., has applied for a franchise. Mr. Schmidt is owner of Electronic TV Cable Co., a CATV system operating in Middleburg.

Painesville, Ohio—Imperial Broadcasting Co., Canton, Ohio, owned by David Lavin, Dan Reiden and attorney Earle E. Wise, has applied for a franchise. A previous applicant is Lake Telarama Inc., owned by WPVL Inc., Painesville, and by Telarama Inc., Cleveland (in which Scripps-Howard Broadcasting holds a minority interest).

■ Roscoe, Pa.—Southwest TV Cable Co. Inc., Meadville, Pa., has been granted a franchise.

Chattanooga, Tenn.—Chattanooga Cable Television Inc. has applied for a franchise. The firm would pay the city 3% of the gross annual income and a \$4 monthly service rate would be charged. Officers of the corporation: Dr. William C. Pallas, president; John C. Rigas, vice president; Ray Joseph, secretary-treasurer. The company has also applied for franchise in Red Bank and White Oak, both Kentucky.

■ Martinsburg, W. Va.—Margol Associates Inc. has been granted a 20-year nonexclusive franchise. The city is to receive 3 1/2% of the gross annual income. Principals in the company are C. Leslie Golliday, owner of WEPM, Martinsburg, W. Va., State Sen. Clarence E. Martin, Mark Grove, accountant, and John Booth, Chambersburg, Pa.

Terra Alta, W. Va.—Mountain Electronics Co., Clarksburg, W. Va., and Stromberg Corporation, Rochester, N. Y., have applied for franchises.

WHEN Russ Salter's friends call him "the old gray fox of radio" they are kidding him for a lot more than the fact that his jet black hair has long since turned to silver.

It is their good natured way of saluting him on his 30th anniversary in broadcasting this fall, a career that began as announcer at stations in the Midwest and now finds him as president of the Salter Group, which is composed of WKKD-AM-FM Aurora, Ill., which he manages, and WBEL-AM-FM South Beloit, Ill. (Beloit, Wis.). He also is part owner of KCFI Cedar Falls, Iowa.

Mr. Salter is proud to be a radio broadcaster, especially a smaller market operator, and to be a successful one at a time when most attention falls upon the glamour medium of television or the group owners of the big-city stations.

**Radio's Results** ■ Good radio gets reaction, he says, and in the smaller markets you can more quickly and directly see evidence of just what the station's service and contribution to the community mean.

A normally modest man, Mr. Salter also is proud of the part radio—local radio—still can play in the realization of the American dream of becoming a millionaire. He passed that magic mark about 1960, a scant 15 years after starting to build his first station in 1946 with savings of \$10,000.

The Salter stations have thrived on his philosophy of "good neighbor" radio, with "the sweeter type of music and low-pressure commercials," he says. "We were pioneers in community-type entertainment and service. All of our people always have been involved in community affairs and clubs," he adds.

Mr. Salter didn't invent the 18-hour work day, but he has worked enough of them for his family and associates to think he did. It really was the labor of love, a radio romance that began when he was still a boy.

**Cheeseland's Ham** ■ He can't remember when he did not hope to run his own radio station. "I never dreamed it would be more than one," he recalls. During high school at Fond du Lac, Wis., he was president of the radio club and an active ham operator.

First licensed by the old Federal Radio Commission as an amateur in 1929, Mr. Salter built his own short-wave station, W9AUV, which he kept active until about 1955. Among his youthful technical conquests, he relates, was "talking" to fellow hams in Africa with only 7½ watts on the 40 meter band in code.

An aunt in California helped him to attend college. He earned his degree in electrical engineering in 1933. But even his first class ticket couldn't seem to help him get a job in radio during that

## How to build a radio station in your spare time

depression year. "I hitch-hiked all over the nation," he recalls, "but there wasn't one open door anywhere. So I went home to Fond du Lac and opened my own radio repair shop there."

Soon he was doing public address jobs at county fairs and meeting some of the WLS Chicago entertainers. Then came MC work and announcing roles until a broadcaster heard him and asked him to audition for radio. He did and got the job, on Labor Day, 1935, at WIBU Portage, Wis. (now Poy-

### WEEK'S PROFILE



Russell Gerald Salter—President and sole owner of Salter Group, including WKKD-AM-FM Aurora, Ill., and WBEL-AM-FM South Beloit, Ill. (Beloit, Wis.), and part owner of KCFI Cedar Falls, Iowa; b. Jan. 11, 1913, Fond du Lac, Wis.; electrical engineering degree 1933 U. of California at Los Angeles; announcer, WIBU Portage, Wis. (now Poynette), 1935-36; announcer, WROK Rockford, Ill., 1937; program director, WMRO Aurora, Ill., 1938; station consultant, 1939-41; announcer, WIND and WJJD, both Chicago, 1942-44; announcer, WLS Chicago, 1944-49; builder-part owner, WAUX (now WAUK) Waukesha, Wis., 1946-48; builder-part owner of WBEL in 1948, becoming full owner 1958; founder-part owner, WTAQ LaGrange, Ill., 1950-58; founder of WKKD 1960; builder-owner, WIXN Dixon, Ill., 1961-63; former part owner of KCLN Clinton, Iowa, and WCHF (now WAXX) Chippewa Falls, Wis.; m. Arlene Wilhelmi of Aurora, July 10, 1940; children—Jill 23, Kathleen 17 and Shelly 12; Shriner; director, Shimer College, Mt. Carroll, Ill.; hobbies—travel, archaeology, swimming, fishing.

nette). Later he announced at WROK Rockford, Ill.

**New Radios** ■ In 1938 he joined WMRO Aurora, Ill., as program director and helped the staff to put the station on the air. With this experience plus his engineering background he became a consultant and helped to staff and start a number of new stations. Among these were WMRN Marion, Ohio; WKMO Kokomo, Ind., and WISH (now WIFE) Indianapolis.

Unable to get into service during World War II because he was "too darn skinny," Mr. Salter returned to announcing at both WJJD and WIND in Chicago and later WLS there. Taking on double shifts at times, including the post-midnight *Nightwatch* show for Atlas Praeger beer, he was determined to catch up on his savings if not his weight or sleep.

In 1946 with \$10,000 saved he took the big plunge, organizing and building WAUX (now WAUK) Waukesha, Wis., while still working his regular shifts at WLS. In his spare time he built every piece of WAUX except the tower, aided only by a single carpenter.

He sold out his share in WAUX two years later, however, "much too soon," he remembers, in order to repeat the organizing and building feat at WBEL. He had the 4 a.m. to 8 a.m. trick at WLS then, Mr. Salter recalls, "and as soon as I was off I'd gulp down my breakfast and rush off to work on WBEL." He again built every bit but the tower in six months and with no help at all this time.

**Setting Patterns** ■ He left WLS in early 1949 to devote all his energies to operation of WBEL and to think about other ventures. He started WTAQ LaGrange, Ill., in 1950 and made the suburban studio-transmitter combination work when everyone told him he couldn't succeed without a downtown site in Chicago. Others soon copied him.

Mr. Salter founded WKKD in 1960 and WIXN Dixon, Ill., the next year. He subsequently sold the latter station. He also has held part interest in several Midwest stations at various times.

All advertising media are good when used properly, Mr. Salter says, but radio has special qualities that make it necessary for every retailer. He devotes a lot of attention to helping educate his staff as well as sponsors in how to use radio most effectively.

The Salter stations usually sell one-year contracts to their accounts to help them think in terms of long-range consistent radio use. But they can cancel any time they feel radio isn't working for them properly. It's good confidence and friendship insurance, Mr. Salter feels, "and my foundation is my faith in radio. The contract is for the client's protection, not mine."

## How to win the Hill

**T**WO weeks ago a dog-tired Congress left Washington after a punishing but productive 10-month session. There were left a few stragglers to hold hearings on matters that could not wait. All will be back for the second session of the 89th in January.

In this lull between sessions we mused over the plight of those 435 members of the House who must stand for re-election every two years. The President serves a four-year term and the members of the Senate six-year terms.

The two-year term may have had its virtues. The notion of the founding fathers was that if elective representatives fell out of favor their constituents could swiftly vote them out of office. But as our nation has grown, our government has been more complex. Two years is not long enough for one holding the responsibility of federal legislative office.

Congressional sessions run longer. There isn't time to hit the grass roots and campaign for re-election even with infinitely faster means of transportation and communication.

Representative Frank Chelf (D-Ky.) is the author of a measure (H. J. Res. 394) to amend the Constitution to provide for a four-year term for House members. A constitutional amendment entails ratification by three-fourths of the states within seven years after congressional approval. It is a complicated process.

Radio and television can expedite enactment of the Chelf resolution and subsequent ratification by the states. They can do this through interviews with their congressmen and by editorializing. While serious opposition to the proposal is hardly likely, broadcasters can always present the other side if it develops.

This is a project that should be researched and back-grounded by the National Association of Broadcasters and the Radio-Television News Directors Association. It's made to order for broadcasters.

## The color explosion

**F**OR the use of future historians, it is now possible to mark 1965 as the year that color television burst out of its egg. Suddenly color is exploding everywhere.

It is, in the words of Gordon Webber, vice president and director of broadcast commercial production of Benton & Bowles, "the color revolution." And, as Mr. Webber told an eastern conference of the American Association of Advertising Agencies (BROADCASTING, Nov 1), it is a revolution that no one can escape.

The revolution has been a long time in the making. The color system now in use was approved by the FCC in December 1953. For all the years that followed—until this one—most manufacturers of television hardware and broadcasters of television programming were content to stick with black and white, while letting RCA and its subsidiary, NBC, carry the main expense of creating a color market.

If any one development can be isolated as the trigger mechanism that set off the color revolution by getting the competitors of RCA and NBC into the act, it had to be a special American Research Bureau study that discovered that color programs rated 80% higher in color-equipped homes than the same programs in black-and-white homes. NBC calculated that with an anticipated 5 million homes equipped with color it would score a 1.4 rating-point advantage over ABC and CBS in average audience in the 1965-66 season, if the other two networks continued to

broadcast mostly in black and white (BROADCASTING, March 1). It was after the release of that ARB study that ABC and CBS began the enormous job of converting large numbers of shows that had been planned for black-and-white presentation in 1965-66 to the color that the market (especially their affiliates) was at last demanding.

Revolutions are by definition disorderly. The rush to color has created backlogs in the manufacturing of color gear. Existing facilities are taxed by production demands that are bound to intensify in the months ahead.

Yet, as Mr. Webber told the AAAA, the advertiser "can't afford not to get into the production of color commercials immediately," and, as nobody needs to tell any broadcaster now, the broadcaster can't afford not to go to color programming as fast as he can get his hands on the necessary equipment.

The color audience is growing faster than the black-and-white audience grew in the first stages of TV development. In the first nine months of 1965 manufacturers have sold more than double the color sets they sold in the same period of 1964 (BROADCASTING, Oct. 18) and are straining every production line to meet increased demands.

It's a revolution all right. But then TV is used to making revolutions.

## What still counts

**T**HE harsh fate that can befall any small-town journalist, whether newspaperman or broadcaster, who takes a position that runs counter to prevailing local prejudices has befallen Ralph Blumberg of wbox Bogalusa, La.

As reported here last week, Mr. Blumberg was forced to sell his station after enduring a boycott by local advertisers that reduced his station's income to the vanishing point. The boycott has been charged to racists who objected to Mr. Blumberg's urging a moderate approach to civil rights.

Mr. Blumberg found a buyer a few days after he had received from the Radio Television News Directors Association its Paul White award in recognition of the principles at stake in Bogalusa. Those principles survive, though Mr. Blumberg has had to knuckle under. Indeed they draw new affirmation from his failure.



Drawn for BROADCASTING by Sid Hix

"That's Friendly Bob over there. He handles our TV advertising. . . . I make the loans!"