



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

The fields of UHF grow greener for syndicators. p31  
FTC's Dixon warns media: avoid clandestine discounts. p34  
Combat pay for newsmen? AFTRA seeks better deal. p56  
Networks raced to call the vote—right or wrong. p62

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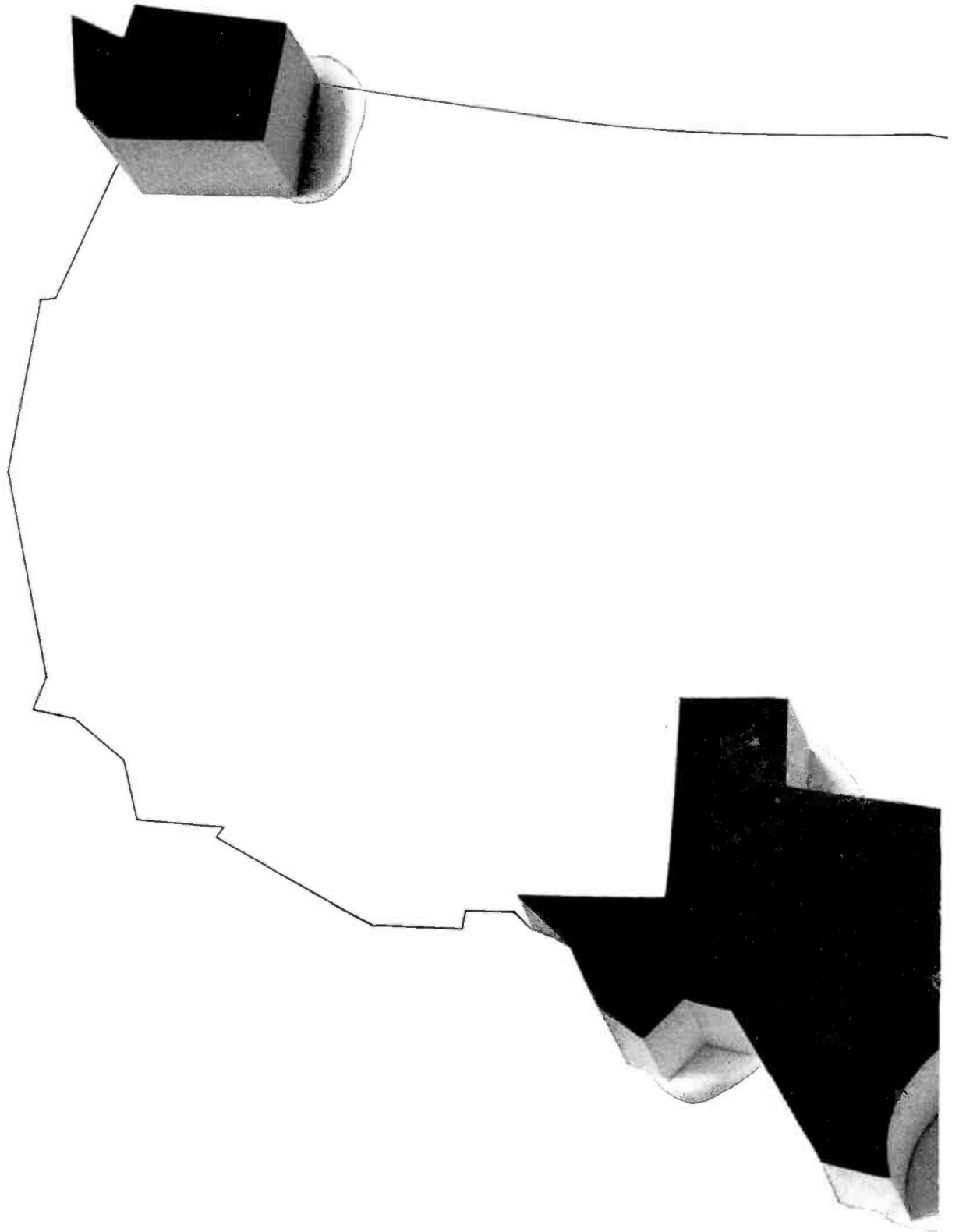
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WTIX New Orleans  
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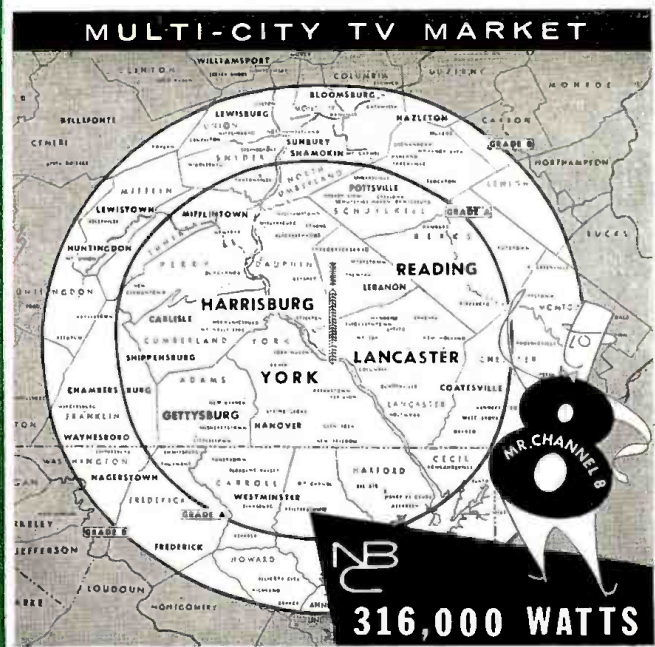
# WGAL-TV

Channel 8 is one of the country's most effective color stations. Its multi-city market—including Lancaster, Harrisburg, York, Lebanon—has reached 19%\* color penetration. All local programs are colorcast live, on film, or via color tape recorders. It is an NBC full color affiliate.

\*This statistic is based on June 1966 Nielsen estimates and subject to inherent limitations of sampling techniques and other qualifications issued by that company, available upon request.

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

## Discreet wait

FCC, to no one's surprise, has moved consideration of ABC-International Telephone and Telegraph Corp. merger to back burner. But chances of favorable vote eventually still looked good last week. Commissioners feel it wouldn't be wise to act now, in face of Justice Department Antitrust Chief Donald F. Turner's pointed advice to wait until his division has completed its analysis of antitrust aspects (BROADCASTING, Nov. 7).

*However, FCC majority isn't inclined to wait very long; action on ABC-ITT before end of year is considered likely, barring strong advice to contrary from Justice. And, if present mood of commission is any indication, nothing short of unequivocal statement from Justice is likely to head off favorable commission decision. Observers still count at least four votes for merger (Chairman Rosel H. Hyde, Commissioners Lee Loevinger, Robert E. Lee, and James J. Wadsworth); none seems to be wavering.*

## Double block

Radio and Television News Directors Association and Sigma Delta Chi, professional journalistic society, may get together in counterattack on American Bar Association's proposed restrictions on news coverage of crimes. To be considered last weekend at SDX convention in Pittsburgh was \$10,000 contribution to jointly supported legal research. How much RTNDA can raise is still undecided. Target is ABA's Reardon report recommending right restraints on both release and publication of news about criminal apprehensions and prosecutions (BROADCASTING, Oct. 3).

## Noose of wire?

FCC is reportedly bucking to Federal Trade Commission complaint about fairly common CATV promotional activity whose effect, officials say, is to "lock in" viewer to CATV forever. Practice, which officials say may raise fair-trade questions, involves cable system's offer to potential subscriber of discount on installation charge in return for his TV antenna. Issue was raised by Springfield Television Broadcasting Co., which had asked commission to stop Pioneer Valley Cablevision Inc. from continuing such promotional activity in Ware, Mass., where broadcast company's WWLP(TV) Springfield provides service. Commission, in order due out

# CLOSED CIRCUIT®

this week, is expected to state that its jurisdiction doesn't extend to such promotional activity—but that it doesn't necessarily approve of it and that FTC may be more appropriate agency to handle matter. FCC staff, it's understood, has already contacted FTC.

*In another CATV matter, FCC is due to meet some time next month on petitions for reconsideration of its CATV rules. Staff in recommending number of relatively minor changes in rules. But major ones are considered unlikely. Commission struggled two years with CATV issue before adopting Second Report and Order in March and isn't expected to be persuaded it made serious mistakes. Of at least equal importance is feeling that commission had better take its lead in amending rules from changes that Congress is expected to make in next session in copyright law.*

## Self service

Paramount Pictures Corp. is expected to get on syndication bandwagon shortly through formation of its own distribution organization. Company was once active in TV distribution of TV series, but new syndication unit would accentuate sale of feature films to TV, which have been handled by outside companies (MCA-TV and Seven Arts Associated). Paramount is said to be assembling package of post-1960 feature films.

## Light fingers

Audience-research services are complaining of widespread duplication and use of their reports by non-subscribers. Most of pirating is said to be done by radio stations. (One firm, Media Statistics, has sued Miami station [see page 46].) High prices (\$5,000 or more) now being charged for ratings services are given as prime reason for alleged upsurge in unauthorized copying.

## U drive

Reflecting growing importance of UHF-station market to TV program distributors (see page 31), several leading syndication firms are reported to be building sales units that would service U's exclusively. These units would be available to U operators for programing advice and promotional and research assistance, and would be

particularly useful to stations not on air but scheduled to begin operations within reasonable interval.

## Return of salesman

As result of meetings held in New York last week with John Reynolds and other CBS-TV executives, Don Fedderson, Hollywood producer, has just about set deals for pilots of two untitled half-hour series for 1967-68 season. Unlike other Fedderson productions, these would not be situation comedies. Producer, however, is unwilling to divulge plots at this point. Mr. Fedderson also came away from meetings with go-ahead for filming of nine more episodes of *A Family Affair* to add to 17 shows already completed. That makes 26 shows firm with option to do maximum of 32 for this season.

## Swezey to Iran

Robert D. Swezey, veteran network and station executive and until two years ago director of Code Authority of National Association of Broadcasters, in mid-November becomes adviser to minister of information of Iran, assuming volunteer assignment through International Executive Service Corps. Corps, privately endowed but with approval of U. S. government, has number of missions in foreign countries to aid in their development. David Rockefeller is chairman and Frank Pace, former secretary of army, is president.

*As adviser to Information Minister Ansari, Mr. Swezey will participate in reorganization and upgrading of Iran's broadcast services, which include two VHF stations and 22 standard and international broadcast assignments. He leaves for Tehran Nov. 16, with Mrs. Swezey, for minimum tenure of six months.*

## Horses' mouths

Under consideration by administration is proposal that military commanders, both U. S. and Vietnamese, in Vietnam report periodically direct to U. S. via TV and radio on status of war. One of difficulties in reporting conflict has been fragmentary nature of reports because war itself is unconventional. Field commanders, according to high-level finding, are only ones sufficiently knowledgeable to give public cohesive coverage of Vietnam war events.

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to change the most  
respected call letters  
in western broadcasting...

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# WEEK IN BRIEF

UHF's drive for programing strength seen as boon to program distribution firms. UHF market forecast at \$14 million this year, up five times over 1965. Growth in number of UHF units also jumps in year. See . . .

## NEW SYNDICATOR PROSPECTS . . . 31

Network coverage of election displays growing sophistication of computer techniques but overzealous use draws fire for incorrect, premature predictions. Some stations carry movies rather than coverage. See . . .

## RIGHT OR WRONG . . . 62

Ranks of group owners grow by one as DeSales Harrison Jr. and associates purchase Atlanta, Indianapolis stations for \$15 million. New group to be known as Pacific and Southern. See . . .

## NEW GROUP . . . 44

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## Broadcasting

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# KNOXVILLE RANKS **61ST** IN AREA OF "DOMINANT INFLUENCE"\*

## **WBIR-TV** is the "REACH STATION" in Knoxville

WBIR-TV delivers the only full CBS service to East Tennessee and Southeastern Kentucky. The new tall tower, coupled with top CBS and local programming, has made WBIR-TV the "Reach" station in the Knoxville Area. Project your message over channel 10—Knoxville.

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## Irate fans may force Notre Dame showing

There's strong possibility that additional regions will be added in ABC-TV's telecast Nov. 19 of top-ranked Notre Dame-Michigan State football game, it was learned Friday (Nov. 11).

Asa S. Bushnell, director of NCAA-TV committee, said association has matter under study and, it was indicated, decision may be forthcoming this week. It was noted, however, that NCAA need not grant extensions. ABC-TV selects games for regional telecasts, following NCAA committee guidelines, but association sets regional pattern.

If extension is granted, sources said, likelihood is that game would be seen additionally in Northwest and all of Rocky Mountain regions. As now scheduled, game hookup generally covers East, Upper South, parts of Midwest, south of Rockies and Southern Cali-

fornia.

Importance of game to fans sparked unusual wave of protests to ABC-TV because of limited area covered in current regional schedules:

Some 30,000 letters from Denver and petition signed by 20,000 more fans in Oklahoma, plus complaints from Atlanta, Portland (Ore.), Seattle and various places in Texas, were sent to ABC-TV alone last week.

It was explained that under NCAA policy no member college team appears more than once in national telecast to protect attendance levels at small-college games. Notre Dame had been on national NCAA telecast on ABC earlier this season. Notre Dame-Michigan State (kickoff at 1:30 p.m. EST) is one of double-header slated in regions Notre Dame game will be seen. Game that follows is Southern California-University of California. In other regions, twin bill is made up of Kentucky-Tennessee and Stanford California.

## Group owners mainstay of non-network programs

Council for Television Development, organized to oppose FCC proposal to limit expansion of group owners into major markets, has filed hefty document with commission designed to establish what they say is one of virtues of group ownership.

Document, based on survey of CTD members, most group owners, contains list of 2,033 different programs that they produced, either as specials or as parts of series during year. CTD said that if survey was projected for all 42 members, list would grow to 2,500 programs. Survey was made in spring and summer of 1966.

Argument that group owners constitute important source of programming is one of major points CTD makes in opposing commission proposal to prohibit broadcasters from acquiring more than three television stations (no more than two VHF stations) in top 50 markets.

Programs in list do not include news and sports shows. CTD said most are documentaries dealing with problems local to station or with matters of regional, national or international importance.

## TV is main challenge to journalism: Chandler

Otis Chandler, publisher of *Los Angeles Times*, called television main challenge to journalism's future.

Speaking from newspaperman's point of view at Colby College, Waterville, Maine, Mr. Chandler noted that "television has the advantage of the camera on the spot when it shows, for instance, the latest of a Gemini capsule."

Television also has "a high credibility factor," publisher conceded. "What one sees and hear one usually believes," he said.

"Improvement in color TV is an additional challenge to newspapers," he observed. "But television has many disadvantages, and chief among them may be its lack of depth and flexibility."

Publisher concluded that newspapers would survive "so long as they are willing to meet and master television, and neither television nor any other electronic device . . . will deprive good newspapers or good magazines or good books, for that matter, of an expanding audience."

Mr. Chandler received 15th Elijah Parish Lovejoy Fellow award for his "contribution to the nation's journalistic achievements."

## NBC planning live news weekly from Europe, Asia

Growing importance of satellites in coverage by TV of international events was pointed up Friday (Nov. 11) by Julian Goodman, NBC president, who disclosed NBC-TV plans to begin early next year weekly TV programming consisting largely of live news reports from Europe and Asia.

Mr. Goodman, who was to speak at 57th anniversary convention of Sigma Delta Chi in Pittsburgh, said President Johnson's recent trip to Far East dramatized significance of that area and need to report and interpret developments in that region to American viewers.

He stressed that NBC-TV's international news program was contingent on assurances that satellites would be made available.

Satellites constitute only one new tool that is becoming available to TV, he said, citing miniaturization of cameras and field equipment as example of another technological accomplishment in news area.

He provided glimpse into TV news of tomorrow, predicting that medium will accentuate sharp critical analysis of economic and political institutions, and place stronger emphasis on "fine writing" and improved visuals.

## MBS affiliate council hears new program plan

Mutual Broadcasting System's new management team, headed by Matthew J. Culligan, former chief of NBC Radio, presented general programming plan to network affiliate advisory group meeting in Washington Friday (Nov. 11).

Mr. Culligan, who assumed post of president and chief executive officer of Mutual few weeks ago (BROADCASTING, Oct. 17), termed plan process of "constantly refurbishing" rather than "renovating" Mutual programming.

Plan presented to 25-member Affiliate Advisory Council proposes more international news coverage, more remotes, more actualities, more use of experts from outside broadcasting field such as magazine writers or specialists in various areas.

Mr. Culligan said he received unanimous approval of group on thrust of his plan, and on strength of that feels confident in submitting plans to all affiliates at regional meetings. First regional

gathering has been scheduled in New York City Wednesday (Nov. 16) for affiliates in New York-New England area. Subsequent meeting will be held in other areas soon.

Plan, according to Mr. Culligan, will be consistent with Mutual philosophy of providing stations only with programing which stations themselves cannot do better.

Victor C. Diehm, WAZL Hazleton, Pa., is chairman of Mutual AAC.

## Sorry, we're in court

### WGCB tells Hill committee

Red Lion Broadcasting Co., embroiled in court struggle with FCC over fairness doctrine, has written Senate Communications Subcommittee it cannot comply with questionnaire sent out by subcommittee seeking information for study of fairness doctrine.

Subcommittee mailed voluminous questionnaire to broadcasting licensees throughout nation for survey of station policies concerning public affairs programing (BROADCASTING, Oct. 31).

Red Lion attorney Robert E. Manuel wrote subcommittee that since questionnaire involves matters now before courts, client could not comply with request. Red Lion Broadcasting, licensee of WGCB-AM-FM Red Lion, Pa., has filed suit charging FCC doctrine is "vague, indefinite, uncertain. . ." and in violation of several amendments to Constitution (BROADCASTING, April 11).

Issue arose when commission notified firm it was licensee's obligation to present both sides of controversial issue, especially when personal attack has been made. Reverend Billy James Hargis had attacked author of magazine article on so-called "hate" programs on air.

## ABC affiliates meeting

ABC-TV affiliates board of governors and network officials open formal agenda in annual fall meeting today (Nov. 14) in Puerto Rico. Sessions continue through Nov. 17. ABC Owned Stations Division also is meeting there. ABC-TV's plans for second season that starts this January is major topic on agenda.

Network contingent is headed by Leonard H. Goldenson, president, and includes Simon B. Siegel, executive vice president; Everett H. Erlick, vice president-general counsel; Thomas W. Moore, ABC-TV Network president; John O. Gilbert, vice president in charge of affiliate relations; Theodore F. Shaker, ABC Owned TV Stations Division president. Chairman of affiliates board is Burton La Dow, KTVK-TV Phoenix.

## WEEK'S HEADLINERS



Mr. Louveau

Norman Louveau, VP and general manager of Screen Gems Broadcasting division, appointed to newly created post of president of Screen Gems Broadcasting Corp. Screen Gems owns and operates KCPX-

AM-FM-TV Salt Lake City; WAPA-TV San Juan, P. R. and WVUE(TV) New Orleans and has one-third ownership in WOLE-TV Aguadilla, P. R., which is operated as affiliate of WAPA-TV.

Lawrence R. Nelson, vice chairman of board for Campbell-Ewald Co., Detroit, elected board chairman. Other officers elected: W. Colin Campbell, vice chairman; and Thomas B. Adams, president and chairman of executive committee. Both Mr. Nelson and Mr. Campbell have been with C-E for 40 years. Mr. Adams, agency president for past eight years, has been with C-E for over 20 years. Promotions follow retirement of Henry G. Little, who was board chairman and who joined agency in 1944 (BROADCASTING, Oct. 31).

For other personnel changes of the week see FATES & FORTUNES

## NBC inches up

NBC-TV stepped ahead in Nielsen Multi-Market Ratings report for week ended Nov. 6. Ratings: NBC—19.0, ABC—17.4, CBS—16.2. In nighttime wins by half-hour periods and nights of week: NBC 20 half-hours and Tuesday, Wednesday, Saturday and Sunday; ABC 18 half-hours and Monday, Thursday and Friday; CBS 11 half-hours and no nights.

## Hands across sea

British Actors Equity has pledged to back up Screen Actors Guild and American Federation of Television and Radio Artists in event they strike against TV commercial-makers.

In cablegram sent Friday (Nov. 11), council of British Equity notified SAG and AFTRA that if strike is called, British union will prohibit members from making commercials for use in U.S. and also would ban use of English-made commercials in this country.

Strike deadline is set for Nov. 15 (see page 56).

## Join codes, Lee exhorts at St. Louis NAB meeting

FCC Commissioner Robert E. Lee had word of advice for radio broadcasters who claim they can't afford to subscribe to codes of National Association of Broadcasters because time standards are too strict: "Raise rates," Mr. Lee said.

Speaking at St. Louis NAB fall conference Friday (Nov. 11), Mr. Lee termed "reasonable" most recent questionnaire from FCC to broadcasters on commercial promises. This was his prediction for FCC regulation, too, with advent of Rosel H. Hyde as chairman and George Smith as Broadcast Bureau chief.

Mr. Lee is considered staunchest advocate of establishing commercial time standards for broadcasters, but one of his recommendations—that FCC adopt NAB standards—was beaten down by Congress.

Mr. Lee termed "dialogue" between government and industry "healthy" sign; called on industry to support "self discipline," said he was sure FCC wouldn't permit direct broadcasting from satellites to home "to supplant local broadcast stations;" predicted that by 1970 there'd be no distinction between VHF and UHF video.

## Vietnam rebuttal

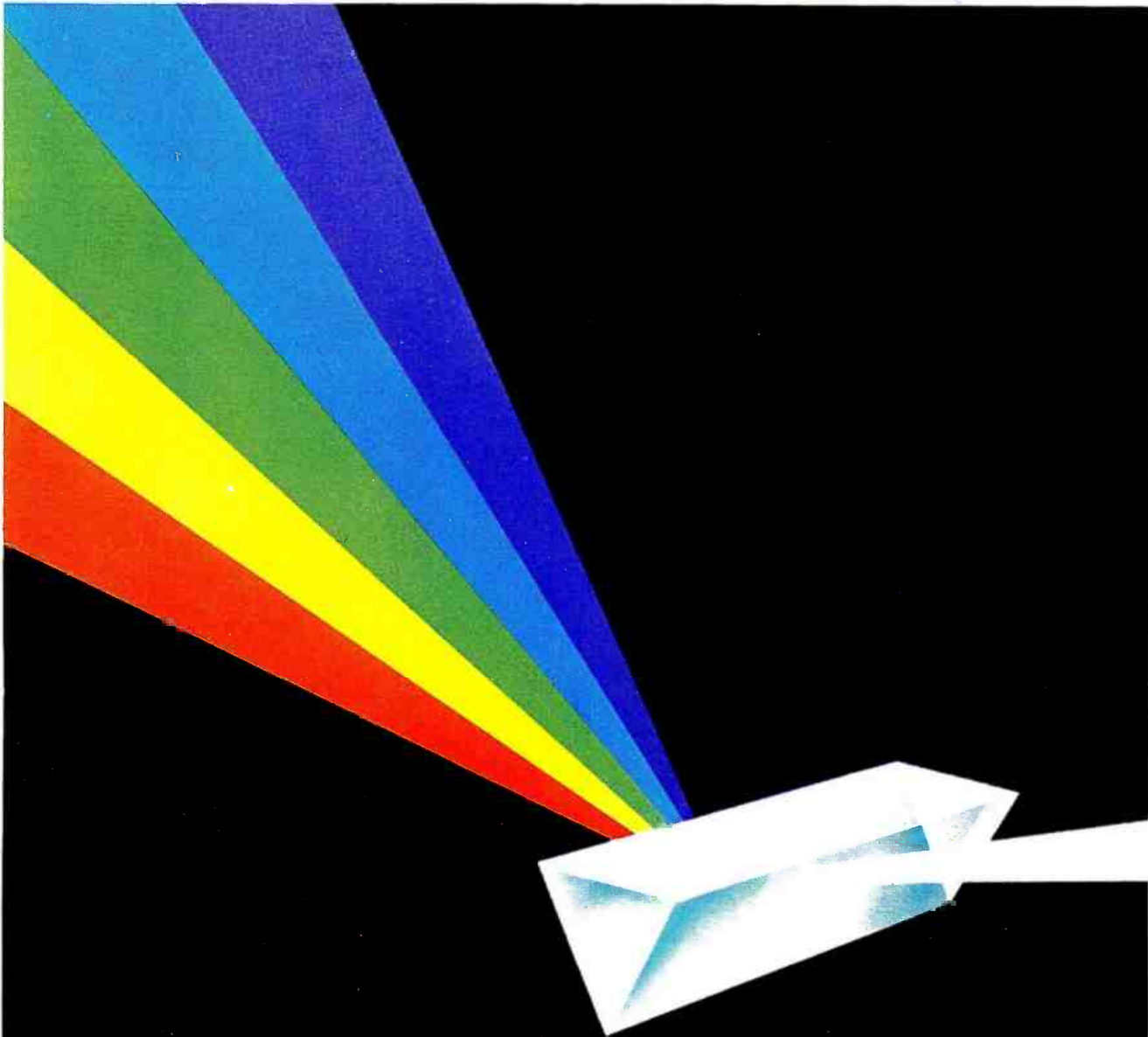
ABC News over weekend (Nov. 12) scheduled "rebuttal" on *Scope* news show to personal comments on Vietnam policy made last July on program by commentator Howard K. Smith.

Arthur Schlesinger Jr. and Richard Goodwin, both former presidential assistants, will use half-hour period to air their opinions on Vietnam.

According to ABC, Mr. Smith had left no question about his position in favor of United States involvement in Vietnam. Historian Schlesinger is professor of humanities at City University of New York graduate center, and Mr. Goodwin is fellow of Center for Advanced Studies at Wesleyan University. They had been invited to appear on ABC show though not necessarily against Vietnam involvement. Both former White House aides have views that differ from Mr. Smith's on some aspects of current Vietnam policy.

## Pival drowned

John F. Pival, 52, former president of Wxyz Inc. and general manager of wxyz-TV Detroit, drowned Friday (Nov. 11) in boating accident at Isle of Capri, Fla. Mr. Pival left WXYZ nearly year ago to form Pival Productions, Detroit (BROADCASTING, Jan. 31).



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**LIVE**  
**COLOR**



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• sports • business • women — whatever the  
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Richard Hoffmann  
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**DATEBOOK**

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

■Indicates first or revised listing.

**NOVEMBER**

Nov. 13-16—Annual convention-seminar of the Broadcasters' Promotion Association. St. Louis.

Nov. 14—Joint "newsmaker" luncheon of International Radio and Television Society with the National Association of Broadcasters. Vincent Wasilewski, NAB president, is the speaker. Waldorf-Astoria hotel, New York.

Nov. 14—Twelfth annual promotion seminar sponsored by Edward Petry & Co. The theme of the session will be "Promotion clicks of '66'". Chase-Park Plaza hotel, St. Louis.

Nov. 14—Radio and television workshop sessions sponsored by Peters, Griffin, Woodward Inc., for all stations represented by the company. Chase-Plaza hotel, St. Louis.

■Nov. 14-16—1966 convention/seminar of the Broadcasters Promotion Association. Speakers include Don Jamieson, CJON St. John's, Nfld.; Bill Swanson, KTUL-TV Tulsa, Okla.; Don Curran, KGO San Francisco; Laurence E. Richardson Jr., Post-Newsweek Stations; David J. Curtin, Xerox Corp.; and Frank N. Willis Jr., University of Missouri. Chase-Park Plaza hotel, St. Louis.

Nov. 15-16—Fall convention of California Community TV Association. El Mirador hotel, Palm Springs.

Nov. 15-18—12th annual membership meeting of the Television Bureau of Advertising. Continental Plaza hotel, Chicago.

Nov. 17—Third annual "Forum on Broadcast Controls" co-sponsored by the radio-TV department of Indiana University and WLWI (TV) Indianapolis. Panel on "section 315 and elections" includes FCC Commissioner Nicholas Johnson and Henry Geller, FCC general counsel; Thomas O'Brian, vice president in charge of ABC Radio News, New York; Victor A. Sholis, vice president and director of WHAS-AM-FM-TV Louisville, Ky.; and J. R. Livesay, president of WTWO-TV Terre Haute, Ind. Indiana University, Bloomington.

■Nov. 18 — Pacific Pioneer Broadcasters luncheon meeting. Election of officers, with Phil Harris as special guest and Pat Buttram as host. Sportsmans Lodge, North Hollywood, Calif.

Nov. 19—The fourth New Mexico Advertising Awards Craft Competition Awards Banquet, sponsored by the Albuquerque Advertising Club. Featured speaker is Norman E. Cash, president, Television Bureau of Advertising. Albuquerque Sunport, Albuquerque, N.M.

Nov. 20—Annual meeting of the Hollywood general membership of the Screen Actors Guild. Hollywood Palladium, Hollywood.

Nov. 24-27—Annual fall meeting of the National Association of Farm Broadcasters. Speakers include Vincent Wasilewski, president of the National Association of Broadcasters. Conrad Hilton, Chicago.

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

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

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

Nov. 30—New deadline for reply comments to FCC on question of whether private entities should, or legally can, be authorized

DEATHLESS DIALOG from MANY MOVIES ...#8 of a series

# *“They’re playing our song...”*

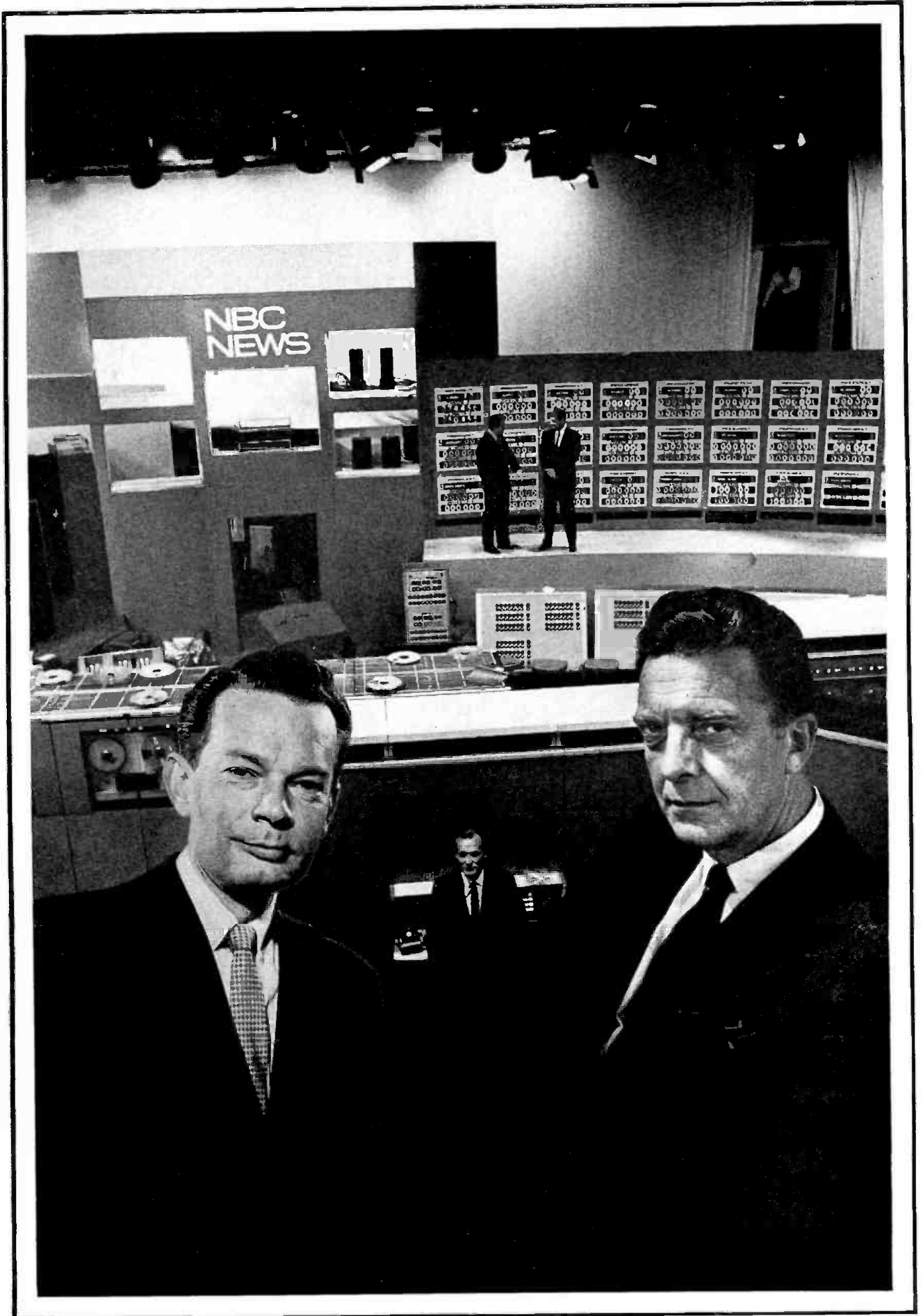


It’s the sweet music of big audiences and ringing cash registers — and the lyrics are by UAA, with 1500 Warner Brothers and RKO features.



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BROADCASTING, November 14, 1966



# IT FIGURED

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**It figured** that NBC News, aided by EVA—its Electronic Vote Analysis system—would correctly call more winners than any other news organization in broadcasting. And it did.

**It figured** that NBC News would develop the most meaningful computer pictures, not only in terms of votes, wins and percentages, but in every significant ballot breakdown. And it did.

**It figured** that more viewers would watch the Election Night coverage on NBC than on any other television network. And they did.

**It figured**, didn't it? All the way.

# NBC NEWS

**A word  
from  
WGAN  
radio-tv  
Portland  
Maine**



## The Promotion Manager And His Challenge

This week the promotion managers of the broadcast industry meet in St. Louis for the annual BPA seminar and it is to the individual promotion leader this piece is dedicated.

In your sensitive hands lies one of the golden keys to the keeping of that door between the station and viewer open and accepted in growing measure.

As a promotion manager you have an awareness and ability to use your eyes and ears far beyond the average, and it is important that you watch your station's output closely and completely.

The ineptly done commercial; the public service spot that hits wide of the mark or is, as is often the case, outdated and lacking thrust; the local program that needs tighter direction and more enthusiastic content; the scheduling of sustaining spots on a "fill up the holes" basis without regard to program content and placement; all these elements contribute to the personality of your station and

one might submit that you are not doing your best if you are aware of these failings and remain silent at that next department head meeting, or are called by management to state your views on how the station can improve community acceptance "on the air."

One must be quick to state that no recommendation is made here for promotion managers to take over some other department head job; on the contrary what is being called for involves naturally expressed, deeply thought ideas and judgements that should be allowed full expression.

As our industry grows you will be called upon more and more to affect every area of station operation. All this will result in a happy event that will be repeated often in the years to come.

When you turn to "Fates and Fortunes" in Broadcasting you will see yet another industry leader accepting top management responsibility, a former promotion manager finally recognized for what he really can do.

*Gene Wilkin*  
GENE WILKIN  
Vice President



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### NAB FALL CONFERENCES

Nov. 14-15 — Waldorf-Astoria hotel, New York.

Nov. 17-18—Queen Charlotte hotel, Charlotte, N. C.

Nov. 21-22—Robert Meyer hotel, Jacksonville, Fla.

to operate their own private communications satellite systems.

### DECEMBER

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

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

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

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

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

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

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

Dec. 30—New deadline for further comments regarding material submitted to FCC by November 30 on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

### JANUARY

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

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

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

Jan. 14—New deadline for comments on

■Indicates first or revised listing.



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**MAX WEINER**  
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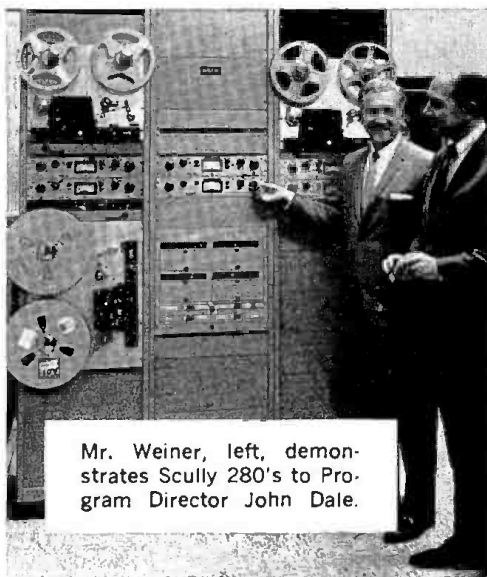
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Mr. Weiner, left, demonstrates Scully 280's to Program Director John Dale.

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

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

■Jan. 18—Annual winter meeting of Colorado Broadcasters Association. Brown Palace hotel, Denver.

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

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

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

### FEBRUARY

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

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

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

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

### MARCH

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

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

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

### APRIL

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

April 7-13—Third annual MIP-TV International Television Program Market. Palais des Festivals, Cannes, France. For information contact Mr. Charles Michelson, 45 West 45th St., New York 36. Telephone PLaza 7-0895.

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

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

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

### MAY

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

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

### JUNE

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

### AUGUST

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

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## OPEN MIKE®

### Pension support

EDITOR: I am quite interested in Jerry Gordon's letter (BROADCASTING, Oct. 24) advocating an industry-wide pension plan for broadcasting employees.

For years, I have been concerned over not only the lack of a good pension plan for the radio-television industry but also an overall life insurance plan for the industry. My idea is that both plans should allow an individual to transfer his plan if a job change is necessary. I happen to be a director of a national company which specializes in setting up pension plans and have been asked for help many times in setting up an individual plan for friends in the industry. However, our industry needs a plan that is available to all broadcasters without the expense of

setting up individual pension plans, clearing with Internal Revenue Service, etc. I can help, and am willing to help, put a plan such as this in motion. It will have full IRS approval, will be interchangeable with any other station that has joined the plan (at no cost to them other than what they contribute to the plan for each employee or have each employee contribute), will be administered by a national company and will be handled by any one of the top five banks in the country.

All the biggest companies in the country have a good pension plan but, with the exception of a few forward-thinking group operations in the industry, the normal radio station shies away not because of lack of interest but because of lack of knowledge. I have written to Mr. Gordon and have offered my help free of charge because I, too,

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believe that a person who devotes a good portion of his life to an industry should be treated like the millions of other Americans who are covered by pension plans.—Peter Frank, president, The Peter Frank Organization Inc., Hollywood and New York.

### Marketing insight

EDITOR: We would appreciate receiving a supply of reprints of the special report on the Negro market which appeared in BROADCASTING, Nov 7.

As one of the pioneer Negro-programmed radio stations, we marveled at your keen insight and understanding of this market. BROADCASTING is to be commended for a very fine and comprehensive report.—M. H. Blum, president and general manager, WANN Annapolis, Md.

(Reprints of the Negro Market Special Report are now available. Copies are 30¢ each, quantity orders: 100 to 500, 25¢ each; more than 500, 20¢ each plus shipping. Address requests to BROADCASTING, 1735 De Sales St., N.W., Washington, D.C. 20036.)

### Big, but not that big

EDITOR: Your coverage of our Association of National Advertisers speech (BROADCASTING, Oct. 31) had a slight error. When we used the figure of \$55 million it was in reference to the projected total toy industry television advertising expenditure for 1966—not Mattel's, with an estimated 1966 budget of \$12 million.

Aside from this slight error, your coverage of the ANA was, as usual, perceptive and complete—Jack Jones, vice president-advertising, Mattel Inc., Hawthorne, Calif.

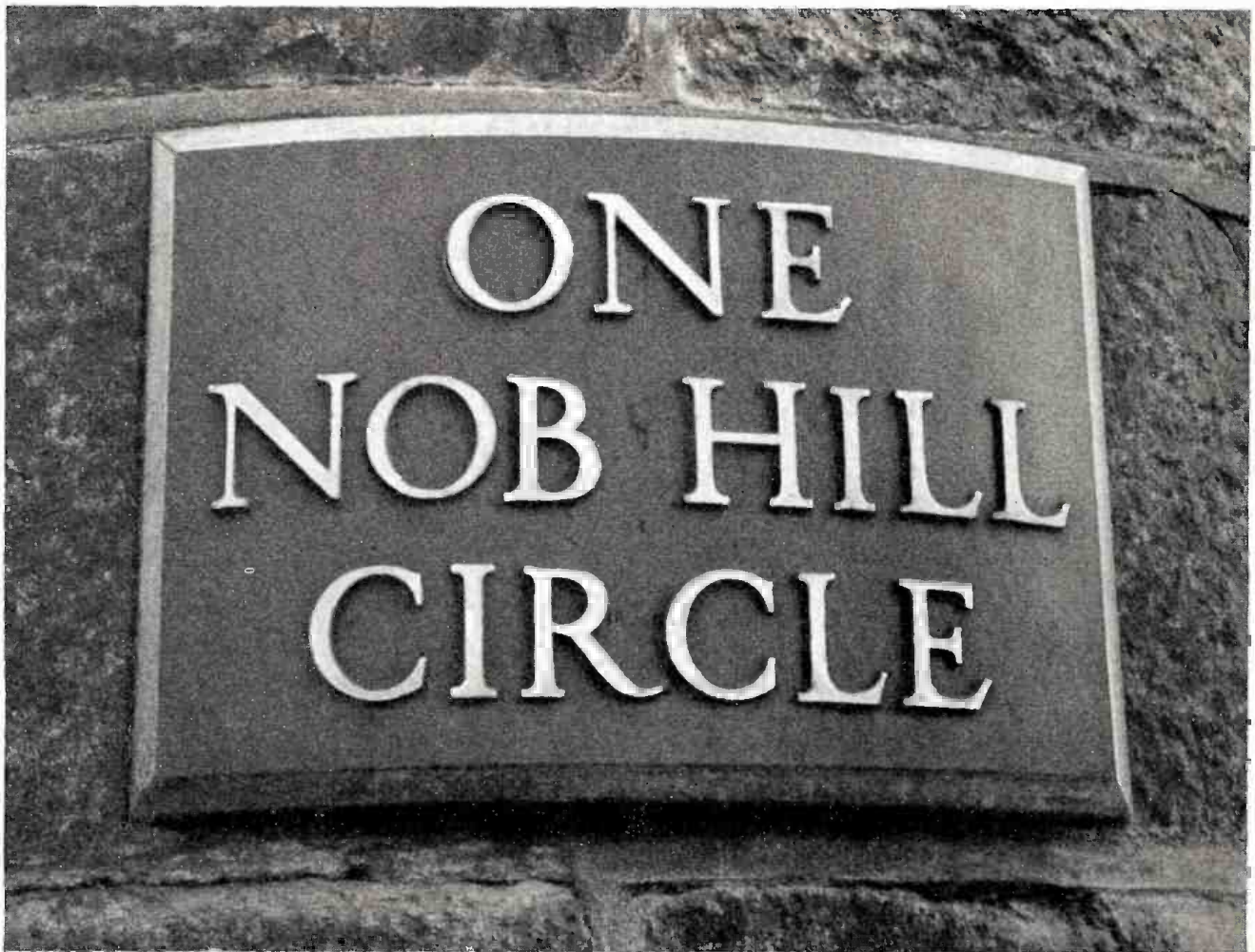
EDITOR: Although Mattel invests considerable advertising funds in the medium of television, its total annual expenditure is considerably less than the \$55 million reported in your Oct. 31 story. Actually, that figure represents the expenditure of the entire toy industry. It is true, however, that Mattel Inc.'s TV expenditure is currently in the multi-millions, up from "virtually nothing" in 1954.—Denis Higgins, Carson/Roberts/Inc., Los Angeles.

(A sentence reading "Toy company spending on TV" etc. was inadvertently changed to "The toy company's spending" etc. by a copy editor.)

### Founded by another

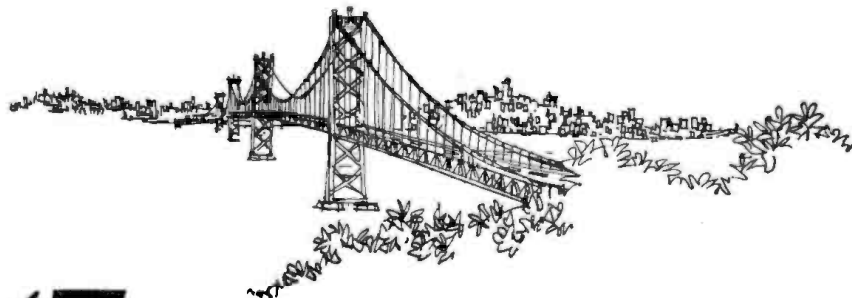
EDITOR: Your story about our telegram campaign urging the William Esty Co. and others to keep NBC-TV's *The Hero* series on the air despite its early ratings (BROADCASTING, Oct. 24) reported that I had established the National Association for Better Broadcasting (under the





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name of the National Association for Better Radio and Television) in 1949. Actually, the association was founded in that year by Clara S. Logan, and grew to national stature during the 16 years of her presidency. James V. Bennett, widely known as chief of the U.S. Bureau of Prisons for 27 years, has been president of the association for the past two years. I have been in my present job as executive director since April, 1964.—*Frank Orme, executive director, National Association for Better Broadcasting, Los Angeles.*

### Architectural statement

EDITOR: Your CLOSED CIRCUIT reference (Nov.7) to the delay in construction of a headquarters building for the National Association of Broadcasters mentioned the cost results without giving the important reason why. Some people may be confused by the omission.

As the NAB board member who introduced the resolution calling for expert review, let me provide the reason. After reviewing the plan, a majority of the board had a real question as to whether the plan presented provided the architectural distinction we had hoped to achieve. Before settling for a "satisfactory office building" we wanted to see if within the restrictions of lot, zoning and money, a truly distinguished architectural statement could be made—one that would reflect both the character and the aspiration of American broadcasting in our nation's capital. Washington abounds in satisfactory office buildings. A majority of the board felt that, if possible, a pursuit as important as ours deserves something more as a home . . . and I might add, so does Washington.

Although many of us on the board have had some experience in constructing broadcast facilities, no one would claim to be a design expert. Consequently it seemed wise to go outside for additional judgment. The board wanted the experts to say whether in their professional judgment the present plan is, all things considered, the best we have a right to expect; or whether with more time and thought something substantially better can be designed.

It was obvious to all of us that the delay would increase the cost. But this is likely to be the only home that broadcasters will ever build in Washington. We are going to have to live with it a long time. Whatever may be the final recommendation of the panel and the final decision of the board, the extra money will have been well spent if it contributes to a better decision.—*Charles H. Tower, executive vice president, Corinthian Broadcasting Corp., New York.*

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\*Reg. U. S. Patent Office  
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BROADCASTING, November 14, 1966



The 44 gun Frigate Constitution, nicknamed "Old Ironsides" won forty battles without a defeat including her historic duel with the "Guerriere" during the War of 1812. Saved from destruction by Oliver Wendell Holmes' famous poem, she is still the flagship of the Commandant of Boston's Naval Shipyard and another of Boston's heart-stirring historical attractions. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color, without advertising, suitable for framing, write to WHDH.

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## A night to remember

For many of us who have labored long and hard in the wonderful world of television, Sunday, Sept. 25, 1966, will prove a never-to-be-forgotten date, one we shall always recall with varying degrees of dismay. For, in truth, this was a date which may well become known as the "Pearl Harbor" of creative television programming.

On that night ABC presented an old movie from 8 to 11 p.m., *The Bridge on the River Kwai*.

Though this picture competed directly with *The Walt Disney Show* (NBC), *The Ed Sullivan Show* (CBS) and with television's most popular program, *Bonanza* (NBC), more than 60% of all the television sets in this country tuned it in.

Nielsen shows an average audience of 21 million homes, more than 42 million viewers. And, in more than 28 million homes, more than 57 million people looked at some, if not all, of this feature attraction—the largest number of people who ever watched a single television program.

**Blockbuster** ■ Acknowledged, *The Bridge*, always a box office blockbuster, is not typical of the motion pictures regularly shown on television.

But the long-range effects of its TV debut are tremendously important to all those having an abiding interest in the creative aspects of the medium or any deep desire to keep its fare fresh, exciting and inviting.

What has happened since *The River Kwai* was crossed by substantially more than half of the population of the United States?

NBC plunged into negotiations with Universal Pictures for still another \$20-million block of old features.

ABC concluded deals with 20th Century-Fox and with Paramount Pictures for some 49 old features at a cost of approximately \$40 million.

CBS committed some \$53 million to MGM for 45 old, and 18 yet-to-be-produced motion pictures.

What will this heavy scheduling of motion pictures do to the network sales efficiency? No one knows for sure. And I guess, from the vantage point of the average viewer's comfortable armchair, it doesn't really matter.

What *does* matter to people in the advertising business is, I like to think, simply this: Television has abdicated a position of unique and tremendous strength.

TV advertisers at one time aimed for program ownership, either by every-

week sponsorship or, if that was too rich for their budget, on an alternate-week basis. By so doing, they acquired that almost priceless extra of *sponsor identification*. And quite often, another great sales plus: the star-spoken commercial.

Today, with the entrenchment of the 90-minute and two-hour program, and with the emergence of motion pictures as a dominant factor, minute participation buys have become the average advertiser's way of life. With few exceptions, there is no more program ownership, or even half-ownership. Thus there is little or no sponsor identification and—necessarily—few star-spoken commercials.

**Product Protection Passe?** ■ To go a step further, there actually is no longer real product protection. Competitive brands now follow hard on each other's heels within 10 minutes in the same network program. Although I, for one, hope and pray that it will never happen, it may be only a question of time before American television adopts the cluster system used in British and European commercial television.

Though costs have spiraled astronomically and despite a sharp diminution in the sales and image-building powers TV possessed in its early years, honesty compels us to add that for most consumer products—particularly for package goods—TV is still our most effective advertising medium.

Then what's all the fuss about? Well, as they say in the one-liners, I'll tell you:

I am deathly afraid of a second mass exodus.

The first one has already taken place. Untold numbers of gifted creative people have long since departed to greener

fields. It is simply that TV no longer provides the challenge it once did for experimentation, self-expression, and real artistic achievement.

In short, TV has lost its glamour, its sense of immediacy and of great opportunity. As a result, those who really cared about true creativity have left the medium—at least, far too many of them have.

That was the first exodus.

**New drop-off** ■ And, if we can believe a few stray omens, give any significance to a straw or two in the wind, a second exodus may well be shaping up. Not a simultaneous mass departure, but an exfiltration, a gradual dropping away from TV viewing.

I have read on more than one occasion that the intellectual has long since washed his cerebral hands of TV, but I am not thinking only of the eggheads. I mean the guys and gals next door, even members of our own families.

Disenchantment? Ennui? Fatigue? All three? Whatever the answer, I'm afraid that in all too many homes the set is not watched nearly so intently as it used to be. Sure, the set is turned on; the percentage is down only fractionally from last year. But fewer people may be *really* watching. Perhaps, not significantly fewer yet, but it is the future that concerns me—and the immediate future at that.

What if viewing slips more this year? And next? And next?

Then the second exodus will take place.

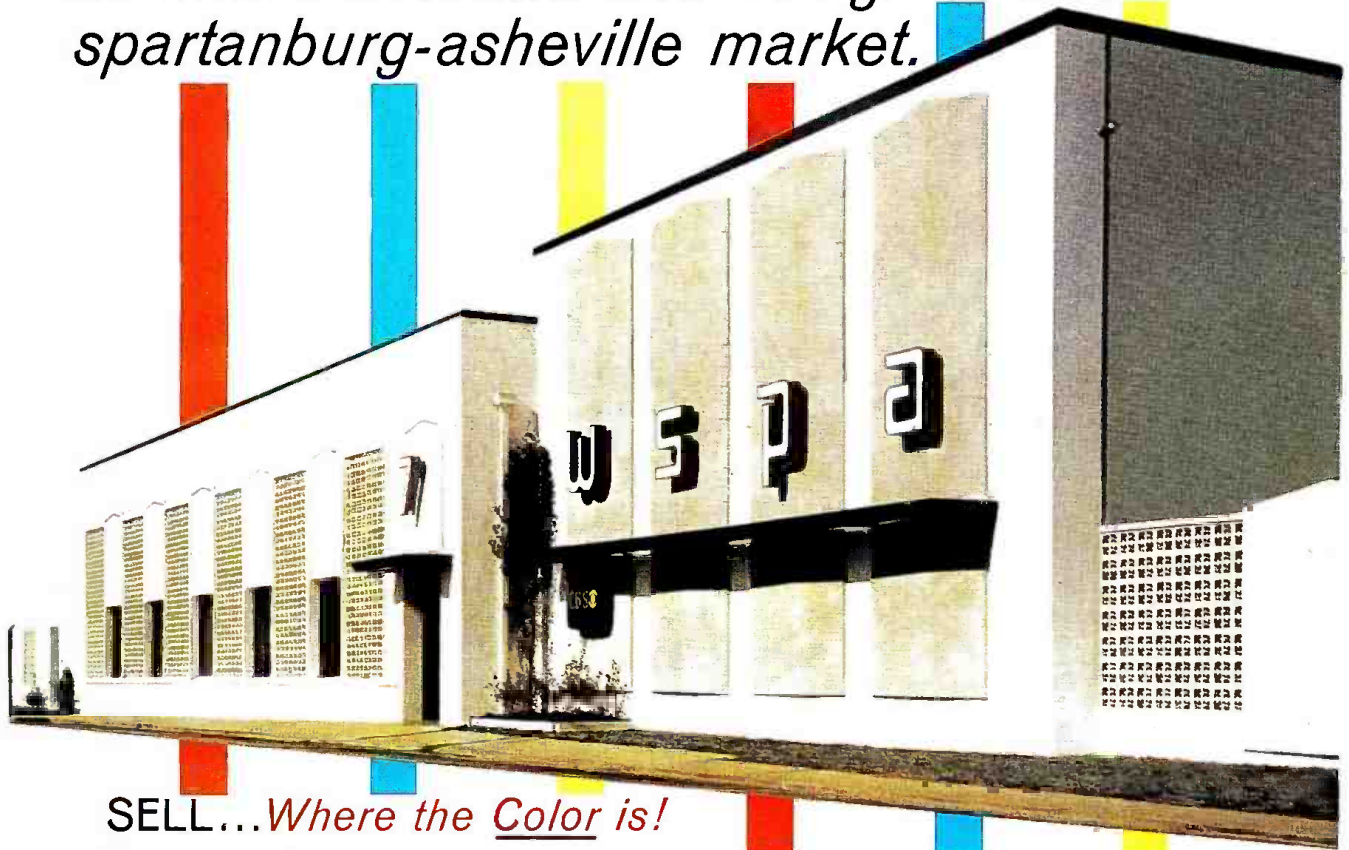
And, inevitably, advertisers will soon join the other modern emigres to constitute a third, and possibly final, exodus.

Perhaps all of us should worry, at least a little, when we remember the night of Sept. 25, 1966.



Harry G. Ommerle has 36 years in the broadcast advertising business that started at N. W. Ayer & Son where he was a radio commercial copywriter. At Sullivan, Stauffer, Colwell & Bayles Inc., New York, Mr. Ommerle is now senior vice president in charge of media and broadcast operations, a member of the plans board and of the board of directors. His association at SSC&B started in 1959 as senior vice president in charge of radio, TV and client relations, after a stint in a CBS vice-presidency.

wspa-TV... *does it again!*  
*First with live local Full color*  
*in South Carolina and the greenville-  
spartanburg-asheville market.*



**SELL... *Where the Color is!***

It's in the WSPA tradition to be FIRST . . . and now, the proudest "FIRST" of all.\*

The new WSPA-TV color studios (shown above) house new Norelco color cameras, additional color video tape machines, new switching and lighting equipment to broadcast locally live color programs — first in South Carolina, first in the GREENVILLE-SPARTANBURG-ASHEVILLE market.

Now network and local-live color programs are seen in this huge prosperous market from WSPA-TV's high Hogback Mountain antenna, and ten operating translators in the rugged mountainous area of western North Carolina.

Go where the color is, and sell in this 45th† market in the nation on WSPA-TV — call your Hollingbery man . . .

†ARB

\*Also, WSPA was the FIRST radio station in South Carolina, FIRST with FM and Stereo and FIRST in South Carolina and the GREENVILLE-SPARTANBURG-ASHEVILLE market with local color film programs.



**wspa-TV**

**SPARTANBURG, SOUTH CAROLINA**

**channel**

**7**

CBS in the Greenville,  
Spartanburg, Asheville Market

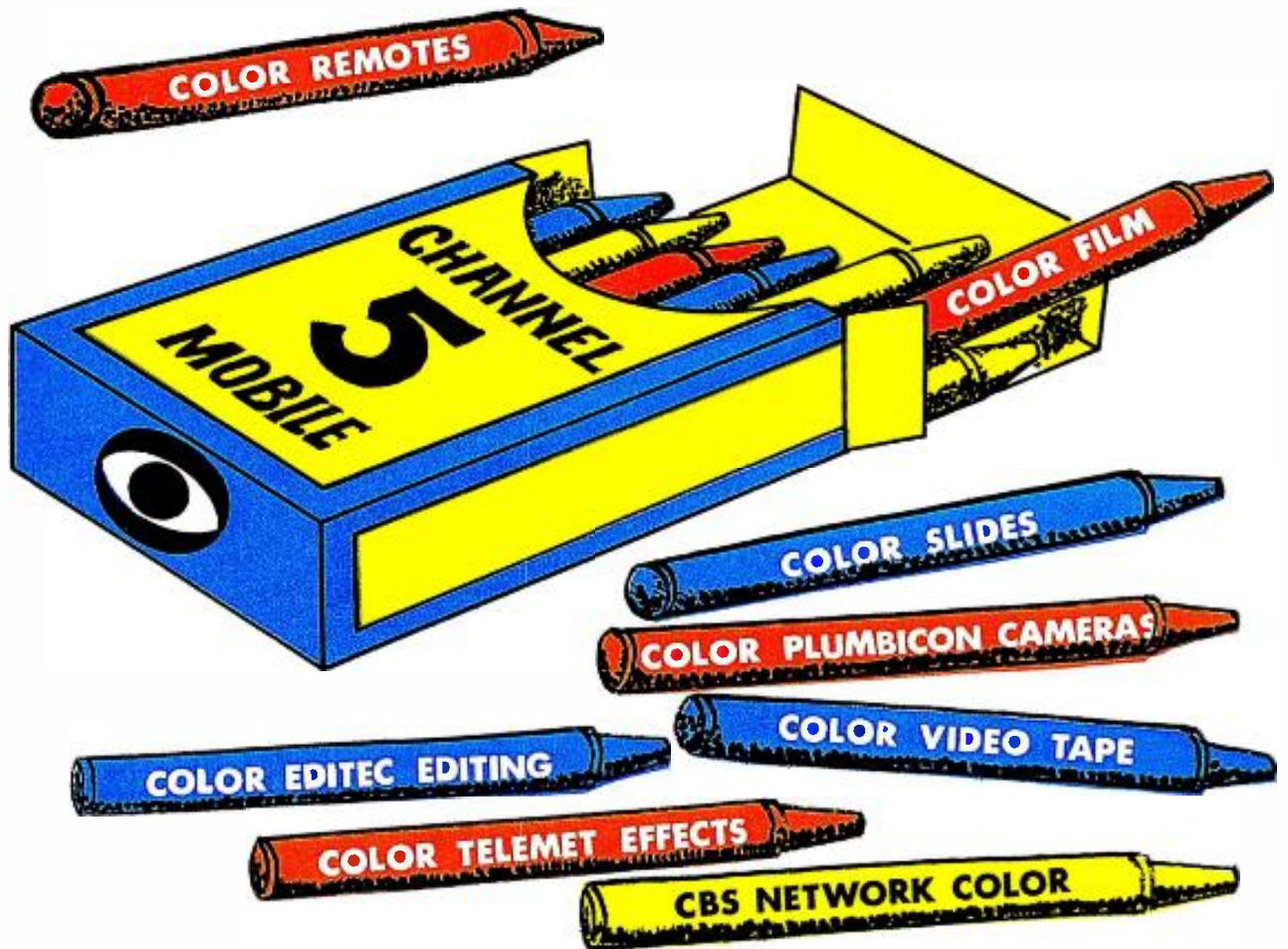
AM-FM-TV

Owned and Operated by the Spartan Radiocasting Co. Walter J. Brown, Pres.  
George P. Hollingbery, National Representative

# WKRG-TV

MOBILE, ALABAMA

## FULL COLOR



Represented by H-R Television, Inc.  
or call  
C.P. PERSONS, Jr., General Manager



# U's newest syndicator prospect

Share of market mounts to about four times that of 1965; total sales reach \$14 million, promises to become even more important in next few months

The UHF television station market, a bleak whistle-stop on the program syndication circuit for many years, is emerging suddenly as the sunniest spot for distributors of series and feature films in 1966.

Since the pioneering development of ultra high frequency in the early 1950's, the average U station has had virtually step-child status in the broadcast family. It was the buyer of hand-me-down programs shunned or discarded by the Big Brother VHF.

But in 1966, the UHF outlet is beginning to exhibit robust signs of growing pains. There were stirrings this past spring that UHF would take off in a bid for programing strength, but the evidence became unmistakably clear this fall as syndicators began to close sale after sale of off-network series, feature films and other product.

**Syndication Plus** ■ A canvass of leading program-distribution companies last week disclosed that they almost unanimously regarded the upward thrust by the U's as the single brightest development in the syndication industry in 1966. The sales pace exceeded even the optimistic projections they had framed at the outset of the year. Though figures varied from company to company, depending on the supply and type of programing available, indications were strong that in the neighborhood of 10% of total domestic syndication sales this year will be made to UHF outlets.

Industry specialists expect total syndication sales in the U.S. and abroad to reach \$220 million this year, of which an estimated \$140 million will be domestic. The UHF market accordingly is expected to account for about \$14 million of the U. S. total, and this figure assumes significance because it amounts to four or five times the UHF aggregate in 1965.

Basically, syndicators stressed that UHF represents "a brand new market" to them, opening up outlets for product that, to a large degree, would

have remained on their shelves in certain areas of the U. S. And it promises to become still larger and to make the marketplace for programing more competitive in an industry that has been

## 1967 year of the U's

An analysis prepared for BROADCASTING by Medmark Research, New York, which specializes in the UHF and the independent TV station area, indicates that 1967 will be the year of "full bloom" for the U market.

Albert Petgen, president, reported last week that a Medmark compilation shows that as of September 1966, there were 39 U stations on the air in the vital markets of four or more stations. In this same market type, there are 17 construction permits and 17 additional applications for UHF stations, he added.

In the past 18 months alone, the major markets have experienced an upsurge in the number of U outlets, Mr. Petgen stated. During that period U's have gone on the air in Philadelphia, Boston, New York, Chicago, Los Angeles, Washington, Birmingham, Ala., and Toledo and Dayton, both Ohio. By or before next fall, he said, additional U's are slated for such large centers as Baltimore, San Francisco, Pittsburgh, Atlanta, Cincinnati, Houston and Boston.

The UHF boom is not lost on advertisers and agencies, Mr. Petgen observed. In the past few weeks, he said, two major advertising agencies have held discussions with him on undertaking in depth studies on the UHF-TV market in the U. S.

plagued by a "buyer's market" syndrome.

What has sparked this UHF upsurge? Distributors cited these developments as factors:

- The growth pattern of UHF TV stations can be gauged by the increasing list of new U's coming on the air since the beginning of this year. In early January, there was a total of 109 UHF's (including commercial and noncommercial) in operation, while in early November there were 123, a gain of 14 outlets. In contrast, at the outset of this year, there were 493 VHF stations on the air and earlier this month, there were 494 V's, a gain of only one.

- The steady growth in the number of UHF stations in key markets, starting in 1965 and scheduled through 1967 in such metropolitan areas as Philadelphia; Boston; San Francisco; Washington; Detroit; Atlanta; Baltimore; Buffalo, N. Y.; Houston; Providence, R. I.; Los Angeles, and Toledo, Ohio. Station owners are buying even for stations that will not go on the air until next year.

- The entry into the U area by such experienced broadcasters as the Kaiser, Storer, Oklahoma Publishing and the Overmyer organizations brings to the medium financial resources and stability on a level it has hitherto lacked..

- The advent of all-color UHF receivers is raising set circulation at a rapid pace, that promises to accelerate as black-and-white receivers become obsolescent, and will place UHF on a more competitive basis with VHF.

- More UHF operators realize that they cannot rely on "distress" program merchandise, as many had in the past, if they are to vie more effectively with their VHF competitors.

- There has been solid cooperation from distributors in terms of prices and program guidance with the objective of encouraging the growth of the UHF market.

**What's Being Paid** ■ Prices are, of

## U's NEWEST SYNDICATOR PROSPECT continued

course, a sensitive area for sellers to discuss. Few will acknowledge publicly that they grant concessions to stations, whether UHF or VHF. But it would be reasonable, nevertheless, for syndicators to offer their programming to U's, still restricted in coverage, at prices generally below those of the V's.

Speaking not for attribution, distributors reported that in many instances they have sold their programs and features to UHF's at pieces ranging from 50% to 70% of those charged to comparable VHF's. It was pointed out that in some markets the prices were equal to or exceeded those of the V's but these were cities that were highly competitive (where the buyer was "king") and syndicators long had to sell at prices they considered depressed.

Beyond the immediate implication of selling to a market that long has been dormant and promises to widen there is strong belief that the UHF escalation will prove salutary to the syndicator's business for less obvious reasons. By opening to the syndicator additional UHF outlets in key markets, the VHF's there can no longer be so arbitrary regarding prices and conditions, several key officials pointed out. In addition, they said, an expansion in the number of UHF outlets is likely to touch off a quest for a more diversified range of programming to meet special needs, thus encouraging the production of a more variegated type of product.

If the present is comforting to program suppliers, the future appears to be infinitely brighter. With only 90-odd UHF stations now on the air, 1967 and thereafter loom as years of expansion as U stations, under the stewardship of prestige organizations, take to the air in key markets throughout the country.

**Ammunition** ■ The necessity for UHF stations to schedule top programming as a means of competing more effectively with V's was emphasized by Richard C. Block, vice president and general manager of the Kaiser Broadcasting Corp., a top broadcaster in the UHF field.

Mr. Block reported that Kaiser has purchased in recent months such off-network series as *Alfred Hitchcock Presents*, *My Favorite Martian*, *Perry Mason*, *McHale's Navy* and *Patty Duke Show*. He praised syndicators for the program guidance they are offering U-station management and for their policy of permitting pay-outs for programming on a more extended basis.

**What They Say** ■ Some representative comments from leading TV pro-

gram syndicators follow:

Jerry Smith, eastern sales manager and UHF specialist at ABC Films, reported that U sales have been progressing "very well." He voiced the view that some major-market stations are paying prices that are higher than they can afford now but he regarded this as "wise" in that proper programming will pay off for the future. He cited the *Eighth Man* cartoon series as one that has had "fine acceptance."

Jim Stern, vice president and general sales manager of Allied Artists Television, said that "less than 10%" of the company's business thus far has been to U's but felt it was because Allied's principal product is first-run features. He has made sales in several major markets but remarked that he looks to "a significant increase" as UHF-set circulation grows.

Stanley Dudelson, vice president in charge of distribution, American International Television, applauded the upward movement in UHF activity and envisioned a "bright future" for syndicators. He urged that syndicators offer U's all the support they can offer. He said he has been "greatly encouraged" by sales of large groups of features at prices he considered reasonable. He has sold to the Kaiser and Overmyer groups, among others.

**Sees Importance** ■ James T. Victory, vice president, domestic sales, CBS Films, called the UHF thrust "very sig-

### Overmyer sells retailers

The UHF TV stations belonging to the Overmyer Communications Co. will make a strong effort to cater to the specialized needs of retailers, Frank Elliott, director of sales for OCC, told the Cincinnati Advertising Club last Wednesday (Nov. 9).

He pointed out that the Overmyer station in Toledo, WDHO-TV, has three of the largest department stores as advertisers and he added that wscv-TV Newport, Ky., "will be priced for the local advertiser to an extent never before possible." He noted that OCC broke ground recently for wscv-TV, which will cover the Cincinnati area.

"UHF television means that the retailer at last will have the opportunity to use the most perfect sales-advertising device ever created—color television," Mr. Elliott stated.

nificant." He noted that sales to U's by CBS Films, "negligible" in 1965, rose substantially this past summer and fall. Among series he has sold have been *Perry Mason*, *Rawhide* and *Twilight Zone*, indicating, he added, that UHF outlets realize that the key to success is "top programming."

Cy Kaplan, vice president for TV sales, Embassy Pictures Corp., said sales to UHF outlets have been running more than 12% of the overall total sales and have been capped recently with "large transactions" with Overmyer for six stations (four not yet on the air) and to several Kaiser outlets. He considers the UHF picture "very promising."

Ken Joseph, vice president, domestic sales, Four Star International, noted that business with UHF's in the past year has grown from 5% to 15% and he called them "the future potential of TV." He stressed that some "discrimination" must be exercised in dealing with some U's that operate from a weak financial base in secondary markets, but overall he is optimistic about the growth of such stations.

Abe Mandell, president of Independent Television Corp., called sales to U's "encouraging" and noted that over the past six months they have been averaging 10% to 15% of overall business. ITC has made sizable sales of features in recent months to stations owned by Overmyer and Storer and has sold *Secret Agent* to UHF outlets in Philadelphia, Milwaukee, Houston and Hartford, Conn. He added that ITC negotiates additional runs of its products to U's so that these outlets may attract new viewers during subsequent showings.

Keith Godfrey, vice president and director of syndication for MCA-TV, reported that business with UHF stations over the past six months has jumped by more than 500% over last year. The growth of U's adds a "new dimension" to the buying picture, he observed, and MCA-TV "intends to encourage and support the effort of UHF broadcasters in their undertakings."

**Need Color** ■ Jacques Liebenguth, vice president, sales, NBC Films, emphasized that U's like their V counterparts, are seeking quality programs, especially those in color. NBC Films has made a number of sales on its "Cinema Great" package of features and its *Kimba* color cartoon series, he reported. The UHF future will be even more promising, Mr. Liebenguth said, as stations begin to accumulate ratings stories.

Howard B. Koerner, vice president—operations, Official Films, commented that he is encouraged by the ability of UHF stations in recent months to afford "more realistic prices" for syndicated



## Chicago White Sox will move over to UHF in 1968

UHF made another gain in its quest for programming last week when the Chicago White Sox announced that starting in 1968 the games of the American League team will move from WGN-TV Chicago to WFLD(TV) there. WFLD plans a color network in several states for the Sox.

Earlier this year it was announced that the long radio association of the White Sox and WCFL Chicago was over. Starting next season the large regional radio network for the club will be originated by WMAQ Chicago.

WGN-TV is carrying 65 Sox games once again in 1967 and also will again carry 81 games of the National League Chicago Cubs. WGN-TV has aired the Sox since 1950. WGN radio continues to carry the Cubs.

When WFLD takes over the Sox telecasts in 1968 the air schedule will be expanded to a minimum of 129 games and possibly the entire season. WFLD also expects to carry the Sox on its new Milwaukee TV station for which application is now pending before the FCC. Milwaukee has no baseball since the Braves moved to Atlanta.

**Large Hookup** ■ The regional

TV network that WFLD hopes to build for the Sox includes Illinois, Indiana, Iowa, Wisconsin and parts of Michigan. Other areas without league franchises also may be added. WFLD has purchased four Marconi four-tube Plumbicon color cameras for use in the White Sox originations, continuing a color baseball tradition set there by WGN-TV.

The WFLD contract was signed Thursday noon (Nov. 10) and runs for five years with option for another five years. CATV rights are included. WFLD will pay the Sox about \$1.25 million a year. It is understood the team now gets about \$900,000 for both radio and television rights.

The only reason the White Sox decided to make the switch is because of the limited schedule on WGN-TV, which also carries the Cubs, according to Sox owner Arthur Allyn. He praised highly the cooperation and spirit of WGN-TV over the years.

The White Sox contract with WGN-TV expires with the end of the 1967 baseball season. It includes a provision whereby there is to be renewal negotiation between June 1 and Aug. 31, 1967, according to WGN-TV, but Mr. Allyn explained

Thursday that WGN-TV on its own had initiated this negotiation earlier and the terms were refused. Ben Berentson, WGN-TV vice president-general manager, explained that Mr. Allyn probably had reference to an informal luncheon talk. He said as far as WGN-TV is concerned the conversation was not negotiation and the contract provision is still legally in effect.

**Big UHF Figures** ■ Sterling C. (Red) Quinlan, president-general manager of WFLD, said that by the start of baseball in 1968 the UHF set saturation in the Chicago market should be "between 72% and 78%." WFLD operates on channel 32. Its prospective Milwaukee sister station will be channel 24.

Meanwhile last week Mr. Quinlan reported that A. C. Nielsen Co. has supplied WFLD with its special tabulation of UHF penetration in the Chicago metropolitan area based on the regular rating survey ending Oct. 19. He said the Nielsen data shows 40% UHF penetration, "confirming the 42% figure of the American Research Bureau." Nielsen also found multisite homes in Chicago now total 38.5%, he said, again confirming ARB's estimate of 40% multisite homes.

features and programming. Official has benefited recently from sales to U's of such programming as *Biography*, *Battle Line*, *Survival* and *Peter Gunn* and its feature-film product.

Sales by the Walter Reade Organization to UHF outlets have increased to more than 10% of its overall sales, according to Elliott Abrams, vice president, TV. He remarked that the stepped-up activity by UHF has had the effect of increasing sales to VHF outlets too, pointing out the competition has activated the market place generally.

Al Sussman, vice president and director of sales for RKO Pictures, predicted rapid growth of UHF-set circulation in key markets over the next five years, from the current 35% to about 90%. RKO Pictures has had "considerable success" with its sports programming and other product and has made good sales in Milwaukee, Chicago, Washington, Boston, Philadelphia and Detroit and has sales pending to Overmyer and Kaiser outlets, he revealed.

**Sees Prospects** ■ Richard Harper, vice president in charge of syndication

for Seven Arts Television, is heartened by prospects of UHF but points out that prices now constitute a problem for a number of such outlets.

Mr. Harper characterized U's as being in the "growing pains" stage, but predicted they would be in a stronger position when they start making inroads on the established V's.

Don Klauber, executive vice president of Seven Arts Associated, which handles sales of feature films, reported a "healthy amount of business" from U stations in recent months. He noted that some U's today cannot afford the high-budget features, but he pointed out that these stations can benefit from buying "high-value" rerun motion pictures that still garner sizable audiences.

Dan Goodman, vice president in charge of syndication for Screen Gems, describes UHF as a "constantly growing area of our business" and one that has bought considerable series product from SG, including *Dennis the Menace* and *The Flintstones*. He cited the proliferation of stations scheduled to go on the air in major markets within the next year or two as an indication that UHF will become a "stronger and stronger

factor." He felt most U's cannot afford the prime-time features SG sells but believes they can obtain value from the "many excellent reruns we have on hand."

Jack Lynn, vice president for syndication for Trans-Lux Television Corp., pointed to the growing number of sophisticated broadcasters entering the UHF arena (Kaiser, Storer, Overmyer) as proof that this medium holds out "high hopes." Trans-Lux is "just beginning to sell to U's," he said. The assurances that this market is bound to grow will encourage the company and others to experiment with different types of programming to reach the various audience segments that large number of U's are likely to attract, Mr. Lynn observed.

Clyde R. Spitzner, general sales manager of the Triangle Stations said sales of its syndicated product to UHF outlets are "progressing," but he acknowledged that they were "not so great as last year's predictions would have indicated." He added that UHF sales should increase as the market grows from year to year.

Bill Clark, general sales manager,

20th Century-Fox TV, reported that sales have been growing consistently to U's in recent months and cited purchases of the company's series, including *The Big Band*, *Adventures in Paradise* and *My Friend Flicka*. He indicated that Fox would be an even more fruitful source of supply to VHF's as well as UHF's as more of its series come off the network. It recently released *Twelve O'Clock High* to syndication but sales have been only to V's thus far.

Erwin H. Ezzes, executive vice presi-

dent of United Artists Associated, applauded the spread of U's to major markets, noting that this movement opens these areas to more competitive buying. He reported that UAA has made substantial sales of features and cartoons in recent month to U outlets. Mr. Ezzes said there's "an optimism that pervades UHF that never existed before, and with substantial people coming into the field, I think the UHF station is bound to succeed."

An official at Warner Brothers Television said his company has made only

a limited number of sales to U stations, but he indicated there probably will be more buys by these stations as their impact becomes stronger.

Walter Kingsley, vice president, TV sales, Wolper Productions, reported that UHF sales have been made in primary markets—Philadelphia, Boston and Chicago—but in general, he characterized this activity as slow for the time being. He believes many U's still are plagued by low budgets for programming but he was optimistic about the future.

## BROADCAST ADVERTISING

# Mr. Dixon draws a line on rate cutting

## DON'T GIVE A PRICE YOU WOULDN'T MAKE PUBLIC, WARNS FTC HEAD

Broadcasters and others who sell advertising were on notice last week that the heyday of special under-the-counter deals with advertisers may be coming to an end. This kind of practice may be the next target of the Federal Trade Commission.

FTC Chairman Paul Rand Dixon said last week that if one broadcaster undercut his rate card in order to land an advertiser, and didn't make the deal public, he could be open to a charge of unfair competition.

In a speech two weeks ago to a group of media advertising executives, Mr. Dixon had been even more explicit: "Don't give one customer a price you'd be ashamed to disclose to your other customers."

Both remarks herald a new approach by the FTC, which, until very recently, had shied away from moving against media. The whole subject of discounts, private deals and unpublicized rate card cuts had been all too intangible, Mr. Dixon said last week. And, he added, a long time ago advertising had been found not to be a commodity (like soap) liable for policing under the Clayton and Robinson-Patman Acts.

But now, he stressed, there is a climate in Washington that maintains that advertising leverage is one of the elements in a monopoly. Since the FTC has an antitrust role to play, like the Department of Justice, Mr. Dixon sees the trade agency's move coming under Section 5 of the Federal Trade Commission Act. This forbids unfair competition. He did not foreclose action under the other statutes, however.

There's no media case at the commission at the present time, Mr. Dixon conceded. But, he added: "We're looking, learning and listening." He was referring, he agreed, to the hearing on Capitol Hill by the Senate Antitrust Committee that has stressed the ad-

vantages held by large advertisers in television.

The FTC's move into the complexities of advertising rates and discounts by broadcasters and other advertising media is being held in abeyance, Mr. Dixon acknowledged, while the trade commission awaits a ruling from the U. S. Supreme Court in its Procter & Gamble-Clorox case. This was argued some weeks ago and a ruling may come from the Supreme Court before the end of the year.

In the Clorox case, the FTC maintained that P&G's heavy advertising budgets could give it an unfair leadership in the bleach field. A principal contention by the FTC is that P&G's acquisition of Clorox gave it too great a dominance in the bleach field. One other element in this approach is that P&G could have gone into the bleach field itself, without buying Clorox.

If the Supreme Court vindicates the FTC, the trade commission will then

move forward along these lines in other fields, Mr. Dixon declared. One case waiting in the wings in General Foods' acquisition of the S.O.S. Co. in the cleansing pads field.

"What we're going to have to do," Mr. Dixon said last week, "is to examine the advertising practices of large corporations and media to see whether any injury results. Then we can proceed under Section 5 of the Trade Act." Obviously, he noted, the FTC's attitude will have to be the "rule of reason." The trade commission knows, he stated, that prime time on television is worth more than fringe time, and that the front part of a newspaper is worth more than page 14.

**Complaints Up** ■ In his prepared speech at the media seminar arranged by *Advertising Age* two weeks ago, Mr. Dixon said that deceptive practice complaints to the FTC had increased 40% last year over the year before and that advertising accounted for the "great majority" of this "rather startling upsurge."

Under the Clayton and Robinson-Patman Acts, Mr. Dixon said, "it is my responsibility to see that anticompetitive price discriminations which are not justified by cost savings and which are not successfully defended under any of the other defenses provided in the statute are neither given nor received."

Under the Section 5 provision of the Trade Act, he added, the FTC's responsibility is "to prevent large buyers from receiving price concessions from suppliers that may cause injury to competition."

And, he went on, the Robinson-Patman Act's basic policy is "preventing a seller from according to the large customer favored treatment to the detriment or probable injury to the smaller competitors of either seller or customers."

Any system of pricing "which must



FTC's Dixon

'We're looking, learning and listening'

# Atlanta is sold on WSB Radio



Atlanta . . . a major market on the move. Busy people going places, doing things and spending money. Almost \$3 billion annually.\* Right in the midst of it all is beaver-busy WSB Radio . . . meeting the needs, wants and desires of Atlanta's largest radio audience† . . . 93% adult . . . the audience with purchase power. Sell in company with America's top advertisers — put the WSBeavers to work for you today!

Sources: \* Sales Management Survey of Buying Power, 1966.  
† Mediastat, June-July, 1966



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

## WSB RADIO ATLANTA

wsb-am 750 . . . wsb-fm stereo 98.5

NBC affiliate. Represented by Edward Petry & Co., Inc.

necessarily operate to favor a large buyer" who is capable of purchasing in volume "is immediately and properly suspect as violating the basic policy," Mr. Dixon declared.

Referring to a U. S. Supreme Court decision in 1948 in the FTC litigation with Morton Salt Co., Mr. Dixon added: "The decision recognized that the FTC is not required to find that actual injury had resulted from the discount scheduled. The statute requires no more than a reasonable showing of the possibility that the discrimination may have a harmful effect."

One of the major factors in a question of monopoly among antitrust lawyers—both government and private—is the element of entry into a market. If a firm maintains a position in a market that essentially prohibits newcomers from coming into the field, a situation is created that is ripe for antitrust prosecution. Mr. Dixon sees something like that in the media field.

"It seems clear to me," he said, "that quantity discounts have an inherent 'tying' effect in that they encourage a purchaser to confine its purchases to a single seller or a small number of sellers so that he will obtain the maximum discount and that this is one of the

principal purposes of such a discount."

Viewed in this light, he added, "a quantity discount could discourage competitors from either entering a new market or prevent them from securing more than an insignificant share of an existing market."

This is the theme taken by Donald F. Turner, antitrust chief of the Department of Justice, who last June expressed for the first time the government's interest in possibly limiting advertising by giant corporations. Mr. Turner's position then was that the weight of heavy advertising by major corporations could bar newcomers from entering a market. Mr. Turner's view has alarmed both advertisers and agency men.

If barriers are placed in the way of new firms entering a given market through extensive advertising by existing firms, Mr. Turner said in a speech before the Federal Bar Association in Washington, then the normal processes through which increases in demand are met in part by new firms are impaired.

And, he added, advertising by large firms gives them a competitive advantage through the economies they receive from large-scale advertising. Specifically referring to discounts given by TV networks. Mr. Turner questioned

the "real cost savings" to the networks: ". . . I believe it highly doubtful that the savings should be passed along to purchasers of television time."

And, he concluded, "if the discounts have the effect of accentuating the growth of larger firms and of promoting a tendency toward concentrated market structures throughout consumer goods industries, it may well be appropriate public policy to prohibit, or at least drastically limit them, even if this means higher network profit margins for larger purchasers than for small." TV networks have drastically revised their discount rates since Senate and House committee hearings last summer.

**Not What It Seems** ■ But Mr. Turner's implications are not as severe as advertisers have read them, according to Edwin M. Zimmerman, first assistant to Mr. Turner. Mr. Zimmerman stressed last week that the advertising fraternity had misread Mr. Turner's as well as his own remarks to a House subcommittee last summer.

"We are not talking about any across-the-board restraint on advertising," he said. The only reference to such a bold move, he emphasized, was in Mr. Turner's speech where the antitrust chief mentioned that where a company had been found guilty of antitrust violations it could be limited in its advertising as part of other penalties in order to encourage competition.

"What Mr. Turner said then, and what I told the House committee last August," Mr. Zimmerman said, "was that there are alternatives for consumer information—for advertising principally is an informational service to consumers."

One alternative, he added, is the addition of other sources of consumer information. "We have been thinking about this for some time now, and we are almost ready to recommend to Congress that it support a pilot study on how a self-supporting consumer information service can be initiated." This does not foresee the government going into this business, he added, except to supply the funds for the early research.

The antitrust division's thinking at the present time, Mr. Zimmerman explained, is to seek funds from Congress to underwrite a feasibility study to be undertaken by a private, non-government organization. He also stressed that this idea has gone no higher than the antitrust division; it has not been approved officially by Mr. Turner and it certainly hasn't gotten yet to Acting Attorney General Ramsey Clark. There has been some coordination with Mrs. Esther Peterson, the President's aide on consumer activities, he acknowledged.

"Nothing in this approach," he maintained, "is aimed at advertising per se. Even if this project materializes, by and

## Network billing climbs with audience

Network-TV billing, along with the nighttime audience this fall, is up.

In a Television Bureau of Advertising report today (Nov. 14), the networks are shown with more than \$964.7 million in estimated net and program billings covering the first nine months of the year. This is a 12.3% gain over the 1965 period.

The September figure of \$126,503,100 in the report represented a

record billing month for the year, and a gain of 13.6% over September 1965. TVB noted the nighttime audience this fall compared with a year ago was increased by one million homes during an average minute. September billing increases were up in all day parts: 18.1% in daytime and 11.4% in the nighttime. The networks began their new season during September.

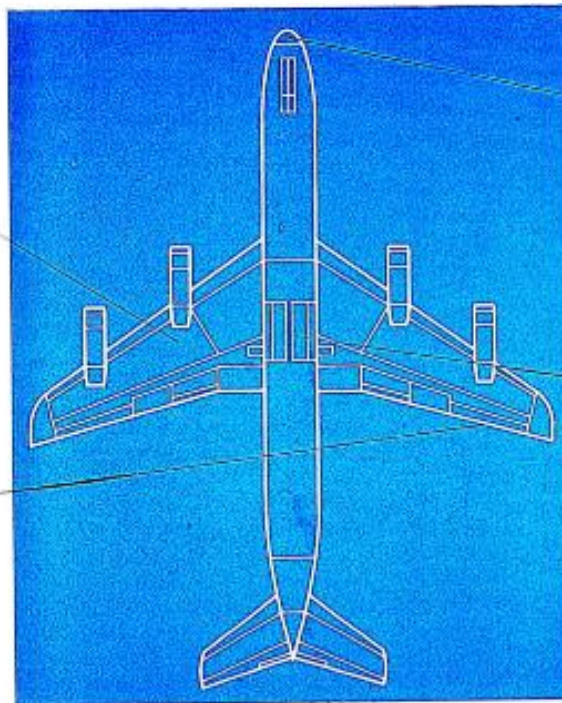
Network television net time and program billings  
By day parts and by network  
(Source: TVB/LNA-BAR)  
(add 000)

	September			January-September		
	1965	1966	% Chg.	1965	1966	% Chg.
Daytime	\$ 36,786.5	\$ 43,445.6	+18.1	\$256,370.6	\$314,546.3	+22.7
Monday-Friday	23,885.1	27,824.9	+16.5	190,058.4	233,195.4	+22.7
Saturday-Sunday	12,901.4	15,620.7	+21.1	66,312.2	81,350.9	+22.7
Nighttime	74,525.7	83,057.5	+11.4	602,861.4	650,207.4	+7.9
Total	\$111,312.2	\$126,503.1	+13.6	\$859,232.0	\$964,753.7	+12.3
	ABC	CBS	NBC	Total		
January	\$34,097.8	\$45,317.2	\$43,132.5	\$122,547.5		
February	32,090.8	39,737.7	37,216.4	109,044.9		
March	35,165.5	45,911.3	41,835.4	122,912.2		
April	32,974.5	41,023.8	39,317.3	113,315.6		
May	27,484.6	39,571.8	35,505.1	102,561.5		
June	25,014.8	35,603.5	32,291.9	92,910.2		
*July	24,320.0	32,108.9	30,500.8	86,929.7		
*August	24,734.8	34,608.8	28,685.4	88,029.0		
September	34,802.0	50,541.5	41,159.6	126,503.1		

\*July and August figures adjusted as of Nov. 4, 1966.

# Plane facts about spot television

Nothing sends sales winging faster, more efficiently than spot television.



With spot's flexibility and radar-precise control, you select the markets you need— and *only* the markets you need.

Spot television always lands you right on target. You never pay for unnecessary mileage.

Spot is market-by-market, local television that steers your advertising—in sight, sound, motion and color—exactly where you want it, when you want it.

Plainly these are the reasons a seasonal, regional industry like airlines is giving spot television a bigger and bigger share of its advertising dollars. Last year, airlines spent a record \$16,500,000 on spot television, up \$4 million from the year before, and *14 times* more than they spent ten years ago!

Take a tip from the airlines: take the quickest, most direct route to your market and your audience... via spot television. Then fasten your seat belt for the climb of your life!

## © CBS TELEVISION STATIONS NATIONAL SALES

Representing CBS Owned WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis

large the persuasive power of advertising would be unimpaired."

Mr. Zimmerman agreed that much of the alarm among advertisers and agencies (BROADCASTING, Oct. 31) stemmed not only from Mr. Turner's and his own remarks, but also from the publicity given to the antitrust division's investigation of Procter & Gamble and other detergent and soap manufacturers. Advertising expenditures are among the information sought by the government from P&G and others, he acknowledged.

During his testimony before the House committee last summer, Mr. Zimmerman suggested that the cost of a product might be reduced if consumers had other sources for information on buying. This would come about, he estimated, because advertising for informational purposes might be reduced.

## Help to Ad Council worth \$236 million

The Advertising Council reports that approximately \$236 million worth of advertising was contributed to its public service campaigns conducted during a year's period ending last June 30.

Though the council does not report estimated amounts as represented in individual advertising, it was learned unofficially that radio-TV's share came to nearly \$95 million to the total. Other major contributors were newspapers, magazines, direct mail, business press, outdoor and transit advertising.

During the fiscal year, the council conducted campaigns in support of 102 projects. Nineteen of these were major campaigns to which all media contributed time and space, but broadcasters in addition supported almost entirely the effort behind the other 83.

Among the major campaigns to which radio and TV networks and stations donated millions of dollars of time were these council projects: equal employment opportunity, aid to higher education, the American Red Cross, boys' clubs, Boy Scouts, Girl Scouts, mental retardation, Peace Corps volunteers, traffic safety and united community campaigns.

The council reported that 19 major campaigns received more than 17 billion TV home impressions through network programs alone. Almost a billion radio impressions were provided through network radio and that figure was easily doubled in local radio station donations, the council indicated.

Contributions to the ad council include volunteer advertising agency task forces, advertiser support and donations by broadcasters and publishers.

## ABC wins court battle with sponsor

Even though a sponsor thinks his image is being hurt by identification with a TV program and the network presenting it, that's no justification for canceling a contract. This is the meaning being read into last week's action by the U. S. Supreme Court in refusing to review a lower court decision upholding a claim of \$265,047 plus interest by ABC against the Kemper Insurance group.

Technically the Supreme Court denial of review was on a claim by Kemper that it was required to buy 130 ABC affiliates for the program, *Evening Report*, when all it wanted was 95 stations. This, Kemper claimed, was a tie-in sale, thus violating the antitrust laws. A lower court had ruled, however, that this was no defense, since Kemper had not objected originally and had in fact paid for three programs before it canceled.

ABC sued Kemper in 1963 after the insurance firm canceled its sponsorship of the network's *Evening Report*, after the fourth program. It had signed for 26. Originally, ABC asked for \$432,693, but this sum was reduced to the \$265,047 figure in the final New York State court judgment. With interest, this amounts to \$298,800. Kemper's complaint was that it didn't care to be associated with a program and a network that became the object of criticism due to a second program which was critical of Richard Nixon, former vice president of the United States, and on which convicted perjurer Alger Hiss appeared. The program occurred in November 1962 with Howard K. Smith, ABC news commentator as narrator. Mr. Hiss attacked Mr. Nixon, who was head of a House committee during the Hiss-Chambers confrontation. It was Mr. Hiss's testimony before this committee that resulted in his conviction for perjury.

The Hiss appearance and his criticism of Mr. Nixon aroused a storm of controversy aimed at Mr. Smith and the network.

Two days after the Nixon program, Kemper canceled its sponsorship of *Evening Report*. The Kemper firms did not sponsor the Nixon program.

In 1965, a New York State judge allowed damages to ABC (BROADCASTING, March 22). The state court of appeals affirmed the award last summer.

## Also in advertising . . .

**Change of address** ■ Spade and Archer, the new advertising agency named after the detective firm in Dashiell Hammett's "The Maltese Falcon," has moved to

866 Third Avenue, New York. The phone number remains the same: 753-7407.

**Shotgun or rifle?** ■ Why scatter your shot with network TV when you can use spot to pick off your target customers with the accuracy of a rifle? It's an oft-told tale of spot having local, specific attributes that's still being told—now in a new presentation to advertisers by Triangle Stations. The station group owner's sales campaign is entitled "Sell More." It points up the futility it claims advertisers have in reducing their local sales problems via network TV and notes that spot not only establishes a rapport with consumers but has promotional and merchandising advantages as well.

## Top names dominate TVB Chicago agenda

The 12th annual membership meeting of the Television Bureau of Advertising in Chicago this week will focus on the influence of television advertising on the present and future economic status of the nation.

Among the speakers at the meeting, which will be held at the Continental Plaza hotel Tuesday through Thursday (Nov. 15-17) will be Peter Allport, president, Association of National Advertisers; Tom McCabe Jr., vice president and group executive, Scott Paper Co.; Alfred Plant, vice president, advertising, Block Drug Co. These executives will discuss "The Business of Advertising."

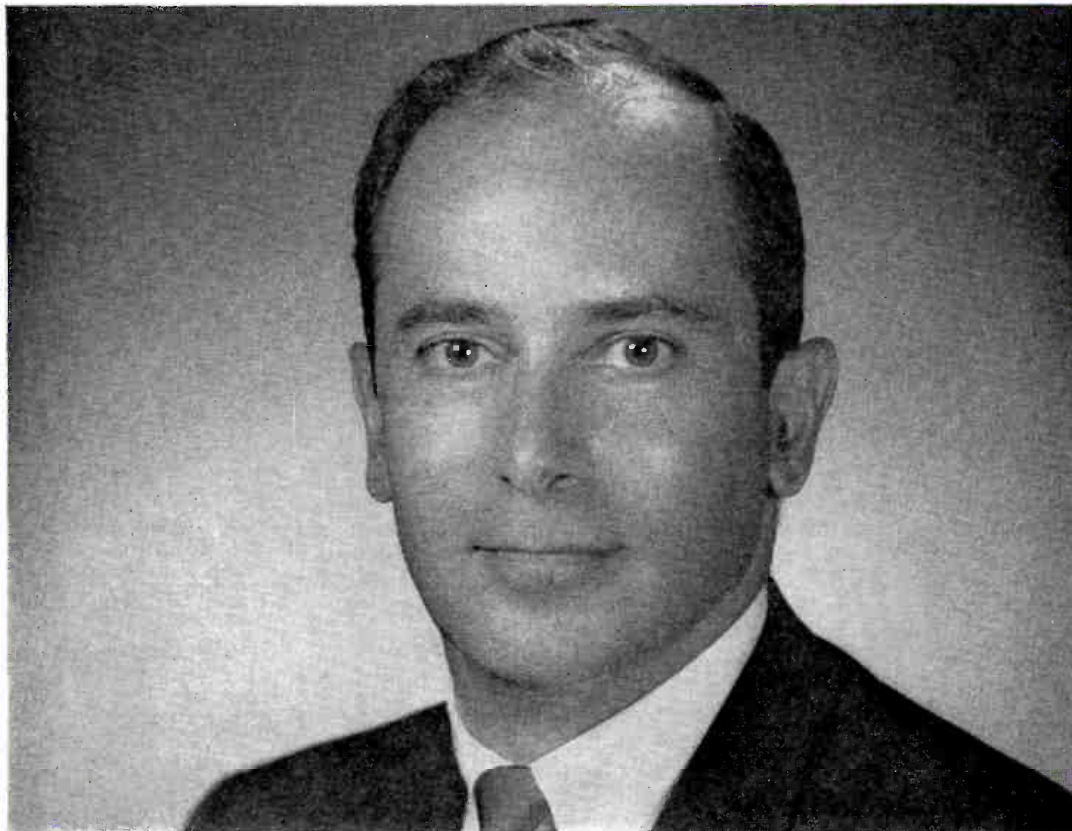
The subject of "The Business of Advertising Agencies" will be examined by John Crichton, president of the American Association of Advertising Agencies; Tom Adams, president of Campbell-Ewald Co., and Dick Pinkham, senior vice president in charge of media and programs, Ted Bates & Co.

Panelists discussing "The Business of Media" will be Herb Maneloveg, vice president and media director, BBDO; Bill Oberholtzer, manager, media planning, Leo Burnett Co.; Bern Kanner, senior vice president and director of media management, Benton & Bowles, and Jack Davis, senior vice president and media director, Honig-Cooper & Harrington.

## Business briefly . . .

**International Association of Holiday Inns**, Memphis, through Beard, Lawson, Potter, also Memphis, has begun *Nighttime*, five hours a night, seven nights a week, in 16 markets on 19 stations throughout U. S. and Canada. The program is a cooperative project between the local Holiday Inns and the

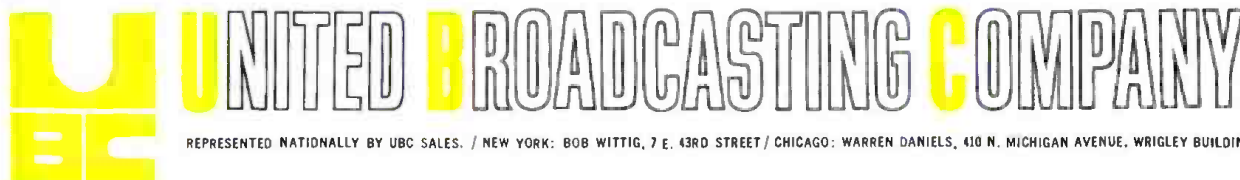
# Meet the fine executives behind United Broadcasting Company...



## Successful men like Herman Sitrick of WSID·AM·FM, Baltimore.

Double your billings in five months, and competition takes notice. It happened recently among the three radio stations competing for Baltimore's important Negro audience. WSID doubled billings, just five months after Herman Sitrick became general manager of the AM-FM station and affiliate WMET-TV. Advertisers like the responsive WSID audience. Listeners like the lively sound of WSID music and

personalities, and its public service policies. One example is "Church Calendar," which airs as many as 250 announcements free for area churches each week. WSID's progressive policies and advancing position in the ratings attest to Herman Sitrick's determination to win the lion's share of Negro listeners in Maryland's port city.



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

## From spot to pop

A radio commercial tune produced by Warwick & Legler, New York, for Helena Rubinstein Inc., same city, has been recorded as a pop single by ABC-Paramount artist Kathy Keegan. The song, "Suddenly," was broadcast in October 1965, in commercials on a 50-station line-up.

Music for the new recording was arranged and conducted by Don Costa; Sonny Hayes, Warwick & Legler business manager and musical director collaborated on the lyrics. Kathy Keegan is best-known for her more-than-million record selling "It's the Good Life."

parent company. The show includes six-second "drop-in" spots and 30-second spots every 15 minutes for the participating inn. Dolly Holiday is the personality. She is Dotty Abbott, former disk jockey and manager of WHER Memphis.

**Chattem Laboratories**, Chattanooga, through Street & Finney, New York, plans an extensive spot TV campaign for Pamprin, a tablet for relief of tension in women; 60-second commercials for the new product will be broadcast in test market areas in the Midwest and on the eastern seaboard.

**Campbell Soup Co.**, Camden, N. J., through BBDO, New York, is scheduling an extensive network and spot radio-TV campaign next January and February to promote its soup-'n'-cracker theme. The company plans to use 30 announcements per week during pre-lunch and pre-dinner hours on more than 1,000 stations, via buys on ABC, CBS, NBC and the Mutual radio networks, plus 75 spot radio messages per week in major markets. In TV, Campbell will use daytime schedules on ABC-TV, CBS-TV and NBC-TV, and in nighttime, CBS-TV's *Lassie* and *Thursday Night at the Movies*, with the addition of spot TV in selected markets.

**Meccano Ltd.** of England, member of the Lines Bros. Group of Companies (toy distributor), London, through Geyer, Morey, Ballard Inc., New York, has begun a U. S. spot TV campaign during pre-Christmas season for Dinky Toy scale model cars. Schedule includes WLBW-TV and WCKT(TV) both Miami, from Oct. 18 to Dec. 18, and WISC-TV Madison, Wis. and KAUZ-TV Wichita Falls, Tex., both from Oct. 27 to Dec. 24.

**General Foods Corp.**, White Plains, N. Y., introducing a new soft drink mix

(Liquid Kool-Aid concentrate) is using TV to back up its introductory marketing efforts. General Foods' Kool-Aid division is placing the campaign in selected markets, through Grey Advertising Inc., New York.

**Clairel Inc.** (subsidiary of Bristol-Myers Co.), New York, through Foote, Cone and Belding, that city, will sponsor ABC-TV's *Hollywood Stars of Tomorrow Awards*, Jan. 28 (9:30-10:30 p.m., EST).

**General Electric Co.**, through Clyne Maxon Inc., both New York, has purchased sponsorship in five-minute weekday reports *NBC News with Sander Vanocur* and *NBC News with Floyd Kalber*, and on *The Pat Boone Show* and *Days of Our Lives*, all on NBC-TV.

## FCC okays air want-ads without naming buyer

The FCC has waived its sponsorship-identification rule to permit WVIP-AM-FM Mt. Kisco, N. Y., to conduct a daily want-ad program.

The waiver permits the stations, which carry the one-hour program daily, to broadcast the want-ads without identifying the person buying the ad. The waiver was granted last week for an indefinite period and may be rescinded if developments indicate that it would not be in the public interest, the commission said.

Precedent for the waiver was established three years ago, when the commission on Dec. 11, 1963, waived the sponsorship-identification rule in connection with a want-ad program broadcast by WFBR Baltimore. That waiver was extended last June.

## FTC plans inquiry on tar and nicotine

The Federal Trade Commission has scheduled a hearing on methods to be used to determine the tar-and-nicotine content of cigarettes. The FTC is holding the Nov. 30 hearing in an attempt to set up ground rules for cigarette testing.

The agency would like to know such things as the length to which test cigarettes should be smoked, how the moisture content of particulate matter in cigarette smoke should be determined, what number units should be used in reporting test results, the number of cigarettes to be smoked to produce reliable test results and the size and geographic distribution of the sample from which test cigarettes are selected.

Anyone desiring to testify at the

## ETV has 44 spots in hour

An hour program filled almost fully with 44 TV commercials was aired Oct. 28 by noncommercial educational WTTW(TV) Chicago so that viewers could vote and help judge entries in second annual international film festival there. The TV spots were finalists in a competition. Onetime FCC Chairman Newton Minow, interviewed on the show, related impressions of viewing Italian commercial television while on a recent trip abroad. He said the U. S. should follow the Italian lead and bunch commercials at the opening and closing of shows and leave programs uninterrupted.

hearing should notify the FTC to that effect by Nov. 21.

The FTC is currently setting up a cigarette testing laboratory. With information learned from its own testing and from other sources, the FTC could recommend standards to be used in the advertising of the tar-and-nicotine content of cigarettes.

## KFOX short-term renewal upheld

The FCC reaffirmed an earlier grant of one-year license renewals to KFOX-AM-FM Long Beach, Calif., for over-commercialization as it denied last week the stations' request for reconsideration of the decision.

The Long Beach stations were given one-year renewals last February for exceeding their proposed limit of 18 minutes of commercials per hour in 26% of the hours checked by the FCC staff (BROADCASTING, Feb. 28).

The commission vote on the denial was 5 to 0. Commissioner Robert Bartley abstained from voting; Commissioner Lee Loevinger concurred in the result and Commissioner Nicholas Johnson did not participate.

## Rep appointments . . .

- WNOP Newport, Ky. and WLPB Birmingham, Ala.: Time Sales Inc., New York.
- WFTN Franklin, N. H.: William A. Queen Inc., Boston.
- Wgwc Selma, Ala.: Time Sales Inc., New York.
- WCLV(FM) Cleveland: Time Sales Inc., New York.





**Fighting bad guys  
is only part of "The Wonderful World of the Good Guys."**

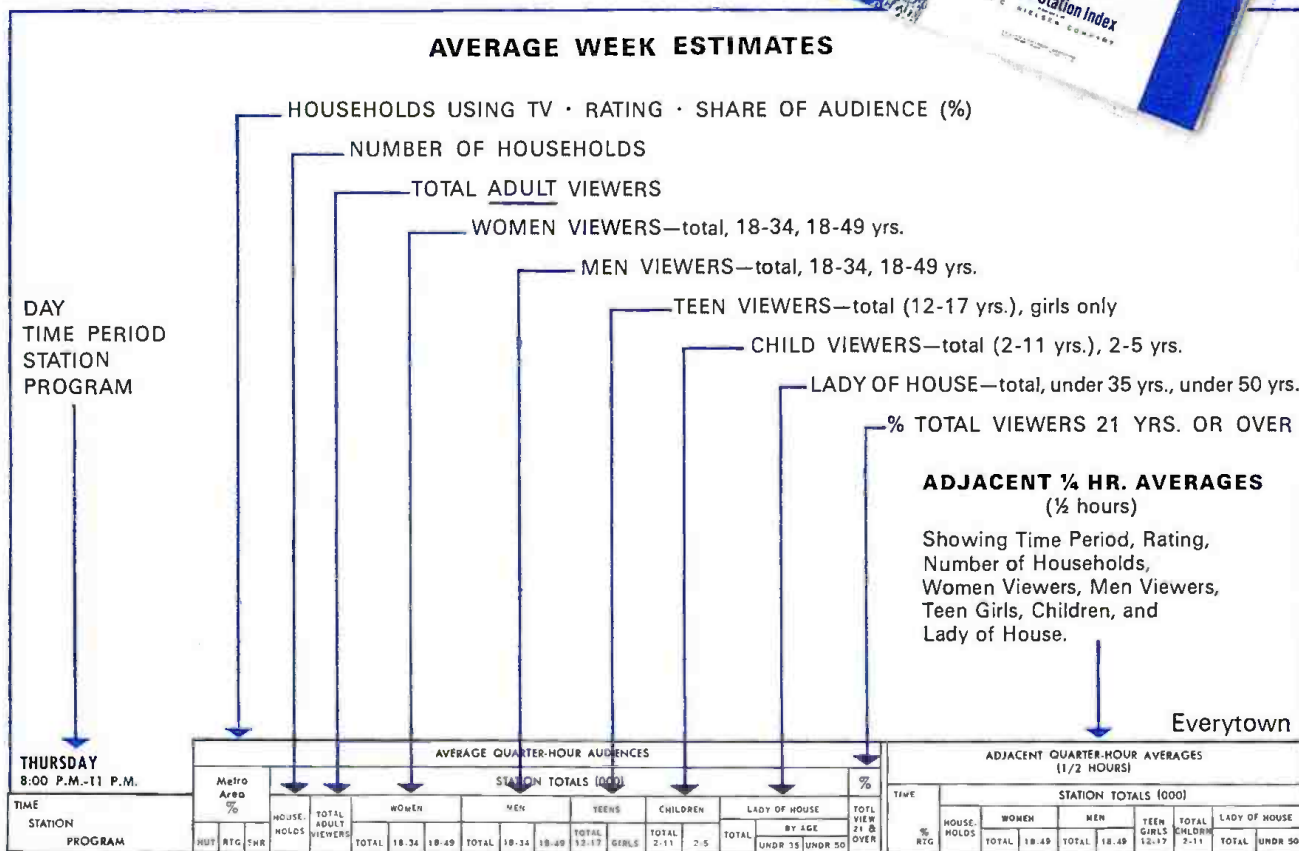
**WMCA RADIO 57 EDITORIALS**

THE STRAUS BROADCASTING GROUP INC., 415 MADISON AVENUE, NEW YORK, N.Y. 10017 (212) MU 8-5700. **wmca** - NEW YORK - 570 KC REPRESENTED BY ROBERT E. EASTMAN & CO., INC.





# 1966-67 NSI Reports tell you more...



## and still more...

The demographic information shown above is also shown for...

**Day part audience summary**—showing average week estimates... and

**Detailed average quarter-hour audience estimates for selected long duration programs** (45 minutes or longer).

**TV station circulation** gives you current estimated total households reached during average week, by each station, by day part for both Metro and Total Areas (where applicable).

**Latest estimates of color tv ownership** are reported, market by market, with color programs identified.

**All in a convenient format** with larger type for easier reading and color-keyed by report period for quick identification.

For details, write, wire or phone your NSI Sales/Service Representative.



## Nielsen Station Index

NSI EXECUTIVE AND EASTERN SALES/SERVICE OFFICE

NEW YORK (10019) · 1290 Avenue of the Americas · 956-2500

NSI SALES/SERVICE OFFICES

CHICAGO (60601) · 360 N. Michigan Ave. · 372-3810

HOLLYWOOD (90028) · 1680 N. Vine St. · HOLLYWOOD 6-4391

SAN FRANCISCO (94104) · 68 Post St. · YUKON 6-6437

a service of **A. C. NIELSEN COMPANY** 2101 Howard Street · Chicago 60645 · 465-4400

holder of the new firm that is purchasing WAAF. The seller is Corn Belt Publishers Inc., publishers of the *Drovers Journal*.

Mr. Atliss has formed Atliss Communications Inc. in association with Milt Salstone, a record distributor, and Billy Briedman, a Chicago attorney. Mr. Atliss began broadcasting there as early as 1914. He subsequently founded what is now WBBM and acquired WIND as well as WJJD Chicago.

His late brother, Leslie, for many years was CBS vice president and manager of WBBM. Ralph Atliss also founded what is now WAVE Louisville and for a time owned WLOL Minneapolis too.

The application to buy WAAF is not expected to be filed with the FCC until early next year. Mr. Atliss said officers and other details of his new venture will be announced later. Lloyd Webb, formerly general manager of WYON and WSDM(FM) Chicago, will be president and general manager of Atliss Communications.

Thomas L. Davis, now vice president and general manager of WAAF, does not plan to continue with the station under new ownership. He and Fred Livingston, Chicago advertising agency owner, are partners in seeking a new TV station in Chicago on UHF channel 50. Their TV bid is in a hearing contest with WCFL Chicago.

WAAF, founded in 1922, operates daytime only on 950 kc with 1 kw.

## Reduced price set for KFVB

**WBC and Crowell Collier sign new sales pact, pending FCC payola action**

If the FCC is willing, Westinghouse Broadcasting Co. will acquire KFVB Los Angeles for \$1,650,000 less than it offered to pay for the station last January.

WBC and Crowell Collier Broadcasting Corp., licensee of the station, informed the commission last week that they had agreed on a new purchase price for the station—\$9,100,000.

The parties, in an amendment to their application for transfer of the station's license, said "unforeseen developments and changed circumstances" led to their agreement to reduce the price from the \$10,750,000 figure that had been set last January.

The changed circumstances were not spelled out, but WBC has charged that KFVB has permitted the station's eco-

nomic condition to deteriorate (BROADCASTING, Oct. 24). In an exchange of letters with Crowell Collier president Raymond Hagel last month, Donald H. McGannon, president of WBC, said the station had not been operated in the "normal and ordinary manner" and that revenues had declined more than 60% during the year.

And Joseph Baudino, WBC vice president, in a letter accompanying the amendment, told the commission the reduced price would leave WBC with added funds to "strengthen and improve" the station's operations.

However, the question of whether the WBC will get the station at any price is still uncertain. Not only has the commission not yet acted on the transfer application, but it is scheduled to consider first a proposal to set the KFVB license down for a revocation hearing.

**Order Being Drafted** ■ The commission last month, during its initial consideration of the assignment application, had instructed the staff to draw up a revocation-hearing order as a result of the alleged involvement of station personnel in the commission's payola investigation.

It was the commission's investigation that was the principal cause in the lengthy delay in action on the application. The WBC efforts to lower the price for the station began before the commission asked the staff to prepare a revocation order.

The original sale contract permitted cancellation of the agreement if a final commission order were not issued by Oct. 31. Mr. McGannon had told Mr. Hagel that WBC would cancel unless Crowell Collier agreed to renegotiate a lower price for the station.

Mr. Hagel had initially denied that the station had been operated in other than the ordinary manner, and blamed declining revenues on uncertainties resulting from the pendency of the transfer. He also indicated Crowell Collier would not agree to a lower price for the station.

In the amendment filed last week, both parties reserve the right to terminate the agreement if FCC approval is not received by Jan. 31, 1967.

## Miami station named in Mediastat suit

A Miami radio station owner has been sued by a radio rating service for making unlawful use of a radio report. The suit was filed in the U. S. District Court in Miami by Media Statistics Inc., a Washington-based ratings firm, against WINZ Miami.

Mediastat charged that WINZ, without subscribing to its service, had duplicated a copyrighted radio ratings report for the period Feb. 2 through March 1 and

that the radio station's salesmen had used the report. The suit was filed two weeks ago, but was made public last week.

Mediastat also claimed that the material used from the ratings report "was incorrectly and falsely copied so that a false, fraudulent and misleading result was attained."

Under the terms of its copyright, Mediastat said, any nonsubscriber who uses the reports becomes liable for the full subscription rate. Mediastat charges \$6,000 for its service. The complaint said that Mediastat had sent a bill for this amount to WINZ in May and subsequent letters demanding payment. Payment was refused, the ratings firm said.

Mediastat asked that WINZ be required to pay the \$6,000, and also that "exemplary damages" be assessed against the station.

Frank S. Craig, general manager of the station, said that the use of unpurchased copyrighted material by the station is forbidden, but that one salesman had used some figures from the February-March Mediastat report on a WINZ letterhead for one client. The salesman, Mr. Craig said, did so without management's knowledge or consent.

## A pattern for educational FM

**FCC asks comments on proposed allocations aimed at fostering growth**

The FCC moved last week toward a conclusion of a long-pending FM rulemaking proceeding by asking for comments on a proposal to create a table of assignments for the 20 educational FM channels.

The rulemaking, issued by the commission on July 5, 1961, led to adoption of a table of assignments for the 80 commercial FM channels in July 1963 (BROADCASTING, July 29, 1963). The table envisaged in the notice of inquiry issued by the commission last week would be similar to that table, as well as to the one in use for television.

Educational groups and the Department of Health, Education and Welfare have encouraged the commission to adopt a table for educational FM stations. These outlets are assigned to channels 201-220. In addition, the commission feels a table would be helpful in view of a need to negotiate a broader agreement with Canada on educational FM assignments.

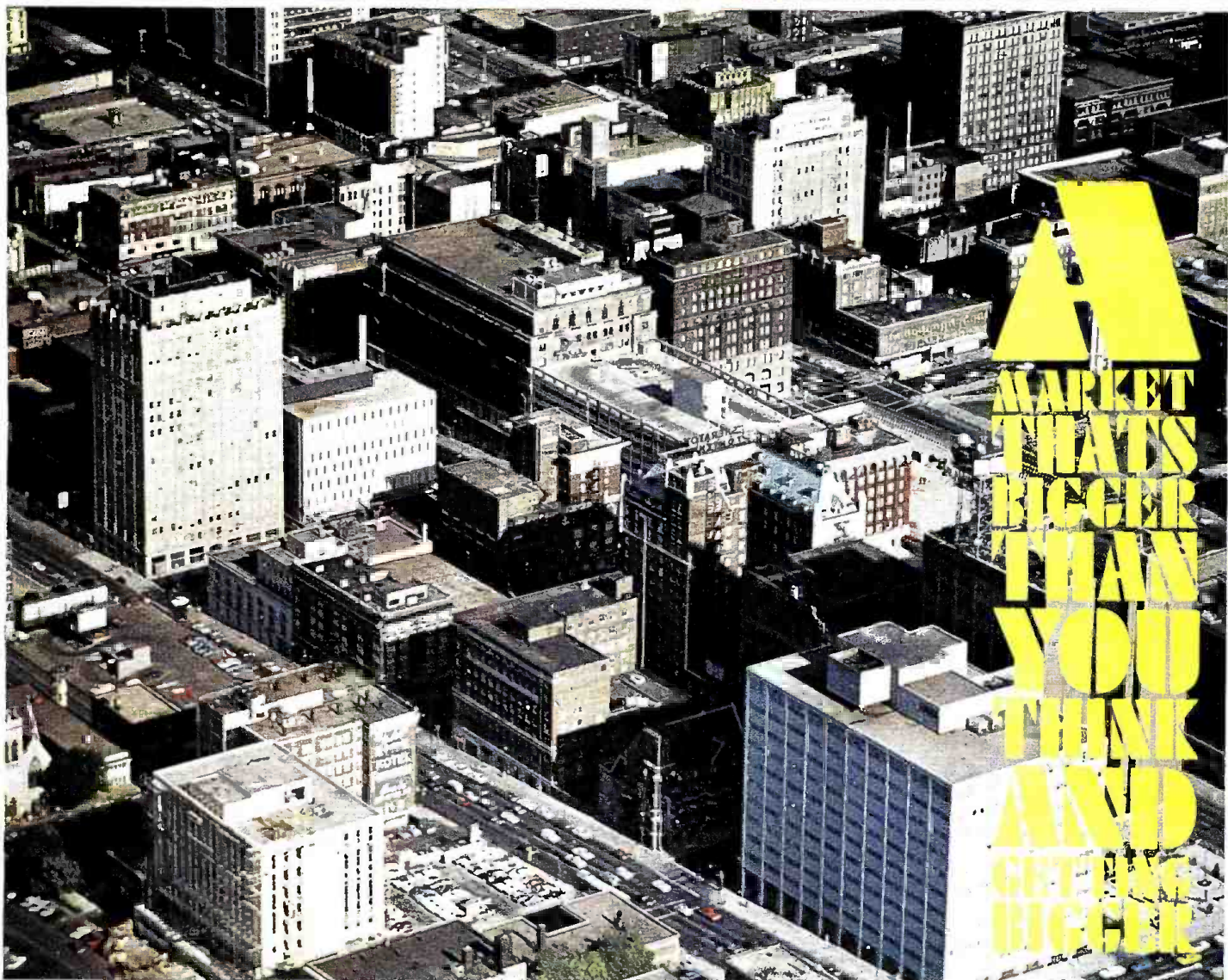
The notice of inquiry seeks information on criteria to be used in making

one  
of the  
Meredith  
bunch



# OMAHA

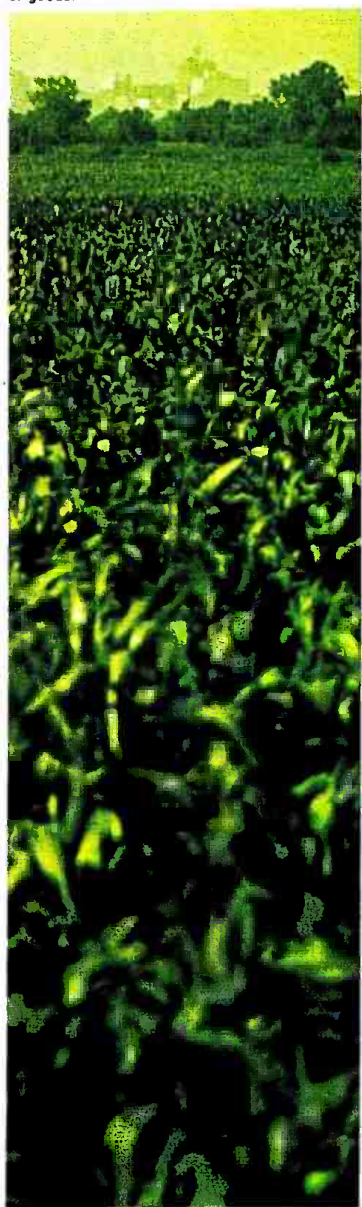
A PUBLICATION OF MEREDITH BROADCASTING COMPANY, OMAHA, NEBRASKA



# OMAHA: A DIVERSIFIED, GROWING CITY IN THE MIDDLE OF THE RICH CORN BELT

Omaha has developed a strong, vigorous, and diversified economy: the nation's fourth largest railroad center; home of more than 600 manufacturing plants; home of 37 insurance companies; major center of government offices, services, and military facilities; headquarters of Strategic Air Command; world's largest livestock market and meat packing center. It adds up to a rich market with an average effective buying income over 14 percent greater than the national average.

In 1854 Omaha was settled in the midst of the rich black land that was to become famous as the corn belt. Today it's a broad-based municipality where people buy and sell, manufacture and ship, and prosper by providing the nation with a multitude of goods.



## LIVESTOCK TO LIFE INSURANCE

It's a dynamic, growing city with a solid and substantial base. The world's largest livestock center and the home of 37 insurance companies at the same time. A city whose 600-and-some manufacturing plants turn out everything from TV dinners to telephone equipment, from beef steaks to box cars.

Omaha's setting in the richest, most productive farmland in the country made it a food center almost automatically; its own foresight, planning, and hard work provided the balance for present and future stability.

Omaha's stockyards are the biggest and busiest in the world. More than \$1 billion worth of foodstuffs move from Omaha to the nation's dining tables every year, and famous Omaha steaks lead the parade.

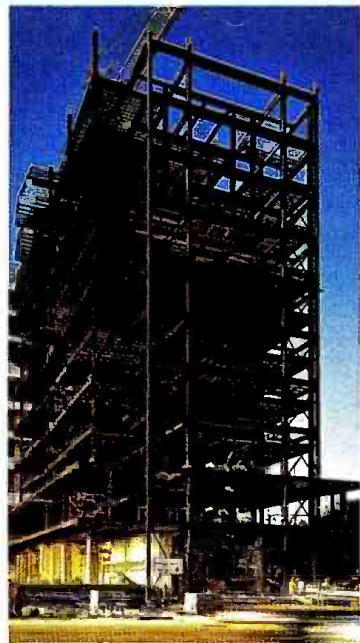
Mutual of Omaha, the largest health and accident company in the world, is one of 37 insurance companies having home offices in Omaha (companies that employ over 8,500 people with a combined payroll of \$34,000,000).



## HEALTHY AND GROWING

You see Omaha's insistence on stability clearly in this century-old city's progress. Omaha grows in a way that's steady and sure. In the last 10 years the totals put Omaha's population up 30 percent, its bank clearings up 68 percent, its retail sales up 40 percent. Employment, income, and construction keep up with measured pace.

Downtown Omaha is changing. An estimated \$100 million worth of construction is planned in the next five years, bringing with it a new round of extensive, solidly-based growth.



## BUYING INCOME IS HIGH

Today more than 520,000 people live in Metropolitan Omaha. People who believe in buying what they need today and saving for what they'll need tomorrow. And who have the money to do it. The average effective buying income per household is \$8,895 (the U.S. average is \$7,616). Omaha's preference for endurance and stability has paid off. It's made the city a rich market.

It's made it a good test market, too. So have a couple of other things. The dominance of Omaha media over the entire market area, for instance. And the fact that you have no problem setting up a test, because Omaha is a wholesale center and a major chain store headquarters. These are the reasons why Omaha is the 12th most frequently used market for tests and a new product introductions.

Omaha's 2,600 retail stores serve customers in 11 counties in Nebraska and seven in Iowa (a market of 740,000 people with an annual buying volume of \$1.74 billion).



## Code frowns on Swiss Colony ads

Two 60-second television spots for Italian Swiss Colony wine cocktails, that allegedly taste like well-known hard-liquor drinks, will come off the air on Dec. 17. That date was set last week by Honig-Cooper & Harrington, San Francisco, agency for Italian Swiss, and the National Association of Broadcasters Code Authority.

Although the spots were being carried on network TV and by stations in 75 markets, the code authority found them to be in violation of its liquor guidelines that ban language primarily associated with hard liquor in beer and wine spots.

There are also unconfirmed reports that the Alcohol and Tobacco Tax Unit of the Internal Revenue Service may get in the act. The alcoholic beverage industry is regulated by IRS, and a spokesman for the service said last week that one of IRS's aims is to see that products are not deceptively advertised or packaged.

He said IRS was particularly interested in seeing that "in one way or an-

other the public is not misled." If the product name may confuse the public into thinking it is a hard-liquor drink, he said, the IRS could get in the act. He added that IRS "doesn't want to interfere with advertising in any way."

The Italian Swiss spots claim that their new collins, zombie and cuba libre wine cocktails resemble the taste of the respective hard-liquor drinks.

The commercials had been running for several weeks on the networks and in spot before some code subscribers questioned their propriety under the guidelines. On Oct. 22, the code authority notified the agency that the spots were violating the code.

## Uncompensated spots still count, FCC says

The FCC decided last week that affiliates of the Mutual Broadcasting System must count the network spots on news programming as commercial matter for which the affiliated stations do not receive any direct payment. MBS had previously requested that all such commercials be exempted from the commission's definition of commer-

cial matter, which says that licensees must report uncompensated network spots as commercial time.

The commission suggested, however, that affiliates with "special problems" should explain their situation while answering question C of the appendix on the FCC's new commercial questionnaire, sent to all licensees last month (BROADCASTING, Oct. 17). The question asks each licensee to explain how its commercial coverage is in the public interest if the hourly maximum of a station's commercials is over 18 minutes for radio or over 16 minutes for TV.

## Agency appointments . . .

▪ Atlantic Savings & Loan Association, Los Angeles, has appointed Anderson, Morgan, DeSantis & Ball Inc., Hollywood, to serve as its advertising and public relations agency, effective Nov. 15.

▪ Ted Bates & Co., New York, appointed by Yardley of London to handle U.S. advertising for the company's women's products, including fragrances, makeup and bath products. Billing on the account is estimated at \$2 million.

## THE MEDIA

# Station sales create new group

Honolulu owners buy Atlanta, Indianapolis outlets;  
another sale: Atlass and associates buy WAAF Chicago

A new broadcast group has entered the multiple broadcast ranks. The purchase of WAIH-TV Atlanta and WIBC-AM-FM Indianapolis by DeSales Harrison Jr. and associates for \$15 million was announced last week.

Mr. Harrison, who entered broadcasting only last year with the purchase of KHON-TV Honolulu, will be the principal stockholder of the buying company, Pacific & Southern Broadcasting Co. Other stockholders are Arthur H. McCoy, former president of John Blair & Co. and now president of the Honolulu station, and Richard M. Fairbanks and family.

Also announced last week was the purchase of WAAF Chicago from Corn Belt Publishers Inc., by Ralph L. Atlass and group for about \$1 million.

All purchases are subject to FCC approval.

**Pacific Southern Lineup** ▪ Mr. Fairbanks is scheduled to serve as chairman of Pacific & Southern Broadcasting. Mr. McCoy will act as president, and Mr. Harrison, as chairman of the executive committee.

Ownership of Pacific & Southern

Broadcasting will initially be held by Mr. Harrison and his family, 66⅓%, and Mr. McCoy, 33⅓%. Mr. Fairbanks and his four cousins, who now own the Atlanta TV station and the radio stations in Indianapolis, will have an option for a substantial minority position.

Pacific & Southern will consist not only of the new acquisitions, but also of KHON-TV. This will be sold to the new company through an exchange of stock. KHON-TV and its satellites, KHAW-TV Hilo and KAH-TV Wailuku, both Hawaii, were bought by the present owners in 1965 for \$2,598,000 from the *Honolulu Advertiser* and John D. Keating.

Mr. Harrison stated that the policy of the new Pacific & Southern Broadcasting Co. is to acquire and to operate broadcasting properties in "outstanding, growth communities. . . ."

WAIH-TV, which began operating in 1951, is on channel 11 and is an ABC affiliate. It was originally founded in 1951 by the *Atlanta Journal* as WSB-TV. When the *Journal* and the *Atlanta Constitution* merged in 1950, the station's

permit was sold to a local group for \$525,000, since the *Constitution* already had channel 2 there. The local group sold the station, under the call letters WLTV (TV), to Crosley in 1953 for \$1.5 million. In 1962, Crosley sold the station (then WLWA(TV)) to the Fairbanks group for \$2,251,000 plus book value of working capital. At the same time Crosley retained its grant of WLWI(TV) Indianapolis by paying the Fairbanks group \$100,007 for out-of-pocket expenses during an eight-year-long battle for the Indianapolis channel 13. Originally, Crosley had received the permit over the Fairbanks application, but in 1961 the grant was remanded to the FCC by the U. S. Court of Appeals in Washington because one of the commissioners had participated in the 1957 grant without hearing oral argument. The 1957 grant was on a 4-3 basis. In 1961 the commission, again splitting 4 to 3, voted the grant to the Fairbanks group.

WIBC has been operating since 1938; it is fulltime on 1070 kc with 50 kw daytime and 10 kw nighttime. WIBC-FM, which is six years old, operates on 93.1 mc with 24 kw.

Pacific & Southern Broadcasting Co. will headquarter in New York.

**Atlass Back** ▪ Midwest pioneer broadcaster Ralph L. Atlass, who retired this fall as area vice president for Westinghouse stations WIND Chicago and wowo Fort Wayne, is majority stock-

# Some people know about the outstanding work by ABC News.

## Now others are beginning to find out.

"I thought ABC clearly achieved parity with the other networks in every respect... Howard K. Smith was impressive as anchorman... Bill Lawrence and Edward P. Morgan performed valiantly."

**Bernie Harrison, Washington Star**

"If only because ABC traditionally has been a runner-up in election reporting, its over-all record was in some ways the most interesting. Howard K. Smith, the veteran commentator, was in excellent form with his firsthand impressions of the results and was exceptionally well supported by William H. Lawrence and Edward P. Morgan. Moreover, ABC was reporting projected results sometimes faster than both its rivals and was on the button more often than not."

**Jack Gould, The New York Times**

"Most improved—and where most improvement was needed—was the coverage of the American Broadcasting Company (Channel 7). Just as soon as the networks signed on at 7 PM, Correspondent William H. Lawrence began calling off the winners. Throughout the long night, ABC continued to use its RSVP with great boldness. The boldness, however, was accompanied by caution in the closely contested, difficult to call races.

To this viewer equipped with a three-screen television receiver (and instant sound selection) it seemed obvious that ABC-TV has finally come into full competition with its richer rivals.... It was obvious last night for the first time that ABC-TV had met its rivals in planning, spending, executing and projecting."

**Larry Laurent, Washington Post**

"ABC recruited a team of political scientists from every section of the nation to interpret results in their own areas of expertise. The result was generally excellent. And as usual, the network anchormen turned in impressive reportorial jobs—Howard K. Smith of ABC with a healthy mixture of result and reaction."

**Joe Sullivan, Boston Herald**

"I thought Howard K. Smith, ably assisted by gravel-voiced Bill Lawrence, did the most superb job of the night.

Mr. Smith keenly saw through the maze of machinery and votes to keep a calm perspective and a sensible commentary."

**Larry Williams, Memphis Commercial Appeal**

"It was apparent that ABC... was making it a good three-way fight, instead of allowing the other webs to dominate the picture."

**Percy Shain, Boston Globe**

"But the fact is that with an occasional exception, give or take a few minutes, they were about even. All of them did first-rate jobs. One expected this of NBC and CBS but the topnotch work of ABC came over as a real surprise.... At ABC, William H. Lawrence, Peter Jennings, Edward P. Morgan and Howard K. Smith did credit to their company."

**Ben Gross, New York Daily News**

"... and Howard K. Smith leading ABC to its best, most fluid, most informative election outing ever."

**Barbara Delatiner, Newsday**



# ABC Television Network



Omaha has been acknowledged by the U.S. Dept. of Labor as one of only four major markets in the U.S. that have not had a recession or depression since World War II. The reason: A diversified economy with a balanced labor market. The trademarks below represent only a sample of the variety of services and products made in Omaha by a workforce that earns a total payroll of well over \$1 billion.

Omaha is an important river market, with the Missouri River linking the city to the ports of the world. River tonnage carried by the five barge lines serving Omaha has tripled in the past 10 years and will double again within the next five. Other transportation keeps up with the city's growth, too. Five major airlines now operate in and out of Omaha's ultramodern Eppley Air Terminal. And nine Class I railroads operate more than 100 freight trains in and out of Omaha every day.

**RALSTON PURINA**



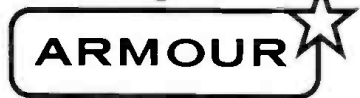
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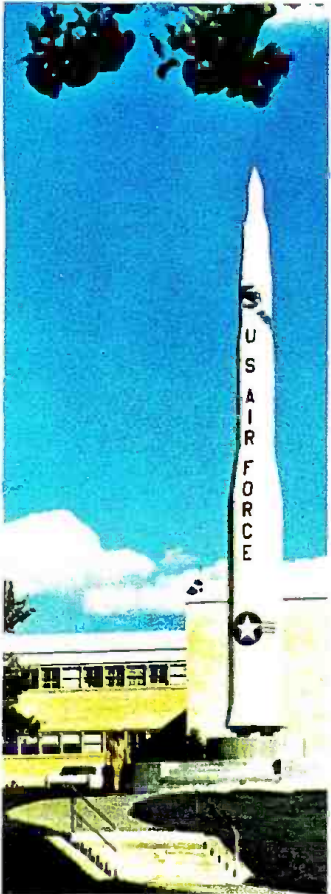
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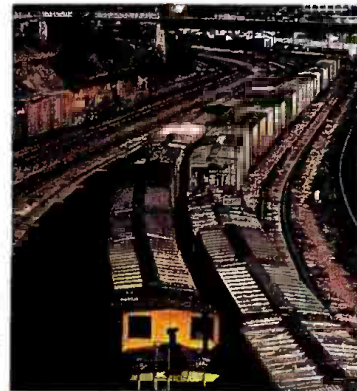
**Kellogg's**

**FRUEHAUF**

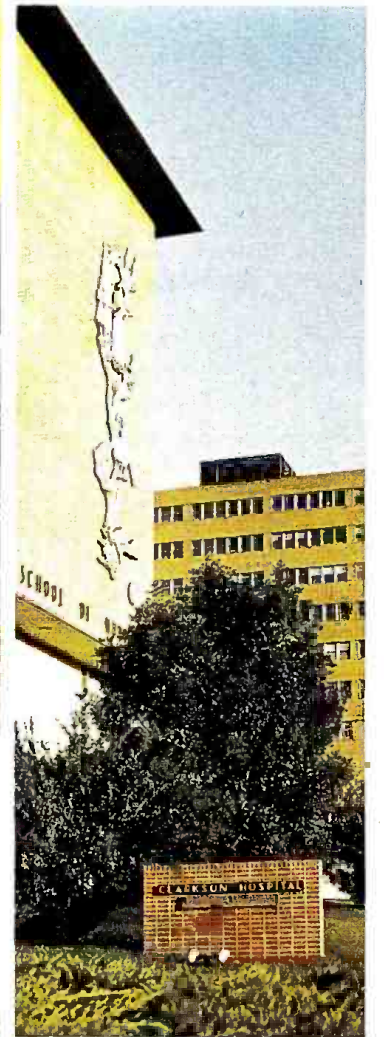
11,600 military and civilian employees of the Strategic Air Command add another \$76,900,000 to the city's payroll.



In the past 10 years, more than \$100 million has been spent for construction of seven million square feet of new manufacturing space in Omaha. Western Electric, with over 5,000 employees, is Omaha's largest manufacturing employer.



Omaha has increased its medical facilities at a rapid rate, investing more than \$80 million in buildings and equipment since World War II with millions more on the drawing boards. It is the only city of its size with two Class A medical schools. Other educational facilities add to the ranks of young people with money to spend; enrollment at Omaha's five universities and colleges total 14,500.



# WOW AM FM TV SELLS THE RICH OMAHA MARKET. . . AND THEN SOME

When you buy the Omaha market, buy the stations that grew up with it. The Meredith stations. WOW AM FM TV.

The WOW call letters have been a part of the Omaha story for a good long time. Forty-three years for WOW radio, 17 for WOW-TV (it was Omaha's first TV station), and seven years for WOW-FM.

In those years, the WOW stations have grown as steadily as the city itself. In audience and influence. In merchandising ingenuity and production capabilities. In all the special areas of broadcasting and in technical advances.

Regional Radio WOW sends the "Friendly Sound of Omaha" and CBS over a 103-county area, programming to the tastes of the area. And that programming policy is paying off; WOW's ratings nearly doubled in six months (Pulse Metro Area Sept.-Nov. 1965 vs. Jan.-March 1965).

Radio WOW has earned a reputation for innovation (the originator of the Traffic-Copter in Omaha). And a reputation for leadership. For instance, in the 14 years that Arnold Peterson has been on the air, he's become "Mr. Farm Broadcaster" and made WOW the recognized leader in farm programming in the area. Jack Payne, a 16-year veteran and the 1966 Nebraska Sportscaster of the Year, has done the same for WOW sports.

WOW-TV has another record of excellence. The station is equipped with complete all-new color facilities to brighten the 374,000 homes in the 49-county area it covers. And a new 1,377-foot tower will broaden coverage to over 425,000 television households (over 1 1/2 million in population) in Iowa and Nebraska by Fall, 1966.

Its programming is outstanding. In addition to the CBS network, it carries the leading syndicated

shows, including Mike Douglas and Jack LaLann. It owns Seven Arts Volumes 1-11 plus other excellent feature film packages. It enjoys news leadership, getting the nod for "most complete new and "experienced staff" according to the Mac Study. And it was the winner of the regional Emr Award in 1965 for its documentary, "The Outsider:

Together, WOW AM and TV have earned three Peabody Awards and innumerable community service awards. And members of the staffs have been honored with countless citations for their individual accomplishments. Certainly the Meredith station have earned the right to be called the top bananas in the Midland

**one of the Meredith bunch**



The WOW stations are represented by: Joe Blair for Radio and Quality Group for FM

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

The busy Omaha market and the surrounding region are well served by WOW AM, FM and TV. Through the years, the stations have earned a reputation for leadership, outstanding programming, and community service. And a new 1,377-foot tower for WOW-TV will bring the tops in Midwest broadcasting to even more homes in an even bigger area.

WOW's new 1,377 foot tower, over 1/4 mile high, will bring the tops in Midwestern broadcasting to even more homes in an even bigger area.



channels available to various communities and educational institutions, as well as on the technical standards to be used drafting the proposed table.

**Queries On Networks** ■ The inquiry also seeks information on the needs and plans for statewide networks and asks for comment on dealing with problems posed by 10-w stations and by the potential interference of educational FM stations to TV channel 6.

The commission's principal aim in establishing the table, the note of inquiry said, is to provide for educational FM signal coverage of as much of the nation's population and area as possible to permit states to establish statewide and regional networks. Beyond that goal, the proposed table should seek to meet needs of local county educational institutions, the inquiry says.

The commission will seek to make assignments on the basis of the following standards: 1 million population or over, 5 assignments; 250,000 to 1 million, 4 assignments; 50,000 to 250,000, 3 assignments; 50,000 to 100,000, 2 assignments; less than 50,000, 1 assignment.

The commission's concern with 10-w stations grows out of the view such low-power stations do not represent the most efficient use of the spectrum. Accordingly the commission asks whether it should continue to authorize such stations, require existing 10-w stations to seek higher power at the conclusion of their license period or delete such assignments in favor of regular assignments elsewhere. About half of the nation's 314 educational FM's operate with 10 w or less.

The technical problems involving television channel 6 have long been troublesome. That channel occupies spectrum space between 82 mc and 88 mc, and educational FM assignments start at 88.1 mc/s.

## FCC's sour note stops 'symphony network'

A proposal to reserve 94 FM assignments in the noncommercial educational band (88.1-91.9 megacycles) for a nationwide "National Symphony Network" would be "contrary to the nature of the educational FM broadcast service," the FCC said last week.

In denying the 1965 petition filed by Symphony Network Association Inc., applicant for a UHF station in Birmingham, Ala., the FCC held that, in addition to being technically and economically impractical, the proposal would also "prevent the growth" of the educational service in many areas.

Symphony Network had asked that the FM assignments be reserved for a three-year period.

# Last shots in pay-TV fight?

Reply comments filed by 3 proponents and 3 opponents; FCC may hear oral arguments but decision time looms

Opposing sides have made what will probably be their final arguments—at least in writing—in the long-drawn-out and controversial FCC proceeding involving the proposal to establish a nationwide system of pay television. The arguments in the main were familiar. But the stridency quotient was up, particularly on the part of the proponents.

The pleadings filed last week, three by supporters and three by opponents, were replies to the 49 comments submitted last month (BROADCASTING, Oct. 17), in the proceeding which began 12 years ago. The commission has indicated that although an oral argument may be held on the proposal, the time for a decision is fast approaching.

The controversy continues to center mainly on the question of whether pay TV constitutes a potential supplemental service to free television which should be given a chance in the market place—or whether it would offer the public nothing new and, in any case, represent a threat to the existence of free television.

But last week, proponents of the measure spiced their arguments with particularly strong denunciations of their opponents—who are principally the networks, the National Association of Broadcasters, Association of Maximum Service Telecasters and a theater-owners group. Zenith Radio Corp. and Teco Inc. pictured them as vested interests seeking only to protect a favorable status quo.

**'Selfish Needs'** ■ Zenith-Teco, referring to the support of some of their opponents for commission action to regulate CATV, said their conception of commission power varies according to their "selfish needs"—"expansive when they want protection against change . . . and niggardly when the commission has proposed to permit changes, as here." Zenith-Teco noted that 80% of the comments favored the rulemaking proposal.

The current rulemaking was issued at the request of Zenith and Teco, which have been associated in a test of Zenith's Phonevision system of over-the-air pay television on WHCT(TV) Hartford since 1962. Teco is licensee of the system.

International Telemeter Corp., which conducted a test of its own wired system in Etobicoke, Canada, singled out the Joint Committee Against Toll TV—the theater-owners group which has been fighting pay TV for 10 years—for its sharpest barbs. Telemeter said that the committee has waged a "vendetta

against subscription television" and that its "campaign of vilification reached its peak" in the 1964 referendum fight in California against pay television.

Telemeter referred to "the unreasonable and vicious nature" of the committee's attacks on pay television and said that, "short of its pretexts as champion of 'free' television, the arguments of the Joint Committee are no more than the wholly self-serving efforts of the motion picture exhibitors to foreclose and eliminate legitimate competition."

Teleglobe Pay TV System Inc., developer of several pay-TV systems, talked of the opponents' "intransigent dog-in-the-manger policy toward pay TV," and derided the quality of free-TV programing. "The telecasters have now had almost 20 years of absolute control of the home screen, and mediocrity is still the rule and not the exception," Teleglobe said. It added that pay television would be the competitive stimulus to awaken the networks from a "Rip Van Winkle" sleep.

**Joint Committee** ■ For its part, the Joint Committee attempted to score points off both the Hartford and the Etobicoke tests. The committee pointed out that although the Hartford test has been underway since 1962, Zenith and Teco have provided data on it only through 1964. "It may very well be, of course (and, indeed, the Joint Committee suspects that this is the case)" that the proponents are not "particularly proud of the programing which was presented during the past two years."

The committee also maintained that the Etobicoke test was a "failure" which Telemeter "abandoned" after an apparent drop in viewer interest. Telemeter maintains the test was an experiment and nothing more—not an effort to represent the ultimate value of which pay television may be capable.

Both Zenith-Teco and Telemeter, however, sought to rebut their opponents' major argument that the tests indicated that pay television would not provide viewers with programing different from that available on free television. Both said it was unfair to compare the programing of the first years of experimental pay television with, as Zenith-Teco put it, "the aggregate conventional programing of the three networks which have had free access to the nationwide market for almost 20 years."

**Tough Old Days** ■ Telemeter noted that applicants for television facilities

in the early days of television made "lofty" promises concerning programming that they weren't able to keep until years later—after they had made money. For the early years, Telemeter recalled, were tough; in 1949, TV networks and stations lost \$15 million.

Telemeter, furthermore, argued that pay television has the potential of bringing to the home entertainment not now available on television—including first-run movies, sports events, such as at-home pro football games, where the gate is protected against free television.

Telemeter and Zenith-Teco also sought to paint as an asset what their opponents had pictured as a debit—the heavy reliance in both tests on films for programming. Opponents had noted that networks and stations are now providing increasing number of films in their schedules. But Telemeter and Zenith-Teco said pay TV could exhibit the films years before they were available on free television.

And Zenith-Teco asserted that pay television would actually benefit free television by providing the additional box-office support they say the motion-picture industry needs to replace films rapidly being devoured by television.

**Nothing New** ■ But the Joint Committee, AMST and ABC, in their reply comments, continued to stress the argument that pay television would of-

fer the public nothing new in programming—that pay-television operators would seek the same mass audience that free television does, and that free television would suffer, as a result.

AMST argued as it did in its initial comments that the Hartford test offered no evidence that pay television could not succeed without hurting free television. Pay television, it said, "would simply take over the programming material the public now receives free, and this diversion would spread to other types of programs of proven mass appeal now available for free."

ABC sounded a similar warning. It noted that pay-TV proponents argue that viewers won't pay to see what is available at no cost. But, the network said, "once pay-TV outbids the free television system for the exhibition rights to program materials . . . the public's choice . . . those materials are no longer available on free television. The public's choice is not whether to pay or not to pay; the choice is whether to pay and thereby see the program or not to pay and not see the program."

**Wait for Congress** ■ ABC and the Joint Committee also urged the commission not to authorize a pay-TV system without seeking congressional "guidance." The Joint Committee said this was particularly necessary in view of the pay-TV proponents' argument

that the commission may not regulate the rates that would be charged the public. The committee said Congress should provide the power "to protect the public against rate gouging."

Congressional guidance isn't all that the committee would have the commission wait for. The committee said the commission shouldn't act until further information was available from the Hartford test and until further experience had been gained with another force affecting the broadcasting industry—CATV.

Meanwhile, hope for "a favorable decision" early next year was voiced last week by Joseph S. Wright, president of Zenith. Mr. Wright said the FCC's proposal "can obviously benefit the public through the new programs and new stations that subscription TV would support." He said the opponents of pay TV fear competition, and added, "We think members of the public can be trusted" to determine whether or not the service is wanted—"by buying the service or rejecting it."

## Restrain Bell, CATV's plea

Interim statement asked of FCC by cable-TV group pending hearing on tariffs

The Community TV Association of New England, concerned over what it sees as growing telephone company involvement in the CATV industry, asked the FCC last week to issue a policy statement concerning such involvement while the commission decides if CATV tariffs filed by the Bell systems are lawful.

Community TV of New England specifically asked the commission to issue an interim policy statement saying that it is against the public interest for the telephone companies to "impede, delay, or refuse to grant and renew" pole attachment agreements with CATV systems. The association also asked for "reasonable" terms for all such agreements and urged the commission to say that it is contrary to the public interest for "telephone companies to discriminate against applicants for grant or renewal of pole attachment agreements in favor of applicants for lease or tariff offerings."

The New England trade association also lent its support to the complaint against AT&T and associated Bell companies filed last month by the National

### CATV and telecasters have a party

It isn't often that broadcasters and CATV operators sit down and break bread together, but last Thursday (Nov. 10) executives of WSTV-TV and WTRF-TV, both Wheeling, W. Va.-Steubenville, Ohio, threw a dinner for more than 60 CATV system representatives who feed their TV programs to subscribers.

Theodore A. Eiland, vice president-general manager of WSTV-TV, and Robert W. Ferguson, vice president-general manager of WTRF-TV, were co-hosts of the event, held in Wheeling. Mr. Ferguson is chairman of the television board of the National Association of Broadcasters.

Principal speaker was Alan C. Campbell of the Washington law firm of Dow, Lohnes & Albertson. Messrs. Eiland and Ferguson also spoke, as did program, promotion and engineering personnel of the two stations.

The purpose of the meeting, according to the co-hosts, was to establish a cooperative, working relationship between the stations and the CATV systems, including the

exploration and resolution of mutual problems such as duplication protection, copyright and the CATV ownership forms.

There are more than 125 CATV systems in the grade B areas of the two stations, it was reported, serving some 60,000 to 70,000 homes in three states: Ohio, West Virginia and Pennsylvania.

WSTV-TV is owned by Rust Craft Broadcasting Co., a group broadcaster that is also heavily engaged in CATV in Ohio and West Virginia as well as in other eastern states. One of the two pending court cases about CATV involve Rust Craft's WSTV-TV. The suit was filed by United Artists against Clarksburg, W. Va., CATV system, alleging violation of copyright license. UA claimed that the Clarksburg CATV operator was picking up Rust Craft's Steubenville station and delivering its programs (including UA films) to CATV customers. A federal judge in New York has ruled that this was a copyright violation. His ruling has been taken to the U. S. Supreme Court.



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Community Television Association. NCTA had asked for an investigation and a hearing, charging that the telephone companies' activities in serving CATV were unfair and threatened the survival of CATV as an independent industry (BROADCASTING, Oct. 17). The commission then ordered the matter for hearing to determine, among other things, if the telephone tariffs were unreasonable and discriminatory (BROADCASTING, Oct. 24).

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

Several CATV trade associations asked the commission last week for permission to participate in the hearing on the Bell system CATV tariffs. They were: NCTA, the Pennsylvania Community Antenna Television Association, the Southern CATV Association and the California Community Television Association.

## Michigan CATV tiff ends in a merger

A CATV feud between two south central Michigan broadcasters has been ended with the two broadcasters merging their CATV systems.

The remaining CATV operation is Jackson (Mich.) TV Cable Co., which was founded last year by stockholders of the Knorr Broadcasting group. A minority interest in Jackson TV Cable Co. is being taken by Cascade Cable Television Co. (owned by Time-Life Broadcasters Inc.).

The battle erupted in the spring of 1965 when the Knorr group (which owns WKHM Jackson) asked for and received a franchise for CATV from the Jackson city council. Shortly thereafter, Time-Life announced it had signed an agreement with Michigan Bell Telephone Co. to supply CATV channels in Jackson without a franchise (BROADCASTING, May 24, 1965). The feud became so bitter that Knorr withdrew from membership in the National Association of Broadcasters because, it claimed, Willard Schroeder, then chairman of NAB, was involved in a conflict of interest. Mr. Schroeder is a

Time-Life vice president and manages WOOD-AM-TV Grand Rapids, Mich. Knorr has since rejoined the NAB.

The merger announcement on Nov. 2 was issued by Walter Patterson, Knorr Broadcasting president, and Mr. Schroeder. It said that the two companies are merging their systems immediately and that Ed Huse, executive vice president and general manager of WKHM and of Jackson TV Cable Co. would continue as chief executive of the Jackson CATV operation. It also stated that the CATV system would utilize the cable network already installed on telephone poles in Jackson and that the contract between Cascade and Michigan Bell would be terminated. Michigan Bell had not completed its installation, but it's understood, it has put in two miles of test cable. Cascade had 16 subscribers on this section. Time-Life contended that it required no franchise from the city because Michigan Bell was franchised to furnish communications services by the state.

Jackson TV Cable Co. is operating a 12-channel system over 105 miles of cable serving 2,500 subscribers. It charges \$10 for installation and \$4.95 a month for service. Its potential is about 8,000 families. It is now carrying three VHF stations from Detroit, one from Windsor, Ont., one from Kalamazoo, and two from Lansing, plus time and weather. The company has asked the FCC for permission to carry two UHF stations from Detroit that do not put a Grade B signal over Jackson, as well as two V's from Toledo and one from Grand Rapids (WOOD-TV).

### Outstanding Values In Radio-TV Properties

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We now have a good selection of southern stations, including locations in North and South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee and Louisiana, priced from \$48,000 up to \$550,000. Terms available on most, with 29% down payment. Single station, metro, and medium markets available. AM, AM-FM, FM only; fulltimer or daytimers. Complete details available to qualified buyers. Write or call CLIFF MARSHALL or JOHN G. WILLIAMS in our ATLANTA office.

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## Changing hands . . .

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

■ WAIL-TV Atlanta, WIBC-AM-FM Indianapolis: Sold by Richard M. Fairbanks and family to Pacific & Southern Broadcasting for \$15 million (see page 44).

■ WAAF Chicago: Sold by Corn Belt Publishers Inc. to Ralph L. Atlans and associates for about \$1 million (see page 44).

■ KCIH Washington, Iowa: Sold by George Volger to Dick Jones and associates for \$95,000. Mr. Jones' group formerly owned WIAF Lafayette, Tenn. KCIH operates daytime only on 1380 kc with 500 w. Broker: Blackburn & Co.

**APPROVED** ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 94).*

■ KRMG-AM-FM Tulsa, Okla.; KLEO

Wichita, Kan., and KQEO Albuquerque, N.M.: Sold by George A. Bolas, Gilbert C. Swanson and associates to W. Clarke Swanson Jr., Gerock H. Swanson, each 42%; Kenneth R. Greenwood, 10%; Carol Swanson Rhoden, 5% and Webster E. Pullen, 1%, for \$1,359,360. W. Clarke Swanson is owner of a CATV system in Sebring-Avon, Fla.; Gerock Swanson is a student; Mr. Greenwood was executive vice president of licensee corporation and also a stockholder; Mrs. Rhoden is a housewife, and Mr. Pullen is in real estate and consultancy. KRMG, founded in 1949, operates daytime only on 740 kc with 50 kw. KRMG-FM is on 95.5 mc with 2.95 kw. KLEO began operating 30 years ago and is fulltime on 1480 kc with 5 kw daytime and 1 kw nighttime. KQEO, which is 20 years old, operates fulltime on 920 kc with 1 kw daytime and 500 w nighttime.

■ Kowb Laramie, Wyo.: Sold by Charles R. Bell and group to Curtis Gowdy, NBC sports announcer, for \$94,000. Mr. Gowdy already owns WCCM-AM-FM Lawrence, Mass., and has a 2.8% interest in KFBC-AM-TV Cheyenne, KQRS Rock Springs, both Wyoming, and KSTF-TV Scottsbluff, Neb. Kowb, founded in 1948, operates fulltime on 1290 kc with 5 kw daytime and 1 kw nighttime.

## FCC gets rebuttal to Dal-Worth

Opponents of Dal-Worth Microwave Inc.'s proposal to use microwave facilities to feed nonbroadcast programming to Texas CATV systems last week answered the charge that they constituted a 'conspiracy to restrain . . . competition' and to 'deny the free exercise of constitutional freedoms'.

The National Association of Broadcasters, the Texas Television Broadcasters Association, the Association of Maximum Service Telecasters and KCEN-TV Temple-Waco, Tex., again urged the commission to deny Dal-Worth's applications in response to the charges made by the Dallas company last month (BROADCASTING, Oct. 24). NAB, AMST, TTBA, KCEN-TV and the owners of 10 other Texas television stations had filed earlier oppositions to the Dal-Worth plan (BROADCASTING, Sept. 12, 5).

Dal-Worth proposes to provide three channels of nonbroadcast service, from an as yet unidentified source in the Dallas area, to five common carriers for relay to their CATV customers. The opponents have charged that the proposal constitutes a plan for pay television based on CATV program originations.

Free Speech ■ AMST, NAB, TTBA

and KCEN-TV all said that the large number of petitions opposing the Dal-Worth proposal did not indicate a 'conspiracy' on the part of broadcasters to 'restrain . . . competition.'

"Dal-Worth complains that those who oppose its applications are 'ganging up' to try to deprive it of its First Amendment free speech rights," KCEN-TV said. "Yet it fails to perceive that the telecasters also have the constitutional privilege to peaceably assemble for the purpose of exchanging ideas and discussing the problems affecting their present and future operations." Dal-Worth had previously stated that the oppositions represented an "acknowledged combination of vested interests dedicated to but one basic objective—maintenance of the status quo and preservation of their own limited monopoly."

NAB charged that Dal-Worth had made an "unwarranted and unjustified" attack on its opponents and had "completely" misconstrued the association's position. "It was not suggested that the applications be denied out of hand, but only that FCC policy on both CATV program originations and pay TV must be established before applications such as Dal-Worth's could be considered," NAB said. The commission also has the "right and the obligation" to deter-

mine the final use of Dal-Worth's proposed facilities, NAB stated. Dal-Worth had previously asserted that the FCC lacked jurisdiction in the case because the proposed common carrier circuits were to be located only in Texas and would not carry broadcast matter.

The commission is currently considering in a rulemaking proceeding whether to establish pay television as a regular service. In addition, Congress is considering FCC-recommended legislation that would prohibit CATV's from originating programming except in categories specified by the commission and for which no extra charges would be made.

The broadcasters also disputed Dal-Worth's contention that its constitutional right of free speech would be violated if its applications were denied. "The courts have repeatedly held that freedom of speech and liberty of press are not absolute and unqualified rights, but that these rights are subject to the greater right of the public interest and can be reasonably restricted to safeguard the public interest," KCEN-TV stated. Both AMST and TTBA cited a Supreme Court ruling that said a denial of a station license is not a denial of free speech if the licensing standard is the "public interest, convenience, or necessity."

### OKLAHOMA CATV SYSTEM

Serving town of 15,000, cable installed for entire system, several hundred users now with 3,000 potential at good rate. In development stage but ready to take off with little promotion and hard work. Fine equipment, color, eight channels. Also in this package we can offer franchises for two nearby towns which can be handled with one headend installation.

Price of existing system and two franchises, \$275,000, excellent terms. Listed exclusively.

Contact—DeWitt "Judge" Landis in our Dallas office

(Information on this property and other broadcast facilities will be available from our representatives attending the NAB Fall Conferences in New York City and Charlotte, N. C., this week.)

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# New deal for newsmen?

## AFTRA says they're forgotten men, tries for wage-fee scale

Negotiators for management and the Screen Actors Guild and the American Federation of Television and Radio Artists are expected to continue contract talks until midnight tomorrow (Nov. 15) when several pacts covering acting actors, performers and newsmen expire.

Spokesmen for both industry and the unions were agreed that negotiations would "go down to the wire," and that on many issues, including wages, working conditions and fringe benefits, they were still far apart.

SAG and AFTRA were set to resume talks today (Nov. 14), armed with strike authorizations from their memberships. It is conceivable that if progress is made in negotiations today and tomorrow, the strike deadline will be advanced, as it was Nov. 15, 1963, when discussions continued into December when the current pact was drawn.

SAG and AFTRA are negotiating jointly again in the crucial area of TV commercials. SAG holds jurisdiction over performers in filmed commercials and to a limited extent, in tape commercials, while AFTRA represents artists appearing in live and in taped commercials. The unions are seeking increases in compensation that amount to about 20% in many key areas and other benefits (BROADCASTING, Nov. 7).

In the TV-commercial sector, management is represented in the negotiations by an assortment of organizations, including the three TV networks, the American Association of Advertising Agencies, the Film Producers Association of New York and the Joint Policy Committee on Broadcast Talent Union Relations, which consists of representatives of the 4A's and the Association of National Advertisers.

Management officials would say only that "we are still negotiating."

Separately, AFTRA is negotiating various TV-radio program codes with TV-radio networks and transcription codes with radio producers. AFTRA is reported to be seeking a 20% increase in wages and fees, claiming this figure is consistent with the rise in the cost of living since 1963.

**Network Newsmen** ■ For the first time, AFTRA also is seeking a contract to cover network newsmen on a na-

tional basis. Donald Conaway, AFTRA national director, last week called these employees "the forgotten workers."

AFTRA is asking a minimum weekly base of \$225 per week for these newsmen plus \$225 minimum weekly fee guarantee for a total of \$450 weekly; additional compensation of \$50 a day or part of a day when a newsman (on domestic assignment) is required to travel more than 50 miles from office to assignment; a minimum of \$600 a week for newsmen assigned outside of the continental U. S. on the basis of a five-day week and an additional payment of \$200 a week if he has to work a sixth or seventh day.

AFTRA is demanding "hazard pay" for newsmen working in a war zone or those assigned to cover "acts of violence," such as riots, revolutions and police actions. The union also is asking for a death-and-accident insurance policy for newsmen working outside the studio under which the staffer would be paid his weekly guarantee if he is unable to perform his duties as provided in the contract and, in the event of his death, his beneficiary would receive a lump sum of \$100,000.

Other AFTRA demands include: first-class transportation must be provided to newsmen required to travel (tourist jet is not considered first class); newsmen have the right to take additional four weeks' leave without pay per year to "fulfill speaking engagements, lecture tours etc."; wardrobe fee shall be paid for each on-camera performance.

In another labor development, the International Brotherhood of Electrical Workers conducted a mail referendum last week among more than 1,100 technicians asking them to approve or reject a contract proposal made by CBS. The union and the network had been in negotiations for more than a year to replace a pact that expired last Jan. 31. Neither the union nor CBS would reveal details of the proposal.

SAG, conducting a nationwide strike referendum in the field of television commercials, announced late last week that some 95% of the more than 6,000 mail ballots received as of Nov. 10 were in favor of a strike against the TV networks and other commercial-makers. The actual count was 6,064 votes to authorize a strike and 338 votes against such authorization.

## Mexican chores add up for NAB directors

The regular working sessions of the National Association of Broadcasters board of directors will be extended when the board holds its winter meet-

ing in Mexico City, Jan. 22-27.

Ordinarily, the joint board meets Tuesday afternoon and Friday morning with separate TV and radio board sessions on Wednesday and Thursday. However, a joint meeting with the Mexican Association of Broadcasters has been scheduled Tuesday afternoon, so the NAB board will meet in its opening session that morning.

To give the U. S. broadcasters a chance to see events that are typical of Mexico, the NAB board members will be guests of the Mexican broadcasters at a Sunday bullfight and at an evening performance of the Folkloric Ballet.

Also on the agenda is an interview with Mexican President Gustavo Dias Ordaz.

Helping in arranging the Mexican sessions are Guillermo Morales Blumenkron, president of the Mexican broadcasters directive committee; Francisco Ibarra Lopez, former president, and Jose Luis Fernandez, vice president.

## FCC smiles on CATV requests

The FCC continued to dig away at its large backlog of CATV work last week, disposing of four cases—all of them, as it happens, in a manner favorable to the CATV systems involved.

In one case the commission refused to require a CATV to afford nonduplication protection to a station that puts a predicted grade A signal over the CATV's community. In another, it turned down a UHF applicant's request that it reconsider a microwave grant permitting service to a CATV in the market the applicant intends to serve. And in two other cases, the commission granted CATV systems temporary waivers of the nonduplication rule.

The commission votes indicate that Commissioners Kenneth A. Cox and Robert E. Lee will be the headliners in CATV cases. They were the only dissenters, voting for a cease-and-desist order in the first case and for reconsideration in the second. The vote on the temporary waivers was unanimous.

**Others Like It** ■ The case involving the cease and desist order probably pre-figures a score or more of similar decisions by the commission. Agency officials say some 20-25 cases like it are awaiting commission action.

The request on which the commission acted last week was asked by Springfield Television Broadcasting Corp., in an effort to stop Mohawk Valley TV, a CATV, from duplicating in Athol, Mass., the signals of the company's WRLP-TV (ch. 32) Greenfield, Mass.

Springfield said WRLP-TV puts a





## The Bumsteads do not take TV lying down.

They go to work for you...give you a promotional impact like you hardly ever see these days.

When you sign up for the Blondie movies, you immediately have available: A 10-minute preview for on-air promotion and sales meetings, 12 made-for-TV film promos, 10 radio spots, tapes of the new Blondie theme song, an open-end deejay interview of Penny (Blondie) Singleton.

Also, posters (2 sizes), post cards, Dagwood sandwich recipes, a Blondie Nostalgia Test, a premium an-

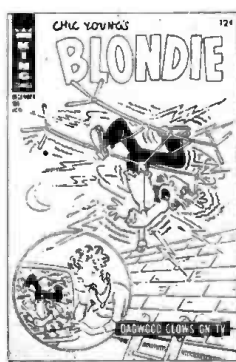
thology of favorite Blondie strips.

Also, you can arrange cross plugs with local Blondie newspapers. And you can arrange a visit from Penny in person.

Most of this is for free or for a small charge. And it's all in addition to the regular Blondie promotion kit, a rich assortment of photos, slides, ads, etc.

No, when they get to TV, the Bumsteads aren't resting on their laurels. They'll run themselves ragged for you.

## King Features



West: Maurie Gresham 213-769-0232  
East: Ted Rosenberg 212-682-5600

grade A signal over Athol and, therefore, is entitled to nonduplication protection.

However, the commission has found in previous cases that the station's signal is not viewable in Athol. And commission rules provide that nonduplication is not required in such situations.

Besides denying the request for a cease-and-desist order, the commission granted Mohawk's request for a waiver of the nonduplication rule. The system

relays the programs of 13 stations, including WRLP-TV.

The commission turned down the request for reconsideration of the microwave grant on the ground the impact on development would not be serious. Desert Empire Television Corp., applicant for a UHF in Palm Springs, Calif., had opposed the microwave grant that permits a CATV to relay seven Los Angeles VHF signals into nearby Desert-Hot Springs. Palm Springs, with a

population of 13,468, is already served by CATV. Desert-Hot Springs has a population of 1,472.

The temporary waivers of the non-duplication rules were granted to Cableview of Selah, Wash., until April 1, 1967, and to Southern Television System Corp., operator of a system in Cisco and Eastland, both Texas, until Nov. 24. The extensions will enable them to acquire the equipment they need to comply with the rules.

## FINANCIAL REPORTS

### CBS chalks up record profits

9-month sales up 16%; cash dividend upped, stock dividend declared

CBS enjoyed record revenues and profits through the first nine months of 1966 with sales moving 16% ahead of the same period last year and per-share earnings jumping ahead 27%.

The company's report said all of the major businesses in which the corporation is involved have continued to make gains through the year to date.

National advertising revenues, it noted, were up 10% through the first half and national television expenditures were up 12% for the same period while national radio revenues were climbing 13%.

At a board meeting last week CBS directors increased cash dividends on the company's common stock to 35 cents a share. The dividend is payable to shareholders of record Nov. 25 on Dec. 9.

CBS also declared a 2% stock dividend payable Dec. 19 to stockholders of record Nov. 25.

For the nine months ended Oct. 1:

	1966	1965
Earned per share	\$1.99	\$1.57*
Sales	557,192,276	480,310,673
Income	78,418,734	63,297,907
Net income	41,027,720	31,795,691
Average shares outstanding	20,630,709	20,252,057*

\*Adjusted for 1965 stock dividend.

### Financial reports . . .

■ Grey Advertising Inc., New York, has declared a regular quarterly dividend of 12½ cents a share, payable Dec. 15 to stockholders of record Dec. 1.

■ The board of directors of Storer

Broadcasting Co., Miami, has declared a regular quarterly dividend of 25 cents per share on its common stock, payable Dec. 9 to stockholders of record Nov. 25. The board also declared a quarterly dividend of 12½ cents a share on class B common stock. Storer Broadcasting has been notified that the holders of 1,449,180 class B common shares intend to exercise their rights to convert the shares into common stock before Nov. 25. The firm has outstanding 2,623,854 common shares and 1,540,946 shares of class B stock. The shares of class B stock to be converted include all shares owned by George B. Storer, George B. Storer Jr., individually and as trustee, The Detroit Bank & Trust Co. as trustee, and by The George B. Storer Foundation.

### Seven Arts Ltd. posts 1st-quarter comeback

Seven Arts Production Ltd., Toronto, bounced back from a loss in the first quarter of the last fiscal year to a net income of almost \$3.4 million in the first quarter of the present fiscal year, ended Sept. 30.

Samuel H. Haims, Seven Arts vice president and treasurer reported to shareholders attending the annual meeting in Toronto last week. He told the meeting that results of the current first quarter are not indicative of prospects for the full fiscal year ending June 30, 1967 because of "the fluctuating nature of the business."

Eliot Hyman, Seven Arts president, told stockholders that the company, as of June 30, 1966, had available for release 365 features which "were virgin for television in the U. S." He said Seven Arts also can sell to TV stations in the U. S. an additional 122 films that have had some TV exposure. The company now has 780 features in TV distribution in the U. S., Mr. Hyman reported.

For the three months ended Sept. 30:

	1966	1965
Income per share	\$1.02	(\$0.01)
Net income	2,592,971	(22,529)
Net sales	16,752,979	3,376,723
( ) denotes loss		

### C-E-I-R has lower net, higher sales for year

C-E-I-R Inc., Washington, parent of American Research Bureau, has reported a 10% increase in sales in the 1966 fiscal year over 1965 but a reduction in net income for the year.

Herbert W. Robinson, president, said that the pretax profitability of the ARB subsidiary had fallen by \$1,450,000 in one year due to two heavy expenditures by the firm. The development of ARB's Radio Audience Measurement reports had represented a net investment of more than \$630,000. In another operation it was found necessary to spend \$737,000 more to accelerate improvement of ARB's TV Audience Measurement reports than was spent in fiscal 1965. Mr. Robinson said that the price increases were warranted by the improved product, and should increase revenues in fiscal 1967.

For the year ended Sept. 30:

	1966	1965
Earnings per share	\$0.88	\$1.12
Gross income	22,358,974	20,355,037
Net income	1,450,064	1,845,215

### ITT sets new record for nine-months

International Telephone & Telegraph Corp., New York, has reported new highs in sales and profits for the first nine months of this year. All 1965 figures have been restated to include operations of companies acquired since Sept. 30, 1965.

ITT advised its stockholders that the company's merger with ABC Inc. is still awaiting approval by the FCC.

For the nine months ended Sept. 30:

	1966	1965
Earned per share	\$2.85	\$2.48
Sales and revenues	1,442,605,000	1,321,092,000
Net income	61,678,000	53,110,000
Average common shares	20,489,000	20,123,000



## How can anyone forget that tender love scene? You won't let them.

Your schedule drags a little at some point. So you figure the best way to turn on a female audience is to put on a great lover. Well, that's one way. But it's not the only way. WBC Program Sales has come up with another solution for weak spots. Bright stars. Like Merv Griffin. And Mike Douglas.

Now neither of these fellas is a pretender to Gable's throne—but they have a way of attracting women that would make a lover blush. They run involvement shows. They talk to women sort of person to person, in a way that makes husbands tune in to find out what they've got. So while we wouldn't dream of asking you to give up movie classics (with so many hours

a day to fill), we don't think you ought to try and survive on the classics alone. Why not call the man from WBC, and let him show you how more than 150 stations have cornered a woman without any help from Charles Boyer.

**WBC PROGRAM SALES, INC.**  
240 West 44 Street, N.Y., N.Y. (212) 736-6300.

# SG proxy statement details pay pacts

## FRENCH BANK TELLS FCC IT OWNS 20% OF COLUMBIA

Screen Gems Inc. issued a proxy statement last week accompanying notice of its annual meeting of stockholders to be held in New York on Nov. 29.

The proxy disclosed that Jerome S. Hyams, executive vice president of Screen Gems, has an employment contract with aggregate payments totaling \$104,000 a year and including deferred payment of \$750 a week for 523 weeks after April 4, 1970, or at the end of any further contract. John H. Mitchell, vice president, has a similar pact calling for \$59,800 in annual compensation plus deferred payment of \$500 a week for 522 weeks after Sept. 4, 1969, or at the termination of any further contract. Jackie Cooper and Charles Fries, both SG vice presidents, earn \$130,000 and \$65,000 respectively on an annual basis.

The election of nine directors to SG's board will be held during the annual meeting.

In another development, Screen Gems and its parent company, Columbia Pictures Corp., filed notice of a motion for a hearing to be held on Nov. 15 in the U. S. District Court of New York on its request for an injunction against dissident stockholders who claim to own more than 50% of Columbia's outstanding shares. Columbia is seeking both a temporary and permanent injunction against the groups to prevent them from voting any common shares at any meetings of stockholders (BROADCASTING, Oct. 31). Columbia's annual meeting will be held in New York on Dec. 21.

**French Bank Stock** ■ Meanwhile, the French bank involved in the stockholder's dispute has informed the FCC that the bank owns no more than 20% of the company's stock.

The percent of ownership is critical, since aliens are prohibited by law from owning more than 25% of holding companies owning broadcast licenses and more than 20% of licensees themselves. Columbia owns Screen Gems, which owns or controls six stations.

Columbia management cited the law in its court suit attempting to block the take-over attempt by the dissidents, who include the Banque de Paris et des Pays-Bas.

The bank, in its letter to the commission last week, said it owns 394,000 of the 1,966,000 shares of Columbia stock "thought to be outstanding." The bank said it was filing the letter in view of "rumors" that its interest "is greater than is the fact."

Meanwhile, the commission was still awaiting a response from the counsel for the dissidents to Columbia manage-

ment's claim that his clients are seeking to take control without prior consent of the commission. The commission said such a take-over would violate the law and commission regulations (BROADCASTING, Nov. 7).

## Richmond Newspapers earnings up a bit

Richmond Newspapers Inc., Richmond, Va., has recorded increases in both revenues and earnings for the first nine months of 1966.

Richmond Newspapers and its subsidiaries own and operate the *Richmond Times-Dispatch* and *News-Leader*, WRNL-AM-FM Richmond, the *Tampa (Fla.) Tribune* and the *Tampa Times*, WFLA-AM-FM-TV Tampa, and the weekly *Largo (Fla.) Sentinel*.

For the nine months ended Sept. 30:

	1966	1965
Earnings per share	\$1.28	\$1.22
Consolidated revenues	28,883,291	26,670,097
Net income after taxes	1,836,440	1,761,194

## Cowles group reports lower 9-month net

Cowles Communications Inc., New York, group broadcast owner and publisher, has announced a decline in earnings for the first nine months of 1966. Gardner Cowles, chairman of the board, said that earnings had been adversely affected by a decline in advertising and by higher operating costs for *Family Circle* magazine.

Cowles stations are KRNT-AM-TV Des Moines, Iowa; WESH-TV Daytona Beach-Orlando, Fla., and WREC-AM-FM-TV Memphis. The firm also has a CATV system in Winter Haven, Fla.

For the nine months ended Sept. 30:

	1966	1965
Earnings per share	\$0.60	\$0.65
Revenues	101,693,000	98,698,000
Net income	1,947,000	2,076,000
Average shares outstanding	3,247,849	3,181,915

## Bartell net up 48%, stock dividend set

Bartell Media Corp., New York, has reported a 48.9% gain in net income for the nine months of this year over 1965's comparable period.

Lee B. Bartell, president, attributed

part of the profit spurt to Bartell's radio and television operations. He also indicated that company directors have approved disbursement of a 4% stock dividend, payable Jan. 6, 1967 to stockholders of record Dec. 23.

Bartell is active in a number of CATV systems in Maine and has filed application for a facility in Brooklyn, N. Y. (BROADCASTING, Sept. 12). Among its broadcast properties, Bartell lists WADO New York, WOKY Milwaukee and KCBQ San Diego, and Telecuracao and Telearuba, both in the Netherlands West Indies. It also owns properties in consumer and trade magazines, books and various publishing activities.

For the nine months ended Sept. 30:

	1966	1965
Earned per share	\$0.48	\$0.34
Revenues	22,785,966	22,476,241
Net income	914,178	613,854
Shares outstanding	1,908,645	1,787,522

## Reeves has its highest nine-month period

Reeves Broadcasting Corp. reports nine-month revenues and sales at record levels.

Earnings for the period were up 95% on a sales advance of 65% over the comparable nine months of 1965. Third-quarter income, at \$155,900, more than doubled that of the same quarter last year.

J. Drayton Hastie, Reeves president, said improvements in sales and earnings could be attributed to contributions of recently acquired operations and substantial improvement in the company's major division, its sound and video-tape recording studios.

Nine months ended Sept. 30:

	1966	1965
Earned per share	\$0.32	\$0.18
Sales	7,023,100	4,293,600
Net income	838,200	526,600
Shares outstanding	1,807,471	1,615,893

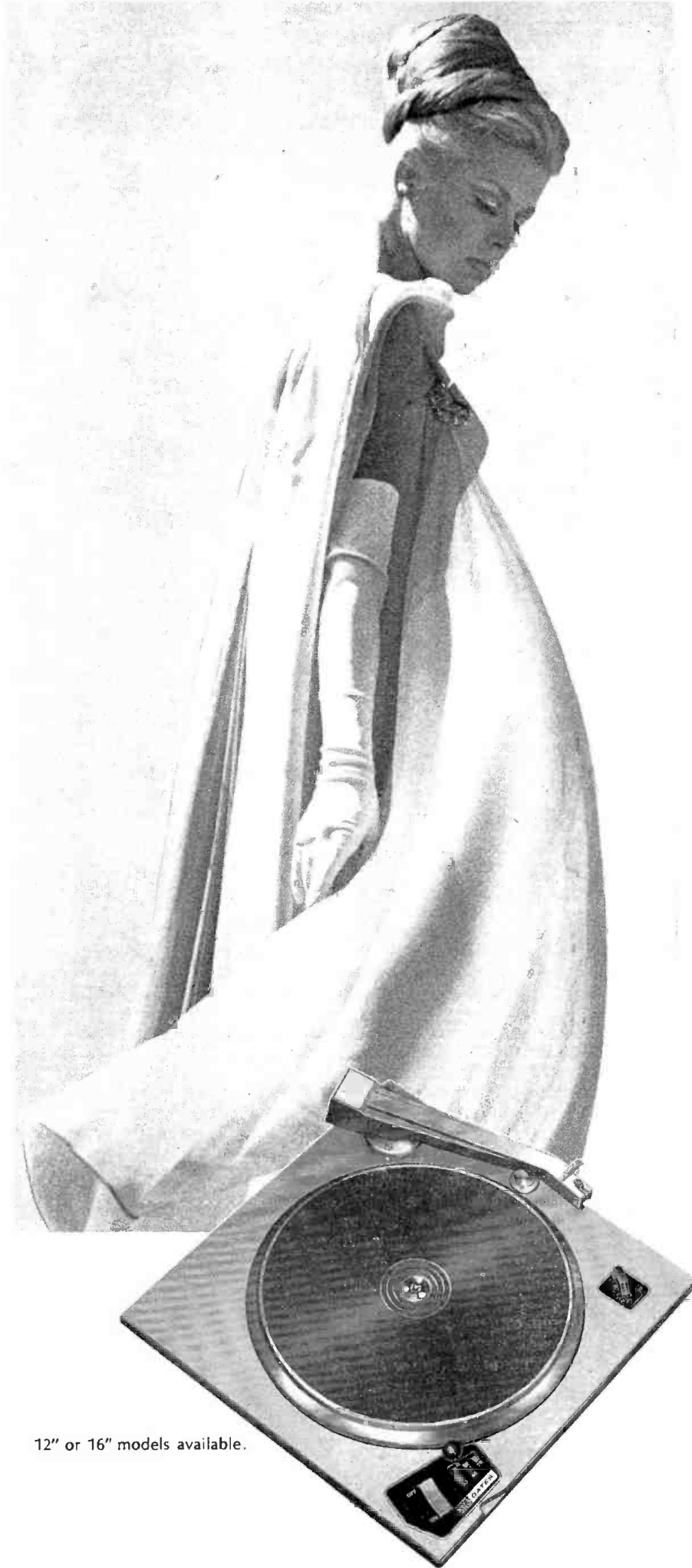
## Audio Devices has its highest quarter

Audio Devices Inc., New York, maker of magnetic tapes, has reported its highest third-quarter sales figure of any quarter in its history. Sales for the nine month period jumped 42% ahead of 1965.

For the nine months ended Sept. 30:

	1966	1965
Earnings per share	\$0.82	\$0.66
Sales	12,547,401	8,817,342
Earnings*	768,561	619,983
Shares outstanding	933,376	—

\*Not including a special nonrecurring credit of \$108,750 granted in 1965 for paid-up licenses for patent rights.



## Smooth as silk with a GATES turntable

Quality reproduction of today's technically advanced recordings calls for new Gates 12" or 16" transcription equipment.

Both turntable models achieve new lows in rumble, wow and flutter – without sacrificing quick cue-up and with years of reliability.

Perfect for stereo. All Gates turntables have a unique inner-hub drive, smooth-as-silk speed change and silent illuminated rocker off-on switch.

After all, Gates pioneered with the very *first* turntables for broadcasting 40 years ago. Truly, the soundest sound in broadcasting is the new sound of Gates.

Write today for our new Turntable Guide.

12" or 16" models available.

# **GATES**

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SPECIAL REPORT: ELECTION '66

## A TV first—right or wrong

Networks do outstanding job of covering off-year elections, but eagerness to lead sometimes caused mistaken predictions of the final outcome

The television networks brought out some flashy new gear to brighten their election coverage last week, but some of the glare it produced was the glare of mistaken prediction.

Direct computer-to-screen systems showered viewers with instant vote analyses, and commentators offered rapid predictions of winning candidates—in at least eight cases, too rapid.

The efforts of some 100,000 News Election Service personnel, nearly 14,000 stringers and analysts, and batteries of computers and visual systems produced quantities of accurate election analyses but not enough to offset the embarrassment of a number of serious mistakes.

In one case, that of the Georgia gubernatorial election, where national interest had centered on the unusual political fortune of the so-called “white backlash” candidate, Lester Maddox, all three networks predicted his victory only to find the race so close that a final decision is still to be reached. In a similar case CBS, early in the evening, predicted a probable win for George P. Mahoney who actually lost to Spiro Agnew in the Maryland gubernatorial race.

**Speed Above All** ■ Despite their in-

correct predictions the network news organizations and the joint News Election Service turned in the fastest, most comprehensive election coverage and analysis in their history. Inter-network competition for “first calls” tends to confuse the issue. The occasional—but prominent—errors might be traced back to the construction of computer models and forward to the zeal for first calls.

Among the mistaken predictions were six for ABC. They were in gubernatorial races in Oklahoma (Dewey Bartlett—Preston Moore), Minnesota (Karl Rolvaag—Harold LeVander), Alaska (William A. Eagan—W. J. Hickel), New Mexico (T. E. Lusk—D. F. Cargo) and Arizona (Sam Goddard—Jack Williams) and in the Wyoming senatorial race (Teno Roncalio—C. P. Hansen). Three errors were corrected before the network went off the air: Oklahoma at 9:45 p.m. EST, Minnesota at 2:45 a.m. EST, Arizona at 11:19 p.m. EST.

CBS made an additional error in the “probable winner” call in the Maryland gubernatorial. It was corrected at 11:12 p.m.

ABC led the networks in uncontested correct first calls (11 governors and 15 senators). NBC first called eight sena-

tors and 10 governors correctly. CBS first called three governors, including Nelson A. Rockefeller in New York a half hour after the polls closed, and three senators including Senator-elect Charles H. Percy in Illinois, according to the Associated Press, although all three networks claimed to have scored a beat on the Percy call.

As to ratings, NBC continued its leadership since Arbitron began overnight national election ratings with a 43 share of the three-network audience between 7 and 12 p.m. EST. CBS's share was 39; ABC's 18.

**Great Depth** ■ On the point of coverage, however, a total of 505 Senate, House and gubernatorial races were reported in unparalleled depth. Major innovations in digital-to-video converter visuals were made by networks.

All three networks went on the air with election coverage at 7 p.m. though several first calls were made during cut-in bulletins before that time. CBS and NBC signed off at 2 a.m., while ABC plugged on until 3 a.m.

It was indicated last week that as many as 10 ABC affiliates did not clear the network feed on election night. Among the stations that had not acknowledged clearance were WTVN-TV

Columbus, Ohio; KMBC-TV Kansas City, Mo.; WLBW-TV Miami; KONO-TV San Antonio, Tex., and KETV(TV) Omaha, Neb.

The stations for the most part ran feature films, interspersed with reports of national, state and local election returns. WTVN-TV ran a movie, 8-10:15 p.m. and the *Merv Griffin Show*, 10:30-midnight. News specials and election returns were run from 6:30 until the movie's start and at 10:15-10:30.

KONO-TV and WLBW-TV said they used crawl effects on the screen during their telecast of movies to give returns of elections. KETV set up its own election studio with a three-man team on camera to announce returns. It ran movies through the night and up to 3 a.m., with reports from its election headquarters telecast on the half-hour and hour.

**To Please the Viewers** ■ Station officials who commented on the reasons for refusing network service and substituting local programming said they were obliging viewers in presenting something other than what one called "similar-looking network handling of the elections." Several of the stations noted that they received "excellent" viewer reaction.

ABC on an average Tuesday clears 136 stations live. CBS said it held its average 185-station clearance, including the 10-11 p.m., EST period when it customarily dips to 150. NBC reported a 191-station clearance on a night when it usually clears from 161 to 173 stations.

ABC manager of election planning Arnold Snyder had already "rediscovered sleep—intoxicating," and gone to work analyzing the network's RSVP system when he was interviewed last Thursday (Nov. 10).

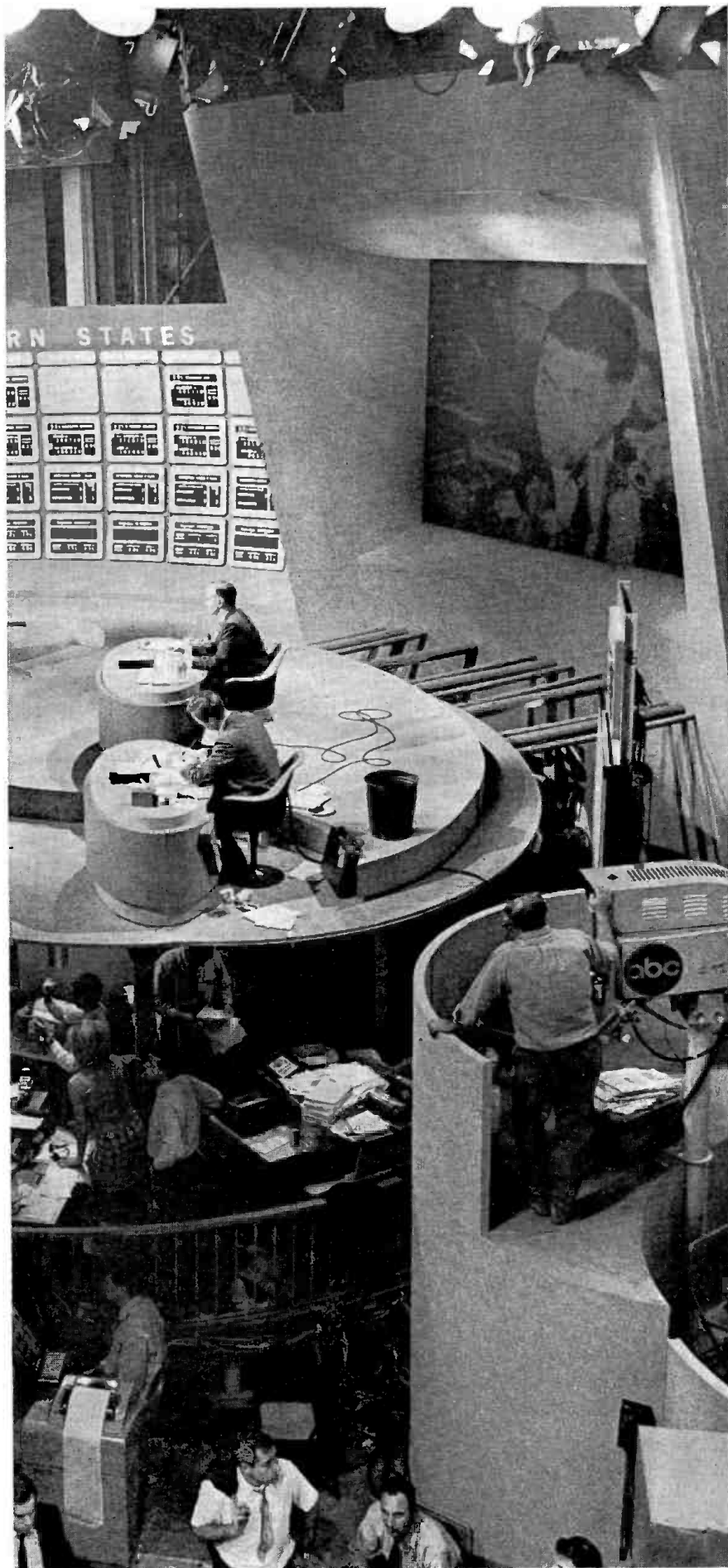
"On the balance, our key precincts were sound. Improvement of the models, constant updating and continuous research are, of course, necessary. You're never satisfied with your model. But on the balance, I think we were highly successful."

In the area of visuals, Mr. Snyder thought ABC would be "using more, Divcon and others."

**At NBC** ■ NBC's Electronic Vote Analysis (EVA) system performed well; Frank Jordan, manager of election planning, was enthusiastic, but he stressed "the difficulty of not calling winners. Somebody ran down that night and told us CBS called Mahoney in Maryland. The model wasn't in; we couldn't call. Later, somebody came down and told us ABC had (correctly) called Agnew. Well, there we were."

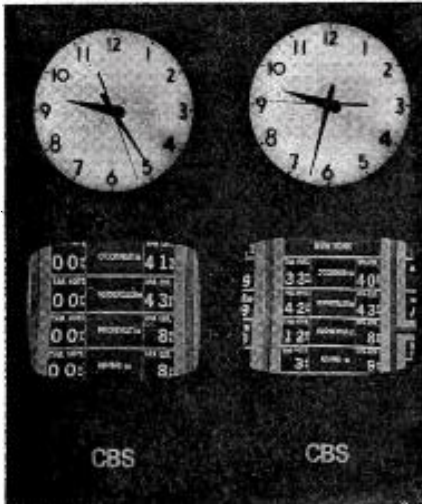
Mr. Jordan had high praise for RCA's Divcon visuals. "They're a lot more than just a gimmick. We had better than 3,000 displays programed, and we still had to 'write' a couple."

The Divcon (digital-to-video con-



verter) system permits any information in the computer to be compared on blank bar graphs, without previous programming. "For example, we could have compared the votes of the Rockefeller brothers, one in Arkansas, the other in New York, within two or three minutes, if we had wanted to," Mr. Jordan explained.

"We'll make improvements in our visuals for '68. Maybe we won't have any pre-programmed Divcon visuals at all—we'll make them all on the spot. We had a 'queue' of 27 displays available at any one time. But I don't think we used more than 5% of those 3,000 displays. In '68, we could 'write' them,



drop in the comparisons, title the displays and run them."

NBC was responsible for the pilot computer project in Los Angeles that tabulated votes from 11 western states for the joint wire service-network News Election Service (see story, page 62). Its success might signal nationwide computerized vote reporting from four-to-six regional centers in the 1968 presidential elections.

Mr. Jordan commented: "It went well out there. There was a temporary breakdown in a piece of equipment—not long, five-ten minutes—but it was a peak period, and there was an overload with the input at that point. Overall, though, it performed very well."

CBS's executive producer of election coverage, Av Westin, was "quite pleased" with his Vote Profile Analysis (VPA) system. While trailing in first calls (six), it scored several significant ones.

Mr. Westin's main concern the day after the election was locating the source of VPA's error in the Maryland gubernatorial election.

"We'll improve our visuals for '68, of course. The 'victory-graph' (CBS' IBM 2250 computer-to-screen visual for comparing winning and losing votes) will have to be better integrated into our overall visual style," he said.

## Radio-TV names dot victor list

### 3 win gubernatorial bids;

### Taft elected to House;

### Shapp loses in Pennsylvania

Five candidates associated with broadcasting were elected to top offices in their states in last week's balloting. At the same time three other industry figures met defeat.

The winners were all part of the Republican party's nationwide advance. Perhaps the most prominent of the victors was former actor and television personality, Ronald Reagan, who immediately was cast in a leading role within the GOP on the basis of his resounding win over incumbent Edmund G. Brown in California. Governor-elect Reagan, who disdains labels but has been identified with the Goldwater wing of the GOP, was the announcer and master of ceremonies on TV's *General Electric Theater* and *Death Valley Days* as well as a popular figure in late-night movies. He also led the Screen Actors Guild fight for television residual rights in 1959 after a long tenure as an officer of the union. Mr. Reagan, before turning actor in 1937, was a sportscaster at WHO Des Moines.

His Democratic foe during the campaign tried strenuously to use this background to embarrass Mr. Reagan. Governor Brown referred to him as "that actor" and one of the Brown campaign spots on television issued the warning: "Remember it was an actor who shot Abraham Lincoln."

**Winner in Arizona** ■ Another broadcasting figure associated with the Goldwater movement in the Republican party won the governorship in the former GOP standard-bearer's home state of Arizona. State Senator John R. (Jack) Williams, former mayor of Phoenix and an executive and minority stockholder of KOY Phoenix, took advantage of scandals within the Democratic governor's administration to take over the statehouse. He had been a strong backer of former Senator Barry Goldwater, and his campaign manager was Stephen Shadegg, biographer of Mr. Goldwater.

Republican Tom McCall, a newscaster from 1946 to 1954 on KGW Portland, Ore., gained the governor's seat vacated by Mark Hatfield in his successful bid for the U. S. Senate. Governor-elect McCall had been Oregon's secretary of state in the Hatfield administration.

Representative Alvin E. O'Konski

(R-Wis.), president of WAEO-TV Rhineland, Wis., was another Republican winner as he was re-elected to his 13th term. He has been in the House since 1942 although he represents a strongly Democratic district. He is also the former owner of WOSA in Wausau and WLIN in Merrill, both Wisconsin.

**Reams Loses, Taft Wins** ■ In Ohio, one broadcasting executive was the victim of Republican Governor James A. Rhodes's landslide victory while another captured a congressional seat.

Governor Rhodes's opponent was Frazier Reams Jr., vice president and general manager of Reams Broadcasting Co., parent company of WCWA-AM-FM Toledo. Mr. Reams, whose father owns the broadcasting firm bearing their name, was at 36 the youngest gubernatorial candidate in his state's history. The lop-sided victory of about 700,000 over Mr. Reams, one of the largest pluralities in the nation, catapulted Governor Rhodes into consideration for a place on the GOP national ticket in 1968, possibly as a vice presidential candidate.

The Ohio victor with broadcasting interest was Robert A. Taft Jr., the heir to one of the best known names in American politics whose family operates the Taft Broadcasting Co. Mr. Taft, a former member of the House of Representatives who was defeated when he aspired to a Senate seat in 1964, regained a House seat in this election. He defeated Representative John Gilligan, one of the freshman Democrats who was swept in two years ago in the Johnson landslide. However, the Cincinnati district he lost to Mr. Taft has a history as a Republican stronghold. Mr. Taft, former general counsel and director of Taft stations, is the son of the late Senator Robert A. Taft and grandson of President and U. S. Supreme Court Chief Justice William Howard Taft.

**Setback for Shapp** ■ However, rebuffed in their bid for office were Milton J. Shapp, Democratic hopeful in the Pennsylvania governor's race, and Richard Smiley, who sought the Montana congressional seat held by Democrat Arnold Olsen. Mr. Shapp, founder of the CATV and electronics firm, Jerrold Corp., was defeated by Republican Lieutenant Governor Raymond P. Shafer in a race that was seen as a victory for the record compiled by Republican Governor William Scranton.

Mr. Shapp, after a bitter Democratic primary, failed to gain support of many of his party regulars. He reportedly spent \$1.4 million of his personal fortune in a heavy television and billboard primary campaign in his first attempt for public office. The total amount he spent during the primary and general election campaign is not yet known although opponents and observers put his



# Give us inspection or give us death.

"During a recent holiday weekend, 23 persons were killed in traffic accidents in Illinois.

Is there anything we can do to cut down this tragic loss of human life?


WBKB-TV thinks so.

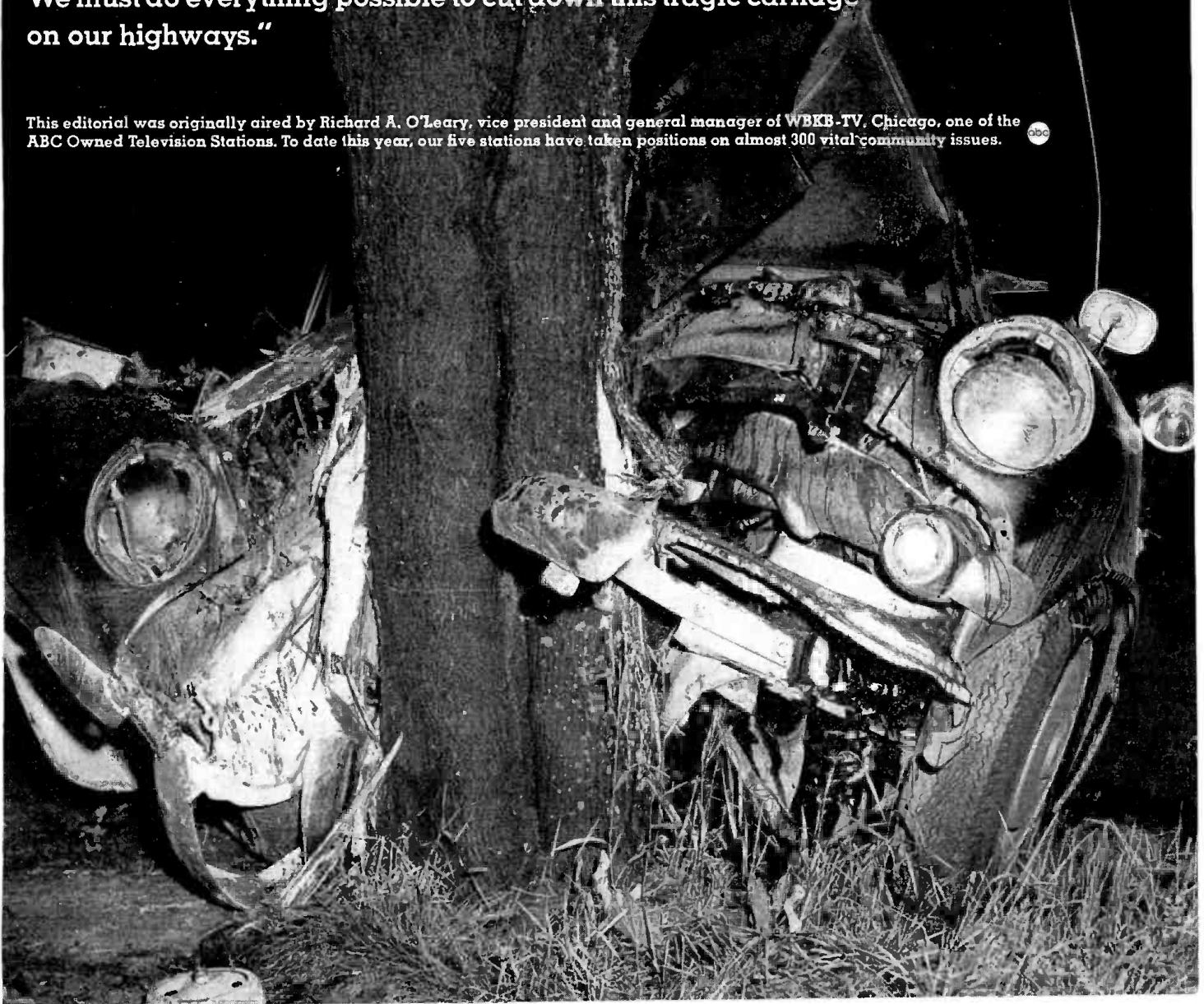
A recent article in the Journal of the American Medical Association points out that highway deaths increased ten per cent from 1950 to 1960 in states that have no regular compulsory safety inspection of autos, while deaths decreased ten per cent in those states that do have such inspections as a matter of law.

Illinois (and the Chicago area) do NOT require such safety examinations.

WBKB-TV suggests that our state legislature investigate the feasibility of establishing periodic checks for all Illinois vehicles.

We must do everything possible to cut down this tragic carnage on our highways."

This editorial was originally aired by Richard A. O'Leary, vice president and general manager of WBKB-TV, Chicago, one of the ABC Owned Television Stations. To date this year, our five stations have taken positions on almost 300 vital community issues. 



total from \$3 million to \$4 million. His campaign manager said simply: "The bills haven't all come in yet." In his race he was confronted by the Scranton-administration popularity, heated personal attacks on him and his campaign style and the opposition of some segments of his party.

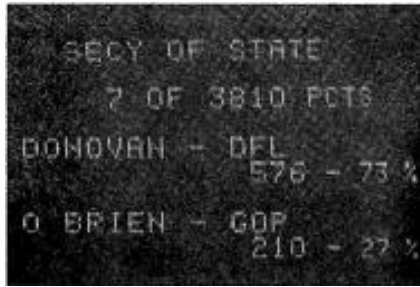
Mr. Smiley, president and general manager of KXXL Bozeman, Mont., and a veteran Montana legislator, was defeated by Representative Olsen in their contest. Mr. Smiley has led the fight for broadcaster relief from the demands of the music copyright groups while Representative Olsen, who won his fourth term, has been a strong backer of longer license terms for broadcasters.

A new Congressman with family ties to the broadcasting industry was elected from Ohio's 10th District. He is Republican Clarence E. Miller who is the brother of Paul Miller, station manager at WCKY in Cincinnati.

## WCCO-TV tries an easier way

Minneapolis station feeds figures direct from the computer to home screen

Election coverage, which has been getting increasingly complex, became simpler last week at WCCO-TV Minneapolis-St. Paul, when the vote boards disappeared. In their place the station had 102 races from Minnesota and Wisconsin



Directly from the computer, that is the way the WCCO-TV tabulations appeared on the screen to viewers.

sin just a fingertip away, locked within a computer from the Control Data Corp., Minneapolis.

The whole operation was described by the station as an attempt to give viewers "a clean, uncluttered report of vote totals." The coverage also marked WCCO-TV's return, after a nine-year lapse, to local live color.

Dubbed the "Computer Vote Total" the unit would bring on the viewer's screen any of the programmed races, showing number of precincts reporting, candidates, their vote and their percentage of vote at that moment. The unit made no predictions.

The figures were inserted in the computer by five girls manning visual display units. As they received the votes, via phone, they would type the figures and see them on their display unit. Then, at the pressing of a button, the figures were added to the computer memory bank and were on call for showing to the audience.

When anchorman Dave Moore or analyst George Rice wanted the figures for a particular race, the girl manning the outgoing visual display unit, would hit two keys and the figures would be

on the screen. WCCO-TV had a camera locked in position on one of the display units.

**Small Staff** ■ The new procedure also resulted in a smaller election night staff than the station had used in the past. Eight girls who used to handle the vote boards were no longer needed and WCCO-TV used only one newsman, Mr. Moore. In the past at least three newsmen had handled various segments of the reports.

However, the station did find one drawback in the operation. Since the anchorman himself didn't take the calls, he had no idea of what area the votes were coming from. Like the viewers, all he saw were the running totals.

## What is effect of election?

Increased GOP ratio in House may put brakes on radio-TV regulation

The shift in the composition and orientation of the House of Representatives may have a profound impact on future legislative activity in the broadcasting and communications field.

In the House, where Republicans gouged out 47 seats from the Democratic majority, the effect may be a reluctance to accept legislation enlarging the role of the federal government and a tendency toward rejecting or at least trimming expenditures. In the Senate little change is expected as a result of three new GOP members.

The greatest impact in the House of Representatives, however, will probably occur in the committees where the composition of the membership will have to be altered to reflect the added strength of the GOP. In many committees the Democratic majority held only a slim and sometimes elusive margin over a coalition of Republicans and conservative Democrats. This rein on the majority can be expected to tighten because of the new GOP muscle in the House committees.

This will probably occur in the all-important House Commerce Committee where there were several close votes on communications in the past session.

**Key Posts Sought** ■ Also of great significance will be the outcome of the contests for the committee chairmanship and the leadership of the Communications Subcommittee, vacated by the retirement of Representative Walter Rogers (D-Tex.). Committee Chairman



At WCCO-TV Minneapolis only a few people were needed to man the computer-to-final-figure operation as compared to the many needed at the networks. Here is the entire team that

was used to let WCCO-TV viewers get actual readings on the vote, plus a percentage total for the race involved. Figures came direct from the computers to the home screen.

Wanna see  
the world's fastest b&w reversal film?



Ask your Du Pont man to hold tight to a reel of new 932 so you can get a good look at it. That flashy ASA rating of 320 daylight is actually deceptively slow! This greased-lightning film can be forced up to 1250 daylight.

What else?

- hardened emulsion, lubricated in manufacture for smooth camera action in any weather.
- antihalation safety base.
- ultra-rapid processing capability.
- great exposure latitude.
- exceptional definition and clarity.
- availability in 16 and 35mm sizes.

What else!



## Strong ratings for non election shows

Several feature films and syndicated reruns of former network shows attracted greater television audiences to independent stations in New York than to network outlets carrying election coverage on Nov. 8. In some instances the average audience in a half-hour period watching an entertainment show on an independent station was greater than that of any network station.

With three—WABC-TV, WCBS-TV and WNBC-TV—of six commercial TV stations in New York showing a full night of network election coverage on Nov. 8, it would be expected that viewing would be heavily concentrated on politics.

But overnight ratings in New York, made available last week, showed the individual network stations' ability to hold audiences was spotty. New York Instant Nielsens showed the off-network syndicated *McHale's Navy* with a 17.0 rating in the 7-7:30 period on independent WNEW-TV. Election coverage scored 15.6 on WNBC-TV, 10.6 on WCBS-TV and 5.0 on WABC-TV. Another syndi-

cated rerun, *The Wackiest Ship in the Army*, on independent WPIX (TV), registered the top rating in the 8-8:30 period and again at 8:30-9 nosing out the WNBC-TV ratings in both half-hours. In the 8:30-9 period, WNEW-TV showing a motion picture displaced WCBS-TV in third.

At 7:30-8, Nielsen showed WNBC-TV in first position, WPIX, showing the off-network *Gidget*, second, and WNEW-TV, with the syndicated *Truth or Consequences*, third.

WOR-TV's movie rated second at 9-9:30 behind WNBC-TV, but ahead of WCBS-TV. The rerun *Perry Mason* on WPIX was rated in second position at 9:30-10 with election coverage on the NBC and CBS stations holding first and third ratings in the time period. In the 10-10:30 period, WOR-TV's movie and WPIX's syndicated *The Defenders* rated second and third behind WNBC-TV. From 10:30 on, ratings were uniformly greater on the NBC and CBS stations, with the third spot going to WPIX's *Defenders* (10:30-11) and to a WOR-TV movie (11-midnight).

Harley O. Staggers (D-W. Va.), who won re-election, faces a challenge from Representative John Bell Williams (D-Miss.), another victor. Representative Williams would normally have assumed the chairmanship ahead of Representative Staggers in 1965 because of seniority. But he was stripped of his rank for supporting GOP presidential candidate Barry Goldwater in the 1964 election. Whether the Democratic caucus after two years will have changed its mood and vote to restore his seniority is not known. If this occurs a power struggle will develop within the committee over the chairmanship. Representative Williams has promised he will press for restoration of his seniority and the committee chairmanship.

All the contenders for the crucial Communications Subcommittee chair were re-elected in last week's election. Representative Torbert H. Macdonald (D-Mass.), the leading possibility because of his seniority on the parent Commerce Committee; Representative John Jarman (D-Okla.), second in terms of rank, and Representative John Moss (D-Calif.), senior member of the subcommittee, all were returned and are expected to claim the post.

Also on the Commerce Committee, four of the 1964 crop of freshman Democrats met defeat last week and two Republican members will not re-

turn. The four one-term freshmen were Representatives J. Oliva Huot (D-N.H.), James Mackay (D-Ga.), John Gilligan (D-Ohio) and Charles Farnsley (D-Ky.). Republican members not running for re-election were Representatives Willard Curtin (R-Pa.) and Howard Callaway (R-Ga.), who ran for governor of Georgia.

**Effect on Bills** — The GOP surge in the House might also be expected to help such industry legislation as the extension of broadcasting licenses. But some observers are concerned that the animosity engendered by broadcasters' endorsement of political candidates in the last campaign might spill over and create general opposition to industry causes. Several House members including Representative Staggers and House Speaker John W. McCormack (D-Mass.) have called for a halt to broadcaster endorsement of candidates. Speaker McCormack was rumored to be particularly upset over some stations in his state endorsing Republican Governor John Volpe in the race against the speaker's nephew, Edward J. McCormack. With Governor Volpe's victory, the speaker may be even more inclined to press for a broadcast editorial ban.

The CATV regulation reported out by the House Commerce Committee but stranded in the Rules Committee,

if it is resurrected, may face a doubtful future because it would represent federal extension of control over industry, which is disdained by many Republicans.

Appropriations bills for government agencies including the FCC may also face cutbacks because of the generally thriftier nature of most Republicans. The FCC funds last year were retained at the same level as the previous year, which actually represented a cut because of the raise in federal employe salaries.

## Itchy computers in Georgia race

Stations, on the scene, criticize networks for jumping gun

Early predictions by the three television networks of a Georgia gubernatorial race that is yet to be settled provoked an attack on network procedures of projecting election results.

The attack came not from a disgruntled politician, but from WSB-AM-FM-TV Atlanta. The NBC affiliates suggested that "as responsible journalists, it might be wise for network newsmen to avoid jumping the gun simply to beat the competition and be as concerned about being right as being first."

WAIL-TV Atlanta registered an informal complaint about ABC-TV's call of the race and WAGA-TV Atlanta said it did not intend to criticize the CBS-TV coverage.

Don Elliot Heald, WSB-TV manager, and Elmo Ellis, WSB-AM-FM manager, in a joint letter to Julian Goodman, NBC president, expressed their "extreme dissatisfaction and disappointment in the network's showman-like approach to computer projections and its arrogant finality in predicting the outcome of the Georgia governor's race so early election night. WSB is obviously in favor of election projections, since we too have been conducting our own in Georgia, but they must be responsibly handled."

The managers added they "have no quarrel with the projection being made, but we feel that all three networks showed poor judgment in presenting it with an air of absolute finality instead of what it was—a sophisticated projection."

An NBC spokesman said the network had not received the letter and could not comment on its contents.

At the heart of the matter is the

## To: Market Decision-Makers

Increase in efficiency on Iowa farms has brought a prosperity unparalleled in the history of the state. Tax collections for the year ending June 30 totaled \$419.6 million compared with \$326.4 million the year before—an increase of 29%. While there was a gain in every major state tax, the biggest increase was a \$41-million boost in state income tax collections. Some of this came from a new withholding system, but a major share was due to increased prosperity.

In recent years industry has been even more important to Iowa than agriculture, particularly in the Cedar Rapids—Waterloo area. The largest single employer in Iowa is Cedar Rapids' Collins Radio, with 11,000 employees. The largest multi-plant employer—with units in Waterloo, Dubuque, Des Moines and Ottumwa—is John Deere & Company, with 17,000 Iowa employees. Deere & Company, a billion dollar corporation, sells “. . . customers [who] are not the hardpan farmers of a generation ago, scratching the earth to make a bare living; they are businessmen whose capital needs for equipment would put many a small businessman to shame.”

The typical Deere customer who owns 500 acres of Iowa land, according to a list the company gave us, has 3 tractors, a six-row cultivator, a six-row planter, a disc harrow, 2 five-bottom, 14" plows, a field cultivator, a self-propelled grain combine with corn attachment, 2 manure spreaders, a mixer-grinder, and additional miscellany which brings his equipment investment to \$51,300. He raises corn and soybeans, feeds some hogs and other livestock, and lives in a home most city-dwellers would be proud to own.

Because of coverage and competitive factors, WMT-TV gets into a great number of farm and city homes in Eastern Iowa—significantly more than Stations X and Y in our market. The difference adds up to more than two million more viewer hours per week than either X or Y\*.

Of Iowa's eight largest population centers, four (Cedar Rapids, Iowa City, Waterloo and Dubuque) are included in WMTland, which constitutes 60% of Iowa's population and purchasing power.

Welcome aboard.

### **WMT-TV**

*CBS Television for Eastern Iowa  
Cedar Rapids—Waterloo  
Represented by the Katz Agency*

Affiliated with WMT; WMT-FM;  
K-WMT, Fort Dodge



Iowa's Favorite Farmer's Daughter, Miss Kaye Pritchard, winner of the ninth annual contest, sponsored by the Iowa Electric Light and Power Company and the WMT Stations. She was selected from 200 nominees representing 60 Iowa counties. Her parents operate a 550-acre Tama County farm, with emphasis on grain production. Miss Pritchard represents her sponsors at leading agricultural events during the year of her reign.

\*Station X: 1,782,700 hours per week; Station Y: 2,336,400 hours per week; WMT-TV: 4,478,700 hours per week. Data quoted or derived from audience surveys are estimates subject to sampling or other errors. See complete survey report (ARB TV Coverage/1966 Study, Iowa Station Report) for details.



Mastermind behind NBC's system of analysis and projection for last week's election coverage was Richard Scammon, former director of the U. S. Census, who served the network in the same capacity in 1964—while he was still on his government job. Above Mr. Scammon is shown in the NBC studio during last week's program.

call by ABC-TV, CBS-TV and NBC-TV early on election night that Lester Maddox would win the race over Howard (Bo) Callaway.

At 11:20 p.m. that night, the WBS stations' research manager, James Landon, projected that neither candidate would have a majority and the deci-

sion would go to the legislature. Earlier in the evening, at 8:30, another Atlanta radio station, WGST, said its computer predicted that Mr. Maddox would have a slight lead, but that neither candidate would gain a majority of the vote.

Contrary to the local forecasts, the WSB stations noted, "NBC did not concede that the race might be thrown into the legislature until nearly 2 a.m., and as late as 1 a.m., CBS was still proclaiming Maddox a definite winner."

Joseph Higgins, general manager of WAH-TV said he had complained verbally to ABC-TV about the call. "I'm all for computers and think the information they give the public is fine," he said, "but the information should be better."

H. W. (Buddy) Ray, general manager of WAGA-TV Atlanta said he had not contacted CBS-TV and had no definite plans to complain to the network. "Looking at it on the basis of sound news reporting," he said, "we feel CBS didn't really call Mr. Maddox a winner until early morning—if it really did then."

He said he could not remember a flat statement of victory on the network's part. He added that he felt CBS "did a great job of coverage on election night."

## Computer experiment proves successful

The day after the election, the national tabulation center of the joint wire service-network News Election Service looked like a messy warehouse for tele- type paper. And if a man who has just

## Pig farmer's last hurrah

A perennial splinter candidate, who has been an equal time problem in presidential races for radio and television stations since 1952, Henry Krajewski, died of a heart attack on election day, Nov. 8, in Secaucus, N. J.

The New Jersey pig farmer, who ran for the Presidency in 1952, 1956 and 1960 and frequently complained to the FCC about equal time, organized the Poor Man's party in 1949 while seeking office as a candidate for councilman in Secaucus.

"Farmer Krajewski" used the pig as his symbol to show that "the Democrats have been hogging the administration at Washington for 10 years, and it's about time the people began to squeal."

During the 1964 presidential race, Mr. Krajewski offered his services to President Johnson as Vice President, but received no reply.

finished working under exceptional pressure for 40 hours straight cannot look really happy, NES head J. Richard Eimers looked deeply satisfied with his organization's mammoth effort.

The night before, returns from 100,000 precincts across the country flowed into the center for verification, tabulation and transmission to NES's five subscribers.

In addition to their basic job, Mr. Eimers and his headquarters staff of 170 had sweated out the first practical test of a new 11-state computer project. A western regional center in Los Angeles computed returns from 24,000 widely scattered precincts and reported them to New York at 1,000 words per minute via dataspaced teletype. The other 74,000 precincts in 39 states reported by telephone.

The New York center staff was composed about 60% of Columbia, New York University and Barnard College students, backed up by RCA, ITT, U.S. Naval Reserve, retired Western Union teletypists, General Services Administration and New York telephone operators.

Mr. Eimers says "it's too soon to evaluate" either the conventional operation or the Los Angeles computer project. But the overall success of the latter could mean a system of four-to-six regional computer centers, connected with New York by dataspaced teletypes, handling the collection and tabulation of all returns in the 1968 presidential election.

## Gallup scornful of TV's predictions

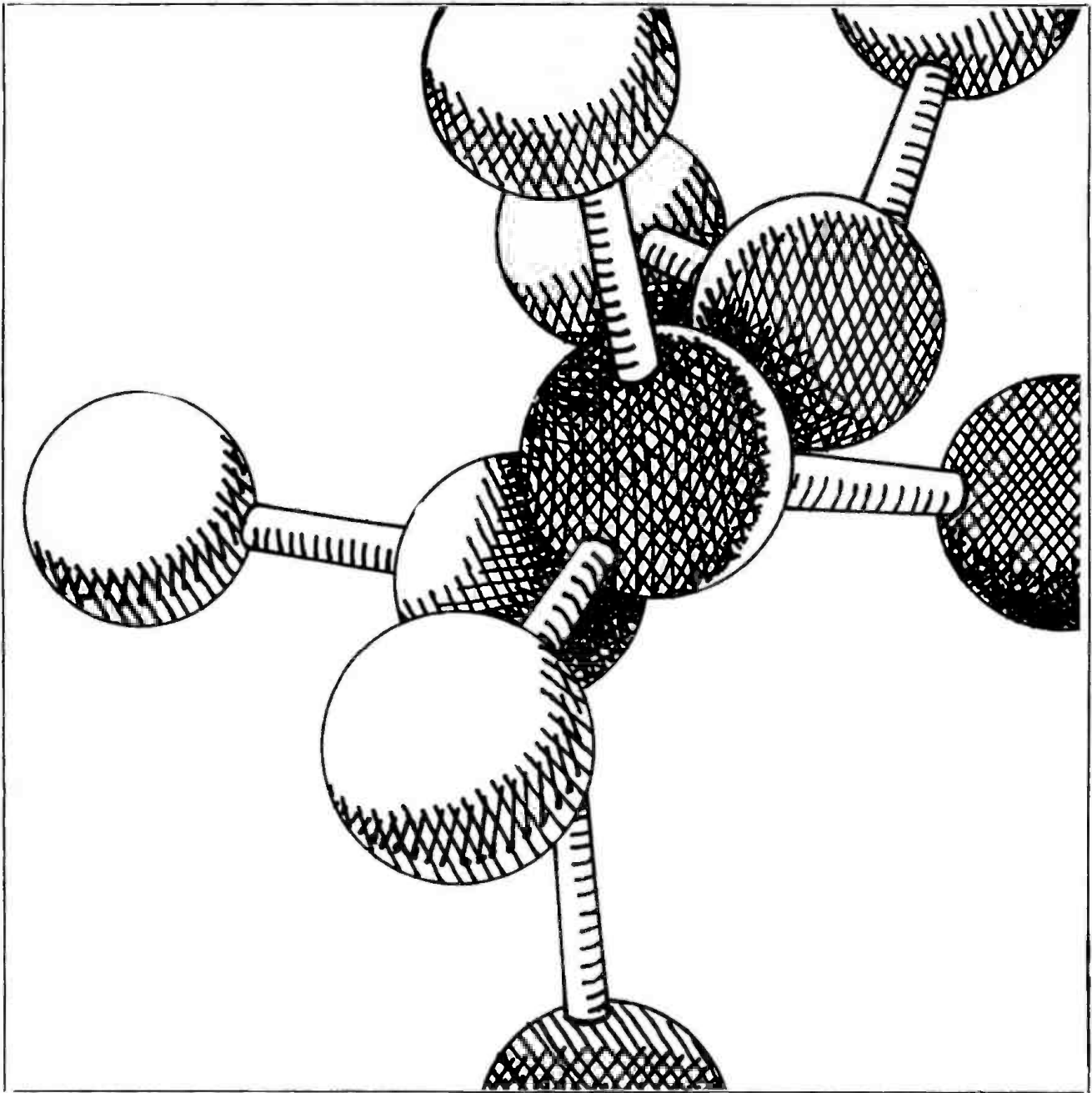
George Gallup, the pollsters whose American Institute of Public Opinion serves 125 newspapers, regards broadcast projections of election results by computers as a "big laugh."

Mr. Gallup said last week that he could do the projections faster "by long division" with perhaps the aid of an adding machine. "A few high-school students could do as well," he said.

The pollster made his observations during a news conference with student journalists at the annual convention of Sigma Delta Chi, pro-

fessional journalistic society, in Pittsburgh. Earlier he made a formal address in which there were no references to radio and television election coverage.

In his news conference Mr. Gallup also gave his formula for modernizing political campaigning. He said networks should be required to donate at least six-and-a-half hours to each major presidential candidate (with less time to others) and on a pooled basis. "Everything else should go off" while the candidates were on the air, he said.



## The Ubiquitous Molecule

Take a synthetic sweater, some imaginative modification of its molecules, and you have dynamite! Or a resist-almost-anything carpet. A strong-as-steel ship's hawser that floats or a rubber wrapper for a skyscraper foundation. □ The special breed of scientists and engineers at Humble's research centers have found hundreds of ways to turn the basic hydrocarbon molecule to bold, new uses. □ Their imagination is almost limitless, ranging from the

ocean to outer space, defense to dolls, and of course to concentrating a powerful Tiger into your tank. □ These activities eventually benefit people everywhere with improved products for individuals as well as industry. □ Imagination plus intelligence—the combination that has made HUMBLE OIL & REFINING COMPANY AMERICA'S LEADING ENERGY COMPANY

**HUMBLE** OIL & REFINING COMPANY

THE PEOPLE WHO "PUT A TIGER IN YOUR TANK!"



# Two more shows axed

NBC drops 'Miller',  
CBS tells 'Buddy'  
to stop running

Though the CBS-NBC proximity in the ratings this season was continued in last week's third regular Nielsen report, CBS-TV for the first time edged into the lead by moving five-tenths of a point ahead of NBC, which had led the previous two reports.

In the two weeks ending Oct. 23, covering 7:30-11 p.m. periods, the average audience ratings were CBS, 19.4; NBC, 18.9, and ABC, 16.4. A three-report comparison showed CBS climbing steadily, with 18.1 in the first report and 18.5 in the second. NBC had 18.4 in the first and 19.2 in the second. ABC's comparable scores were 17.9 and 16.5.

The impact of the third Niensens on seasonal programing plans will be more long-range than immediate as the networks last week appeared to have buttoned up changes to go into effect at mid-season in their nighttime schedules.

In wins by half-hour periods and nights of the week: CBS, 25 half-hours and five nights; NBC, 18 half-hours and Sunday, and ABC six half-hours and Monday.

Of the top-20 programs in the Nielsen, ABC's *Rat Patrol* again was the only new-season show to make this list, but it lost some ground—from No. 8 in the second report to No. 14 in last week's.

**In Top Half** ■ Only nine shows new to this season were in the upper half of the Nielsen-rated programs. In addition to *Patrol* the shows ranked above No. 50 were: *A Family Affair* (CBS), *Tarzan* (NBC), *Felony Squad* (ABC), *Occasional Wife* (NBC), *Iron Horse* (ABC), *Run, Buddy, Run* (CBS) (going off the air at mid-season), *Star Trek* (NBC) and *Dating Game* (ABC).

Nearly two-dozen other new programs were below the 50th ranked position.

NBC-TV led in nighttime average audience in the overnight Arbitrons, according to ratings covering the 7:30-11 P. M. period in the week Oct. 31-Nov. 6. The ratings: NBC, 17.4; CBS, 16.7, and ABC, 14.9. In wins by half hours and nights of the week, NBC had 18 half hours and five nights; CBS

15 half hours and Monday and Friday, ABC with no nights had 15 half hours.

ABC has completed its second-season plans. A loose end—choice of *The Avengers* or *Man in a Suitcase* for the Friday, 10-11 p.m. period was tied up, with *The Avengers* selected as the entry, starting Jan. 20. ABC has announced cancellation of seven shows this season (BROADCASTING, Nov. 7).

CBS will drop *Run, Buddy, Run* from

the Monday, 8-8:30 p.m. period and effective Jan. 9 replace it with *Mr. Terrific*, a situation comedy produced by Universal TV in association with CBS. Earlier this year, CBS had announced the cancellation of *Jean Arthur Show* to be replaced on Mondays at 10-10:30 with *To Tell the Truth*.

NBC completed its midseason changes, announcing *Captain Nice*, a comedy-adventure series, as a replacement for *Roger Miller Show* in the Monday, 8:30-9 slot, effective Jan. 9. Earlier NBC had noted that a new *Dragnet* series would be substituted Jan. 5 for *The Hero* in the Thursday, 9:30-10 period.

Both *Captain Nice* and *Mr. Terrific* have something in common in that they satirize the man with superhuman power who fights evil. In the CBS show, it's a pill that's swallowed that does the trick. In the NBC program, a liquid contains the magic power for the reluctant hero.

## Where does Aubrey go from here?

James T. Aubrey Jr. sounded happy to be through with one chapter of his life and eager to start another last week as he described his interest in forming "a production company of my own."

Until last week the future of the former CBS-TV president seemed to be in escrow along with stock options and severance pay due him from CBS.

Options, pay and future employment in the entertainment business all sprang into the offing as agreement was reached by parties in a suit brought against Mr. Aubrey by two CBS shareholders. In New York state supreme court they agreed to accept recommendations of a court appointed referee that exonerated Mr. Aubrey (BROADCASTING, Nov. 7). He had been charged with improper relations with the Filmways and Richelieu production companies to the disadvantage of CBS.

According to the agreement Mr. Aubrey gives up options on 3,000 shares of CBS stock but is returned options on 7,821 shares at \$16.63 and delivered 10,821 shares and \$107,486 according to his termination agreement with CBS.

Mr. Aubrey's attorneys objected to the use of the term "settlement" to describe the agreement reached between parties to the suit, noting that not one point in the charges brought against him had been substantiated.

Mr. Aubrey told BROADCASTING he

### The Niensens

Based on Nielsen estimates in second NTL report for October 1966 (two weeks ending Oct. 23)

Rank	Nielsen average audience (t)	% U.S. TV households
1.	Friends & Nabors (S) (CBS)	33.0
2.	Bonanza (NBC)	30.4
3.	Bob Hope Show (S) (NBC)	27.7
4.	Andy Griffith Show (CBS)	27.2
4.	Red Skelton Show (CBS)	27.2
6.	Lucy Show (CBS)	25.4
7.	Beverly Hillbillies (CBS)	24.7
8.	Jackie Gleason (CBS)	24.0
9.	Walt Disney (NBC)	22.5
10.	Friday Movies (CBS)	22.4
11.	Sunday Movies (ABC)	22.2
12.	Daktari (CBS)	22.0
12.	Lawrence Welk (ABC)	22.0

(t) Households reached during the average minute of the program.  
(S) Special or pre-empting program.

### Top-20 Arbitrons

Week of Oct. 30-Nov. 5, 1966

Rank	Program	Rating estimates
1	Lucy Show (CBS)	27.0
2	Bonanza (NBC)	25.7
3	Red Skelton (CBS)	24.7
4	Ice Follies (NBC)	24.1
5	Andy Griffith (CBS)	22.0
6	Tuesday Movie (NBC)	21.7
6	I Spy (NBC)	21.7
8	Ed Sullivan (CBS)	21.3
9	Miss Teenage America (CBS)	21.1
10	Sunday Movie (ABC)	20.7
10	Beverly Hillbillies (CBS)	20.7
12	Lawrence Welk (ABC)	20.1
	*The Virginian (NBC)/President Johnson's Arrival	20.1
14	Green Acres (CBS)	19.4
15	Daniel Boone (NBC)	19.2
	Hans Christian Andersen (ABC)	19.2
17	National Geographic Society Special (CBS)	19.1
	Saturday Movie (NBC)	19.1
	Get Smart (NBC)	19.1
20	Peyton Place I (ABC)	18.7
	**NFL Football (CBS)	18.7

\*The President's arrival pre-empted the 8 to 8:30 time slot on this and all other network shows for this evening.

\*\*Reflects only the first-hour-and-a-half portion of the game which fell within the 7:30-11 p.m. survey period.



# Are you up to date on trading stamps and prices?

**HYPOTHESIS:** If trading stamps lead to higher food prices, then wouldn't prices be higher where stamps are given and lower where they are not given?

Only one way to settle that one. Go out and check prices.

A fellow named Verne A. Bunn did just that last year. He's a research analyst at the Midwest Research Institute of Kansas City, Mo., and a former professor at the University of Wichita.

He used an ideal laboratory: The Kansas/Missouri area. Trading stamps are used freely in Missouri, but not in Kansas, the only state that prohibits stamps.

He checked prices in non-stamp stores in Topeka and Kansas City, Kansas. Then he compared them to prices in the same chains' stores across the state line in Kansas City,

Mo., where stamps are freely used.

**CONCLUSION:** Food prices in stamp giving stores in Missouri were actually a tiny bit lower than prices charged by stores in the very same chains on the non-stamp side of the border.

This didn't surprise Mr. Bunn very much. He had made similar studies four times in the past, beginning in 1960. Got the same results each time.

And that pretty well agrees with other studies going back nearly a decade that also fail to establish that trading stamps do, in some systematic way, lead to higher prices for food, drugs, gasoline or anything else.



**THE SPERRY AND HUTCHINSON COMPANY**  
*An American Way of Thrift Since 1896*

is in the process of talking to a half dozen people about his anticipated programing ventures.

His first desire he said is "a production company of my own which will be financed by other people and over which I'll have complete control.

"Broadway, television and movies are all attractive to me. Naturally I'm interested in slanting things so they'll have great popular appeal."

Mr. Aubrey said he had been approached by the television networks about his programing plans, but that he has absolutely no interest in an administrative position with a TV network.

Asked to comment on the speculation that he might take a top position with an established film company such as Columbia Pictures or Metro-Goldwyn-Mayer, he answered: "I'm not saying I couldn't be persuaded, but at this point I favor starting a production company of my own." He added that he has been in contact with Wall Street firms on the subject of financing such a venture.

## Wadsworth comes out against 50-50 rule

FCC Commissioner James J. Wadsworth has gone on record in opposition to the FCC's proposed rule to limit network ownership of prime-time programing.

The commissioner, speaking on *Youth Wants to Know*, last week on WETA-TV Washington and WABC-TV New York, said he is not "very happy" with the proposal, which would prohibit networks from owning more than 50% of the nonnews programing they carry in prime time.

The commission, by a 4-to-2 vote, issued the proposal for comment in March 1965 (BROADCASTING, March 29, 1965), before Commissioner Wadsworth's appointment to the commission. He had not previously expressed himself on the matter publicly.

The proposal, designed to promote greater competition among programing sources, would presumably result in sponsors supplying the networks with programing to a greater extent than they do now. But the commissioner said, "I wouldn't make somebody do something and somebody [else] do something else."

The commissioner said it's "not good" if networks prevent sponsors from providing programs they have developed. "But," he added, "there's nothing much we can do about it."

Furthermore, he said, "I don't think it is going to make a great deal better programing to have Uncle Sam say you must put half your prime time in programs developed by the sponsor rather than the network."

## TV negotiations with ASCAP stall

Negotiations to settle the rate dispute between ASCAP and television stations, begun quietly last summer, broke down just as quietly last week and the noise of a rate-making hearing in court is likely to be heard within a few months.

The American Society of Composers, Authors and Publishers and the Television All-Industry Music Committee apparently made no appreciable progress in their attempt to settle a four-year-old suit brought by the industry committee, seeking court determination of "reasonable" fees for station use of ASCAP music.

Almost five years have elapsed since the last ASCAP TV station rate structure expired and it seems almost certain that a new five-year license period will have started before rates are set covering the last one.

In a letter sent to some 375 subscribing stations last week, following the breakdown in negotiations, Chuck Tower, the all-industry committee chairman, told members: "The most that ASCAP has been willing to offer has been rejected by the committee as inadequate."

Negotiations between ASCAP and the TV networks covering the use of ASCAP's repertoire on networks and their owned stations resulted in an agreement in principle two years ago. One observer of the latest series of negotiating sessions described the gulf between the disputants as all the water between that agreement and the payment formula suggested by the industry committee two years ago.

Mr. Tower's letter said television stations will probably pay directly and indirectly \$20 million to ASCAP in 1966 and close to \$30 million to all music-licensing organizations.

A ratemaking hearing is not expected to begin for at least several months to allow time for discovery proceedings. ASCAP won court authorization to examine financial data filed by stations with the FCC since 1959 and other related material.

## Radio series sales . . .

*The First Christmas* (Woroner Productions): WCOP Boston; KARM Fresno, and KPOD Crescent City, both California, and KOOS Coos Bay, Ore.

*Eastern the Beginning* (Woroner Productions): WCOP Boston; KARM Fresno, Calif.; KOOS Coos Bay, Ore., and WBSM New Bedford, Mass.

*July 4, 1776* (Woroner Productions): Koos Coos Bay, Ore.; KPLY Crescent City, Calif., and KWPC Muscatine, Iowa.

*Americana Library* and *Thirteen*

*Days* (Woroner Productions): WBSM New Bedford, Mass., and WJAR Providence, R. I.

*Arnold Palmer Show* (Woroner Productions): KPOD Crescent City, Calif., and KAJQ Grants Pass, Ore.

*Tips on Tots* (Woroner Productions): WTNE Trenton, Tenn., and KYSM Mankato, Minn.

*Points on Pets* and *Your Green Garden* (Woroner Productions): KYSM Mankato, Minn.

*Chickenman* (Spot Productions Inc.): KLMS Lincoln, Neb.; WFEC Harrisburg, Pa.; KBOX Dallas; KEYS Corpus Christi, Tex.; KXOK St. Louis; WNDR Syracuse, N. Y.; KKJO St. Joseph, Mo.; WIBR Baton Rouge; WAMM Flint, Mich.; WXYZ Detroit; WPOP Hartford, Conn.; KNOE Monroe, La.; WING Dayton, Ohio; WHB Kansas City, Mo.; WDGY Minneapolis; WPTR Albany, N. Y.; KEED Eugene, Ore.; KLOM Lompoc, Calif.; WKLO Louisville, Ky.; KMNS Sioux City, Iowa; WMAY Springfield, Ill.; WKDA Nashville; KPUR Amarillo, Tex.; WGEM Quincy, Ill.; WJET Erie, Pa.; WHOT Youngstown, Ohio; WWUN Jackson, Miss.; WQAM Miami; KGBC Galveston, Tex.; WKYX Paducah, Ky.; KHFI Austin, Tex., and KTOK Oklahoma City.

*John Doremus Show* (Functional Media Inc.): WDOK-FM Cleveland and WVNO-FM Mansfield, Ohio.

*Audio Program Service* (Triangle): WQMG Greensboro, N. C., and WJLK-AM-FM Asbury Park, N. J.

## Women's angle for radio

Olga Bloom, a veteran West Coast radio program distributor, believes that most women do not like most women. But as a woman, Miss Bloom also believes that she knows what women will like. She thinks a radio programing service offering women-oriented material will have strong appeal and has produced and is distributing four such programs. They are *Terry's Timely Tips*, *Hollywood Today*, *Why, Mommie?* and *Hip! Hip! Hurray! Pounds Away!* Each of the shows consists of packages of 65 segments each, with each segment under one minute in length and geared for either individual sponsorship or as station promotion. The programs are being distributed through Olga Bloom Sales, Hollywood.

## TV series sales . . .

*Films of the 50's and 60's* (Seven Arts): WAVE-TV Louisville, Ky.; KTVE (TV) Dorado, Ark.; KCBQ-TV Lubbock, Tex.; WMCT(TV) Memphis; WLWD(TV) Dayton, and WFMJ-TV Youngstown, both Ohio; WESH-TV Orlando-Daytona,

# 8 reasons why we call new "Scotch" Video Tape No. 399

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## 1. Livelier, truer colors:

Colors appear brighter, clearer, life-like. Permits crisp picture definition. People, products have new realism. Foods look more appetizing. Perfect pictures from every station.

## 2. Stronger black & whites:

Compatible high fidelity resolution with startling presence. Minimal background interference or blur. It's a picture that's truly *alive!*



**3. Longer life:** Capable of 2,000 machine passes. Proportionate increase in on-the-air replay capability. Almost impossible to wear out. Virtually unlimited shelf life.

**4. Improved sound:** Dynamic range is substantially improved across the sound spectrum. Living sound to match the picture!

**5. Cleaner running:** Permits the cleanest picture ever produced . . . stays that way, play after play.



**6. Perfect copies:** Create up to 4th generation duplicates that the television viewer cannot distinguish from the original master tape.

**7. Total versatility:** Completely compatible with all stations' equipment . . . both high-band and low-band recording. Recorders need no special adjustment or set-ups.

**8. Field proven:** Thoroughly tested and proven in actual broadcasting use by networks, local television stations and production studios.



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opens a new dimension in video quality. Delivers the believability and presence of live broadcast with the advantage of instant playback. Provides "see it now" control of program content.

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*...to recognize journalism that contributes to a better public understanding of  
medicine and health in the United States.*

### **CATEGORIES OF COMPETITION**

1—**NEWSPAPERS:** For a distinguished example of a news or feature story or series in a United States newspaper of general circulation published daily, Sunday or at least once a week.

2—**MAGAZINES:** For a distinguished example of an article or articles in a United States magazine of general circulation published weekly, monthly, quarterly or at other regular intervals.

3—**EDITORIAL:** For a distinguished example of editorial writing in a United States newspaper of general circulation published daily, Sunday or at least once a week or on a U.S. radio or television station or network.

4—**RADIO:** For a distinguished example of reporting on medicine or health on a United States radio station or network.

5—**TELEVISION:** For a distinguished example of reporting on medicine or health on a United States television station or network.

The awards will **not** be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

### **AWARDS AND PRESENTATION**

The award in each of the five categories will consist of \$1,000 and an appropriately inscribed plaque. The awards will be presented at a time and place to be selected by the Awards Committee.

### **GENERAL RULES**

1—Deadline for receipt of all entries is February 1, 1967, although entries may be submitted at any time prior to that date.

2—Entries must have been published or broadcast during the calendar year of 1966.

3—Entries for newspaper and magazine articles must be submitted in triplicate, at least one copy of which must be a tear sheet, validating the date of publication and showing the material as it appeared when presented to the public.

4—Entries for radio or television must consist of three copies of the complete script and a 200-word summary of the script. Television entries must be accompanied by a 16mm film with sound recording or a kinescope. Radio entries must be accompanied by a transcription or an audio tape of the show.

5—Elaborateness of presentation will not be a factor in the judging.

6—Awards will be presented at the AMA Annual Convention in June 1967.

7—An entrant may make as many entries as he wishes.

8—An entrant may receive more than one award or the same award in subsequent years.

9—Radio and television films, tapes or kinescopes will be returned if requested. Other entries will not be returned.

10—All entries must be accompanied by the following information: Title of entry, writer or producer, publication in which article appeared or station or network over which program was broadcast, date entry was published or broadcast, category for which entry is submitted, name, address, and title of person submitting entry.

### **JUDGING OF ENTRIES**

Entries will be judged on a basis of accuracy, significance, quality, public interest, and impact. The Medical Journalism Awards Committee will include outstanding members of the publishing industry, radio and television industry and the medical profession.

*All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago, Illinois 60610. Awards subject to state, federal and other applicable laws.*

Fla.; WKTU(TV) Utica, N. Y., and KFVR-TV Bismarck, N. D.

*Tarzan Features* (Banner Films): KIII(TV) Corpus Christi, Tex.

*12 O'Clock High* (20th Century-Fox TV): WPXI(TV) New York; KCOP(TV) Los Angeles; WTCN-TV Minneapolis, and KPTV(TV) Portland, Ore.

*Auto Racing Specials* (Triangle): KLAS-TV Las Vegas, and WRVA-TV Richmond, Va.

## Teleworld licenses

### 32 feature films

The licensing of a new group of 32 first-run feature films in 10 major markets was reported last week by Teleworld Inc., New York.

Robert Seidelman, president, said the stations included KNBC-TV Los Angeles, KRON-TV San Francisco, WNBC-TV New York and KYW-TV Philadelphia. The films are post-1960, with 20 in color. Among the titles: "Assassination in Rome," "Vengeance of Kali," "Mutiny at Fort Sharp," "Wild Men of Kurdistan," "Bullets Don't Argue," "Pontius Pilate" and "The Mad Executioners."

Teleworld, a newly formed film distributor, has also acquired a group of 12 science-fiction films, among them "Horror Castle," "Creation of the Humanoids," "Fabulous Baron Munchausen" and "Carnival of Souls."

## Program notes . . .

**The speed's the thing** ■ The Stardust Grand Prix, annual sports car races in Las Vegas, becomes part of Triangle Stations' radio-TV coverage of the leading auto races of the world. In addition to programming for its own stations, Triangle in the past has sold auto race coverage to all three networks as well as national syndication.

**Two projected series** ■ Filmways TV Productions Inc. will produce two one-hour dramatic pilot films for possible showing on CBS-TV: *Dundee and the Culhane*, the story of two San Francisco-based lawyers who travel through the old West to see that justice is done, will be directed by Joe Sargent and begins shooting at CBS Studio Center, in Hollywood later this month, and art director Bill Ross has been signed for *Lassiter*, a proposed series about a magazine journalist who assumes different identities in pursuit of exclusive stories.

**More flicks for Official** ■ The acquisition by Official Films Inc. of 16 additional feature films, raising its total of such properties to 53, was announced last week by Howard B. Koerner, operations vice president. The new films in-



## Griffin maps expansion plans

Griffin Productions Co., New York, is raising its sights in the TV programming field to gain representation outside of the "game show" area and into daytime-serial, prime-time-specials and nighttime-series sectors.

Last March Merv Griffin, president, appointed Bob Aaron, who had been director of daytime programs for NBC-TV for six years, as executive vice president with a mandate to accelerate the company's expansion and diversification effort.

Mr. Aaron reported last week that Griffin Productions, which currently has the *Jeopardy* game series on NBC-TV, has developed two daytime serials, two nighttime series, three game shows and two specials. The most advanced projects, on which pilots have been made, are *Talk It Up* (celebrity-audience teams), which Westinghouse intends to place into syndication, and *Reach For the Stars* (a melange of stunts,

questions and answers and merchandise), which NBC-TV is considering for an early 1967 start.

In script form are two projected daytime serials. One is *Keep It in the Family*, described as the adventures of a "real family" and *Best Things in Life* (adventures of four American girls working abroad), which is aiming for a "new dimension" in daytime programming through production entirely in Europe. Mr. Aaron said that two prime-time situation comedy series, a group of specials and an evening game program also are in various stages of development.

To keep attuned to events and trends in the TV field, the Griffin organization holds an informal kaffeeklatsch each Wednesday morning and invites industry officials to these meetings. A recent guest speaker was Ross Donaldson (c), director of program services for NBC-TV, shown with Mr. Aaron (l) and Mr. Griffin.

clude "De L'Amour," with Elsa Martinelli; "Postman Goes To War," with Charles Aznavour; "Demarcation Line," with Jean Seberg; "Sunday's Heroes," with Marcello Mastroianni and "Curves In the Road," with Gina Lollabrigida.

**Theater of deaf** ■ For its projected series, *NBC Experiment in Television*, NBC-TV next spring will devote a program to the "theater of the deaf," to be

produced in cooperation with the Eugene O'Neill Memorial Theater Foundation. The program, announced last week, will be a documentary observation of the subject and will include scenes played by deaf actors. The *Experiment* program starts a nine-week Sunday series on Feb. 19 (3:30-4:30 p.m. NYT).

**Popcorn in Georgia** ■ Three Georgia

**WTRF-TV STORY BOARD**

**7**  
WTRF-TV?\*

**TIGRESS TO TIGER:** "Where have you been? You smell like gasoline!"

wtrf-tv Wheeling  
**JUDGE TO INDIAN:** "Chief Screeching Train Whistle, are you sure you want to shorten your name to 'Toots'?"

**COLOR ALL COLOR**

**DOCTOR:** "I don't like the locks of your husband."

**THE WIFE:** "I don't either, Doctor, but he's good to the children."

**ALL COLORcasting**  
**DON'T WORRY . . .** you may not know when you're well off but the Revenue Service will soon clue you.

Wheeling-Steubenville  
**HE:** "If you don't marry me, I'll commit suicide."

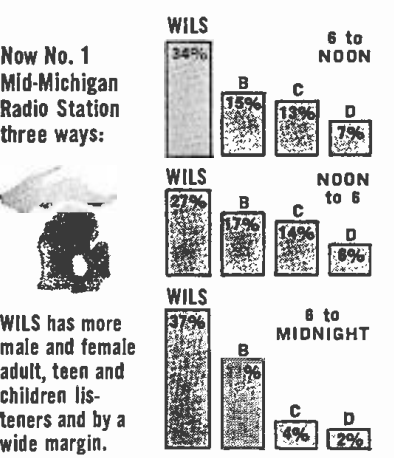
**SHE:** "Now, Sam, you know daddy doesn't want you hanging around the house."  
Upper Ohio Valley Empire

**FAIR PLAY!** Aware of the civil rights law and sex discrimination in hiring, a western rancher ran this ad:  
**"COWPERSON WANTED.** Must be proficient in profanity to avoid inferiority complex in the presence of experts. Must share bunkhouse with three cowboys who don't bathe very often."

wtrf-tv Wheeling  
**REMEMBER** when boys dreamed of filling their daddy's shoes instead of their seat belts?  
**COLORcasting Availabilities?**  
**THE SCRAMBLE** for color TV sets in this area has been aptly called dementia peacocks by one local psychiatrist.  
National Rep **BLAIR**  
\*ASK your Blair man for a copy of the WTRF-TV Ohio Valley Empire report and see why your next spot schedule ought to be seen by the buyingest TV audience in the Wheeling-Steubenville market. Check our color set count, too, it's amazing.

**CHANNEL SEVEN** **WB** **WHEELING, WEST VIRGINIA**

**PULSE RATED NUMBER ONE**



Put your finger on our Lansing Metro APRIL-MAY '66 Pulse, Call:

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**WILS**  
LANSING  
5,000 WATTS / 24 HOURS A DAY

stations have hit upon a winning program format which they have dubbed "popcorn radio." By combining the Top 40 and country music records, playing them in a series of pop, country, pop, country, etc., the Empire Broadcasting System's WIYN Rome, WPLK Rockmart and WISK Americus have clamied an increase in audience and a boost in sales.

**Warren Report** - Metromedia company Wolper Productions last week said it would distribute world-wide a three-hour TV special dealing with the Warren Commission Report. The program was scheduled Nov. 12 on WNEW-TV New York, WTTG(TV) Washington and KTTV(TV) Los Angeles. On the program, five authors of books dealing with the report argued various aspects of the commission's findings, with David Schoenbrun, foreign affairs commentator, as host and Jim Bishop, author and columnist, as moderator.

**AFTRA charges 'antilabor' activities**

The American Federation of Television and Radio Artists has charged a Southern California clothing store chain with "overt antilabor activities." The charges, directed against Dorman's clothing stores, involve AFTRA's strike against KPOL Los Angeles, now in its 18th month.

"Antiunion leaflets on KPOL letterhead, composed of half-truths, are being passed out at all Dorman's outlets," the talent union maintained, "and this constitutes active participation on behalf of strike-bound KPOL."

The union also charged that the clothing retailer is supporting the radio station with an "extensive" spot advertisement campaign and that it is the only KPOL account that "has participated to such an extent."

**Nicholson-Muir, Taft to produce four shows**

Nicholson-Muir Productions Inc., New York, and the Taft Broadcasting Co., Cincinnati, are jointly producing four TV programs for the seven Taft group stations. Already in the works is a pilot of *Matches'n' Mates*, a weekly game show produced by WDAF-TV Kansas City, Mo.

Another projected weekly program entitled *Communicate* pits a celebrity and partner against a similar match in a version of the tic-tac-toe game. A prototype of *Communicate* premiered on the Canadian Broadcasting Corp. network Oct. 3.

Nicholson-Muir produces the ABC-TV daytime show, *The Newlywed Game*.

**Pro football plans for 'superbowl' game**

Professional football may be ready to pick a fat Thanksgiving turkey stuffed with television money. Just before Thanksgiving, the National and American football leagues are expected to announce when and where they will meet in the first "superbowl" game and which network will get the rights.



Mr. Rozelle

Action on the project, which had been stalled for several weeks, resumed last week after President Johnson signed the bill clearing the way for the merger of the NFL and AFL.

Although no one would confirm it, it was understood that NFL Commissioner Pete Rozelle met in New York for two days last week with representatives of both leagues to come up with recommendations on the game. The recommendations would then go to the owners of the 24 teams in the two leagues.

No network has the game yet, but it's understood that it will go for about \$2.5 million for rights with sponsors paying about \$125,000 per minute (BROADCASTING, Aug. 8). It has also been suggested that the current national TV sponsors of the NFL (on CBS) and AFL (on NBC) would have "priority" in getting a piece of the superbowl game.

The question of which network will get the game is still strictly conjecture. Tentatively the game is penciled in for early January—after the respective league championship games—in Miami, Los Angeles or New Orleans.

Another item to be decided by the team owners is what happens to pre-season games scheduled on network TV. With inter-league preseason games scheduled for 1967, Mr. Rozelle has already indicated that the rights for all such games would probably be returned to the teams for local sale rather than wind up in a jurisdictional dispute between the networks as to which has rights for what game.

In addition to Mr. Rozelle, members of the committee working out the details are: (from the NFL) Carroll Rosenbloom, Baltimore Colts; Dan Reeves, Los Angeles Rams; Tex Schramm, Dallas Cowboys; (from the AFL) Ralph Wilson, Buffalo Bills; Lamar Hunt, Kansas City Chiefs, and Billy Sullivan, Boston Patriots.

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## The electric company people

—the folks at your investor-owned electric light and power companies.\*  
They don't just keep up with the electric wants of all their customers.  
They stay way out in front of them.

\* Names of sponsoring companies available through this magazine.



# The vistas open to worldwide TV

**ABC session hears FCC's Ende warn against misuse;  
Compton's Cummings cites problems to be solved**

An FCC official, looking toward a day of global transmission of commercial programming by satellite, has warned the users of such service not to make "the vast spaceland into a vast wasteland."



Mr. Ende

has devoted itself to letting space technology develop to its full potential.

"With the international facilities now available you can give us a town meeting of the world or a Tower of Babel," he advised.

The concepts of "one world" market-

ing of consumer products and television commercials that could be used globally were presented at the symposium in New York and found full of potential but lacking in current practicability.

Barton Cummings, chairman and chief executive officer of Compton Advertising, presented a list of problems that would limit such international advertising efforts. Among them were differences in government controls on advertising from country to country, language barriers, packaging differences, incompatibility of television systems, and the difficulty of obtaining program rights for international distribution, as well as the imposition of quotas on the amount of program and commercial material which may be taken from one country to another. Mr. Cummings said he hoped these problems could be solved.

**C-P's Expectations** ■ Robert Young, vice president, corporate marketing

world-wide, of Colgate-Palmolive, said his company, for one, had not yet turned its attention from a country-by-country marketing approach to an international attitude. But he added that 40% to 50% of C-P's sales volume in the next 10 years would have to come from new products and that this presents a flexible environment for development of products and marketing techniques that could be used internationally. James McCormack, board chairman of the Communications Satellite Corp., said it is difficult to predict how much international television traffic would be using Comsat facilities but that the corporation, in its revenue projections, estimates TV transmissions may account for 5% of its total sales over the next four or five years.

Mr. McCormack, along with others at the symposium, emphasized that technological advances in international TV transmission are running far ahead of economic and political problems involved. "By 1970," he said, "you can really have a satellite transmission system of any capacity you want."

Joseph Waldschmitt, president of Page Communications Engineers, suggested that in developing worldwide television "it behooves us to think of it as an economic and technical network." He said a major problem facing this development is the scarcity of space in the radio spectrum. "I hope it won't be allocated on a first come, first serve basis or by default," he added.

Donald Coyle, president of ABC International Television, commenting on whether new foreign television operations will emerge as commercial systems, said he thought they would "have to go commercial in order to support themselves."

## Quimet says Canadian broadcasting is best

Canada has better over-all broadcasting service than any other country with its combination of publicly and privately owned systems, reported CBC President Alphonse Quimet at the annual meeting of the French-Canadian Association of Broadcasters in Toronto (Nov. 6-9).

This high standard, he said, applies to program range, variety, quality, quantity and coverage and that no examination "ever bothered to compare in depth Canadian achievement with what has been accomplished in other countries." This includes cost, efficiency and freedom of expression in the CBC.

Mr. Quimet said that in four to six

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**ALFORD**  
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## When to cover?

This can be a tough decision for a deskman...but not for Lederle's Emergency Coordinator. Her job is to "cover" each and every request, whether on the job or at home enjoying a leisure hour. Her assignment sheet involves the shipment of urgently needed life-saving drugs to all parts of the nation and the world. It could be antirabies serum, botulism antitoxin or gas gangrene antitoxin, but whatever it is, it has to get there fast. Every such request received at Lederle Laboratories at any hour of day or night sets emergency

procedures into motion. Lederle's Emergency Coordinator, who keeps a set of airline schedule books by her kitchen telephone, checks routing possibilities and makes arrangements for the fastest possible shipment to the trouble spot. In the meantime, Lederle physicians and other personnel are carrying out their assigned tasks. This emergency shipment program operates around the clock, day and night seven days a week. Unlike the news media, the question "when to cover?", is never a problem.

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



## Change in America's Voice

The Voice of America last week inaugurated its new sound to its overseas short-wave audience when it broke up its traditional program schedule in favor of a continuous flow of music, news and feature programs.

The previously announced change (BROADCASTING, Sept. 5) currently affects only the Voice's English-language service, which represents about 25% of the effort by this nation's broadcasting and propaganda agency. But eventually it may also spread to others of the Voice's 37 language broadcasts. The new sound is also limited to a vocabulary of only 1,200 words to make it easier for listeners who know English only as a second language.

This new orientation largely eliminates the past concept of scheduling

one program after another. In its place the Voice will now schedule a mixture of music, news and features in a continuous two-hour block. In between these two-hour blocks will be one-hour segments devoted to the Voice's more popular hold-over programs. This approach is analogous to NBC Radio's *Monitor* weekend program. The news content of the block is also constantly updated for late developments and the news of more importance to one sector of the world is given extra prominence in broadcasts to that region.

The change is designed to give the Voice a new sound that is distinctively American, according to VOA director John Chancellor. The persons who designed this new format, primarily Richard Krolik, a

part-time Voice consultant who is also a Time-Life Broadcast executive, felt that this type of broadcasting would better fit the needs of the agency's millions of foreign listeners.

To achieve this new American sound the Voice now relies heavily on features and "actualities" designed to convey the flavor and pace of America to the rest of the world. These include short excerpts from night-club acts of such comics as Bill Cosby, features about various developments in the social fabric of this country and even scuttling the Voice's old theme of "Columbia the Gem of the Ocean" in favor of "Yankee Doodle" ("A good revolutionary song," says Mr. Chancellor) in just about every tempo imaginable. The Voice also tries to maintain its place as the news source for millions of persons overseas.

years, CBC programs will be transmitted by space satellite. That, he claimed, will be "far more economical for continentwide operation" than mi-

crowave networks across the country. At least two satellites will be needed for the CBC alone, he predicted. He added that in 15 or 20 years, with technological advances, satellites will be equipped with transmitters powerful enough to be picked up directly by individual home sets but these developments, he noted, would not replace "earth-bound" TV and radio stations providing local broadcasts.

Other speakers at the meeting were Daniel Johnson, premier of Quebec, Jean-A. Pouliot, president of the Canadian Association of Broadcasters; Gaby LaLande of Young & Rubicam, N. Y.; Dr. Andrew Stewart, Board of Broadcast Governors chairman; Gerard Pelletier and Robert Stanbury, Toronto member of Parliament, who succeeds Mr. Pelletier as chairman of the broadcasting committee of the commons. C. H. Ritchie, CKLW Windsor, Ont., and CAB vice president, said that although broadcasting has made astounding technical progress, the future depends on the people who make up the industry.

ownership" or "cross-media" stations. Heretofore, Dr. Stewart said, "the board made decisions it thought were right, but felt concern that it should have a policy that it could state publicly."

In his remarks were the words "thought control," which conveyed BBG concern over multiple-ownership situations and resulting "limitations of plurality of expression." The BBG study will provide "competent and comprehensive research into the question," said Dr. Stewart.

## RCA readies microwaves for Saudi Arabian TV

RCA reports its subsidiary RCA Great Britain Ltd. later this year will start shipping TV and microwave units to Saudi Arabia under a \$1.5 million contract with the government there.

Final installation, linking centers of Jeddah and Taif, is expected in 1967. This will extend television to Mecca and to the cities of Medina and Buraida. In 1965, RCA supplied equipment to TV stations in Jeddah and Riyadh, both now being programed by NBC International.

## International TV sales . . .

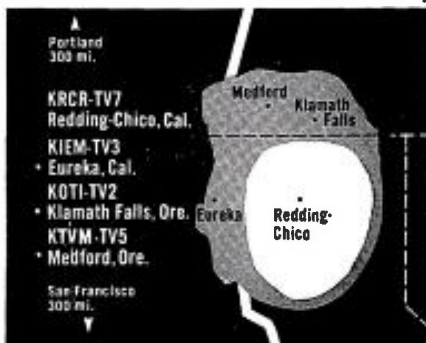
*Man In Space* (Seven Arts TV): CFCN-TV Calgary; CBXT(TV) Edmonton; CJLH-TV Lethbridge; CKSA-TV Lloydminster; CHAT-TV Medicine Hat, and CKRD-TV Red Deer, all Alberta, Canada.

*Silents Please, The Eartha Kit Show, Days of Dylan Thomas* (Fremantle International): Iceland Television, Reykjavik, Iceland.

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## Canada's BBG to study multiple ownership

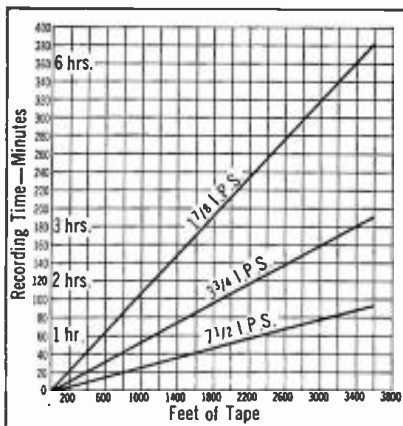
Dr. Andrew Stewart, chairman of Canada's Board of Broadcast Governors, has initiated a study into multiple ownership involving groups of broadcasting stations or joint ownership of stations and newspapers or other publications.

The proposed inquiry would provide guidelines for the BBG on applications or extensions sought by "chain

Some plain talk from Kodak about tape:

## Uninterrupted listening pleasure... and the answer to a searching question

Recording a pop tune or even the whole top ten isn't much of a problem with standard sound tapes. But people always want more—like getting a whole Wagnerian opus on a single reel. Actually, the problem of long playing time involves two variables: how fast you run the tape, and how much tape length you get on a reel. The latter variable is a function of reel size and tape thickness. The following chart will give you an idea of running times with different lengths of tape:



**Some like it slow.** Taking it slow is the obvious way to get longer playing time. Halve the speed and you double the time it takes for the tape to run. This works very well up to a point. As a matter of fact, it is the historical trend—from 15 ips to 7½ ips to 3¾ ips and so on. But as you cut the speed, and thereby compress the recording, you make the microscopic perfection in the tape more and more important. Furthermore, at slow speeds the increased dependence upon short wavelength information and the concurrently reduced flux-carrying capacity of the tape makes head and equipment design more difficult. But even though improved quality slow-play tape recordings are strongly dependent upon improved equipment,

you are still ahead with the built-in quality of KODAK Tapes—high output tape Type 34A, with its output and noise advantages, or low-print tape Type 31A.

**Some like it thin.** The other avenue is to go to a thinner tape . . . one that packs more length on the reel. This too is an appealing idea—one that explains the proliferation of double and triple play tapes. So what's the catch? Well, for one thing, very thin tapes require careful habits on the part of the home recordist. Your recording/playback heads should be in good shape, as thin tape is more liable to physical distortion and breakage. Make sure that your recording equipment is in top shape so that it produces smooth starts and stops. You can help with a smooth start by turning the reels away from one another (gently, please) so as to take up any slack in the tape which may have occurred during threading. Also, forget the fast-rewind knob—store tapes "as played." Fast rewind can set up a lot of tension and often cause erratic winding. All this can result in "stretched" or "fluted" tapes. In a nutshell, treat thin tapes with loving care. When you record, be careful not to overload on input (if you have a VU meter, keep the needle slightly below the record level you would normally use for regular tape). Last but not least, make sure you get your tape from a reliable maker—like Kodak. It takes a lot of extra care in winding, slitting and over-all handling to come up with a superior triple-play tape like Kodak's famed Type 12P. Because of its highly efficient oxide, Type 12P gives you a signal-to-noise ratio better by close to 6 db compared to the other leading triple-play tape. Add to this the advantage of back printing (so you always know what type of tape you're using—even when it's in the

wrong box), and a dynamically balanced reel that reduces the stress and strain on a thin tape, and you can see why KODAK 12P Tape is becoming so popular.



KODAK Tapes—professional types and the long-playing variety—are available at most electronic, camera, and department stores. If you've had trouble finding them at your favorite store, Kodak would like to help. Simply tell us where you'd like to buy KODAK Tape, and we'll see what we can do about having these stores stock it. In the meantime, we'll rush you the names of nearby Kodak dealers where you'll be sure to find KODAK Tape; also, a very informative booklet "Some Plain Talk from Kodak about Sound Recording Tape." Just fill out the coupon below.

Mail coupon today

Eastman Kodak Company  
Department 940  
Rochester, N.Y. 14650

Gentlemen: I would like to be able to get KODAK Sound Recording Tape at the following stores:

- 1) \_\_\_\_\_  
Camera store
- 2) \_\_\_\_\_  
Department store
- 3) \_\_\_\_\_  
Electronic supply store

Please send names of nearby outlets and my free copy of "Some Plain Talk from Kodak about Sound Recording Tape."

Name \_\_\_\_\_

Address \_\_\_\_\_

City & State \_\_\_\_\_ Zip \_\_\_\_\_

EASTMAN KODAK COMPANY, Rochester, N.Y.

# Comsat holding at T minus X

Further launches postponed  
until Lani's trouble found;  
Charyk still sees dividends

The Communications Satellite Corp. has called off its scheduled Nov. 23 launching of the second Atlantic Ocean communications satellite until it finds out exactly what went wrong with its Lani Bird.

Lani Bird was launched Oct. 26, but failed to achieve true synchronous orbit, 22,300 miles above the equator, over the Pacific. The bird has now been nudged into an elliptical orbit, ranging from a perigee of 2,069 miles to an apogee of 23,360 miles, and will be in line of sight between the U. S. West Coast and Hawaii for perhaps eight hours per day in another week. It can thus be used for TV and telephone calls during that period, and the three TV networks have announced that they will be glad to use it during its free period and for significant news events when it becomes commercial.

The exact positioning of the satellite will be discussed by the interim committee of the International Telecommunications Satellite Consortium (Intelsat) Nov. 15 at a meeting in Washington. As in the case of Early Bird, now operating over the Atlantic Ocean, the new satellite is owned by Intelsat but operated by Comsat as manager of the 54-nation consortium.

Preliminary investigation, Comsat said, indicates that the failure to achieve planned synchronous equatorial orbit was due to a malfunction of the

apogee motor in the satellite, which did not burn the required length of time following ignition command. Comsat is now undertaking a test program to determine what caused the malfunction. When that is determined, it will reschedule the second Atlantic Ocean launch.

Joseph V. Charyk, Comsat president, expressed the possibility that Comsat conceivably "could show a profit by 1968" and was confident that the satellite company's projection for profit by at least 1969 would not be upset.

"We've slipped back slightly," he conceded at a news conference before addressing Town Hall, a Los Angeles local civic group, "but we still hope 1968-69 will put us in the black and the board can consider a dividend."

In his speech to the businessmen's organization, Comsat's president bore down hard against proposals for private control of the company's ground stations and satellite communications systems. He emphasized that Comsat "must retain operational responsibility and control" and pointed out that this can only come about through the company's "dominant, if not exclusive, ownership." Mr. Charyk also criticized as impractical the Ford Foundation's recent proposal to provide a private satellite communication system for domestic television users. "A system dedicated to television services alone is neither the most economical solution nor the one that gives adequate attention to the question of proper utilization of the radio frequency spectrum," he stressed.

Western Union ■ Meanwhile, Western Union last week asked the FCC for permission to establish five ground stations to communicate with the proposed domestic satellite system. A sixth ground station application will be filed later, the company said.

The five stations each costing about \$4 million to build are scheduled to be

established in Oregon, Iowa, Arkansas, Alabama and Colorado. A sixth site is planned for West Virginia. Each station will use a 42-foot dish, and annual operating costs are estimated at \$1 million.

A final ground system, Western Union said, will consist of eight stations; the two others will be in New York and California, both with 85-foot parabolic antennas.

"One notable opportunity for the strengthening of competition in the domestic communications industry is in the area of distribution of television program material," Western Union said. "There is not now, and never has been, any competition in the television market." If TV network service via domestic satellites is given to the common carrier, Western Union said, the company "will be in a position to provide service to the networks and compete in the television market in a manner not possible heretofore."

## Concern grows over spectrum usage

Two agencies of the federal government were concerned with the radio spectrum last week. The FCC, established in 1934 to regulate all non-government users of the spectrum as well as national telephone and telegraph communications, disclosed last week that it is seeking funds in its fiscal 1968 budget to strengthen its work in the field of spectrum management. And the Department of Commerce finally released a printed copy of the report submitted to it by the Telecommunication Science Panel of its Technical Advisory Board entitled: *Electromagnetic Spectrum Utilization—The Silent Crisis* (BROADCASTING, Oct. 24).

FCC officials declined to divulge the specific amount being requested for spectrum management, but indicated it would be relatively modest. Chairman Rosel H. Hyde said he had no knowledge of any basis for reports of a \$2 million FCC spectrum study that would be spread over five years, beginning in July 1968.

Chairman Hyde said the commission has long been aware of the need for increased work in spectrum management, particularly in view of the demands for spectrum space on the part of the land-mobile users. Commission plans for increased work in spectrum management were underway before officials knew of the Science Panel recommendations.

While some FCC officials made clear

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# NEWS

Published by Rohn Manufacturing Co. for those who need communication towers for any purpose

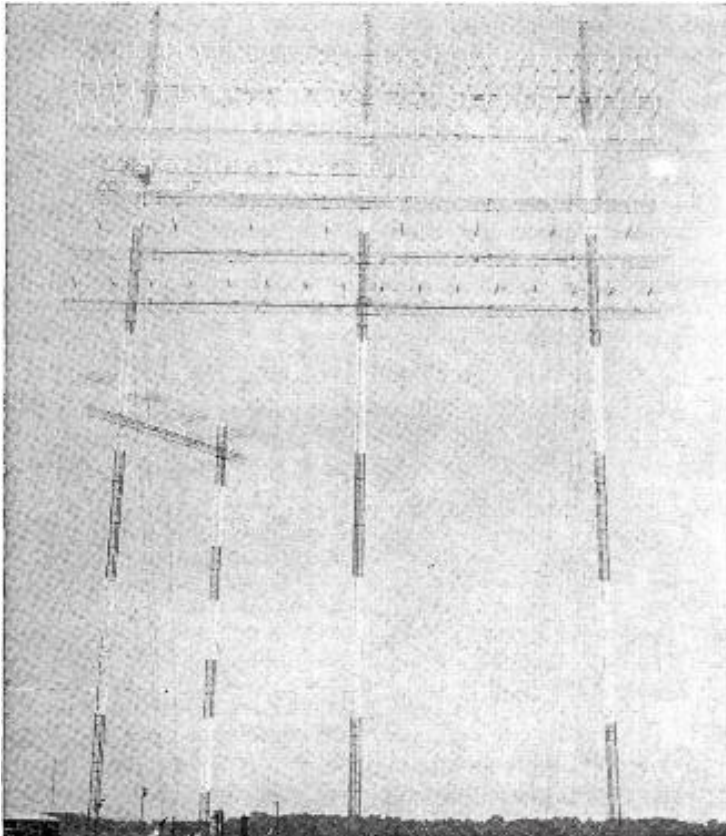
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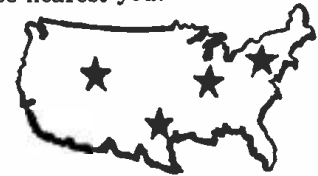
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Rohn warehouses and sales offices are convenient to you, wherever you are. For nearby service, contact office nearest you:



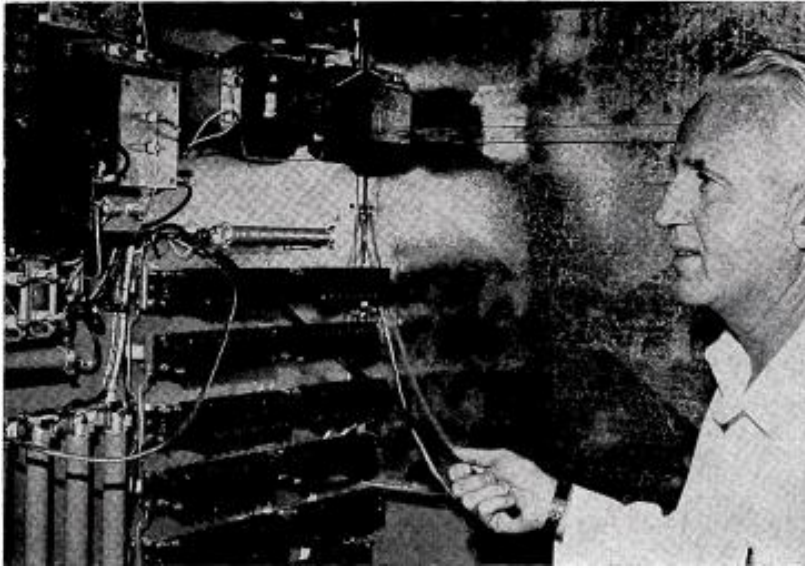
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### New KTLA(TV) gear features reliability

KTLA(TV) Los Angeles last week installed a new transmitter that automatically provides its own back-up equipment in the event of trouble. Even in a commercial power failure, KTLA's transmitter, manufactured by RCA, is designed to return the station to the air in 30 seconds. In addition, it's claimed that the transmitter can frequently anticipate the electrical failure and switch to its own emergency generator prior to the loss of the picture.

The new dual 12.5 kw equipment actually consists of what amounts to two transmitters operating in parallel. Each half of the equipment is said to correct its counterpart's errors and

thus contribute to better color transmission, as well as providing back-up operation in the event that trouble arises.

According to John Silva, KTLA's chief engineer (pictured), the new transmitter is the first of its kind west of the Mississippi. He says the new equipment will keep the station up to date in "the broadcast art for at least 10 years."

The new installation replaces KTLA's original equipment that had served the station since 1946. The old gear reportedly was the first commercial TV transmitting device to be placed on Los Angeles county's Mount Wilson.

they wouldn't like to cede what they consider their responsibility for spectrum management to an outside group such as the one envisaged by the Commerce Department advisory unit, Chairman Hyde said he saw no conflict between the commission's plans and the Science Panel's proposal. "Even if the panel's proposals are adopted," he said, "we'd still need additional money for what we're doing— even if it's just to make use of the study group's findings."

The Science Panel, headed by Dr. James Hillier, RCA Laboratories, expressed alarm at the surging use of the radio spectrum and urged strongly the establishment of an organization to study the electromagnetic spectrum and its users from an economic as well as a technical view.

It suggested that such a group, to be funded initially with about \$10 million, but seen as growing into a \$50 million annual organization, be established under the wing of the Department of

Commerce. This has brought protests not only from some members of the FCC, but also, it's understood, from James O'Connell, telecommunications advisor to the President.

The Telecommunication Science Panel's concern with the radio spectrum is the third major look at the spectrum in the last 15 years. Both were by the Joint Technical Advisory Committee, which is co-sponsored by the Institute of Electrical and Electronic Engineers and the Electronic Industries Association. The first study was issued in 1952; the second, in 1964.

### Flight path looks good for 2d Lunar Orbiter

Lunar Orbiter II, an 850-pound, flying photographic laboratory, was on a successful course to circle the moon as the week came to end. Its mission is to

photograph 13 primary target sizes located within the northern half of the moon's front face. Other areas of the moon, including its back side, may also be photographed.

On Nov. 17, its retrorocket will be fired again to place it in its ultimate orbit—from 1,150 miles to 28 miles above the moon's surface. Both high and medium resolution photographs will be made on film which will be developed aboard the spacecraft.

### FCC looks into carriers and computers

The FCC provided evidence of its expanding responsibilities last week by starting an inquiry into the regulatory and policy questions it sees in the growing interdependence of computer services and technology and common carriers' facilities and services.

The commission noted that the modern computer can provide services—including the processing of all kinds of data and the gathering, storage and retrieval of information—to users in distant locations.

Accordingly, the effective use of the computer is increasingly dependent on the services of common carriers, which are regulated by the commission. The commission noted also that not only are new businesses being organized to sell computer services but that common carriers themselves are offering computer services.

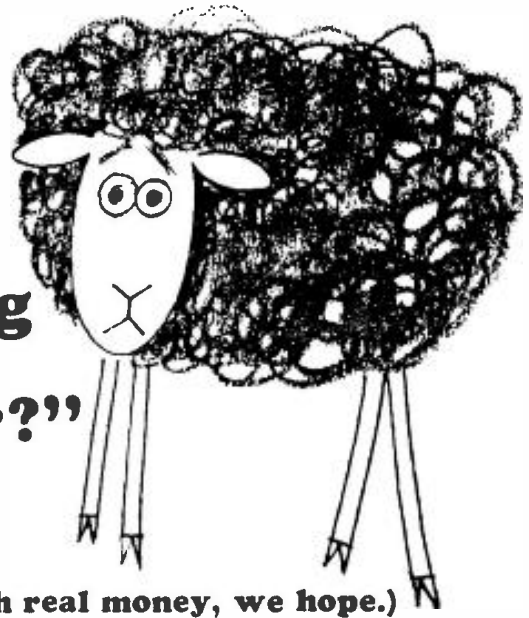
The commission asked for information and views from the computer industry as well as common carriers and the public on such questions as the circumstances under which computer services are subject to regulation under the Communications Act, and whether public policy requires regulation of computer services.

### Technical topics . . .

**More for Milwaukee** ■ WKY Television System Inc., Oklahoma City, has announced an additional \$1 million investment in WVTM (ch. 18) Milwaukee. The corporation, which bought WVTM in March of this year, included in its latest purchases three GE 4-Plumbicon color camera chains, three Riker switches, a 50 kw TV transmitter, a panel TV antenna and color camera controls, sync generators and related equipment to expand capability for live color remote originations.

**How-to bulletin** ■ Ampex Corp., Redwood City, Calif., has published a bulletin describing how KYA San Francisco reportedly increased efficiency while lowering costs since converting to AG-100 recorders and magnetic cue-mats for its contemporary music program format. Bulletin number is G076.

## **Are you still playing “follow the leader?”**



**(Not with real money, we hope.)**

Some people in the advertising business follow docilely wherever their competition leads them. They're never among the first to try good new ideas.

Take the advertising/marketing press, for example. There's only one really new publishing idea in the entire field: The Printers' Ink Network of Magazines. Because it's a new idea, the number of Network advertisers may form an exclusive club for a while: For Shepherds Only.

You shepherds will appreciate the concept that three magazines can be designed to work together to give greater coverage of a market than any single publication serving the same market. And to do it more efficiently than any other combinations of publications in the field.

Among advertising/marketing publications today, the three magazines in the Printers' Ink Network deliver about 50 per cent more total circulation than any

competitive publication standing alone. And nearly double the advertiser-agency coverage.

Total circulation is 83,500. There's practically no duplication: less than four per cent.

So: now there's a new Number One way to cover your market: The Printers' Ink Network of Magazines.

When it's so easy to be a shepherd, why be anything else?

# #1 IN ROCKFORD

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5000 watts of power . . . 5 times the power of any other area station. Reaching over 200,000 homes in nine counties.

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Offering ABC affiliated news plus 3 full time newsmen and 2 mobile units. The only play-by-play sports coverage in the market.

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## IN PERSONALITY

Sparkling talk shows, controversial interviews, humor and lighthearted entertainment — blended with persuasive salesmanship — adds up to the most exciting radio in Rockford.

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## "I'LL SEE YOU IN COURT!"

Some suits are in 'deadly earnest'. Others are nuisance suits, in hope of a settlement. Why be victimized by either kind?

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## FANFARE

### Montana foundation sets scholarships

The Greater Montana Foundation, Butte, Mont., announced an assumption of support in perpetuity of two \$500 scholarships awarded annually to outstanding students of the Department of Film and Television at Montana State University, Bozeman. The grants will be known as the "Connie R. Craney scholarships." Joseph S. Sample, owner of the Garryowen Broadcasting System who began the scholarships last year, will continue to make the presentations.

Also this year the foundation award to the 1966 Montana "station of the year" will offer a \$500 presentation in Mrs. Craney's name to be used for a one-day seminar for radio-TV students at either the University of Montana, Missoula, or Montana State University.

Mrs. Craney, founder of the Greater Montana Foundation and the wife of E. B. Craney, pioneer Montana broadcaster, died Oct. 24 of cancer.



men are telling Virginia Russett, time-buyer for Post-Keyes-Gardner, Chicago. Bearers of the good tidings are John Boden (c), Blair Radio's Chicago sales manager, and Howell J. Malham, account executive. Miss Russett, an avid golfer, hopes to make good use of the grand prize—Spaulding golf equipment—after her recovery from knee surgery.

### Drumbeats . . .

**Palette 'n' pigskin** ■ WCBM Baltimore, a Metromedia station, has opened its studios to a sports art exhibition on loan from the Braverman Gallery, New York. The 80-work display, entitled "Sport in Art," features 29 nationally known artists and depicts more than 30 sports. The exhibition will be open to the public through Nov. 27.

**Typecasting** ■ "Yes, Virginia, there really is a winner in the national football contest of WABC New York—and it's you!" That's what these Blair Radio

**Light up the sky** ■ Albuquerque residents were puzzled by a brilliant new light on the Sandia Mountains, but KOB-AM-TV Albuquerque, N. M. assured them the giant light was a weather forecasting device installed at the station's mountaintop transmitter site. Towering 10,678 feet above sea level, the five-color, high-intensity iodine quartz lamps of the "KOB beacon" signify five different weather forecast conditions by changes in hue.

**Rare bird** ■ WCFL-AM Chicago, creator-producer of *Chickenman*, and Spot Productions Inc., Fort Worth, syndicator of the series, have furnished at no charge 26 weeks of the *Chickenman* episodes to the Armed Forces Radio and Television Service for broadcasting on all overseas stations.

**Good relations** ■ William B. Lewis, chairman of the board of Kenyon and Eckhardt Inc., New York, has been named to receive the Broadcasting and Advertising 1966 Human Relations Award of the American Jewish Committee's Appeal for Human Relations. The committee will make the presentation on Dec. 5 at the Hilton hotel, New York.

### Two in BPA race

Members of the Broadcasters Promotion Association will have a choice of presidential candidates at the election to be held during the association's 11th annual convention in St. Louis this week (Nov. 14-16).

Last week Paul Lindsay, WLAP Lexington, Ky., second vice president of BPA, announced he would oppose George Rodman, WBKB-TV Chicago, BPA first vice president, and choice of the nominating committee.

The convention, with an accent on the "whys" of promotion, is expected to attract close to 450 delegates from the U.S. and Canada. (BROADCASTING, Nov. 7)

### SDX honors students

Awards in Sigma Delta Chi's annual college journalism contest were presented to student broadcasters at the professional journalistic society's an-



# Now is the time for all good (mass media) men (and women) to come to the aid of their country

**M**EN AND WOMEN who work on the editorial side of the mass media tend to look upon their typewriters as the basic tools of their profession. That more and more of these typewriters are operated by electricity, rather than the muscle-power of their users, is perhaps symbolic of what the dairy farmer members of the American Dairy Association would like to discuss with you.

Those people most directly concerned these days with trying to improve the health of those of us who live in America are expressing more and more concern about how we "insult" our bodies through our changing living patterns. We've become victims, perhaps, of too much electricity and too many petroleum products. We use our electric typewriters, electric golf carts, and electric vibrators that are supposed to shrink our expanded waistlines into shape. We drive our cars when many times, because of parking problems, it might be easier—as well as healthier—to walk a few blocks.

► In short, we've become a very sedentary sort of people. We adults are passing this pattern on to our children. Many schools do not have compulsory physical education, especially for girls. And many schools which do have compulsory physical education have programs that can hardly be described as inspiring the young to develop lifetime exercise programs that they will follow eagerly.

## **Inactivity has become a major health menace**

Because our way of life has become so highly mechanized—and physically inactive, we've run into increases in serious health problems that are probably related quite directly to our high state of inactivity. The fat American is fat because he consumes more calories than he expends. Too many people want to enjoy their food without remembering that there must be a balance between what they eat and their daily physical activity—unless they want to gain weight by eating too much or lose weight by not eating enough.

Physical inactivity also appears to be related to the increase in heart disease. The most significant change in American living patterns in the past 25 to 50 years has been the decrease in physical activity. Several studies have indicated that physically active people tend to suffer fewer heart attacks, and among those physically active who do have heart attacks the survival rate appears to be higher. Scientists explain the apparent relationship between physical inactivity and heart disease as being the result of failure to develop and strengthen arteries serving the heart and strengthening the heart muscle itself. Also, activity tends to reduce blood cholesterol levels, several recent research projects have indicated.

Many more people are becoming interested in physical fitness programs because fitness is not only wise from the health point of view but also can be a good way to get more enjoyment out of life. The President's Council on Physical Fitness reports a steady increase in improved school fitness programs for the young as well as more

fitness programs for adults working in factories and offices. Industry, government—everyone, for that matter, has a very direct and selfish interest in promoting physical fitness. Physically fit people tend to work better, think better, do more, enjoy life more.

## **Fitness programs need mass media support**

In every community the mass media, which are so often way out in front in urging citizens to support the good causes that make communities better places in which to live, can give a big boost to the physical fitness programs. More people need to be encouraged to understand what a sound physical fitness program is and what it means in terms of improved living and improved chances for a longer and more useful life.

Too many people dismiss the whole idea of fitness as strictly muscle-building. Fitness is a great deal more than this. Fitness involves eating the right kinds and amounts of foods. It involves regular exercise patterns that can easily be followed by everyone. It means regular visits to physicians and dentists who are the people in the best position to evaluate the individual's state of health and to offer advice on any dietary or exercise changes that might be helpful.

As producers of milk and products made from milk, we, obviously, have our own selfish interest in promoting physical fitness. A well balanced diet is based on selecting foods from four major groups: (1) milk and other dairy foods; (2) meats, fish, eggs, poultry; (3) breads and cereals; (4) fruits and vegetables. These foods are grouped on the basis of the kinds of essential nutrients they provide.

## **Physical fitness is a major national goal**

Encouraging people to eat the right kinds and amounts of foods and to follow the other paths to physical fitness is certainly part of the national goal to encourage Americans to take advantage of the knowledge available to us so that we may live useful and enjoyable lives. We know a great deal about sound nutrition practices, about how to use the body to maintain proper muscle tone—how to get the most out of physical exercise. We know much about ridding ourselves of infectious diseases. The trouble that still plagues us is that we don't always appreciate and use what we already know.

We dairymen are anxious to work with you to help promote physical fitness in your community. We have available for your use motion pictures, booklets, and other materials that can help you stimulate more interest in physical fitness. Contact us for further details.

a message from dairy farmer members of



**american dairy association**

20 North Wacker Drive, Chicago, Illinois 60606

nual convention last week in Pittsburgh. Edward W. Pearce, University of Nevada, placed first in the category of radio reporting. John Ledingham, Ohio State University, received the second place citation.

For television reporting, John Lindsay, Washington State University, took the first award. Douglas Caldwell, Ohio University, placed second.

In the category of radio or TV news-writing or commentary: Mark Hall, San Jose (Calif.) State College, first award; Wendall Anschutz, University of Kansas, second.

Richard Mayk, Charles Bierbauer

and Kenneth Bredenberg, all of Pennsylvania State University, took first place in the category: radio or TV public service in journalism. Edward Yeates, University of Utah, placed second.

## IRTS awards '67 Gold Medal to Robert Sarnoff

RCA President Robert W. Sarnoff will receive the International Radio and Television Society's Gold Medal award for 1967 at the society's 27th anniversary banquet to be held in New York next March 9. IRTS president Thomas

J. McDermott, vice president, radio-TV, N. W. Ayer and Son, New York, said Mr. Sarnoff would receive the organization's highest honor for his "distinguished record of public service through broadcasting." Brigadier General David Sarnoff, board chairman of RCA, received the first such award bestowed by IRTS, and other winners have included Dr. Frank Stanton, CBS Inc. president; Leonard H. Goldenson, ABC president; FCC Chairman Rosel H. Hyde; John F. Kennedy and Richard M. Nixon jointly for the 1960 debates; Bob Hope, and General Foods advertising vice president Edwin W. Ebel.

## FATES & FORTUNES

### BROADCAST ADVERTISING

John Finneran, VP and account supervisor, N. W. Ayer & Son, Detroit, joins Kenyon & Eckhardt, same city, as VP and senior account executive.

Edward H. Russell, formerly head of own agency, joins Arthur Meyerhoff & Associates, Chicago, as senior VP.

Neal Weed Jr., account executive with WJJD Chicago, named account executive for WIND, that city.

Jack Medina, with KXTV(TV) Sacramento, Calif., appointed assistant general manager and local sales manager.

Clifford D. Field, senior VP-creative director at Ogilvy & Mather, New York, joins LaRoche, McCaffrey and McCall there as senior VP-creative director.



Mr. Field

John Nelson, creative director at William Esty Co., New York, joins The Marschalk Co., that city, as VP and associate creative director. Gilbert R. Kahn, with Edward M. Meyers As-

sociates, New York, joins Marschalk there as account supervisor.

Joseph R. Cox joins W. J. Spencer Co., New York, as VP in charge of radio and television.



Mr. Youst

Thaine Youst, senior marketing advisor for Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

Saul S. Korshak named VP at Garfield-Linn & Co., Chicago advertising and

marketing services firm.

Dana Blackmar, VP and creative supervisor at Young & Rubicam, New York, joins Dancer-Fitzgerald-Sample there as VP and group head.



Mr. Blackmar

Bob Singer, VP of Stern, Walters & Simmons, Chicago, joins Elliot, Jaynes & Baruch there as executive VP.

Ted Angelus, VP and account su-

pervisor with Lennen & Newell, New York, named group product manager for Boyle-Midway division of American Home Products Corp., New York.

Carl Andersen, local sales manager for KMA Shenandoah, Iowa, named regional sales manager.



Mr. Mickels



Mr. Schubert

Gilbert Mickels and John Schubert, account supervisors with Leo Burnett Co., Chicago, named VP's.

Robert Koch, sales manager of wxyz Detroit, appointed general sales manager. Martin Greenberg, with local sales staff of wxyz, named to newly created post of national sales manager.

Harry Packlick, with WRIZ Coral Gables, Fla., appointed sales manager.

Becky Dodds, with wcoG Greensboro, N. C., named merchandising manager.

David Leahy Jr., district manager for The Tappan Co., appointed account executive for WEEI Boston.

Frank X. Long, account group head for Doremus & Co., Philadelphia, named VP.



Mr. Long

A. Michael Colamenco, national sales manager of Tri-Nut Sales Corp., appointed marketing director of Laddie Boy Dog Foods Inc., Glendale, N. Y.

June Earp, assistant continuity director of KRNT-AM-TV Des Moines,

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Iowa, joins Grismer Advertising Agency there as creative director/account executive.

**Thomas F. Mason**, VP of Geyer, Morey, Ballard, New York, also named account supervisor.



Mr. Mathews

**Charles J. Mathews**, with WLBW-TV Miami, named VP in charge of sales.

**Joel S. Lewis**, previously with Richard K. Manoff Inc., Ted Bates & Co., and Grey Advertising, joins Doyle Dane Bernbach, New York, as account executive.

**Wayne Sheets**, account executive with KFH Wichita, Kan., appointed account executive for KTVH(TV) Hutchinson-Wichita, Kan.

**Gerald A. Mandel**, copywriter with The Roman Co., St. Louis, joins Gardner Advertising Co. there as copywriter. **Paul B. Schipke**, design director for Roman, St. Louis, joins Gardner, that city, as art director.

**Vince Auty**, account executive for National Television Sales Inc., Chicago, named midwestern sales manager.



Mr. Auty

**Ron Bloomberg**, senior copywriter and radio/TV director at Firestone & Associates, Philadelphia, named creative director of T. L. Reimel Advertising, that city.

**Milton J. Lowe**, copywriter for Benton & Bowles, New York, joins Warwick & Legler there as copywriter.

**Michael Danyla Jr.**, previously with BBDO and Harold Cabot & Co., joins copy staff of Reach, McClinton & Co., Boston.

**John Langan**, national account executive with WIP Philadelphia, joins local sales staff at WCBM Baltimore.

**Philip Stumbo**, formerly account executive with Adam Young Inc. and The Robert Eastman Co., appointed to sales staff of H-R Representatives, New York.

**Norman G. Andrus**, account executive and media director at Advertising Media Associates, Santa Clara, Calif., joins television sales staff of The Katz Agency, San Francisco.

**Jerry Kaufer**, advertising and sales promotion manager for Screen Gems, New York, joins television promotion department of Peters, Griffin, Woodward, that city.

**Michael Weil**, editor for Focus Presentations, New York, named su-

pervising editor for that commercial production organization.

**William H. Tewell**, from wowo Fort Wayne, Ind., appointed account executive at Radio Advertising Representatives, Chicago.

**Allen J. Trattner**, media group manager for Ted Bates & Co., New York, joins TV sales staff of Avery-Knodel, that city.

**John Tina**, analyst in creative sales department for H-R Television, New York, appointed to firm's eastern sales division, replacing Jim Watterson.

**Lawrence E. Feeney**, with Television Advertising Representatives, Chicago, joins firm's sales staff in New York. **Gary Adlcr**, account executive for KPX(TV) San Francisco, succeeds Mr. Feeney.

**B. Jerrold Haworth**, with Benton & Bowles, joins WKBK-TV Chicago as assistant research director.

**Karl H. Berg**, with KAKE-AM-TV Wichita, Kan., appointed assistant product manager for Beech Aircraft Corp., that city.

**John Rawlings**, free-lance editorial and advertising photographer, joins Elektra Films, New York, as commercial director.

**Carl Peresman**, salesman for Army Times, appointed to newly created position of Los Angeles sales manager for KFRC-AM-FM San Francisco.

**Salvatore Battaglia**, station manager of WAFS Amsterdam, N. Y., named sales manager of WCSS, that city.

## MEDIA

**Murray Robbins**, personnel manager of Scientific Design Co., New York, appointed personnel manager of Metro-media Inc., that city.



Mr. Welstead



Mrs. Heinze

**Thomas A. Welstead** and **Jeanette Heinze**, with L. B. Wilson Inc., named executive VP's of two newly created divisions of that company. Mr. Welstead will be in charge of WLBW-TV Miami and Mrs. Heinze will be in charge of WCKY Cincinnati. **Paul Miller** named VP and associate general manager of WCKY.

**James R. Palmer**, Centre Video Inc. (multiple CATV owner), State College, Pa., elected president of Pennsylvania Community Antenna Television

Association. He succeeds Frank Nowaczek, TeleSystems Inc., Glenside, Pa., also multiple CATV owner. Other officers elected: Joseph Glans, Hazelton, VP; George Gardner, Carlisle, secretary, and Arthur Regan, Sayre, treasurer.

Roger Bailey, program director of WIBW Topeka, Kan., named station manager of KUPK-AM-FM Garden City, Kan.



Mr. Carroll

Ed E. Carroll named VP and general manager of KLVI-FM Beaumont, Tex.

Harold S. Schwartz elected president of KXEN Festus-St. Louis.

Henry V. Brennan, sales manager of KRBE (FM) Houston, named

general manager.

Edward F. Wagner, VP of Nationwide Development Co., named VP in charge of subsidiaries by parent Nationwide Insurance Co., Columbus, Ohio. Mr. Wagner will have responsibility for Nationwide Development and its two subsidiaries, Peoples Broadcasting Corp. (station group owner), and Approved Finance Inc.



Mr. Wagner

James R. Skidmore, VP - marketing for C&U Broadcasting Corp., Norwich, N.Y., elected executive VP. C&U Broadcasting operates New York Giants Radio Network and six radio stations in upstate



Mr. Skidmore

New York.

## PROGRAMING

Lin Mason, with WLBW-TV Miami, named VP in charge of programing.

Jeffrey Berman, with WABC New York, appointed director of production and community service.

James D. Tuverson, producer for WBZ Boston, appointed executive director for WBZ-AM-TV.

Jeff Gold, with Wyde Films, joins Van Praag Productions, New York, as sales head.

Alan Wright, producer/director at WBBM Chicago, joins WMAQ there as evening director.

Monte G. Young, assistant art director of A-V Corp., Houston, appointed animation director of Bill Stokes Associates Inc., Dallas. Mayme Allen, art director at Sales Promotion Serv-

ices Inc., Dallas, named graphic designer-illustrator for Stokes, that city.



Mr. Nathan

City sales manager for Wolper.

Walter W. Jones, program director of KJEM Oklahoma City, joins KTOK there as head of production department.

Jerry Lee, program director at WWTC Minneapolis, joins staff of KXYZ Houston.

Dick Campbell, southwestern sales representative for Screen Gems Inc., Tulsa, Okla., named western division syndication sales representative in Los Angeles.

Otto Paoloni, technical service contact and manager of dailies division of Pathe Laboratories Inc., New York, joins DeLuxe Laboratories Inc., New York, as technical representative, producers service.

Richard Bruner, free lance writer, joins Ken Saco Associates, New York, as script writer.

## NEWS

Lou Adler, with WCBS-AM-FM New York, named correspondent for WCBS-TV.

Jim Purks transferred from AP bureau, Birmingham, Ala., to Tallahassee, Fla., bureau. Jerry Estill transferred to Birmingham from Mobile, Ala., and Ralph N. Howard moved from Troy, N. Y., to New York.

Gerald Udwin, WIND Chicago, elected president of Illinois News Broadcasters Association. Other officers elected: Paul Davis, WCIA(TV) Champaign, VP; Henry Lippold, WILL-TV Urbana, treasurer; John Cramer, WILL Urbana, executive secretary.

Robert M. D. Lee, with John E. Fetzer stations WWTV-FM-TV Cadillac, Mich., and WWUP-TV Sault Ste. Marie, Mich., appointed news editor. James H. Abbott Jr., newscaster at WBOC-TV Salisbury, Md., joins same Fetzer stations as news writer/newscaster.

Arthur S. (Budd) Wiener, operations director of KTVU(TV) Oakland-San Francisco, also named to newly created position of sports director.

Jim Atkins, formerly radio-television editor of Birmingham (Ala.) Post-Herald and news director of WBRC-TV Birmingham, named associate editor of The National Milk Pictorial, published

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### FANFARE

**Martin Goldblatt**, executive assistant to Don Kirshner, president of Columbia Pictures-Screen Gems Music Division and Colgem Records, joins Harold Rand & Co., New York, as account executive.

**John Michaeli**, publicist for MGM-TV, Culver City, Calif., joins McFadden, Strauss, Eddy & Irwin, Los Angeles, as account executive for Hanna-Barbera Productions Inc.

**Burt Schultz** joins The Goodyear Tire & Rubber Co., New York, with responsibility for radio and television publicity.

**Bill Flemister**, from WAIA College Park, Ga., joins WSB Atlanta, as promotion assistant.

### EQUIPMENT & ENGINEERING

**William M. Latham**, with WLBW-TV Miami, named VP in charge of engineering.

**M. L. (Moe) Mostyn**, supervisor in engineering department of WWDC Washington, appointed chief engineer. He succeeds **Ross Beville**, chief engineer since 1943, who resigns effective Jan. 1, 1967, and plans to devote more time to Broadcast Electronics Inc., of which he is president.

**Henry W. West Jr.**, VP, secretary and general counsel for Ampex Corp., Redwood City, Calif., elected group VP.

**Bill Newbrough**, with WLBC-TV Mun-

cie, Ind., joins WAYK Valparaiso, Ind., as chief engineer.

**John R. Shearer**, chief engineer and general manager of Videoflight Inc., subsidiary of Sony Corp. of America, New York, appointed manager of television color film system activities for Visual Electronics Corp., that city.

**John L. Stoddard** named manager of newly created Ampex Service Co., Redwood City, Calif. Company was formed to provide added in-warranty and after-sale service for all Ampex products.

**Dudley A. Warner** appointed field engineer for D. B. Milliken Co., Arcadia, Calif.

**Robert E. Ritch**, National Aeronautics and Space Administration, joins Washington consulting engineer firm of Silliman, Moffet & Kowalski.

**John Novak Jr.**, with Zenith Radio Corp.'s engineering staff in Chicago since 1946, named resident engineer in charge of radio engineering at Wincharger Corp., Zenith subsidiary at Sioux City, Iowa.

### INTERNATIONAL

**Anthony Smith** named managing director of newly opened office of Young & Rubicam Inc. in Madrid.

**Grace G. Guarnera** of Dancer-Fitzgerald-Sample, San Francisco, moves to Guatemala City in January 1967 to become administrative assistant to William V. Patten, field director for U. S. Agency for International Development's "Operation Market" economic development program in connection

with ROCAP (Reconstruction Organization for Central America and Panama).

### ALLIED FIELDS

**Howard S. Boros** and **Robert C. Lester** form Washington law firm of Boros & Lester. Mr. Boros, who served with FCC from 1959 to 1960, also was with Navy Department, Civil Aeronautics Board and was general counsel to two airlines. Mr. Lester was with CAB from 1951 to 1961, and then entered private practice.

**Joseph J. Madden**, management consultant and founder of Broadcast Management Services, New York, who has been named executive director, Institute of Broadcasting Financial Management (BROADCASTING, Nov. 7), continues to operate his own firm. He'll perform his IBFM functions from his New York office.

### DEATHS

**Murray D. Lincoln**, 74, one of founders and retired president of Nationwide Insurance Companies of Columbus, Ohio, died Nov. 7 at Grant hospital in Columbus after short illness. Nationwide is parent organization to Peoples Broadcasting Corp. (group owner). Mr. Lincoln was instrumental in establishing one of that group's stations, WFRD Columbus-Worthington, Ohio. Surviving is his wife, Anne.

**Marie W. Warren**, 54, chief of FCC's television license section, died of cancer Nov. 5 at Washington Hospital Center in Washington. She is survived by her husband, David, two sons and daughter.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 3 through Nov. 9 and based on filings, authorizations and other FCC actions. (Editor's note: FOR THE RECORD, ef-

fective Oct. 28, was reorganized. All applications and actions by the FCC, its Broadcast Bureau, review board, hearing examiners, etc. will be found under eight overall headings: New TV, Existing TV, New AM, Existing AM, New FM, Existing FM, CATV, and Ownership Changes.)

# Broadcasting

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Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

### New TV stations

#### APPLICATIONS

Phoenix—Seeks UHF ch. 15 (476-482 mc); ERP 159.2 kw vis, 40.1 kw aur. Ant. height above average terrain 1574 ft; ant. height above ground 161 ft. P.O. address: 3620

North Third Avenue, Phoenix 85013. Estimated construction cost \$547,000; first-year operating cost \$350,000; revenue \$180,000. Geographic coordinates 33° 20' 05" north lat.; 12° 03' 32" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-3CJ. Legal counsel Malley & Bernton, Washington, D. C.; consulting engineer Silliman, Moffett & Kowalski, Phoenix. Ann. Nov. 3.

#### FINAL ACTIONS

Kentucky State Board of Education Covington, Ky.—FCC granted mod. of CP for new noncommercial educational TV station to operate on ch. 54, to change ERP to 8.71 kw vis., 1.73 kw aur., change type trans. and type ant.; make changes in ant. structure. Action Nov. 3.

\*Rapid City, S. D.—State Board of Directors for Educational Television. FCC granted VHF channel 9 (186-192 mc); ERP 38.4 kw vis., 7.2 kw aur. Ant. height above average terrain 650 ft., above ground 467 ft. P.O. address: c/o Martin P. Busch, University of South Dakota, Vermillion, S. D. Estimated construction cost \$308,681; first-year operating cost \$51,550. Studio and trans. both to be located in Rapid City. Geographic coordinates 44° 03' 09" north lat., 103° 14' 38" west long. Type trans. RCA TT5BH, type ant. RCA TW-9A9. Legal counsel Cohn & Marks, Washington. No consulting engineer. To be administered by board of directors. University is licensee of KUSD-TV Vermillion. Action Nov. 3.

#### INITIAL DECISION

■ In Buffalo, N. Y., television broadcast proceeding, Docs. 15254-4, review board on its own motion extended to Nov. 18 time within which to file exceptions to initial decision, pending consideration of pleadings filed Nov. 2 by Broadcast Bureau (Sec. 1.258 of rules). Action Nov. 2.

#### OTHER ACTIONS

■ By order, commission denied application for review by Twin City Area Educational Television Corp. and Midwest Radio-Television Inc. seeking review of the review board's memorandum opinion and order, FCC 66R-336, released Sept. 6, which denied review of hearing examiner's repeated refusal to order chief. Broadcast Bureau, to exchange rebuttal exhibits by date certain in television broadcast proceeding in Minneapolis-St. Paul. (Docs. 15841-3, 16782-3). Commissioner Cox concurred with statement; Commissioner Loevinger issued separate statement; Commissioner Johnson concurred with statement in which Commissioner Bartley joined. Action Nov. 2.

■ Commission adopted report and order in Doc. 16882, assigning ch. 51 to Staunton, Va. and reserving it for educational use. Commissioner Loevinger dissented with statement. Action Nov. 2.

#### ACTIONS ON MOTIONS

■ Office of opinions and review on Nov. 2 in the Syracuse, N. Y., TV proceeding in Doc. 14368 et al., granted petition by Syracuse Television Inc. for extension of time to Nov. 10 to file opposition to joint application by W. R. G. Baker, et al., for review.

■ Hearing Examiner David I. Kraushaar on Nov. 3 on consideration of letter from A. E. Robert Friedman, Esq., general counsel for New York State Plumbing-Heating-Cooling Contractors Inc., respondent in subpoena duces tecum, issued order regarding possible stipulation or oral argument on response to and return dates of subpoenas issued in the Syracuse, N. Y., television proceeding (Docs. 14368-9, 14370-2, 14444-6).

#### RULEMAKING PETITIONS

Tar Heel Television Inc. Charlotte, N. C.—Requests institution of rulemaking proceedings to make the following changes in the commission's table of assignments: Charlotte, N. C., add 24; Danville, Va., add 25. Delete 24; Greenville N. C., add \*38, delete \*25; High Point, N. C., add \*67 delete \*32. Ann. Nov. 4.

#### RULEMAKING ACTION

■ By report and order in Doc. 16739, commission amended its table of TV assignments by assigning ch. 65 to Defiance, Ohio. Action Nov. 9.

#### CALL LETTER APPLICATIONS

■ KSTT Inc., Davenport, Iowa. Requests KSTT-TV.

■ Tele/Mac of Jackson, Jackson, Miss. Requests WAPT(TV).

■ Music City Video Corp., Nashville. Requests WMCV(TV).

#### CALL LETTER ACTIONS

■ University of Vermont, Rutland, Vt. Requests \*WVER(TV).

■ University of Vermont, St. Johnsbury, Vt. Requests \*WVTB(TV).

■ University of Vermont, Windsor, Vt.

Requests \*WVTA(TV).

#### DESIGNATED FOR HEARING

Savannah, Ga., Lewis Broadcasting Corp. Coastal Television Corp. WSGA Television Inc.—FCC designated for consolidated hearing applications for new TV's to operate on ch. 22. Action Nov. 9.

Topeka, Kan., Topeka Television Inc.—FCC designated for consolidated hearing applications for new UHF TV's to operate on ch. 43. Action Nov. 2.

#### Existing TV stations

##### FINAL ACTIONS

KZAZ(TV), Nogales, Ariz.—Broadcast Bureau granted mod. of CP to change trans. location to 2.5 mi. nw of Mt. Hopkins, Ariz.; make changes in ant. structure and decrease ant. height to 1570 ft. Action Nov. 2.

WCIX-TV, South Miami, Fla.—Broadcast Bureau granted mod. of CP and extended completion date to May 2, 1967. Action Nov. 2.

WTIU(TV), Bloomington, Ind.—Broadcast Bureau granted mod. of CP to change ERP to vis. 135 kw, aur. 26.9 kw; change type trans. and decrease ant. height to 710 ft. Action Nov. 3.

KHOL-TV, Albion, Neb.—Broadcast Bureau granted license covering new TV and mod. of license to reduce aur. ERP to 63.2 kw. Action Nov. 2.

##### ACTIONS ON MOTIONS

■ Hearing Examiner Forest L. McClennan on Nov. 4 in Riverhead, N. Y., ch. 55 TV proceeding, granted motion of Island Broadcasting System Inc. for continuance of procedural dates, including hearing to Jan. 3, 1967 (Doc. 16709) and on Nov. 8 in proceeding on TV application of Selma Television Inc. (WSLA-TV) Selma, Ala., scheduled further prehearing conference for Nov. 14 (Doc. 15888).

##### RULEMAKING ACTION

Mark Twain Broadcasting Co. Hannibal, Mo.—FCC denied request that a notice of proposed rulemaking be issued looking toward the amendment of its table of television assignments. Ann. Nov. 4.

##### CALL LETTER APPLICATION

■ WXHR-TV, WKBG Inc., Cambridge, Mass. Requests WKBG-TV.

##### CALL LETTER ACTION

■ KBAY-TV, D. H. Overmyer Communications Co., San Francisco. Requests KEMO-TV.

#### New AM stations

##### APPLICATIONS

Franklin, Tenn.—Robert E. Sewell db/as Harpeth Valley Broadcasting Co. Seeks 1140 kc, 0.25 kw-D. P. O. address: 118 Fourth Avenue South, Franklin 37064. Estimated construction cost \$30,250; first-year operating cost \$36,000; revenue \$48,000. Principals: Robert E. Sewell (37½%), Frank Beasley (37½%) and Revis V. Hobbs (25%). Mr. Sewell owns Sewell Electric Co. and has 100% interest in WFLT-FM Franklin with an application for increase of power. Mr. Beasley is in dry goods and department store. Mr. Hobbs is transmitter supervisor for WSM-TV Nashville and is ½ owner of Lewis County Broadcasting Co., which has an application for new AM in Hohenwald, Tenn. Ann. Nov. 3.

Show Low, Ariz.—White Mountain

Broadcasters Inc. Seeks 1450 kc, 1 kw-D. P. O. address: Suite 1260, Del Webb's Townhouse, 100 West Clarendon, Phoenix. Estimated construction cost \$17,071; first-year operating cost \$48,000; revenue \$51,000. Principals: Haskell M. Metz (51%), Don E. Jackson (35%), Clyde E. Douglas (10%), Emanuel W. Metz (2%) and E. David Metz (2%). Mr. Haskell Metz has interest in recording and television equipment. Mr. Jackson is newscaster and announcer KTAZ Phoenix. Mr. Douglas is lawyer. Mr. E. Metz is editor. Mr. E. David Metz is engineer. Ann. Nov. 3.

##### FINAL ACTIONS

Princeton, Minn.—P. M. Broadcasting Co. FCC granted 1300 kc, 500 w. P. O. address 3813 France Avenue. Estimated construction cost \$18,000; first-year operating cost \$36,000; revenue \$39,000. Principals: Terrence F. Montgomery (75%) and Bruce D. Salberg (25%). Mr. Montgomery is newsman for WCCO-TV Minneapolis, Mr. Salberg is sales manager of KVEB Brainerd, Minn. Action Nov. 1.

Lexington, N. C.—FCC waived Sec. 1.569 of rules and accepted for filing as of Nov. 22, 1965, rather than an earlier date as requested, application for a new daytime AM to operate on 1140 kc, 1 kw, DA. Action Nov. 9.

##### OTHER ACTIONS

Lauren A. Colby, Washington, D. C.—FCC granted requests amendment of rules to make it plain that a broadcast station's local reference file can always be maintained at station's main studio, whether or not studio is actually licensed to serve; such clarification can be easily accomplished, merely by deleting the word "other" from rule. Ann. Nov. 4.

■ Review board, Reno, Nev., standard broadcast proceeding, Docs. 16110-15, granted motion filed Oct. 31 by WGN Continental Broadcasting Co. and extended to Nov. 14 time within which to file responsive pleadings to opposition to motion to enlarge issues filed Sept. 28 by WGN Continental Broadcasting Co. Action Nov. 2.

■ By order, commission denied application for review by Cosmopolitan Enterprises Inc. seeking review of review board's memorandum opinions and orders, FCC 66R-292 and FCC 66R-293, of July 29, declining to enlarge issues against H. H. Huntley in standard broadcast proceeding in Edna and Yoakum, both Texas (Docs. 16572-3). Commissioner Cox abstained from voting. Action Nov. 2.


■ Review board, Oshkosh, Wis., standard broadcast proceeding, Docs. 16824-5, by memorandum opinion and order, denied motion to enlarge issues as to trafficking and abuse of process filed Sept. 15 by Radio Oshkosh Inc. Action Nov. 2.

B & B Towing Inc., et al.—FCC denied requests amendment of rules to permit commission to assign one or more of these frequencies (2292, 2398 & 4637.5 kc) to petitioners for use in their towing operations and requests that new subsection (d) (9) be added to read as set forth. Ann. Nov. 4.

##### ACTIONS ON MOTIONS

■ Hearing Examiner Forest L. McClennan on Nov. 4 in Pasadena, Calif., area AM proceeding, granted petition of Western Broadcasting Corp. for acceptance of amendment to its application reflecting ownership interests of its principals in grantee in Doc. No. 14978 (Docs. 15752, etc.).

■ Hearing Examiner Chester F. Naumowicz Jr., on Nov. 2 in proceeding on AM applications of Branch Associates Inc.,



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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 10

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,072	21	77	396
FM	1,514	50	245	188
TV-VHF	475	19	24	175 <sup>1</sup>
TV-UHF	93	30	108	.....

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 10

	VHF	UHF	Total
Commercial	519 <sup>2</sup>	232	751
Noncommercial	70	86	156

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30, 1966

	AM	FM	TV
Licensed (all on air)	4,071 <sup>3</sup>	1,514	567 <sup>4</sup>
CP's on air (new stations)	22	49	46 <sup>5</sup>
CP's not on air (new stations)	75	245	127
Total authorized stations	4,170	1,808	746
Applications for new stations (not in hearing)	299	146	109
Applications for new stations (in hearing)	81	42	66
Total applications for new stations	380	188	175
Applications for major changes (not in hearing)	175	41	26
Applications for major changes (in hearing)	33	0	9
Total applications for major changes	208	41	35
Licenses deleted	0	0	0
CP's deleted	1	1	0

<sup>1</sup> Breakdown on UHF and VHF applications not available.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

<sup>3</sup> In addition, two AM's operate on Special Temporary Authority.

<sup>4</sup> In addition, two licensed VHF's and two licensed UHF's are not on the air.

<sup>5</sup> In addition, two VHF's operate with Special Temporary Authority.

gave KFAZ's prospective assignee 60 days in which to file CP application for new station in Liberty with same engineering characteristics specified in BP-17090. Action Nov. 9.

WNRV Narrows-Pearisburg, Va.—Seeks CP to increase power from 1 kw to 5 kw and install new trans. Ann. Nov. 4.

■ The commission denied request by MBS that commercial matter on network news programs for which affiliated stations receive no direct payment be exempted from the commission's definition of commercial matter. However, commission suggested that affiliates with special problems may set them forth in answering question C of appendix to public notice FCC 66-923 regarding commercial practices. Commissioner Johnson not participating. Action Nov. 9.

## OTHER ACTIONS

■ Office of opinions and review on Nov. 4 granted motion by Plains Broadcasting Inc. (KGYN) Guyton, Okla. for extension of time to Nov. 18 to file responsive pleadings to oppositions to its pending petition for reconsideration of hearing order in AM consolidated hearing in Docs. 16588 et al.

Review board Hutchinson, Kan., standard broadcast proceeding, Docs. 16588-90, and 16848, granted motion filed on Nov. 3 by Plains Broadcasting Inc. and extended to Nov. 18 time within which to file responses to following pleadings, filed herein on Sept. 26: pleading, petition to enlarge issues, KAKE-TV and Radio Inc. (KAKE); pleading, motion to modify and enlarge issues, Columbia Broadcasting System Inc., and pleading, motion for change of hearing issues, Plains Broadcasting Inc. Action Nov. 4.

■ By a memorandum opinion and order, commission extended date upon which WWIZ Inc. must cease operation of standard broadcast station WWIZ Lorain, Ohio, from Nov. 12, to the end of broadcast day on 30th day following release of whichever of following events occurs first: (1) commission order authorizing interim operation of facility; (2) commission order terminating operation by WWIZ Inc., or (3) order in pending consolidated proceeding granting authority to one of competing applicants for operation on regular basis becomes final (Doc. 14537). Action Nov. 7.

## ACTIONS ON MOTIONS

■ Hearing Examiner H. Gifford Irion on Nov. 4, in proceeding on AM applications of Cosmopolitan Enterprises Inc., Edna and H. H. Huntley, Yoakum, both Texas, granted petition of Cosmopolitan Enterprises Inc. to excuse late publication (Docs. 16572-3).

■ Hearing Examiner Forest L. McClenning on Nov. 1, in proceeding on application for assignment of license of WCAM Camden, N. J., scheduled hearing for Dec. 13 and other procedural dates (Doc. 16792).

## FINES

■ Commission notified Tri-City Broadcasting Co. that it has incurred apparent liability of \$500 for violations of commission's rules including operating station WTCE Flomaton, Ala., with an improperly licensed operator on duty. Licensee has 30 days to contest or pay forfeiture. Action Nov. 2.

■ Commission notified El Centro Radio Inc. that it has incurred apparent liability of \$500 for violations of commission's rules including operating station KAMP El Centro, Calif., with an improperly licensed operator on duty and failing to file timely responses to official communications. Licensee has 30 days to contest or pay forfeiture. Action Nov. 2.

■ Broadcast Bureau notified WUWU Gainesville, Fla. of apparent liability of \$100 for failure to maintain proper station logs. Ann. Nov. 7.

■ FCC notified Brush Broadcasting Co. that it has incurred apparent liability of \$100 for violations of commission's rules including failure to have required equipment performance measurements available for inspection for station WPRV Wauchula, Fla. Licensee has 30 days to contest or pay forfeiture. Action Nov. 8.

■ Broadcast Bureau notified following stations of apparent liability in amounts indicated for late filing of their renewal applications: \$200—WKYR Cumberland, Md.; \$100—WBLU Salem, Va.; \$100—WCFV Clifton Forge, Va.; \$100—WHJC Mewan, W. Va.; \$100—WRAA Luray, \$100—WRVC Norfolk, \$25—WRIC, Richlands, \$25—WPXI, Roanoke, all Virginia., and \$25—WGTB-FM Washington, D. C. Ann. Nov. 7.

■ Broadcast Bureau notified WTIL Mayaguez, P. R., of apparent liability of \$250 for failure to provide means for increasing or decreasing station power from remote control point, point from which trans. is normally controlled. Ann. Nov. 7.

■ By memorandum opinion and order, commission ordered South Puerto Rico Broadcasting Corp., licensee of WISO Ponce, P. R., to forfeit \$250 for rule violations in-

Houma, La. and Ascension Parish Broadcasting Co., Donaldsonville, La. scheduled hearing for Nov. 17 and other procedural dates (Docs. 16826-7).

■ Hearing Examiner Isadore A. Honig on Nov. 7 in proceeding on AM applications of Circle L Inc., Reno, Nev., et al., granted financial amendment to Radio Nevada application (Docs. 16110-13, 16115).

## CALL LETTER APPLICATION

■ Clarence C. Moore, Fort Wayne, Ind. Requests WFWR.

## CALL LETTER ACTIONS

■ Clay Broadcasters Inc., Liberty, Mo. Requests KBL.  
■ A-C Broadcasters, Annville-Cleona, Pa. Requests WAHT.

## DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing application of Beaverhead Broadcasting Co. for a new AM to operate on 1240 kc, 250 w-N, 1 kw-LS in Dillon, Mont.; made Vigilante Broadcasting Co. (KDBM), Dillon, which filed opposing petition, party to proceeding. Commissioner Loevinger dissented to paragraph 6 of memorandum opinion and to inclusion of issue No. 2. Action Nov. 2.

## Existing AM stations

### APPLICATION

WCAW Charleston, W. Va.—Seeks CP to increase daytime power from 10 kw to 50 kw; change from DA-N to DA-2; install new trans. (Gates VP-50). (680 kc). Ann. Nov. 9.

### FINAL ACTIONS

KAFF Flagstaff, Ariz.—Broadcast Bureau granted increased power on 930 kc-D, from 1 kw to 5 kw, make changes in ant. system and installation of new trans.; conditions. Action Nov. 4.

Rainsville, Ala.—Sand Mountain Advertising Inc. FCC granted 1500 kc, 1 kw D. P.O. address Rainsville. Estimated construction cost \$13,470; first-year operating cost \$20,000; revenue \$25,000. Principals: Lawrence E. Kennamer and Weiton H. Norwood

(each 49.3%), Zora B. Kennamer and Reba Sue Norwood (0.7%). Messrs. Kennamer and Norwood have non-broadcast business interest in Scottsboro, Ala., and vicinity. Action Nov. 4.

■ Commission denied request of KFOX Inc. for reconsideration of Feb. 24 action granting one-year license renewals to KFOX AM-FM Long Beach, Calif. Commissioner Bartley abstained from voting; Commissioner Loevinger concurred in result; and Commissioner Johnson not participating. Action Nov. 9.

■ FCC granted one-year renewals to KEEN United Broadcasting Co., San Jose, Calif.; KFOR Cornbelt Broadcasting Corp., Lincoln, Neb., and KTKT Leland Bisbee Broadcasting Co., Tucson, Ariz., based on responses by licensees to queries concerning their commercial policies and practices. Action Nov. 2.

KRPL Moscow, Idaho—Seeks CP to increase daytime power from 250 w to 1 kw, and install new trans. Ann. Nov. 4.

WRIN Rensselaer, Ind.—Broadcast Bureau granted increased power on 1560 kc, 500 w-D from 250 w to 1 kw, and installation of new trans.; conditions. Action Nov. 4.

■ FCC granted renewal of licenses for following main stations and co-pending auxiliaries: WKYR Inc. (WKYR) Cumberland; Easton Broadcasting Co. (WEMD) Easton, both Maryland. Action Nov. 3.

WBEC Pittsfield, Mass.—Broadcast Bureau granted CP to change from DA-2 to DA-N; conditions. Action Nov. 1.

■ Commission granted request by VIP Broadcasting Corp. and waived sponsorship identification requirements of Sec. 317(a) of Communications Act and Secs. 73.119 and 73.289 of rules in connection with stations WVIP-AM-FM Mt. Kisco, N. Y. "want ad" program. Waiver, granted for indefinite period of time, may be rescinded if subsequent developments indicate that its continuance is not in public interest. Action Nov. 9.

■ By memorandum opinion and order, commission dismissed applications of South-east Texas Broadcasting Co. for modification (BP-17090) and renewal (BR-3835) of license of station KFAZ Liberty, Tex., (1050 kc, 250 w, DA-D). However, commission



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cluding testing auxiliary transmitter on regular ant. at times other than midnight to 9:00 am and failing to provide a means at remote control point for licensed operator to raise or lower trans. power. This is amount specified in the July 11 notice of apparent liability. Action Nov. 9.

■ Commission notified Mid-South Broadcasting Inc. (WHCQ Spartanburg, S. C.) that it has incurred an apparent liability of \$500 for violations of the commission's rules including operating without a properly licensed operator on duty and failing to maintain operating log. Licensee has 30 days to contest or pay the forfeiture. Action Nov. 9.

#### CALL LETTER APPLICATION

■ WADR, P. H. Inc., Remsen, N. Y. Requests WREM.

#### New FM stations

##### APPLICATIONS

■ Denver—Pillar of Fire Corp. Seeks 89.3 mc, ch. 207, 28.57 kw. Ant. height above average terrain 407 ft. P.O. address: 1845 Champa Street, Denver 80202. Estimated construction cost \$19,315; first-year operating cost \$4,395; revenue, none. Principals: Arthur K. White, president, administrator and clergyman, Kathleen M. White, vice president and administrator. New station to be operated in conjunction with KPOF which has been operated by applicant. Ann. Nov. 7.

■ Clearwater, Fla. — FM Enterprises Inc. Seeks 97.9 mc, ch. 250, 100 kw. Ant. height above average terrain 439 ft. P.O. address: 984 Sousa Drive, Largo, Fla. 33540. Estimated construction cost \$117,333; first year operating cost \$59,700 plus monthly payments; revenue \$75,000. Principals: Edmund Leddy Jr., Phyllis Norman, Homer B. Angstadt Jr. and John K. Pringle (each 11.11%) plus other stockholders. Mr. Leddy is president of FM Enterprises and administrative specialist for G.E. Mrs. Norman is housewife. Mr. Angstadt is osteopath. Mr. Pringle is electronics technician for G.E. Ann. Nov. 9.

■ Mason City, Iowa—North Central Iowa Broadcasting Co. Seeks 106.1 mc, ch. 291, 100 kw. Ant. height above average terrain 257 ft. P.O. address: Weir Building, Mason City. Estimated construction cost \$30,000;

first-year operating cost \$5,000; revenue \$24,000. Principals: Hayward L. Talley (100%). Mr. Talley is president and principal owner of Mid-Illinois Broadcasting Co., licensee of WSMI-AM-FM Litchfield, Ill., president and owner of Talley Broadcasting Co., licensee of KXGI Fort Madison, Iowa and North Central Iowa Broadcasting Co., licensee of KSMN Mason City. Ann. Nov. 9.

■ Milton, Mass.—Curry College. 88.1 mc, ch. 201, 10 kw. Ant. height above average terrain 171 ft. P.O. address: WKOK, Montwaite Avenue, Framington, Mass. Estimated construction cost \$3,046.18; first-year operating cost \$3,000; revenue, none. Principals: John S. Hafer, president of Curry College. Richard E. Adams, who is board member, has 49% interest and is officer and director of WKOK Inc., licensee of WKOK-AM-FM Framington. Ann. Nov. 8.

■ Collegeville, Minn.—Order of St. Benedict Inc. Seeks 91.1 mc, ch. 216, 3.0377 kw. Ant. height above ground 328.65 ft. P.O. address: William H. Kling, Director of Broadcasting, St. John's University, Collegeville. Estimated construction cost \$14,449; first-year operating cost \$4,282. Applicant is sole controller. Barry Coleman O.S.B., president St. John's University, Rt. Rev. Baldwin Dworschak, president Order of St. Benedict. Ann. Oct. 20. (Correction, BROADCASTING, Oct. 31).

■ Mansfield, Pa.—Farm & Home Broadcasting Co. 97.7 mc, ch. 249A, 1.7 kw. Ant. height above average terrain 380 ft. P.O. address: John A. Fay, Box 89, Wellsboro, Pa. 16901. Estimated construction cost \$4,900; first-year operating cost \$12,000; revenue \$12,000. Principal: Carry H. Simpson, president and 50% owner. Farm & Home is licensee of WNBW Wellsboro and WFRM Coudersport, both Pennsylvania. Ann. Nov. 8.

#### FINAL ACTIONS

■ By order, commission denied request by North Central College for waiver of Sec. 1.573 (note (c) (2)) which prohibits acceptance of noncommercial educational FM applications involving 1 mv/m interference and returned its application for educational station to operate on ch. 216 (91.1 mc), ERP 3.94 kw, ant. height 98 ft., in Naperville, Ill. Action Nov. 9.

■ Plantation Key, Fla.—Sounds of Service Radio Inc. FCC granted 100.3 mc., channel 262, 100 kw. Ant. height above average terrain 450 ft. P.O. address: c/o M. J. Wilkinson, P.O. Box 217, Miami 33142. Estimated construction cost \$100,575; first-year operating cost \$24,800; revenue \$21,500. Principals: E. D. Rivers Jr. (99.98%), Marie Bie River (.01%) and M. J. Wilkinson (.01%). Mr. Rivers is 99.98% stockholder in KLYX-FM and KWAM both Memphis; WEAS-AM-FM Savannah, WGOV-AM-FM Valdosta, WGUN Atlanta, all Georgia and WSWN-AM-FM Belle Glade, Fla. Action Nov. 9.

#### INITIAL DECISION

■ Commission gives notice that Sept. 13 initial decision which looked toward granting application of Texan Broadcasting Inc. for a new FM to operate on ch. 221 (92.1 mc), ERP 1.9 kw, ant. height 366 ft. in Nacogdoches, Tex., became effective Nov. 2 pursuant to Sec. 1.276 of rules (Doc. 16382; BPH-4730). Action Nov. 7.

#### OTHER ACTIONS

■ Review board, New Philadelphia, Ohio, FM broadcast proceeding, Doc. 15430, granted petition filed on Nov. 2 by Dover Broadcasting Inc. and extended to Nov. 14 time within which to file oppositions to petition to reconsider and reopen record, filed on Oct. 21 by Tuscarawas Broadcasting Co. Action Nov. 4.

■ Review board, Wilmington, Ohio, FM broadcasting proceeding, Docs. 16892-3, granted motion filed on Nov. 2 by David Joseph Kittel and extended to Nov. 17 time within which to file oppositions to petition to enlarge issues filed on Oct. 24 by Community of Ohio Inc. Action Nov. 4.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on Nov. 2 on his own motion, rescheduled further prehearing conference from Nov. 4 to Nov. 10 in proceeding on FM applications of Olmstead County Broadcasting Co. and North Central Video Inc., both Rochester, Minn. (Docs. 16669-70).

■ Hearing Examiner Elizabeth C. Smith on Nov. 3 in Ellwood City, Pa. FM proceeding, granted petition of Scott Broadcasting Co. of Pennsylvania Inc. and accepted amendment of its application reflecting recent filing of new applications for other facilities by applicants associated with petitioner (Docs. 16861 and 16863).

#### RULEMAKING PETITION

Blancett Broadcasting Co. Hardinsburg,

Ky.—Requests amendment of rules to assign FM class A ch. 232 to Hardinsburg. Ann. Nov. 4.

#### RULEMAKING ACTIONS

■ By memorandum opinion and order, commission denied a petition filed Nov. 8, 1965 and amended July 7, by Symphony Network Association Inc., Birmingham, Ala., requesting rulemaking looking toward reservation for period of three years of 94 specific FM assignments in non-commercial educational band (88.1-91.9 mc/s) for a nationwide National Symphony Network. Commission held that proposal would be contrary to nature of educational FM broadcast service, that it would prevent growth of educational service in many areas, and that it was not technically or economically feasible. Action Nov. 9.

■ Blount County Broadcasting Service Oneonta, Ala.—Requests amendment of the table of FM assignments to add class A ch. 249 at Oneonta. Ann. Nov. 4.

■ In a notice of inquiry in Doc. 14185, commission invited comments on proposal to establish educational FM table of assignments, similar to that used in commercial FM and in TV broadcast service, and allocation criteria and technical standards. Information is sought concerning needs and plans for state-wide networks, possible procedures concerning 10 w. stations and problem of potential interference to reception of TV ch. 6. Action Nov. 9.

#### CALL LETTER APPLICATIONS

■ \*University of California, Berkeley. Requests KALX(FM).  
 ■ Guaranty Broadcasting Corp., Baton Rouge. Requests WAFF-FM.  
 ■ Century Radio Corp., Baldwinsville, N. Y. Requests WSEN-FM.

#### CALL LETTER ACTIONS

■ Colorado State College, Greeley, Colo. Requests \*KCBL-FM.  
 ■ Radio Station WJAT Inc., Swainsboro, Ga. Requests WJAT-FM.  
 ■ Wilderness Road Broadcasting Co., Manchester, Ky. Requests WWXL-FM.

#### Existing FM stations

##### FINAL ACTIONS

■ WLRW(FM) Champaign, Ill.—Broadcast Bureau granted CP to install new trans., new vertical polarized ant.; ant. height 400 ft.; remote control permitted. Action Oct. 28.

■ WJJD-FM Chicago — Broadcast Bureau waived Sec. 73.210(a) of rules and granted mod. of license to change main studio location to Des Plaines; remote control permitted. Action Nov. 4.

■ KVCL-FM Winnfield, La.—Broadcast Bureau granted mod. of CP to install new trans., new ant.; decrease ERP to 2.75 kw. Action Nov. 2.

■ KCUL-FM Fort Worth, Tex.—Broadcast Bureau granted CP to install new trans., increase ERP to 100 kw. Action Nov. 2.

■ WPFB-FM Middletown, Ohio—Broadcast Bureau granted CP to change ant.-trans. location (same site); decrease ERP to 50 kw, increase ant. height to 410 ft.; condition. Action Nov. 4.

#### FINES

■ Commission notified Dale W. Flewelling that station KXRQ-FM Sacramento, Calif. has incurred apparent liability of \$500 for violations of commission's rules including operating without a properly licensed operator on duty, failing to have equipment performance measurements made and for operating more than 10% below authorized power. Licensee has 30 days to contest or pay forfeiture. Action Nov. 2.

■ Commission notified Radio Hanover Inc. (WYCR[F]M York-Hanover, Pa.) that it has incurred an apparent liability of \$500 for violations of commission's rules including failure to maintain proper station logs. Licensee has 30 days to contest or pay forfeiture. Action Nov. 2.

■ By letter, commission granted request by Beacon Broadcasting Concern, licensee of WJSM(FM) Martinsburg, Pa. and rescinded action of Aug. 30 which imposed

(Continued on page 105)

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Opportunity! If you have perspiration inspiration, enthusiasm. Tell sales record. KFRO, Lonview, Texas.

Wanted: Good radio time salesman major market, with top rated station. Send complete information to Salesmanager, KSOP, P. O. Box 15588, Salt Lake City, Utah.

Salesman-sales manager for leader, two station market. Active account list. Heart of "Big Sky Country." Contact Ed Peiss, KXLF, Butte, Montana.

Lansing, Michigan — No. 2, and climbing adult music/news station has career opportunity for young, creative type salesman on way up. 7 station midwest group seeks man (woman) with management potential. Present sales staff can't handle increased volume. We offer best pay, opportunity for management and stock interest. WITL, Lansing. A Midwest Family station.

Ambitious, experienced radio time salesman for upstate N. Y. metro-market. Good account list, plenty of presentation and production help. Good base salary, incentive and expenses. Send resume and complete details to sell yourself. All inquiries confidential. WOKO, P. O. Box 1520, Albany, N. Y. 12201.

## Announcers

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Midwest group now scouting for boss jocks and noseey newsmen. Send talented tape, resume and salary requirements to Box K-16, BROADCASTING.

## Announcers—(cont'd)

Single station market needs announcer with first class ticket. You don't have to be the world's greatest but must be a responsible, conscientious individual. Opportunity for advancement. Beginning salary commensurate with ability. Box K-286, BROADCASTING.

Announcer with pleasant authoritative delivery for middle-music Texas station. Do not send tape. Box K-379, BROADCASTING.

Top-rated contemporary music station needs top-rated personality who's looking for top pay and good working conditions in beautiful western Virginia metropolitan market of 200,000. Rush tape and resume to Box K-413, BROADCASTING.

Morning man. Experienced only. Good music. Pleasant voice. Excellent pay. Operate own board. Send tape and resume to Box L-23, BROADCASTING.

Announcer with first phone. Send tape and resume. State salary. Box L-51, BROADCASTING.

Need immediately—Afternoon or evening rock jock with 1st ticket, no maintenance, for midwest swinger. Experience preferred, beginners considered. Box L-69, BROADCASTING.

Experienced 1st phone announcer for N. Ohio medium market good music, wages and staff. Box L-77, BROADCASTING.

Major market, top-rated, east coast, contemporary station has rare opportunity for bright music personality. Unusual opportunity. Send tape. Box L-99, BROADCASTING.

Announcer for AM, FM stereo outlet in central Wisconsin broadcasting 24 hours. No drinkers or floaters. . . . Send tape, picture and resume. Box L-111, BROADCASTING.

Opening December first. We have plenty of time to select right man for this key position in upper New York State. Must be strong on board, neat, bright, personable. Ability to gather and read local news imperative. Good salary for right man. You'll enjoy this college area. Send sample of news and middle of road presentation plus production commercial. Also on tape record short bio. Experience and reason for wanting position to Box L-114, BROADCASTING.

Wanted: Announcer. Immediate opening. Some experience preferred. Send tape to KDAK, Carrington, N. Dak. Dial 652-3151.

Immediate opening for experienced announcer who might like opportunity in sales. A good, small, midwest market. Excellent salary, plus commission. Call Manager: Ralph Meador, KLEX, 816-259-3232.

Immediate opening for young man who wants to be "Mr. Sports" in a 4-state area. Must also be qualified dj. MOR station emphasizing news and high school athletics. Send resume and tapes to Manager, KMA, Shenandoah, Iowa.

Opportunity plus security for alert, bright personality. Respected small market AM/FM station. Competent staff. Gracious living, away from metropolitan jungle and pressure, yet near big city. Require loyal, responsible man with 3rd license. Announcer and handle program operations. Adult emphasis. Mail tape and complete details re education, employment experience. R.B. Cupp, KOFO, Ottawa, Kansas.

Montana, MOR, NBC station needs first phone announcer. Excellent advancement opportunities. Call collect 406-265-7841, KOJM, Havre, Montana.

Excellent opening for combo man with first phone. Must have experience. No maintenance, just board shift with little xmtr watch. Good hours with starting pay \$120-\$130 per week. Location in midwest. Contact Ron Wesby, KOKX, Keokuk, Iowa if interested.

## Announcers—(cont'd)

Immediate opening. Experienced announcer. Third class endorsed ticket necessary. First phone preferred. Send tape and resume to KSYL, Box 1489, Alexandria, La.

Radio-TV announcer. Daily 3-hour air shift. VTR and live color commercials and weather. Top salary to right man. Send short music-commercial tape, resume and pix to Bill Baldwin, KWWL-AM-TV, Waterloo, Iowa.

Wanted: Announcer with third ticket, call WATM, Atmore, Alabama. . . . Tom Miniard, 368-2128.

Immediate opening-announcer with first phone. Call manager—WBUD, Trenton, N. J.

Immediate opening for experienced announcer. No collect calls. Send picture and tape to George Bissell, WEAV, Plattsburg, N. Y.

Looking for man who can handle three to four hour morning show; also take over as Traffic Manager. Can train for latter position if you have some typing ability. Need to start January 23. Send resume and tape to Bob Thomas, WGAI, Elizabeth City, N. C. Salary, commensurate with experience and ability.

Wanted for brand new FM operation in Springfield Mass. Cultured voice, with musical knowledge. Send resume to Z. Land, WHYN, 1300 Liberty Street.

Announcer-PD with first phone—Must have experience, good voice. No maintenance, better than average pay. 5 kw AM—50 kw FM—Call Monroe MacPherson—General manager—8:00 to 8:30 EST. 616-527-4400. WION, Ionia, Michigan.

Florida's southernmost city has an opening for first phone announcer. Top 40 experience helpful. Start \$120.00 weekly. Send resume to WKIZ, Box 1487, Key West, Fla. Phone 294-2523 area 305.

Announcer-program director: Earn more money if you are above average announcer, strong on production, good administrator and detail man. Great opportunity to advance. Need man by January 1st. Send tape and resume to Bruce Underwood, WKUL, Cullman, Alabama.

Immediate opening — straight staff-board announcer. 3rd endorsed required. Some experience preferred. Must be available immediately. Network station. WLDB, Atlantic City, New Jersey.

Alert, aggressive radio announcer wanted for middle of the road station in midwest. Excellent working conditions, all benefits, outstanding place to work. Send audio tape, full details and salary expected to Program Director, WKZO Radio, Kalamazoo, Michigan.

Central Penna. 24 hour station will add new staff announcer. Applicant may combine work with classes at large university located here. For further information contact Croy Pitzer, Program director, WMAJ, State College, Pa.

Middle of road pop format. Radio Station WRBN, Warner Robins, Georgia. No collect calls accepted.

Real comer looking for opportunity in production and personality air work with highly creative and imaginative contemporary 24 hour station. Rush tape, pic, details to WROV, Roanoke, Virginia.

Wanted: 1st phone for announcing & production. Small market with middle of road format. Call Station Manager, WSER, Elkton, Md. 301-398-3883.

## Announcers—(cont'd)

First ticket announcer, medium-small Ohio market, "middle of road" music, must be experienced. Good salary, other benefits. Call 1-419-586-5134, Norb Poeppelman.

Ohio market needs good deejay, first or third phone, middle of road, news and sports, good pay, phone Oscar Baker 1-513-773-3513.

Eastern station has opening for announcer with 3rd ticket. This is a well established station near major market. Our man is going into TV. Good working conditions plus fringe benefits. 215-696-3690.

Station in midwest needs good morning man personality with lite news. Excellent hours and starting pay between \$130-140 per week. Experience a must. Call 319-524-5410 for personal interview.

New station at Auburn, Indiana, new staff. Send resume. Detroiters Jack Fuller, John Stinson reply: C. P. Broadcasters Inc., 9223 Cottage Grove Place, Highland, Indiana 46322.

Full-time 500 wt., MOR station in Virginia's largest market has opening for experienced, mature intelligent announcer. Station has TV affiliate. Salary open. Send tape and resume: Station Manager, P. O. Box 1600, Norfolk, Virginia.

## Technical

Chief engineer for east coast major market top 40 directional. Excellent salary. Good living conditions. Box K-353, BROADCASTING.

First class chief engineer with AM-FM experience. Fulltime AM operation. Have CP for FM. Single station market—Michigan lower peninsula. MOR music, local news, sports format. Qualified for short air shift. Housing available. Start \$7,000.00 annual to qualified man. Position open. Box K-361, BROADCASTING.

Assistant chief engineer needed for south Texas network station. Box K-380, BROADCASTING.

Cable TV system in northern Illinois has immediate opening for technicians. First or second class licensed radio or TV engineers can qualify for starting salary of \$140 a week plus overtime. Excellent opportunity for advancement in rapidly expanding business in fast growing area. List age, marital status, experience, references. Box L-18, BROADCASTING.

Engineer-1st class license for maintenance, and capable of doing some board work. Sacred music station in great midwestern area. Send complete resume Box L-54, BROADCASTING.

Chief engineer—lite announcing. Southern Virginia AM-FM. Job security, good pay, medium market, fringe benefits. Open now. Box L-58, BROADCASTING.

Chief engineer for long established Virginia fulltime station in small market. Position offers security and many benefits. Announcing ability helpful but not essential. Theory, technical and practical ability a must. This is a settled, hard-working, friendly operation, and we want a man with the same qualities. Box L-59, BROADCASTING.

Chief engineer television & radio; excellent starting salary increased as ability demonstrated; Exceptional fringe benefits; large market on Florida's west coast; Thorough experience in studio and transmitter operation required; All replies confidential. Box L-128, BROADCASTING or phone collect Tampa (813) 949-4404.

KMNS Radio—Remote control, directional, 1 kw needs first phone engineer. Excellent opportunity to learn broadcasting or for college student. No announcing. Contact Harley Engle, KMNS Radio, 921 Pierce St., Sioux City, Iowa 51102 or call 712-258-0628.

First class engineer required for 5 kw directional daytimer in major Ohio market. Good opening for young man desiring experience. Top employee benefits and valuable training to right man. Contact Chief engineer L. S. Bushfield, WOIO Radio, Canton, Ohio. 216-477-8585.

## Technical—(Cont'd)

50 kw AM has opening for engineer with first phone. Excellent working conditions. New Equipment. No announcing required. If interested, contact Bill Gabbert, Chief Engineer, WOKJ Radio, Jackson, Miss. 601-866-2292.

Chief engineer, 1 kw daytime directional. Contact Jack Sullivan, WOKW, Brockton, Mass.

Chief engineer for long established 5,000 watt directional in good Michigan market. Excellent permanent position. Contact General Manager, WPAG, Ann Arbor, Michigan.

Need qualified first phone operator for maintenance, some announcing. Contact WSYB, Rutland, Vermont.

Engineers—First ticket—studio, transmitter shifts. Excellent station. Write WTPA, Box 2775, Harrisburg, Pennsylvania.

First class license, graduate of two year approved technical school (or equivalent) for chief engineer of new 2500 mHz ITFS. Reply to Mr. L. McConnell, Asst. Supt., Alpena Public Schools, Alpena, Mich.

## NEWS

Authoritative newsmen. College town in NE. Experienced only. Willing to pay to get good man. Box K-266, BROADCASTING.

Young man wanting to learn all phases of radio/TV news operations. Prefer journalism school background. Experience not required but must type. Chance to join busy six man staff in a progressive medium market. Send full background & salary requirements. Box L-21, BROADCASTING.

Have immediate openings for news director, morning and p.m. dj's. Must be experienced. Good pay. Send tape and resume to Box L-24, BROADCASTING.

Newsmen who can read crisp, brisk newscast with confidence and authority. Will pay for experience—but writing ability and eagerness to work for go-getting medium-market news operation will count heavily in absence of formal news training. Send short news tape, samples or writing, and complete resume. Durham Caldwell, News director, WHYN Springfield, Mass.

## Production—Programing, Others

Experienced and creative copywriter for network station in beautiful Texas resort city. Box K-381, BROADCASTING.

Production chief-copywriter — Versatile, imaginative, with good sense of punch-writing and spot production. Exceptional salary, with benefits. Leading adult station. Send background, photo, and sample copy to WFDF, Flint, Michigan.

Top midwest CBS affiliate desires copywriter with initiative, intelligence and imagination to work in creative 3 man continuity department. Salary will match experience and ability. 40 hour week. Start immediately. WMBD Radio, J. Aylward, Continuity director, 212 Southwest Jefferson, Peoria, Ill.

Program director for fast-paced MOR central east Florida coast station. Heavy on production, news. Salary open. Tape & resume to: Jay, Box 276, New Smyrna Beach, Fla.

## RADIO

### Situations Wanted—Management

Thoroughly experienced general manager entering 28th year in radio. Mainly management. Strong community operation, sales. Medium to small metropolitan market preferred. Salary \$15,000 minimum plus incentives. Box L-73, BROADCASTING.

General manager—now in medium market sales. 15 years well rounded radio and TV experience. Stable family man. 38, good credit, presently earning in area of \$17,000 yearly commissions. Interested in medium or major market, fulltimers only. Box L-90, BROADCASTING.

Experienced metro market general manager with outstanding record of upgrading stations to highest income, profit, and ratings. Sales increased 96%; Ratings tripled to #1 position. Presently employed. Desire management or sales management with aggressive group operation. Call 214-826-6026 evenings or weekends, or write Box L-116, BROADCASTING.

## Situations Wanted

### Management—(Cont'd)

General manager... Religious, major market, complete change. Top in sales, tripled gross four years. Religious field twenty years, public relations. Outstanding radio executive, salesman, programmer. Married, family, Christian. Available January 1. Phone 313-233-6633.

### Sales

25% commission salesman, seven years experience. Journalism major, midwest. Box L-93, BROADCASTING.

### Situations Wanted—Announcers

Recent school graduate—3rd ticket—to complete military obligation January 8th. Desire MOR format—college town—western states. Box K-386, BROADCASTING.

Touchdown! Contemporary stations score every time! Offense: Experience, personality, versatility, originality. Defense: First phone, draft exempt, ratings, references. Hike letters to Box L-12, BROADCASTING.

First phone disk jockey, strong on news, seeks all night, personality middle of road spot. Experienced. Available February 1, 1967. Box L-25, BROADCASTING.

Non-screaming, bright sounding top forty personality seeks permanent position with well established, contemporary operation. Heavy teen and young adult appeal. Seven years experience. Presently employed. Box L-49, BROADCASTING.

Exciting, authoritative, experienced play-by-play. Eight years high school and college football, baseball, basketball. Available now. Box L-72, BROADCASTING.

Negro dj-newscaster, 24, married, third phone. Draft exempt, no floater. Box L-75, BROADCASTING.

Negro announcer. Proven, well rounded. Year experience with top forty. Third phone. Consider any offer. Box L-76, BROADCASTING.

Rock and blues dj/announcer. Third license. Newscaster experience. Will relocate. Box L-80, BROADCASTING.

Announcer-dj: Young, experienced, ambitious, presently employed. Third endorsed-working on first. Draft exempt. Prefer MOR or rock in college city. Write Box L-82, BROADCASTING.

Dec. 9th! Top 40 swinger. 22 years old-working in major market. Want to relocate. Military completed. Could be the man for you. Box L-83, BROADCASTING.

Gasp! Top country deejay—suffocating in themegalopolis! Master craftsman at copy, production. First phone! College degree. 9 swingin' personality-filled years on air! After Jan. 1st, me and the wife dream of movin' west—to clean air, happy people. Box L-84, BROADCASTING.

Negro lady dj/announcer. Well trained beginner. Beautiful voice, definitely different. Third class endorsement. Will relocate. Box G-87, BROADCASTING.

Experienced announcer-newsmen desires position in northeast. 3rd class phone. Box L-89, BROADCASTING.

Young beginner—Negro. Hardworking R&B dj-announcer. Authoritative newscaster, tight board third license. Married, draft exempt. Will relocate. 212-789-6152 or Box L-94, BROADCASTING.

Sportscaster. Top play-by-play. Seeks permanent major market position. Box L-100, BROADCASTING.

Top 40 screamer... happy personality... pd potential... college... 18 months experience. Box L-104, BROADCASTING.

Creative, enthusiastic, happy sounding top 40 jock or PD. Strong on production and ideas. 1st phone, draft exempt—Married. \$200 week minimum. Box L-107, BROADCASTING.

Dynamic top 40 go-getter with first phone ready for that big break. Large markets only. Box L-110, BROADCASTING.

## Announcers—(cont'd)

Virginian, 26, BA degree 1st phone, 3 years experience, MOR and some classical, draft exempt. Desires advancement to top 50 market. Programming or public relations also considered. Box L-115, BROADCASTING.

Versatile dj-announcer. 3rd endorsed. Draft exempt, will relocate. Box L-118, BROADCASTING.

Authoritative mature voice heavy on news and commercials. Ambitious, creative and reliable. Good board work. 3rd class endorsed. N.Y. Broadcast School graduate. 212-UN 1-9303 or Box L-119, BROADCASTING.

Negro dj/announcer, newscaster. Tight board. Middle of road or R&R. Married, will relocate. Box L-120, BROADCASTING.

Single female desires air work. Locale/salary no problem. Recent radio graduate. Willing to work-learn. Consider office-on air position. Box L-124, BROADCASTING.

DJ wants rock job. Now doing MOR and C&W. Like R&B. Low-pace delivery. No strict format. Write P.O. Box 393, Milford, Pa. 18337.

## Technical

Top-flight engineer/announcer. Professional! Heavy maintenance. Excellent references. Presently chief engineer major station. Available January 15th. Box K-351, BROADCASTING.

Engineer, manager, sales production. Emphasis engineering. Twelve years experience. Relocation expenses. No furniture. Any location except southern states. Box L-6, BROADCASTING.

1st phone technician, experience control room operation and maintenance. Available immediately. Will relocate for good offer. Box L-105, BROADCASTING.

Broadcast Technician with 1st phone seeks job in operations. Some maintenance experience. Available immediately. Will consider relocation. Box L-106, BROADCASTING.

## NEWS

Experienced newsman and staff announcer with disc jockey experience seeks to better himself. Desires position as newsman and/or staff announcer at well established medium or large market station. Have first phone; no maintenance please. Box L-79, BROADCASTING.

News director available. Longtime newspaperman. Go anywhere, Ray Kruger, 2521 Myrtle, Alexandria, Louisiana 71310.

## Production—Programing. Others

I'm ready. . . . Ready for a good job with a good organization. Five years experience, college, married, service complete. Presently p.d. of five thousand watter. Experience, news, sports play-by-play, writing, production and sales. Box L-48, BROADCASTING.

PD-dj. Northeast. Progressive middle-roader. Humorous, believable personality. Over 7 years background. Programing. TV, copy, production. Military completed. Box L-68, BROADCASTING.

Spectacular sales, successful style. superb service, say satisfied sponsors! 9 year continuity director at big midwest market station seeks re-location in south east or west. News, sports, writing background. 29. References. Box L-85, BROADCASTING.

Announcer. 7 years experience, program director at two medium market Florida stations, good music production, news. first class license, presently managing small station. Desires position with stable radio-television operation where I can learn TV in my spare time. Tape, resume, and references from all former employers and present employer. All inquiries answered. Box L-86, BROADCASTING.

Sports director, 10 years radio and TV. College, high school football, basketball, hockey, baseball play by play. Tapes, references, available. Box L-103, BROADCASTING.

## Production—Programing, Others

### Continued

I now successfully program a chain of four small-market top 40 stations and would like to trade my talent and experience for the challenge and money of a larger market. Exciting air-delivery—sharp production—first phone—Box L-109, BROADCASTING.

Programing—personality. Interesting stations interest me. Where are they? Box L-112, BROADCASTING.

Canadian, some past radio training, employed 20yrs. publishing, writing, pr, adv. Now seeks creative challenge in religious or educational radio. Have unique idea for inspirational readings appealing to mature audience. Age 42, single, good voice, speak Spanish, French. Relocate. Box L-113, BROADCASTING.

## TELEVISION

### HELP WANTED

#### Sales

TV salesman for new Baltimore UHF. Opportunity for fast advancement in large group operation. Must be prepared to assume additional related duties. Box L-98, BROADCASTING.

#### Announcers

Announcer/sports—experienced in all phases of announcing—needed for mid-Atlantic market. Send photo, resume and salary requirements to Box K-408, BROADCASTING.

Good opportunity for intelligent, interested, aggressive announcer in radio and/or television. Advancement opportunities in a fine area to work. Complete details to Box L-35, BROADCASTING.

Announcer — Prefer news/weather background. With group owned, NBC-TV affiliate full-color station in mid-west. Send VTR, SOF or picture/tape to Box L-92, BROADCASTING. State background and salary requirements.

KOMU-TV, Columbia, Mo., has opening for morning booth announcer also capable of doing live on camera commercials. Would consider radio man looking for TV. Contact Program Director with full details.

Have immediate opening for on-camera TV announcer who is capable of doing all types of commercials. Please send resume and VTR to Howard Frederick, WIRL-TV, Peoria, Illinois.

On-camera announcer/copywriter wanted. Congenial surroundings, excellent benefits, home office station of group. Send picture, tape, details and salary expected to Program director, WKZO-TV, Kalamazoo, Michigan.

AM-TV announcer needed by regional AM-FM-TV station. Upbeat MOR evening radio shift. TV talent also. Position open now. Send tape, pix, resume and salary requirements to WSWA-AM-FM-TV, Harrisonburg, Va.

Staff announcer—experienced in all phases of announcing needed by eastern V. Send resume, salary requirements and SOF or VTR to Neil Kuvin, WXEX-TV, Box 8765, Richmond, Va.

#### Technical

Immediate opening for engineer with first class license in upper midwest full power VHF station. experience not required. Write Box J-123, BROADCASTING.

If you have years of TV transmitter experience and would like to earn good money and live in south Florida's first resort, send your application and salary requirements to Box K-1, BROADCASTING.

Operating and maintenance technicians for VHF/UHF group operation in upstate New York. Experienced men with license desired. Send salary requirements and resume to Box K-287, BROADCASTING.

Midwest area—studio video, videotape recording and maintenance engineers. Good salary, fringe benefits and excellent working conditions. FCC 1st class ticket and previous experience required. Box K-347, BROADCASTING.

## Technical—(Cont'd)

Maintenance technical, union scale to \$12,000 plus. Located ideal eastern recreational area. Permanent secure position with major company for top-notch man. Send resume to Box K-364, BROADCASTING.

Excellent opportunity for two television transmitter engineers with south Texas station. Box K-387, BROADCASTING.

Texas station has opening for engineer trainee. Must have first class license. Box K-390, BROADCASTING.

We want a chief engineer who wants to move up to a medium market or a strong #2 man who is ready. Send us your complete resume. Stable VHF station in midwest looking for progressive, knowledgeable man to run department. Send full information and salary requirements. Box L-33, BROADCASTING.

Wisconsin television station has excellent opportunity for three trainees, first phone, maintenance ability required. No announcing. Good salary. Fringe benefits. Box L-95, BROADCASTING.

Immediate opening in Wisconsin, two engineers, first phone. TV studio, transmitter maintenance and operation. State experience and salary. Box L-96, BROADCASTING.

Chief engineer television & radio; excellent starting salary increased as ability demonstrated; Exceptional fringe benefits; large market on Florida's west coast; Thorough experience in studio & transmitter operation required; All replies confidential. Box L-129, BROADCASTING or phone collect Tampa (813) 949-4404.

Wanted: Television transmitter engineer. Experience desirable but not necessary. Opportunity to gain all around experience. Contact Chief Engineer KCND-TV, Pembian, N. D. Telephone: 701-825-6292.

Television transmitter operator wanted for KMVI-TV on the Island of Maui in Hawaii. First phone needed. Experience preferred but not essential. Send details and references by airmail to KMVI-TV, P.O. Box 550, Wailuku, Hawaii 96793.

Studio technician—Requires first class radio telephone license. Minimum three (3) years experience. Write: Lou Bell, KNTV, 645 Park Avenue, San Jose, California 95110.

We are interested in employing two television studio engineers that want to work for a progressive company in a typically midwestern Iowa community. Our studio facility is new from the ground up with all solid state RCA color equipment. We have one opening for full time maintenance work and another for operational work at television master control. Contact: E. M. Tink, KWWL-TV, Waterloo, Iowa.

Immediate opening Binghamton, New York, UHF station for studio/transmitter technician with first class license. Experience helpful but not necessary. Send resume to Chief Engineer, WBJA-TV, Box 813, Binghamton, N. Y. 13902.

Immediate opening for TV engineer 1st phone required. Send resume to: Earl Richard, WDSE-TV, 403 Bradley Bldg., Duluth, Minn. 55802. 727-8734.

Engineer with experience in TV, radio or allied fields preferred, but not required. Must have 1st license. Excellent opportunity for experience in broadcasting. Reply to Chief engineer, WFSU-TV, Tallahassee, Fla.

Sarkes-Tarzian Broadcasting stations are in need of technical people with 1st class licenses for various locations in Indiana. Contact Elmer C. Snow, Engineering Director, WTTV, 3490 Bluff Rd., Indianapolis, Indiana. Phone 317-787-2211.

Chief engineer position—Immediate opening. The Studio Broadcasting System will establish the 2nd television facility in Topeka, the state capitol of Kansas, on channel 27, with full power. We seek an energetic candidate who will ultimately assume complete administrative responsibility for the technical operations associated with a group of video facilities. The Topeka, plant will be "total" color operations (network, live, film and video tape). All video taping will be in high-band. The Studio Broadcasting System will emphasize quality in its' acquisition of technical facilities as well as accentuate sophisticated local programming. Submit resumes to Mr. Alan B. Bennett, Studio Broadcasting System, 1 Woodward Ave., Detroit, Michigan. 48226 or telephone 313-962-8700.

## Technical—(Cont'd)

Television studio and transmitter engineers for operation, maintenance of ETV system in American Samoa. Good living conditions, liberal benefits. Send comprehensive resume to R & D Office, NAEB, 1346 Connecticut Avenue, Washington, D. C. 20036.

### NEWS

Need experienced newsman to direct radio-TV news department of growing midwest station. Send resume, photo and radio tape or 16 mm film audition. State salary requirements. Box J-238, BROADCASTING.

Experienced news writer needed by south Texas television station. Box K-389, BROADCASTING.

Young man wanting to learn all phases of radio-TV news operations. Prefer journalism school background. Experience not required but must type. Chance to join busy six man staff in a progressive medium market. Send full background & salary requirements. Box L-22, BROADCASTING.

Reporter/photographer—1-2 years experience. No airmen wanted. Good salary, excellent news operation. Resume to Tom Dorsey, WBNS-TV, Columbus, Ohio.

Alert personable newsman to gather, write, and air news as part of 10-man radio-TV news operation. Successful applicant will handle substantial TV writing and radio duties, work in field, and as emergency replacement for regular TV newscasters. Send audio tape or VTR, picture, full resume, writing samples. Durham Caldwell, News Director, WHYN-TV, Springfield, Mass.

TV news assignment editor—We have an opening in Cincinnati, Ohio, for an experienced TV newsman capable of directing the gathering, reporting, filming and writing of the news for an hour long, all color, highly visual local news program. Applicants must be capable supervisors, thoroughly knowledgeable in TV news graphics, writing and production techniques. Excellent starting salary, fringe benefits and opportunity for advancement into the management of news operations. Send confidential resume of experience and current income to Employment Manager, WLW-TV, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer (male/female).

### Production—Programming, Others

A director-switcher and a projectionist are needed by Texas Gulf coast station. Box K-388, BROADCASTING.

Do you have all the ideas . . . and some one else gets the credit? We need you as our continuity director now! Send your ideas, picture, salary and particulars to Box L-19, BROADCASTING. P. S. The fishing's great and the sun always shines down our way!

Continuity writer—immediate opening for young college graduate capable of creating live program scripts and commercial copy. We are a major group operation offering excellent starting salary and fringe benefits. Send confidential resume and samples of your writing to Box L-37, BROADCASTING. An equal opportunity employer (male/female).

Immediate opening for experienced director at VHF network affiliate, mid-Atlantic market. Send picture & salary requirements to Box L-127, BROADCASTING.

Cameraman needed for production crew of WPTA-TV in Fort Wayne, Indiana. Contact Marc Mangus. Mail resume of experience and salary requirements or phone 219-483-0584.

Art director—Experienced art director needed for new Kaiser-Boston Globe TV station in Boston. Send complete resume of professional experience to Mr. Rose, P. O. Box 630, Boston, Mass. 02102. An equal opportunity employer.

## TELEVISION

### Situations Wanted—Management

Well known manager available within 30 days due to sale of station. Complete knowledge of overall management, both VHF & UHF. Strong on administration sales and programming. Budget minded. Twenty years experience top agencies, regional and national, reps, and networks both radio and television. Box K-421, BROADCASTING.

## Management—(Cont'd)

Successful program-operations manager wants new challenge with opportunity to move up. 12 years TV experience, all phases. \$12-\$15,000 bracket. Box L-26, BROADCASTING.

Seasoned, successful TV-Radio executive available for management position in TV or radio. Presently employed earning high five figure income. Box L-88, BROADCASTING.

### Technical

Chief engineer or assistant, 14 years experience in television; installation, operation, maintenance. 2 years Electrical engineering. "Sober". Box L-121, BROADCASTING.

### NEWS

Available immediately midwest; Experience; top copy, editing, delivery. VTR, SOF available. Box L-65, BROADCASTING.

Experience broadcaster-reporter. Solid all around background. Employed. Box L-81, BROADCASTING.

News director, now employed—Good on camera—17 years radio/TV experience. Prefer warm climate, new station. Box L-102, BROADCASTING.

TV reporter, editor, producer, major market background wants position with top 25 market station with real news department. Excellent references. Norm Fein. Apt. 2102, 3600 Conshohocken Ave., Philadelphia 19131.

### Production—Programming, Others

Production supervisor now in radio, wants to make switch to TV production. College degree in communications. Some TV experience. Write to Box L-8, BROADCASTING.

Director/photographer—Eleven years experience—Willing to work—two daughters—married—wishes to relocate—currently employed three VHF market. Box L-97, BROADCASTING.

Family man, age 31, 10 years TV experience, all phases programming and production. Program manager for number 1 news and program station in southwest for past 2 years. Film buyer. Sales minded, staff leader. Award winning production department. Personal and professional recommendations with complete resume available upon request. Write Box L-101, BROADCASTING.

Kid personality (Clown) desires to relocate (southern states) family man, 28 years old has had a very successful kid show, taking all ratings thus far. If yours is an aggressive station, desiring a lift in the kid department, plus lots of PR work, I'm the man for you. Make an offer. Box L-123, BROADCASTING.

## WANTED TO BUY

### Equipment

We need used, 250, 500, 1kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

16 mm Dumont color Cinecon projector in good condition, Robert Ridgway, Box 1231 Fargo, North Dakota.

## FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Heliex, Styroflex, Spirolite etc. Also rigid and RG types in stock. New material. Write for list, Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

For Sale. 1 RCA TRT-1B monochrome tape recorder. Complete with pixlock. Will be available Jan. 1967. Call or write John A. Carroll, Chief Engineer, WNYN-TV, Channel 9, Shoppingtown, Syracuse, N. Y. 13214, 446-4780.

New QRK turntables, all models available. Cash or will trade for any type of used equipment regardless age or condition. Audiovox, 4310 S.W. 75th Ave., Miami, Florida.

UHF television transmitter. One kw-\$9,500. Immediate delivery. Box K-182, BROADCASTING.

## FOR SALE—Equipment

### Continued

Available at once—Western Electric 405-B2, 5 kilowatt AM transmitter, frequency, modulation monitors and associated audio gear. Contact Joe Gill, WIS, Columbia, South Carolina.

For sale: Two (2) RCA type RT-17-A tape cartridge play back machines. . . . Excellent condition . . . original cost \$850.00 each. . . . Priced to move at \$475 each, F.O.B. Reply Ernie Haralson, WPDQ Radio, Jacksonville, Fla.

Houston Fearless LM16R 16 mm film processor, good condition, presently in use, switching to color. Write Box L-63, BROADCASTING.

Check our listings for your equipment needs. . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

New 600 foot towers in stock. Shorter ones too. Swager Tower Corp., Fremont, Indiana.

1—Altec 230B console. Like new. Call 703-430-3280.

McMartin TBM-3500 Modulation monitor; 2 magnecord M-90; full track recorders; Gates Sta Level, all excellent condition, WMRO, Aurora, Illinois 60507.

Do you have a Collins FM transmitter using an A-830-2 Exciter? Interested in going stereo? For sale: Collins 766M-1 stereo generator in unused, spotless condition, \$700.00. Call or write—Ron Simpson, Chief Engineer, WTTM-FM, Yardley, Pa. 19067, 215-493-4252.

For sale: G.R. 1181-A Freq. monitor \$225.00, G.R. 1931-A modulation monitor \$175.00. Both A-1 condition-FOB N.Y. F.L. Sherwood, Schleissheimerstr 189, Munich 13, Germany.

Heavy duty utility tower—FM—268 ft. high. Three years old, fully equipped with photo-cell. Contact WRFY-FM in Reading, Pennsylvania. Will accept highest offer.

McMartin SCA receivers—rebuilt 1966—like new. Send for listing: WWJC Inc., Duluth, Minn. 55808.

1—RCA type TRT-1A video recorder complete, also spare and auxiliary units. Contact Mr. R. Olden, Dept. of Radiology, Johns Hopkins Hospital, Baltimore, Md.

For Sale: 1 kw FTR transmitter recently removed from service and Gates Dualux console now in operation. Also two sections Andres type 451 coax. Reasonable. Box L-117, BROADCASTING.

Auricon Cine-Voice sync/zoom door Houston Processor k1A 16 mm \$1200 both, \$650 each. L. R. Berry, 511 7th Ave. Ne., Hickory, N.C.

Carts-Carts-Carts-Carts-Carts-Carts — We bring them back to life with new pads, tape, and clean inside and out. 90¢ for 70 sec. and up. LIK-NU CART CORP., Box 2608, Fort Wayne, Indiana.

Collins 1 kw transmitter model 20K (presently in operation). Collins 5kw transmitter model 21A (presently in operation). Image orthicon tube E.E.V. 7293 E Elcon, new. Ny Ness Company, 2105 Cruger Ave., Bronx, N.Y. 10462.

Measurements Corporation Model 58 VHF radio noise and field strength meter, (15 to 150 mc range) without dipole antennas, good condition, serviced October 1966, \$125.00; Esterline-Angus type AW recording milliammeter, range 0-5 ma., spring motor drive, good condition, \$125.00; Ferris model 32A radio noise and field strength meter (150-350kc and 550kc to 20 mc range) serviced October 1966, \$95.00; General Radio bridge model 916A recalibrated October 1966, \$350.00. Box L-122, BROADCASTING.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc., \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service 1735 E. 26th Street, Brooklyn, N. Y. 11229.

**MISCELLANEOUS—(Cont'd)**

Coverage, Maps, Station Brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Illinois 60515.

Deejays! 6000 classified gag lines, \$5.00 Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

30 minute tape—"quicklee" pop-in voices-sexy gal talks to dj-hundreds different voices-effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

Zowie! Twenty pages of comedy material, character parts on tape, \$20. Sample tape \$1. Funnybits Productions, Box 647, Bat-tendorf, Iowa.

**INSTRUCTIONS**

F.C.C. license preparation thru high-quality training in communications electronics. If you want more than a piece of paper—if you are serious about better technical education—investigate Grantham correspondence and/or resident courses. G.I. Bill approved in Hollywood, Seattle, and Washington. D. C. FCC license in 4 months, ASEE degree in 16 months—we do not believe in the "license-in-six-weeks philosophy." Now in our sixteenth year, Grantham School of Electronics, 1505 N. Western Ave., Hollywood, Calif.

Learn Radio-TV announcing, programming, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers, Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters, Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Fully G.I. approved. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared, First class FCC license in six weeks Top quality theory and laboratory training. Fully G.I. approved. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

ELKINS has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully G.I. approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. Fully G.I. approved. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 4, & March 8. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif, 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1934 National Academy of Broadcasting, Bond Bldg., 3rd Floor, 1404 New York Ave., N.W. Washington, D. C.

"Warning" accept no substitute. REI is #1 in — success — guarantee — lowest tuition — highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Jan. 2—Feb. 6—Mar. 13—Apr. 17. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

**INSTRUCTIONS—(Cont'd)**

Be sure to write, BROADCASTING INSTITUTE, Box 8071, New Orleans, for radio announcing careers.

Help! Our placement dept. has more jobs than we can fill for 1st class FCC license technicians & combo-men. First phone training with proven results. Licensed by New York State—Approved G.I. bill. Earn while you learn. Also audition tapes for announcers at special rates. Contact: A.T.S., 25 W 45 St., N.Y.C. OX 5-9245.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory Class starting Jan. 3. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

New England's only F.C.C. 1st phone course. Newly revised evening course gives you training to pass F.C.C.'s new exams. 15 weeks. Class begins January 16. Write now for information, Northeast Broadcasting School, F.C.C. Course, 863 Boylston St., Boston, Mass. 02116.

Train for a career in professional broadcasting in exciting music city. Courses in announcing and station management. Financing plan, job guaranteed. Tennessee Institute of Broadcasting, 1811-A Division Street, Nashville, Tenn. 256-7622.

**RADIO—Help Wanted**

**Management**

**SALES MANAGER**

I need an aggressive Sales Manager for 3 station midwest market. \$10,000.00 to \$12,000.00. Call Rodger Bubeck at 312-337-5320 now!

**RADIO—Help Wanted—Sales**

**FM AND TV PRODUCT MANAGER**

Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. BS degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer.

Box H-269, Broadcasting.

**SALES ENGINEER  
BROADCAST EQUIPMENT**

Profitable, growth-minded company, leader in broadcast equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-268, Broadcasting.

**Announcers**

**Announcer Wanted  
RADIO STATION  
W A R E  
Ware, Mass.**

**ANNOUNCERS WANTED**

One full-time and two part-time announcers needed before January 1 for Classical and light Classical music format. Mail resume to Martin Bookspan, Program Director, WQXR, 229 West 43rd Street, New York, New York 10036. Audition to follow. Please do not call.

**Situations Wanted**

**Announcers**

**TALENTED TOP 40 SWINGER  
PD EXPERIENCE  
FIRST PHONE  
DRAFT EXEMPT**

Box L-108, Broadcasting.

**TELEVISION—Help Wanted**

**KEMO-TV  
San Francisco, California  
CHANNEL 20**

The most powerful TV Station in the world, in the most beautiful city in the world is building a complete staff:

- \* ENGINEERING
- \* TRAFFIC
- \* PRODUCTION
- \* ANNOUNCER-DIRECTOR
- \* SECRETARIAL, Etc.

**CAREER OPPORTUNITY  
"Grow with the OVERMYER GROUP"**

Send complete resume & photograph to:

**RUSSELL GREER, JR.**  
Vice President & General Mgr.

**KEMO-TV  
1231 Market Street  
San Francisco, California  
MORE POWER TO YOU**

**TELEVISION**

**Help Wanted—Sales**

**SYNDICATION SALESMAN**

Experienced both TV and Radio—Excellent opportunity with leading syndicator—Good territories open. Salary and commission.

Write Box L-20, Broadcasting.

# ADVERTISING MANAGER

Leading broadcast equipment manufacturer seeks dynamic individual to take charge of Advertising and Public Relations programs. Applicant must be familiar with AM/FM and TV equipment, preferably 5 years experience with a similar manufacturer. Knowledge of the equipment field, good writing skills and administrative ability essential. This is a "Take charge" position with good starting salary for the right individual and substantial growth opportunity.

Send complete background resume, in confidence to:

Box L-34, Broadcasting.

Help Wanted—Technical

## TV ENGINEERS / BOSTON and PHILADELPHIA

Immediate openings in the Philadelphia and Boston markets. First class licenses preferred and all levels of experience will be considered.

- Full color—all new RCA equipment.
- Excellent salaries and liberal benefits.

Call or write: Gene Hill, Director of Engineering

Kaiser Broadcasting Corp.  
P. O. Box 630  
Boston, Mass. 02102  
617 227-0552

**KAISER BROADCASTING**

An Equal Opportunity Employer

## Franchise Distributorships for Background Music Systems

Leading U. S. manufacturer, expanding distributor territories, offers to those who qualify distributor franchises for background music, with wire, FM multiplex and on-location systems. Manufacturer backs your operation with factory field engineering service, selling aids, national advertising. His experts train you, work with you to help assure your success. For personal executive interview:

Box L-10, BROADCASTING

### ATTENTION FM STATIONS

Experienced assistance is available to help you solve problems in programming, economy of operation, promotion, publicity and those other details that enhance your commercial sales efforts, as well as increasing station value. Low cost. Proven record of success.

BROADCAST SERVICE ASSOCIATES  
663 Fifth Ave., N.Y., N.Y. 10022

### BROADCAST TV SYSTEMS

BSEE required and experience in design of studio controls and equipment, or application of TV equipment. Experience in preparing technical proposals helpful.

Send resume and salary history to:

R. J. Finley

**F & M SYSTEMS CO.**

Division of Fischbach & Moore, Inc  
P.O. Box 20778 Dallas, Texas 75220

**TV Broadcast Technicians Wanted**  
Major Network-owned Television station in Midwest needs several Technicians. Must be young, energetic, well-educated and technical oriented. Experience welcome, but not essential. These are top quality jobs for superior Technicians only. Submit complete resume to

Box L-125, Broadcasting.

### CATV

Help Wanted

Management

### CATV SYSTEM GENERAL MANAGER Florida East Coast

About to begin construction in resort area; built by growth-minded company. Salary and profit sharing. Send resume:

Room 920, 100 East 42nd St., New York, N.Y. 10017.

TELEVISION—Situations Wanted

# A LETTER TO THE "BEST" TV-RADIO STATIONS

*Not that we are snobbish about our station clients, but the service we offer can only be used effectively by those TV and Radio stations whose goals and financial ability parallel our objectives.*

*Let me tell you about us. We are a growing and aggressive company specializing in the recruitment and placement of TV and Radio personnel at all levels. Our personnel consultants are all broadcasters and each one of them enjoys locating outstanding employees for our station clients.*

*Our consultant's fee is the same standard rate used by successful personnel firms in all industries. Of course, our station clients pay all service charges!*

*If you would like more information on how we can provide your station with the best personnel available, you may confidentially make inquiry to us. Phone 312—337-5318.*

Sincerely,

RONALD E. CURTIS

PRESIDENT

NATIONWIDE BROADCAST PERSONNEL CONSULTANTS

645 NORTH MICHIGAN AVENUE  
CHICAGO, ILLINOIS 60611



**EMPLOYMENT SERVICE**

527 Madison Ave., New York, N.Y. 10022



**BROADCAST PERSONNEL AGENCY**  
Sherlee Barish, Director

**MISCELLANEOUS**

**22ND ANNUAL  
GATOR BOWL**

- Live radio coverage from Jacksonville, Florida
- Saturday, Dec. 31, 1966 at 12 noon, E.S.T.
- Available for local sponsorship
- The Nation's #5 Bowl game—A proven seller
- N.C.A.A. Sanctioned

For information write or wire:

**ROBERT K. LYNCH**

POST OFFICE BOX 45  
ATLANTIC BEACH, FLA. 32002  
Area Code 904—249-4602

**FOR SALE—Equipment**



*Quality*  
**TRANSMITTERS**

- AM 1 KW - \$4850
- AM Dual Reliable
- FM 1 KW - \$5195

**CCA ELECTRONICS CORP.**  
GLOUCESTER CITY, N. J.  
(609) 456-1716

**FOR LEASE**

**THE WHITE HOUSE**

is 8 minutes away

40,000 square feet clear span building in N.W. Washington. Ideal for film-tape production facility. 35' high ceiling. 300 car parking and office space available.  
FE 8-7311 Washington, D.C.

**FOR SALE—Stations**

**STATION FOR SALE**

Midwest, top-50 market, daytime with 6 AM sign on all year long. Last two annual billings, 165M and 147M. Past six months billing average 15M. Price 275M—terms.

Box L-91, Broadcasting.

**CHANNEL #3 VHF TV PERMIT**

Salem, Oregon presently only possible operate as non-network good possibility for future as network or Pay TV. Interested parties contact our agent: C. H. Fisher, 6100 N.E. Columbia Blvd., Portland, Oregon 97218

(Continued from page 98)

apparent liability of \$100 against station for failure to file renewal application within prescribed time. Action Nov. 2.

**CALL LETTER APPLICATION**

■ KDTH-FM, Telegraph-Herald Inc., Dubuque, Iowa. Requests KFMD(FM).

**AM processing Line**

Notice is hereby given, pursuant to Sec. 1.571(c) of commission's rules, that on Dec. 20, standard broadcast applications listed will be considered as ready and available for processing. Pursuant to Sec. 1.227(b) (1) and Sec. 1.591(b) of commission's rules, an application, in order to be considered with any application appearing on list or with any other application on file by the close of business on Dec. 19, which involves conflict necessitating hearing with application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, by whichever date is earlier: (a) close of business on Dec. 19, or (b) earlier effective cut-off date which listed application or by any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.580(i) of commission's rules for provisions governing time of filing and other requirements relating to such pleadings.

Applications from top of processing line:  
KBHB Sturgis, S. D. Sturgis Radio, Inc. Has: 1280 kc, 1 kw, D Req: 810 kc, 5kw, D;  
NEW, Selmer, Tenn. David B. Jordan Req: 1130 kc, 250 w, D;  
NEW, Hackettstown, N. J. Radio New Jersey Req: 1000 kc, 1 kw, DA, D;  
WOAH, Miami, Latin Broadcasting Corp. Has: 1220 kc, 250 w, D Req: 1190 kc, 10 kw, DA, D;  
NEW, Jesup, Ga. Morris's Inc. Req: 1080 kc, 5 kw, D;  
WKVM, San Juan, P. R. American Colo-

**FOR SALE—Stations**

Continued

**NORTHWEST  
AM-FM MAJOR MARKET**

Profitable. Can be bought for annual gross billing. F.P. \$140,000 with \$40,000 down; balance 10 years. Box L-126, Broadcasting.

We invite you to visit our headquarters during the NAB Regional meeting November 14 and 15.

**EAST FULLTIME doing \$190,000.** Asking \$350,000 on terms. Third largest city in state. Desirable area to live in. Over 400,000 in .5 Mv coverage.

**Tra Rue Media Brokers Inc.**

116 CENTRAL PARK, SOUTH  
NEW YORK, N. Y.  
265-3430

N.Y.	small	daytime	\$135M	terms
Fla.	small	fulltime	\$103.1M	SOLD
S.W.	medium	fulltime	90M	terms
N.C.	medium	daytime	135M	29%
N.E.	suburb	daytime	65M	terms

**CHAPMAN ASSOCIATES**

2045 PEACHTREE, ATLANTA, GA. 30309

nial Broadcasting Corp. Has: 810 kc, 25 kw, DA-1 U Req: 810 kc, 50 kw, DA-1, U;  
WTLN, Apopka, Fla. Alton Rainbow Corp. Has: 1520 kc, 5 kw, DA, D Req: 1520 kc, 10 kw, DA, D;  
NEW, Parma, Ohio Sundial Broadcasting Inc. Req: 1000 kc, 500 w, DA, D;  
NEW, Bagnell, Mo. Lee Mace; Req: 1080 kc, 1 kw, DA, D;  
KBUB, Reno-Sparks, Nev. KBUB Inc. Has: 1270 kc, 1 kw, D (Sparks, Nev.) Req: 1270 kc, 1 kw, D (Reno-Sparks, Nev.);  
NEW, Estes Park, Colo. Maurice J. Davolt; Req: 1470 kc, 500 w, D;  
NEW, Columbia, La. Caldwell Broadcasting Company Inc. Req: 1540 kc, 1 kw, D;  
NEW, Russellville, Ala. Franklin Broadcasting Company Req: 1500 kc, 500 w, D;  
WEZQ, Winfield, Ala. John Self Has: 1300 kc, 500 w, U; Req: 1300 kc, 1 kw, U;  
KTIL, Tillamook, Ore. Beaver Broadcasting System Inc. Has: 1590 kc, 1 kw, DA-N, U; Req: 1590 kc, 1 kw, 5 kw-LS, DA-N, U.  
KUAM, Agana, Guam Pacific Broadcasting Corp. Has: 610 kc, 1 kw, U; Req: 610 kc, 10 kw, U;  
WKPO, Prentiss, Miss. Jeff Davis Broadcasting Service Has: 1510 kc, 1 kw, 250 w, CH, D; Req: 1380 kc, 500 w, D;  
NEW, Yorktown, Tex. DeWitt Radio of Yorktown Texas Req: 1520 kc, 500 w, DA, D;  
KVOR, Colorado Springs, Wolverine Broadcasting Corp. Has: 1300 kc, 1 kw, U Req: 1300 kc, 1 kw, 5 kw-LS, U;  
NEW, Marks, Miss. Quitman Broadcasting Co. Req: 1520 kc, 250 w, D;  
NEW, Graham, N. C. Broadcasting Service of Carolina Inc. Req: 710 kc, 10 kw, DA, D;  
WRDS, South Charleston, W. Va. William D. Stone Has: 1410 kc, 1 kw, D; Req: 1450 kc, 250 w, 1 kw-LS, U;  
NEW, Anchorage, Alas. Richard C. Craver Req: 630 kc, 5 kw, D;  
NEW, Fergus Falls, Minn. Empire Broadcasting Corp. Req: 1090 kc, 5 kw, D;  
NEW, Seaside, Ore. Seaside Broadcasting Corp. Req: 930 kc, 1 kw, D;  
WDOG, Allendale, S. C. All-Fair Broadcasting Co. Has: 1460 kc, 500 w, D; Req: 1460 kc, 1 kw, D;  
NEW, Mt. Carmel, Penn. K H Radio Co. Req: 1590 kc, 500 w, D;  
NEW, Dewey, Okla. Gene Humphries & Associates Inc. Req: 1090 kc, 250 w, DA, D;  
NEW, Collinsville, Va. Radio Collinsville Inc. Req: 1530 kc, 1 kw, 250 w-CH, D;  
KOTN, Pine Bluff, Ark. Joellen Broadcasting Corp. Has: 1490 kc, 250 w, U; Req: 1490 kc, 250 w, 1 kw-LS, U;  
KART, Jerome, Idaho Allen D. Lee Has: 1400 kc, 250 w, S. H.; Req: 1400 kc, 250 w, 1 kw-LS, S. H.;  
NEW, Louisa, Ky. Lawrence County Broadcasting Corp. Req: 1270 kc, 1 kw, D;  
NEW, Clemson, S. C. Tri-County Broadcasting Corp. of Clemson. Req: 1560 kc, 1 kw, 500 w-CH, D;  
NEW, Hohenwald, Tenn. Lewis County Broadcasting Co. Req: 1540 kc, 250 w, D;  
NEW, Cullman, Ala. Cullman Music Broadcasting Co. Req: 1540 kc, 1 kw, 500 w-CH, D;  
KYOR, Blythe, Calif. KYOR Inc. Has: 1450 kc, 250 w, U; Req: 1450 kc, 250 w, 1 kw-LS, DA-D, U;  
KBLR, Bolivar, Mo. Shepherd of the D Req: 1130 kc, 250 w, D;  
Hills Broadcasting Co. Has: 1550 kc, 250 w, D;  
NEW, Lineville, Ala. Clay County Broadcasters Req: 1540 kc, 1 kw, D;  
NEW, Tappahannock, Va. Rappahannock Broadcasting Inc. Req: 1000 kc, 500 w, D;  
NEW, Mt. Pleasant, Iowa Pleasant Broadcasting Co. Req: 1130 kc, 250 w, D;  
KLAD, Klamath Falls, Ore. Ogden Knapp DA-N, U;  
Has: 960 kc, 5 kw, D; Req: 960 kc, 5 kw, D;  
NEW, Dodgeville, Wis. Dodge-Point Broadcasting Co. Req: 810 kc, 250 w, D;  
NEW, Lawton, Okla. Howard M. McBee Req: 850 kc, 1 kw, DA, D;  
NEW, Louisa, Ky. Two Rivers Broadcasting Inc. Req: 1270 kc, 1 kw, D;  
KUDU, Ventura, Calif. Tri-Counties Public Service Inc. Has: 1590 kc, 1 kw, DA-1, U; Req: 1590 kc, 5 kw, DA-2, U;  
NEW, Cedar City, Utah. New Era Broadcasting Co. Req: 940 kc, 10 kw, D;  
KHIL, Willcox, Ariz. Cochise Broadcasting Co. Has: 1250 kc, 1 kw, D; Req: 1250 kc, 5 kw, D;  
NEW, Bay St. Louis, Miss. Bay Broadcasting Corp. Req: 1190 kc, 5 kw, D;  
KBBB, Borger, Tex. Weldon W. Lewis and Weldon E. Lewis Has: 1600 kc, 500 w, D; Req: 1600 kc, 5 kw, D;  
NEW, Toms River, N. J. Arthur S. Steloff Req: 1170 kc, 1 kw, D;  
WFAW, Fort Atkinson, Wis. Blackhawk Broadcasting Co. Has: 940 kc, 250 w, DA, D Req: 940 kc, 500 w, DA, D;  
WWJC, Superior, Wis. Twin Ports Christian Broadcasting Corp. Has: 1270 kc, 5 kw, D; Req: 850 kc, 10 kw, D;

NEW, Forks, Wash. Forks Broadcasting Co. Req: 1490 kc, 250 w, 500 w-LS, U;  
 NEW, Del Rio, Tex. Green Valley Radio. Req: 810 kc, 1 kw, D;  
 NEW, Macon, Ga. Rowland Broadcasting Inc. Req: 1500 kc, 1 kw, D;  
 KWCL, Oak Grove, La. Carroll Broadcasting Inc. Has: 1280 kc, 500 w, D Req: 1280 kc, 1 kw, D;  
 KOLM, Rochester, Minn. Olmstead County Broadcasting Co. Has: 1520 kc, 1 kw, D Req: 1520 kc, 10 kw, 1 kw-CH, D;  
 NEW, Randolph, Vt. Central Vermont Radio Corp. Req: 1320 kc, 1 kw, D;  
 NEW, Mebane, N. C. Mebane-Hillsboro Broadcasting Co. Req: 1530 kc, 1 kw, 250 w-CH, D;  
 NEW, Chapel Hill, N. C. 1530 Radio Req: 1530 kc, 5 kw, DA-CH, D;  
 NEW, Midway Park, N. C. Onslow County Broadcasters. Req: 1530 kc, 1 kw, 250 w-CH, D;  
 NEW, Asheboro, N. C. Randolph County Radio. Req: 710 kc, 1 kw, DA, D;  
 NEW, Suffolk, Va. Charles E. Springer. Req: 1110 kc, 250 w, D;  
 NEW, Maysville, N. C. Hendon M. Harris. Req: 1530 kc, 500 w, D;  
 KKEY, Portland, Ore. Western Broadcasting Company. Has: 1150 kc, 1 kw, D (Vancouver, Wash.) Req: 1150 kc, 5 kw, DA-D (Portland, Ore.) and  
 WKBX, Winston-Salem, N. C. Stuart W. Epperson Has: 1500 kc, 1 kw, DA, D Req: 710 kc, 500 w, D. Application deleted from public notice of Sept. 1, 1961. WRAI, San Juan, P. R. Abacoa Radio Corp. Has: 1520 kc, 250 w, U Req: 1520 kc, 10 kw, DA-1, U.

## Translators

### ACTIONS

K71BT, K75BY Silver Bay, Minn.—Broadcast Bureau granted mod. of CPs for UHF TV translator stations to change frequency from ch. 70 to ch. 71; and to change frequency from ch. 74 to ch. 75. Action Nov. 3.  
 K07DW Gardiner, Mont.—Broadcast Bureau granted CP to change frequency of VHF TV translator station from ch. 7 to ch. 10; change trans. Action Nov. 2.  
 K10DN Helena & Helena Valley, Mont.—FCC canceled ch. 10, 192-198 mcs.; primary TV station: KRTV ch. 3, Great Falls, Mont. Action Nov. 7.  
 K10DB Opheim and Glentana, Mont.—FCC canceled ch. 10, 192-198 mcs. primary TV station: KUMV ch. 8 Williston, N. D. Ann. Nov. 4.  
 K09FN Terry, Mont.—FCC canceled ch. 9, 186-192 mcs.; primary TV station: KXGN-TV ch. 5, Glendive, Mont. Action Nov. 7.

## CATV

### APPLICATIONS

Sierra Video Co., Tulare county east of Porterville, California—Requests KLYD-TV Bakersfield, Calif. Ann. Nov. 3.  
 Tex-Video Inc., Hickory and Farrell, Pa.—Requests WQED, Pittsburgh. Ann. Nov. 3.

### OTHER ACTIONS

By memorandum opinion and order, commission granted petition by Mission Cable TV Inc. for waiver of Sec. 74.1107 of rules and authorized system to supply to its subscribers in Poway, Calif. signal of Los Angeles noncommercial KCET-TV; conditioned that waiver shall terminate when an educational TV begins operation in San Diego (ch. 15 is reserved for educational use in that city.) Commissioner Bartley concurred in result, but dissented to imposition of condition. Action Nov. 2.  
 Review board, Atlanta, CATV proceeding, Doc. 16865, granted petition filed Oct. 26 by Danville Community Antenna Systems Inc. and Video Service Co., and extended to Dec. 1 time within which to file responses to motion to enlarge issues. filed Oct. 17 by Midwest Television Inc. Action Nov. 2.  
 By memorandum opinion and order, commission granted petition by Athens TV Cable Inc. for waiver of Sec. 74.1107 of rules and authorized that CATV system to carry signals of station WTVK (ch. 26) Knoxville, Tenn. to serve Athens, Tenn. CATV system also will carry signals of WDEF-TV, WRCB-TV, WTVC-TV, all Chattanooga and WATB-TV and WEIR-TV, both Knoxville. Commissioner Bartley concurred in result. Action Nov. 2.

### ACTION ON MOTION

Hearing Examiner Herbert Sharfman on Nov. 3 granted petition of Taft Broadcasting Co. to intervene in matter of petition of Ultravision Broadcasting Co., Buffalo, N.Y., to say construction and prevent extension of CATV system operated in Buffalo by Courier Cable Company Inc. (Doc. 16921).

## Ownership changes

### APPLICATIONS

KGOL Palm Desert, Calif.—Seeks assignment of license from Palm Desert Broadcasting Co. to Duggay Corp. Principal: Harry Trenner (100%). He is president and general manager of Dimarc Broadcasting Corp., licensee of KCKC San Bernardino, Calif. Seller is agreeing to assign to buyer 90% of his interest and to retain 10%, plus an option to buyer to purchase the 10% interest in the station or in new corporation for \$13,600 in force for three years. Ann. Nov. 7.  
 WMEG Eau Gallie, Fla.—Seeks transfer of control from Mel-Eau Broadcasting Corp. to Mel-Eau Broadcasting Corp. thru acquisition of voting rights from Charles E. Varner. Principal: Wallis R. Kinney (50%, 100 shares before, 50%, 100 shares plus 200 shares voting and 100% voting after) and Charles E. Varner (50%, 100 shares before, and after, no voting). No consideration. Ann. Nov. 9.  
 WKAT-AM-FM Miami—Seeks transfer of control from Ucola Collier Katzentine, executrix of estate of A. Frank Katzentine, deceased, to Ucola Collier Katzentine, Mrs. Katzentine is owner of WKAT Inc., li-

cence of WKAT-AM-FM. No consideration. Ann. Nov. 8.

WCWA-AM-FM Toledo, Ohio — Seeks transfer of control of Reams Broadcasting Co. to Frazier Reams Jr., Morton Neilp and Toledo Trust Co. Frazier Reams is to establish a trust. Principals: Frazier Reams (40% before), Frazier Reams Jr. (40% before, 40% after) and Morton Neilp (20% before, 20% after). Proposed transfer negates presumption of control. No consideration involved. Ann. Nov. 3.

KBFM(FM) Lubbock, Tex.—Seeks voluntary assignment of license and SCA from Background Music Inc. to H. E. Corbin, Glenn E. Corbin and Larry Corbin db/as Corbin Broadcasting Co. Principals named each own 33 1/3% of Corbin Broadcasting Co. licensee of KLLL Lubbock. Consideration \$45,000. Ann. Nov. 3.

### ACTION

WTVX(TV) Fort Pierce, Fla. — FCC granted transfer of control of permittee corporation, Indian River Television Inc., from William E. Minshall Jr., J. Patrick Beacom, Ruhl W. and Rupert N. Koblegard Jr. (original stockholders) to William E. Minshall Jr., Rupert N. and Ruhl W. Koblegard et al., as family group (59%). No consideration. Action Nov. 2.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Nov. 9. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

Healdsburg, Calif. — Central California Communications Corp. (multiple CATV owner), Tele-Vue Systems Inc. (multiple CATV owner) and the Melvin Williams Co., have applied for a franchise.

Tracy, Calif.—The deadline for applicants for a CATV franchise has been extended until Jan. 10, 1967. The city council's ordinance requires the franchise holder to return to the city 3% of the annual gross receipts for the first 2 years, 4% for the next 3 years, and 5% thereafter. Applicants to date are General Electric Cablevision Corp. (multiple CATV owner), Kendex Industries Inc., Capital Sound Service of Sacramento, American Cable Television Corp. (multiple CATV owner), Peninsular Cable Television, Storer Cable TV Inc. (multiple CATV owner), Pacific Cablevision, Valley Vision Inc., Homeview TV Co., and Herbert Hartman, KCRA-TV Sacramento.

Great Barrington, Mass.—High Fidelity magazine, represented by publisher Warren B. Syer, has been granted a franchise. The publication intends to offer 11 channels covering the three networks, a local weather and news channel, plus four or five FM channels. The installation charge will be approximately \$10 with a monthly charge of \$5. Other applicants were Television Communication Corp. and Housatonic Appliance Co.

Wenonah, N. J.—Philadelphia Community Antenna Television Co. has applied for a franchise. The company will provide a 18-channel capability. The monthly service fee will be between \$3.95 and \$4.95 with a maximum installation charge of \$7.50. The borough will be guaranteed a minimum fee of \$700 per year.

Alexandria Bay, N. Y.—Robert Davis of Clayton, N. Y. has applied for a franchise. Installation fee will be \$30 with a \$5 monthly charge.

Corning, N. Y. — Teleprompter Corp. (Irving Kahn, president) and Newchannels Corp., a subsidiary of Newhouse Broadcasting Co., Syracuse, N. Y. (both CATV multiple owners) have been granted franchises. Teleprompter will charge \$20.75 installation and \$4.50 monthly fees. The sale of Corning Community Television Corp., the existing franchise, to Newchannels Corp. was approved by common council.

Peekskill, N. Y.—Continental CATV Corp. (James V. Coffey, systems director) a subsidiary of Viking Industries Inc., Hoboken, N. J. (CATV multiple owner), has applied for a franchise. Installation fee would be \$19.95 with a \$4.95 monthly charge. Company would pay 3% of its gross revenue.

Morrill, Neb.—Mid-West Cable Television (Richard Thompson, president) has been granted a franchise. Eight TV channels will be carried. The monthly charge

will be \$6.50 with no charge for installation.  
 ■ Louisville, N. C. — Jefferson-Carolina Corp. (multiple CATV owner) has been granted a franchise. The company will pay the city 5% of the annual gross receipts or a minimum of \$500. Charges were estimated to be \$15 for installation and approximately \$4.75 for monthly service.

Morgantown, N. C.—Morgantown TV Cable Inc. has been granted a franchise. The other applicants were Burke County Cablevision and Morgantown Antenna Service Inc.

Spencerville, Ohio—Reynolds Cable Television Co. has applied for a franchise.

Beaver, Pa.—Rego Industries Inc., a subsidiary of Vikings Industries Inc., Hoboken, N. J. (CATV multiple owner), has been granted a 10-year franchise. Installation fee will be \$10 with a \$4.95 monthly charge.

Brookfield twp., Pa. — Tex-Video Inc. Pittsburgh (CATV multiple owner; Louis Galicia, systems manager), has applied for a franchise. Monthly charge will be \$4.50.

Franklin twp., Pa.—Community Antenna TV Co., Laceyville, Pa. (CATV multiple owner), has applied for a franchise. Company will charge \$10 to \$15 installation and \$4.50 to \$5 monthly fees, and provide 12 channels. Another applicant is WHJB-AM-FM Greensburg, Pa.

Marple, Pa.—Triangle Publications Inc. (CATV multiple owner) has been granted a franchise. Installation fee will be \$9.50 with a \$4.75 monthly charge. Company will pay a \$3,500 fee plus 5% of its gross receipts. Another franchise is operated by Tele-Systems Corp. (CATV multiple owner)

Sharon Hill, Pa.—Philadelphia Community Antenna Television Co. has been awarded a 25-year nonexclusive franchise. Installation fee will be \$7.50 with a \$3.95 to \$4.95 monthly charge. Company will pay 5 to 7% of installation charges.

Walnutport borough, Pa.—Parkland TV Cable Co., Carbon County TV Cable Co. and Design Management Co. of Twin County Trans-Video, Northampton, Pa. (CATV multiple owner) have each applied for a franchise. All firms offer 12 channels.

Wilkins, Pa.—Shows Inc., a subsidiary of Valley TV Cable (CATV multiple owner), has applied for a franchise. Company will offer seven channels.

McMinnville, Tenn.—Athens Cable TV Inc. has applied for a 20-year franchise. The city would receive 8 1/3% of the annual gross receipts. No installation fee will be charged during the first two years and the monthly fee would be \$4.

Price, Utah—Community TV Inc. of Utah, Salt Lake City, has applied for a franchise. Vetere Motor & TV Co. of Price presently holds a franchise.

Marysville, Wash.—GT&E Communications, a subsidiary of General Telephone and Electronics Corp., New York, has been granted a franchise. The city will receive 4% of the annual gross receipts.

Sequim, Wash.—Port Angeles Telecable Inc. has been granted a franchise. Nine channels and FM radio will be offered to subscribers.

Wiroqua, Wis.—The franchise granted to Phil Bigley has officially expired because of failure to start construction. Roger Turnmire of Soldiers Grove has applied for the franchise.

**W**HAT'S up, doc? Mel Blanc is up. Some five years ago, the victim of an automobile accident that broke almost every bone in his body except a few in his left arm, he was as down as a human being ever can be. He was a prisoner in plaster, encased in a full-body cast for more than a year. But the "Anaheim, Azusa and Cucamonga" train caller was not stilled.

Bugs Bunny's classic wisecrack voice still spills out from countless movie and TV screens around the world. Porky the Pig is stuttering in the same priceless way. Woody Woodpecker's taunting cackle continues to delight the young, the old and the movie exhibitors. Mel Blanc, the voice heard in more places, more times, for more years probably than any other in history, is back and in rare form. He's eyebrows-deep in the radio-television-advertising entertainment business, a broadcast pioneer of 40 years standing who's reached the promised land and is still pushing into new fields.

The round-faced man with the neat, French-accented mustache has parlayed a fine sense of timing, an ear that has picked up and retained all the sounds of a lifetime—and an uncanny ability to simulate them—into a grab-bag of personal achievement that consistently has been filled to overflowing.

**It Pays Off** ■ This year, for his work in commercials alone, Mel Blanc personally will earn more than \$150,000. He received, for example, \$54 at a one-time rate for doing the voice of a pig in a Paper-Mate TV spot saying simply: "With a piggyback refill." So far this spot has brought him some \$40,000 in residuals.

A recent somewhat typical day in the life of Mel Blanc tells better than any adjectives how much mileage he gets out of a voice that can be twisted into licorice and made to come out sounding like anything from a lisping pussycat to an English race horse.

At 10 a.m. he was out of his house in Pacific Palisades and off to do four TV commercials for Raid insecticides (S. C. Johnson & Son Inc.) and Foote, Cone & Belding. By 1:30 that afternoon he was back in his own office at Mel Blanc Associates, where he taped a number of comedy turns for "Superfun," a new series of humorous brief radio features and inserts the company is marketing. At 8 that night he was back working the TV side doing five commercials for Royal instant pudding (Standard Brands Inc.). It wasn't until after 10 p.m. that he called it a day and headed west to his seaside home.

He started the company just before that near-fatal accident in 1961 as a way of cashing in on his knowledge of how to make effective commercials. Today Mel Blanc Associates is a solidly established commercials production

## Humor in selling can take man of many parts

house, specializing in the creation and making of humorous spots for radio and TV. (Mr. Blanc's son, Noel, is executive vice president.)

The emphasis at MBA decidedly is on

### WEEK'S PROFILE



Melvin Jerome Blanc—President, Mel Blanc Associates, Hollywood; b. May 30, 1908, San Francisco; singer on 'Hoot Owls' program, KGW Portland, Ore., 1927-28; musical director, Orpheum Theater, Portland, 1931-32; M.C. of comedy radio show for NBC in San Francisco 1932-33; did all the voices on hour daily, 'Cobwebs and Nuts' program KEX Portland, 1933-35; comedy role on 'Johnny Murray's Radio Show,' KFWB Los Angeles, 1935-36; comedy voice on 'Joe Penner Show,' 1936-37; was voice of drunken bull for Leon Schlessinger cartoons, 1937; did first 'Porky Pig' voice, 1937; first 'Bugs Bunny' voice, 1938; performed on almost all top network radio shows, including 'Jack Benny' 1937-48; appeared on first TV program 'Jack Benny Show,' 1948; since has been on many others; founded and became president of Mel Blanc Associates, commercial production company, 1961-present; m. Estelle Rosenbaum of Denver, May 14, 1933; children—Noel, 28; awards—participant in six academy awards present to Warner Bros. for cartoons in which he performed; member—Masons, Shriners, Board of Directors of Hollywood Radio and Television Society, B'nai Brith, honorary Mayor of Pacific Palisades and Big Bear Lake; hobbies—collecting antique watches.

radio. In the last year, Mel Blanc, who remembers when listeners by the millions gathered to hear the humor broadcast by the medium, has been making speeches at conventions and before industry groups pitching the profit potential of funny radio commercials.

The natural outgrowth of this crusade is "Superfun," a five-part program service aimed at giving radio stations an overall image of humor. Mel Blanc performs regularly on the "Superfun" service, which is produced by his company. Although made available to stations only since September, the new service has been bought in 14 markets. Mr. Blanc believes this operation alone will gross \$1 million for his company in the near future. As a comparison, MBA's current overall gross is less than that but somewhat in excess of \$500,000.

**Other Fields** ■ As a second spin-off from his humor shop, Mr. Blanc and associates have created the Mel Blanc Blank Card, a series of greeting cards that are distributed by Buzza Cardozo, Anaheim, Calif.

This ever-creative, never imitative pace is the way it has been for Mel Blanc ever since he was a high-school singer in Portland, Ore., the place where he was raised. A one-time violinist and tuba player ("I found a radio script was much lighter") he began doing things with his voice while performing as MC for an hourly, six-days-a-week program called *Cobwebs and Nuts* on KEX Portland. "They were too cheap to give me talent," he remembers, "so I did all the voices."

That was the proving ground for a career that at its peak included performances on 18 (mostly network) radio shows a week and in 50 Warner Bros. cartoons a year. Maintaining this frenetic kind of schedule, however, was not without its complications. Mr. Blanc used to make rapid transitions from the *Robert Benchley Show* sponsored by Old Gold cigarettes to *Burns and Allen* sponsored by Chesterfields to *Jack Benny* sponsored by Lucky Strikes to *Al Pearce* sponsored by Camels, changing cigarette packs as he went so that the various advertisers would not be insulted.

That was the professional Mel Blanc of yesterday at work knowing that, even for the most talented, entertaining is a collaborative business. A scene at a commercial taping session the other day gave an indication of how the professional Mel Blanc is regarded today. All the other performers and technicians stopped dead still, watched with glowing attention as the voice heard in more than 1,000 cartoons delivered its lines. It was like coming out to the ball park and seeing the way the other players watch Willie Mays field a ball.

A big eye—that's all

THE more we watch political candidates on television the stronger is our conviction that television has been grossly misunderstood by politicians and their campaign advisers. Last week's elections reinforced our view.

Back in 1960 John F. Kennedy said he could not have been elected President if he had not appeared in televised confrontations with his adversary, Richard Nixon. Mr. Kennedy was probably right. Later Mr. Nixon let it be known that he thought it a mistake to have shared the tube with Mr. Kennedy. He may have been right too.

But from those appraisals of the 1960 campaign for the Presidency there has been built a body of misconceptions leading to the general conclusion that television, in itself, can elect or defeat a candidate, depending on the skill with which a candidate manipulates the instrument. That conclusion is the bunk. In the campaigns preceding last week's elections and in the voting at the polls there is to be found no support whatever for the theory that television can sell a candidate who could not be sold by other means.

In Pennsylvania Milton Shapp spent a fortune on television and other media of mass communications and lost. In California Ronald Reagan spent less and won. Follow the spending of candidates from state to state and race to race and no pattern emerges.

Television, it becomes more evident with every election, can do no more than show a candidate for what he is. To be sure it shows him to infinitely larger numbers of voters than he could show himself in person, but it does no more than that. On the tube the candidate emerges as the same candidate who addresses the smaller audience that gathers in the shopping center or the public park.

If it is to be argued that candidates should not be seen, then television is indeed a harmful force in the democratic process. We always thought that the purpose of a political campaign is to expose the candidates to the maximum number of voters.

Back to reality

THERE'S too much at stake to let those government zealots get beyond their depth in their witless campaign against advertising.

The right hand of government cannot know what the left hand is doing—they are tugging in an opposite direction. The anti-advertising crusade of Assistant Attorney General Donald F. Turner, which follows the path trod so long by Assistant Secretary of Labor Esther Peterson, is on a collision course with the drive of President Johnson, Secretary of Commerce John T. Connor, and other federal business agencies, to keep the economy headed toward new records in gross national product.

The Turner-Peterson view, which is the *Consumer Reports* credo, is that big advertising expenditures by big companies stifle competition and result in higher prices for the commodities that are advertised.

Yet the federal government itself is the biggest bulk user of time and space—bigger than any private business enterprise. And this advertising doesn't cost the government, which means the taxpayer, a thin dime.

The annual report of the Advertising Council, just released, cites the value of advertising contributed for the public good to have amounted to \$236 million during fiscal 1965-66. All creative services in preparing campaigns are contributed by advertisers and volunteer agencies. All time

and space are contributed by the advertising media.

At the council's meeting in Washington last May, the report stated, President Johnson asked that priority treatment be given to the savings bond campaign "to help reduce inflationary pressures and to encourage broader patriotic 'shareholding' in America."

This and the score of other campaigns undertaken by the volunteer advertisers and agencies at the government's behest would not have been possible if the big advertisers and their agencies had not bought time and space at going rates from the media that contributed their time and space to the government.

Now is the time for a domestic "summit conference" to bring order out of this impending chaos. All of those in government identified with either side of the advertising-marketing-labeling controversy should be brought together with the 60 business executives who make up the Industries Advisory Committee and the 20 distinguished citizens composing the Public Policy Committee of the Advertising Council.

President Johnson has an intimate knowledge of advertising and media because of his exposure to the family broadcasting interests in the Southwest. We hope he will see fit to convoke a meeting in the interest of good government and prudent business which together constitute a pretty good definition of public interest.

Editorial justice

THE Supreme Court last week struck a blow for the freedom of television to exercise its journalistic judgment in defiance of pressures from advertisers. The court let stand a decision holding that the Kemper Insurance Group had breached a contract with ABC-TV when it withdrew its advertising in protest over the appearance of Alger Hiss on a news program.

The Kemper case was the rankest kind of advertiser attempt to influence editorial policy. Kemper had no connection at all with the show on which Hiss was interviewed. Its commercials were elsewhere in the network's schedule.

Hopefully the Supreme Court's decision of last week will stiffen the backs of management the next time an advertiser tries to interfere with the practice of journalism.



Drawn for BROADCASTING by Sid Hix  
 "Do we pay AFTRA scale when we cover his news conferences in Sacramento?"



## THE CRAFT THAT GAVE BIRTH TO AN ART

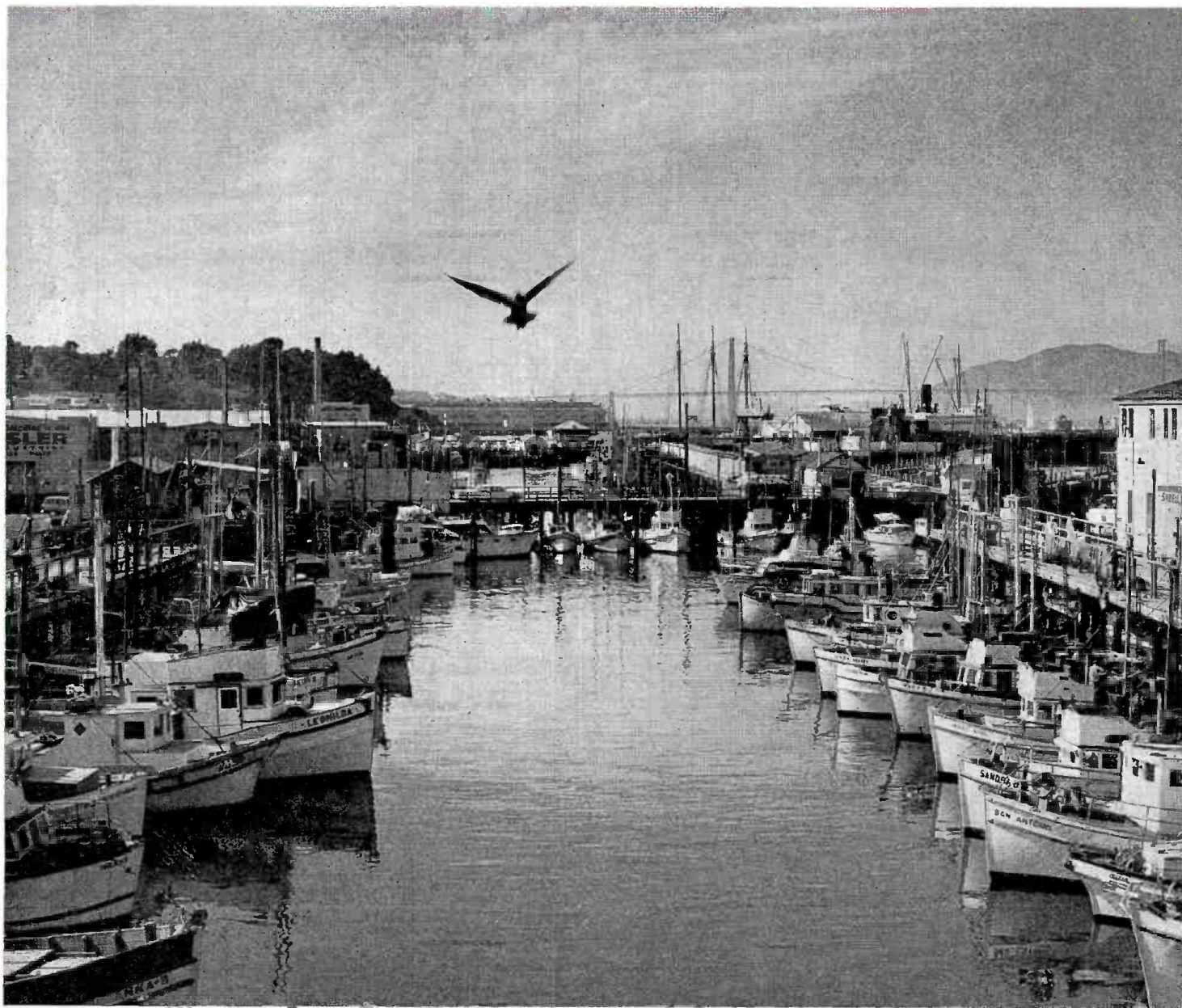
In the early days of television, most music was truly incidental. Hastily assembled, it was intended to be unobtrusive. Today, the creation of music for television is an art. The makers of television programs have learned that music is as much a part of comedy as funny lines, as moving or exciting in drama as visual action, as important to romance as a close-up embrace. Original music, which is so thoughtfully integrated into virtually every phase of television, is the product of men of talent, skill and

taste. Most of the music created for television is licensed through BMI. The themes and/or scores for 40 series produced for this season's prime-time viewing are written by BMI-affiliated composers. And the music of BMI composers also is used regularly on 21 other prime-time programs. What began as a craft is now a recognized art that transcends the television screen to become a major factor in the music of our time.

ALL THE WORLDS OF MUSIC  
FOR ALL OF TODAY'S AUDIENCE

**BMI**  
BROADCAST MUSIC, INC.

*If you lived in San Francisco . . .*



*. . . you'd be sold on KRON-TV*