



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Will the new season's ratings turn market prices? p29

FCC considers financial status when levying fines. p56

If one license is lost, group owner need not be stripped. p52

Housecleaning recommended for Canadian radio-TV. p88

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SEPTEMBER 13, 1965

THE SOUPY SALES SHOW

HOW'S THIS LINE-UP FOR OPENERS!

Anything can happen when Soupy is on! Take the opening show of this zany half-hour series for example. Would you expect guests Frank Sinatra, Sammy Davis, Jr. and Trini Lopez to "volunteer" as targets for Soupy's pie-tossing shenanigans? (You bet!) Don't miss out on the hottest local TV show in the nation today. These stations heard the facts and flipped! You will too.

KTTV Los Angeles, Calif., WDAU-TV Scranton, Pennsylvania

KCPX-TV Salt Lake City, Utah

WVUE New Orleans, La., WTEV Providence, R.I.

WTVN-TV Columbus, Ohio, KMSP-TV Minneapolis, Minn.

WBAY-TV Green Bay, Wisconsin

WTTV Indianapolis, Indiana, WISN-TV Milwaukee, Wisconsin

WTVP Decatur, Illinois

WDCA-TV Washington, D.C., WHTN-TV Huntington, W. Va.

For details contact

SCREEN GEMS



CATV's "FIRST TEAM"



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

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

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

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

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

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

SOME OF THE CATV SYSTEMS RECENTLY BUILT BY JERROLD:

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

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

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

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



CATV SYSTEMS DIVISION
JERROLD ELECTRONICS CORPORATION
Philadelphia, Pa. 19132

There is considerable speculation that McCann-Erickson, New York, which recently obtained substantial discounts from some newspapers for big-scale consumer campaign for Westinghouse Electric Corp. and, in effect, broke those newspapers' national rate, will seek to extend this approach to broadcast media. Though McCann officials declined to discuss subject, some authorities believe agency shortly will present plan for Westinghouse approval for extensive national TV effort at specially reduced prices.

WSUN-AM-TV to Levinson

H. Y. Levinson, owner of WCAR Detroit, is prospective new owner of city-owned WSUN-AM-TV St. Petersburg, Fla. His bid of \$1.13 million was higher of only two received for properties. Other was in amount of \$911,500 from Lee Gorman, representing New England interests. St. Petersburg city council, which will meet this month, can reject offers but likelihood is that Levinson bid will be accepted, subject to customary FCC approval.

Advance speculation was that bidding would be in range from \$1.25 to possibly \$3 million, depending on whether UHF facility (ch. 38) would be retained in what has become three-VHF Tampa-St. Petersburg market. Mr. Levinson, it's learned, arrived at his bid (after careful appraisal of properties) by using WCAR's frequency of 1130 kc and adding three zeroes. WSUN operates on 620 kc with 5 kw and is ABC affiliate. WSUN-TV operates with 200 kw visual, 107 kw aural, and had been affiliated with ABC-TV. It lost that affiliation Sept. 1 to ch. 10, WLCY-TV. Existing studio facilities on Municipal Pier, St. Petersburg must be vacated in near future but transmitter site is available for five years.

Wall Street upbeat

Generally favorable activity of broadcasting shares on New York Stock Exchange, plus optimistic projections by investment houses, have stimulated talk about large company mergers involving broadcasting entities. While there are no reports of imminent closings, there have been an increased number of "feelers" by large companies among group owners, including ABC Inc., following strengthened showings on market.

GE's Nashville bid

General Electric will acquire its second broadcasting entity—WSIX-AM-FM-TV Nashville—for about \$10 million if current preliminary negotiations jell. In pursuance of expansion policy announced last February, GE Broadcasting Corp., it's understood, will seek board approval to finalize purchase of Nashville properties from Louis R. Draughon, principal owner, and associates. WSIX-TV (ch. 8) began operation in 1953 and is affiliated with ABC-TV. WSIX operates on 980 kc with 5 kw fulltime and is ABC-Radio affiliate. WSIX-FM is on 97.9 mc with 100 kw and is programed separately.

GE Broadcasting currently operates pioneer WGY, WRGB(TV) [ch. 6] and WGFM(FM) Schenectady. Parent company was one of earliest in broadcasting, starting KOA Denver and KGO San Francisco in 1920's with WGY.

Calgon triple play

Calgon Corp., Pittsburgh, for 1965-66—its third season in ABC-TV daytime—has tripled its budget since first joining that network's advertiser list in 1963-64, and has renewals and new business representing \$1.5 million in billing. Soon to be announced by ABC-TV, Calgon's daytime spending on network is spread over seven shows—all for firm 52 weeks. Calgon is supporting its bath oil beads, bouquet and water conditioner products. Ketchum, McLeod & Grove, Pittsburgh, is Calgon's agency.

New NSI ratings

Some TV stations are grumbling about Nielsen's new, expanded NSI local-market rating service (BROADCASTING, Aug. 9). They contend extra demographic breakdowns to be included will mean much more work, not to mention price increases averaging 30% or more (great deal more in some cases). With number of major agencies signing for new NSI, however, grumbling may be mostly sound effects. Nielsen officials say demographic extras are wanted by agencies and were worked out in consultation with them and also discussed with station reps. They say it'll be another two weeks before they finish contracting current subscriptions, but estimate that reaction thus far is

favorable by better than 30 to 1.

Research for groups

Council for Television Development, composed of group owners opposing FCC's plan to limit multiple ownership in major markets, is beginning to move. Contract for major independent research study of group ownership effects probably will be awarded this week and seems apt to go to United Research Co., Cambridge, Mass. Council's research committee, headed by Hathaway Watson of RKO General, has studied proposals from number of firms, seems inclined toward URC and may announce that decision after meeting in New York Thursday (Sept. 16). Ward Quaal of WGN Inc., chairman of the council's executive committee, is also expected to attend session.

Hot coals to Newcastle

FCC Commissioner Lee Loevinger, whose background includes journalism as well as jurisprudence, will address dinner meeting at Washington Professional Chapter of Sigma Delta Chi. Sept. 21, on as yet untitled talk to deal with one of his favorite topics: "Should the government try to improve programing or shouldn't it?" Judge Loevinger, former assistant attorney general in charge of Antitrust Division, has been at odds with several of his colleagues on program jurisdiction. He has been member of Sigma Delta Chi since his undergraduate days at University of Minnesota.

Those Renault spots

Spots for Renault distributor on West Coast, which NAB Code Authority had said were disparaging to Volkswagen (BROADCASTING, Sept. 6), were to end over weekend. But Tilds & Cantz, which created campaign, said cessation shouldn't be interpreted as capitulation to NAB ultimatum. Marvin Cantz, agency president, said phase of campaign matching Renaults and VW's had been scheduled long ago to end at this time.

Battle may be far from over. Agency's position has been that spots are not disparaging. Mr. Cantz is due to confer with Renault dealers in New York about campaign. Last Friday, (Sept. 10) he met with Howard Bell, code director, and Frank Morris, head of code's Hollywood office.

Adults read the front page.

Adults dance funny.

**Adults remember to turn
off the lights.**

**Adults read books thicker
than sandwiches.**

**Adults worry about what's
going to happen.**

**Adults...the money spending
faction...watch the action
on WJW-TV*  Cleveland.**

* Northern Ohio's first local color station.

LOS ANGELES KGBS	PHILADELPHIA WIBC	DETROIT WJBK	MIAMI WGBS	TOLEDO WSPD	CLEVELAND WJW	CLEVELAND WJM-TV	NEW YORK WNN	DETROIT WJBK-TV	MILWAUKEE WITI-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	STORER BROADCASTING COMPANY
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WEEK IN BRIEF

Boys who study big board are also keeping weather eye on what ratings will show as three TV networks hit starting gate at same time. Wall Street says it likes prospects of broadcasting. See . . .

WILL RATINGS TURN PRICES . . . 29

Sixteen months after it began study of status and shape of Canadian broadcasting, Fowler committee says there is need for 'czar' to run industry. Decries preponderance of U.S. TV shows in prime time. See . . .

CZAR FOR CANADA? . . . 88

Broadcasters, who expected Congress to come up with legislation on CATV, copyright revision or other items in this session, are rapidly learning that it isn't about to happen. See . . .

MAY STOP BILLS . . . 68

Station forfeitures set by FCC are based to some extent on licensee's ability to pay. Commission has ready reference of financial status: annual financial reports. Commissioners like policy; staff complains. See . . .

ABILITY TO PAY . . . 56

CATV baby born nine months ago is healthy adult today and is known in 14 states through its subsidiary CATV companies. Telesis Corp., headed by Richard Shively and Charles Bevis now \$1 million business. See . . .

NINE-MONTH GIANT . . . 62

In wake of top-level management changes at RCA, speculation has arisen that NBC may switch to system of divisional presidents, a la ABC and CBS. Network now uses VP's and exec VP's. See . . .

NEW NBC SETUP? . . . 68

Two Democratic candidates for mayor of New York settle for individual shows on WPIX after FCC turns down their claim that station wasn't giving equal time. FCC says WPIX had complied with fairness rule. See . . .

EQUAL-TIME SQUABBLE . . . 80

Politics and poker are considered inseparable companions. Similar status has now been given to politics and TV. Fair Campaign Practices Committee outlines two-day meeting to study subject. See . . .

EXPLORE TV & POLITICS . . . 84

RAB's new split sessions in management conferences for both large and small markets are hailed by RAB President Miles David. Says meetings are 'excellent'; attendance up 10% over 1964 sessions. See . . .

SESSIONS WELL RECEIVED . . . 44

FCC decision not to judge group by action of one station is upheld by court of appeals. Court says commission action in renewing WFAR license while denying WWJZ renewal, both under same ownership, was proper. See . . .

ONE DOESN'T MEAN ALL . . . 52

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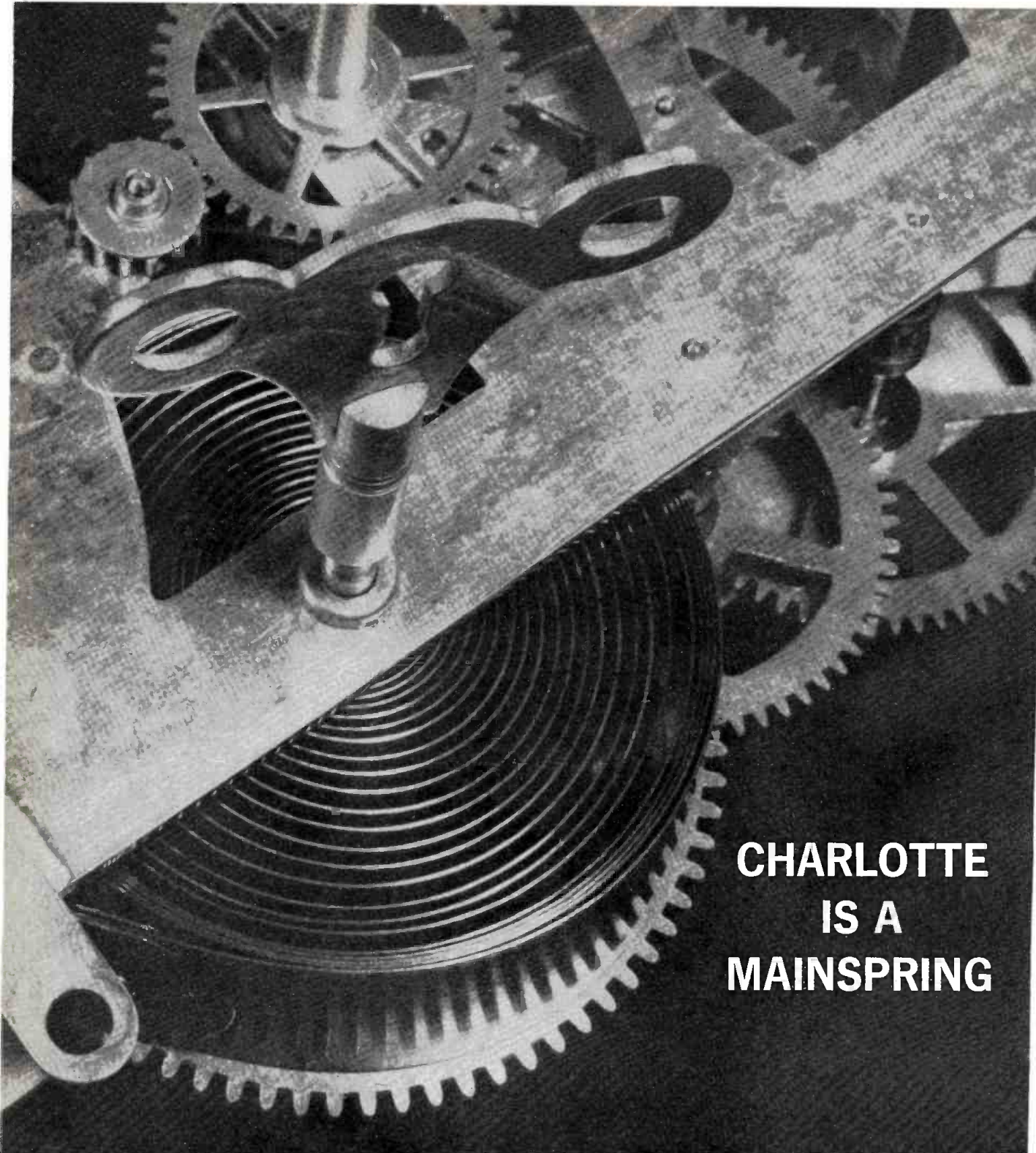


Broadcasting

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CHARLOTTE IS A MAINSRING

Metro Charlotte is just the key. You activate the selling spring of a market reaching out 75 miles when you buy WBT Radio — the station more North and South Carolinians listen to. *What's wrong with being 43 years young?* ONLY WBT's 50,000 watt signal delivers Charlotte PLUS — a market of more than TWO MILLION PEOPLE with \$3.5 BILLION in buying power. Your BLAIR man has the story. Let him spring it on you.

WBT RADIO
CHARLOTTE



Jefferson Standard Broadcasting Company
WBT WBT-FM WBTW WBTW Jefferson Productions

AT&T profits from broadcasting small

AT&T earns net profit of less than 1% on interstate service it provides broadcasting industry, according to "preliminary" figures submitted to FCC by company Friday (Sept. 10).

Report was greeted with disbelief by broadcasting representatives, who have long maintained AT&T microwave and line charges are too high. Estimates have placed AT&T revenues from networks at \$50 million annually.

AT&T figures showed net operating earnings on category of service including television, program audio, experimental, developmental WADS, among other services, at \$4.7 million.

Net investment on plant involved, according to report, was just under \$500 million, indicating net return of 0.9%. Television service represented largest single portion of category, AT&T said.

Higher Rates ■ Smallness of return rate prompted speculation commission might require higher rates for broadcast services to make them compensatory.

Company report indicated net earnings on all interstate operations during study period—12 months ending Aug. 31, 1964—was 7.5%. Highest rates of return were on message telephone service, 10%, and wide area telephone service, 13.4% on "busy hour" basis; 10.2% on "total day" basis—services in which AT&T has monopoly.

Figures were submitted to commission in connection with investigation into domestic telegraph rates, brought at instigation of Western Union.

That company has complained that AT&T charges noncompensatory, discriminatory rates in areas in which it competes with WU, as in long lines for television, and relies for healthy return in fields in which it has no competition.

AT&T said figures should be used with caution, "the preliminary results . . . are subject to refinement in the further work being done . . ."

WCEM sale approved

FCC Friday (Sept. 10) approved sale of WCEM Cambridge, Md., from G. P. Richards to WCEM Inc. for \$250,000 plus \$5,000 yearly for at least three years to Mr. Richard as consultant. WCEM Inc. is owned by Samuel M. Cannon Jr., Philip G. D'Adamo, Charles E. Edmondson, Alice M. Foxwell,

Dr. Lawrence Maryanov, Jon B. Richardson, Dr. Russell P. Smith Jr., Russell Tyler, F. P. Williamson and Edmund W. Woolfolk. WCEM is on 1240 kc with 1 kw day and 250 w night.

Jones to get major part of KTRK stock

John T. Jones, president of *Houston Chronicle*, will become largest stockholder in KTRK-TV (ch. 13) Houston and controlling owner of KTRH-AM-FM. under transaction to be filed with FCC.

Radio stations would be acquired by newly formed Rusk Corp., of which Mr. Jones holds 68% of stock for himself and his family, for \$1,062,500. He personally would acquire 32% of stock in Houston Consolidated Television Co., licensee of KTRK-TV for undisclosed sum. Mr. Jones already owns 1½% of television entity.

Second largest stockholder of Houston Consolidated, with 16%, is Roy Hofheinz, president of Houston Astrodome and part owner of other stations.

Willard E. Walbridge, executive vice president-general manager of KTRK-TV, will hold 10% of stock of Rusk Corp. Frank Warren, vice president of *Chronicle*, will acquire 6%; Frank Stewart, manager of KTRH, 3% and Frank Wozencraft, attorney, 1½%. Mr. Walbridge also holds 2½% of KTRK-TV.

KTRH, established in 1930, operates on 740 kc, with 50 kw and is affiliated with CBS radio. KTRH-FM, established in 1947, operates on 101.1 mc, with 29.5 kw. KTRK-TV operates with 316 kw visual. 170 kw aural, and is affiliated with ABC-TV.

Ballantine takes smaller cut of Yankee package

P. Ballantine & Sons, Newark, N. J., sponsor of New York Yankees' baseball for 19 consecutive seasons, has renewed broadcast arrangement with club for three years, but under new terms. Present contract expires this year.

Ballantine will be one-third sponsor of Yankees on WPIX(TV) New York and on 40-station radio lineup, paying package price estimated at \$1.35 million or \$450,000 per year. This would not include air time costs.

In past brewing company has bought all home territory broadcast rights from Yankees (last contract cost reported \$1.2 million per year) and han-

dled all broadcast negotiations, selling time not retained for its own announcements. Yankees, owned by CBS, will be packaging games themselves.

Team has not yet reported arrangements for telecasting games beyond New York City although in past, seven station TV network has carried some of Yankee games.

Dutch Radio-TV to go commercial soon

Dutch sources in New York indicate that commercial radio and TV in Netherlands will be started in October, or by January 1966, allowing advertisers to buy time on limited basis before and after newsbreaks. Agitation for several years by Dutch businessmen, who could reach their audience only through broadcasts from West Germany, resulting in expensive and difficult arrangements, has led to government approval of maximum of 25 minutes of radio and 15 minutes of TV commercials each day.

Another development enhancing Netherlands' commercial life is possible renewal of pirate station REM (TV North Sea.) which last year began telecasting syndicated American. British and German material from an island five miles off Dutch coast. REM is applying for license to relay about four hours of broadcast time, supported by commercials bought by Dutch businessmen.

Stations suffer in wake of hurricane

Hurricane Betsy, second this season, but first in memory of persons in New Orleans and Baton Rouge and Bayou country, last Thursday (Sept. 9) knocked down power lines rendering radio-TV facilities helpless in area.

Weather Bureau in Washington credited stations with saving thousands of lives by alerting people in low-lying areas to evacuate and by spreading advance word of storm.

Betsy earlier had plowed into Miami but stations there suffered little damage (see page 83).

In New Orleans, however, damage was great. WDSU-TV, there, was only TV station on air late Friday afternoon as WWL-TV and WVUE(TV) went off between 7:30 and 9:30 p.m. (CDT) Thursday and, because power had not

WEEK'S HEADLINERS



Mr. Bartlett

George W. Bartlett, manager of engineering for National Association of Broadcasters since 1961, named VP for engineering. He joined NAB in 1955 as assistant manager of department. Prior to that time he had been chief engineer of WDNC-AM-FM Durham, N. C., for nine years. Before World War II he was with FCC's Radio Intelligence Division and served as radio officer in U. S. Maritime Service during war.

Daniel D. Kinley, executive VP and general manager since 1962 of H. P. Hood & Sons, Boston (dairy products), appointed president of McCann-Erickson International, New York. Mr. Kinley fills post vacant since retirement last January of Phipps Rasmussen. From 1959 through 1962 Mr. Kinley was senior VP in charge of planning and marketing for McCann-Erickson. Earlier, he had been with Procter & Gamble for 11 years, supervising brand management of various soap and food products.

David A. Orr, president, elected to also serve as chief executive officer of Lever Bros., New York. Milton C. Mumford, who continues as board chairman of Lever Bros., joins board of parent company, Unilever Ltd., London and Rotterdam, as advisory director. Mr. Mumford will devote additional time to Unilever's North American interests which include Thomas J. Lipton Inc. and Lever Bros. Ltd. of Canada.



Mr. Orr



Mr. Mumford

Thomas J. Michel, director of field engineering, Avco electronics division, Cincinnati, appointed executive VP of Meredith-Avco, New York. M-A is joint community antenna TV venture of Meredith Publishing Co., group station owner, and Avco Corp., parent of Crosley Broadcasting, Cincinnati. Mr. Michel assumes new position Sept. 15.



Mr. Powers

Charles D. Powers appointed executive VP of Regional Broadcasters Group, New York (WMGW - AM - FM Meadville, and WPIC - AM - FM Sharon, both Pennsylvania; WGRD Grand Rapids, and WTRU Muskegon, both Michigan, and WKNY Kingston, N. Y.). Mr. Powers was formerly general manager of KUDU-AM-FM Ventura, Calif., and has been general sales manager of KDAY Santa Monica, Calif.

Robert E. McMillin named manager of new Dancer-Fitzgerald-Sample Los Angeles office. Mr. McMillin was VP and member of plans board and management committee of Guild, Bascom & Bonfigli, now merged with D-F-S to form agency billing \$150 million with about \$20 million on West Coast. Mr. McMillin, who joined GB&B in 1963 as account supervisor, continues as management supervisor on Van Camp seafood account and will direct expansion of D-F-S account service facilities, that incorporates both existing broadcast production staffs, in single location.

For other personnel changes of the week see FATES & FORTUNES

been restored, remained off air.

WDSU-AM-FM-TV, too, lost power but continued to broadcast around clock with auxiliary power supply.

Spokesman for WDSU stations said Friday all other radio and television signals in city were down. City lost 80% of its electrical power and estimated 200,000 telephones.

\$6.7 million Folger account now all at C&W

Folger Coffee Co., Kansas City, Mo., subsidiary of Procter & Gamble Co., has consolidated nationwide advertising for its vacuum packed and instant coffees at Cunningham & Walsh, New York, agency announced Friday (Sept. 10). Consolidation, effective Jan. 1, 1966, involves switch of billings west of Rockies from Campbell-Ewald, San Francisco.

Account has total billings of \$6.7 million, with \$5.9 million in spot TV. Move follows Folger's transfer of West Coast advertising responsibilities from its San Francisco office to its general headquarters in Kansas City.

Schroeder lauds free TV at Canadian meet

Placing broadcasters at side of angels and taking poke at FCC attempts to control programing, Willard Schroeder, vice president and general manager of WOOD-AM-FM-TV Grand Rapids, Mich., told Canadian broadcasters last Thursday (Sept. 9) that his year as chairman of National Association of Broadcasters joint board had provided him with "somewhat less confused and with a more realistic attitude about our present and future position with government."

In speech to Canadian Broadcast Executives Society in Toronto, Mr. Schroeder contended that FCC philosophy of controlling programing had failed because broadcasting is not just entertainment programing. "The keystone of our strength," he said, "is that we've become a news medium."

Admitting that NAB's major task, that of convincing government and public that free industry can better render program service "if we're free to do it ourselves," is not simple chore,

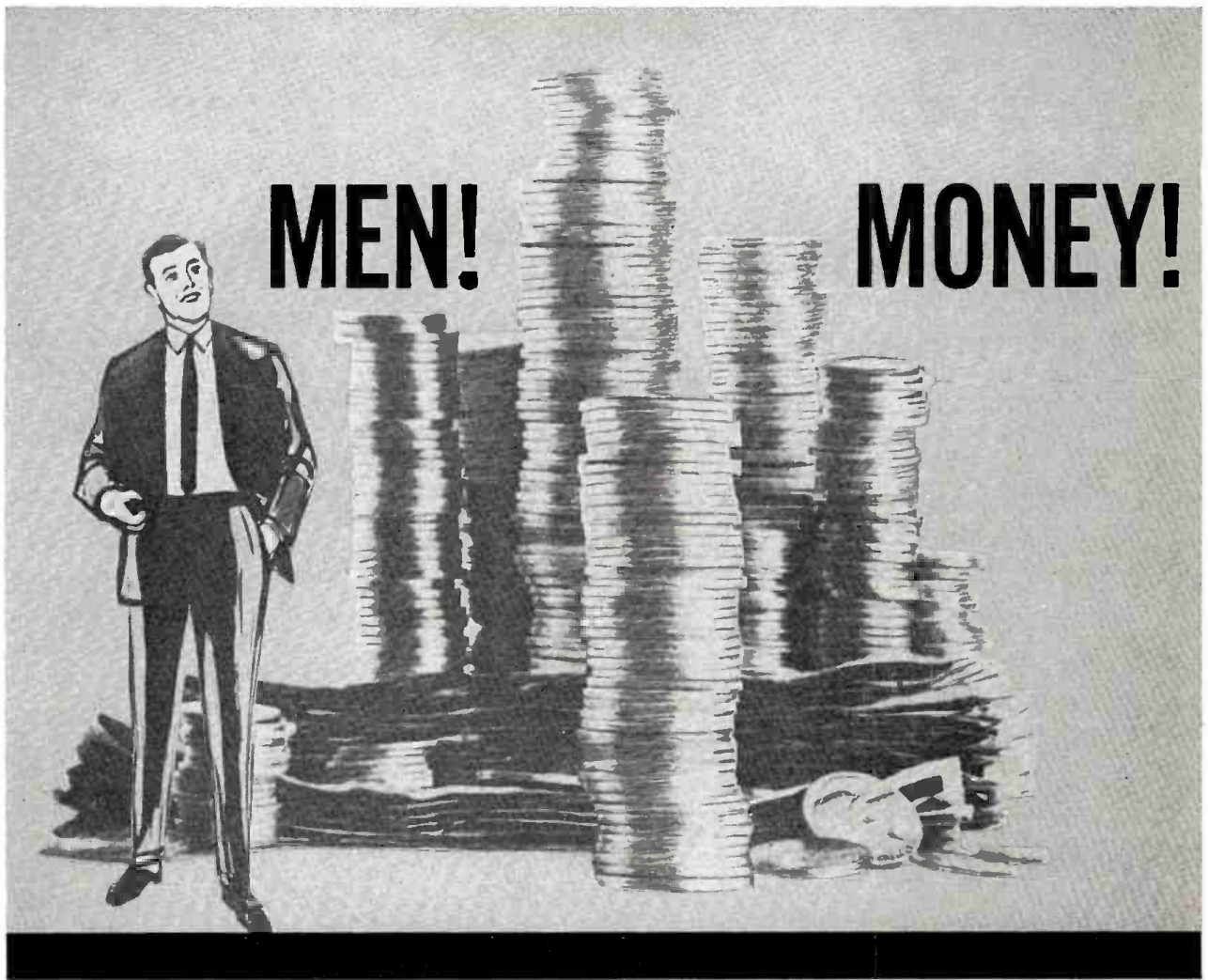
Mr. Schroeder noted that news puts "our customs and our Constitution" to work and puts broadcasters, "by U. S. standards, on the side of the angels."

Archway buys 'Hornet' on radio in 30 markets

One of largest spot radio program buys in recent years has been completed by Archway Cookies Inc., Battle Creek, Mich. Archway has bought half-hour radio series *Green Hornet* from Charles Michelson Inc., New York, on 52-week basis, starting on WJBK Detroit in early October and spreading to 29 other mid-west and north central markets. Contract on WJBK alone runs about \$100,000. Agency: Maraneu Advertising, Battle Creek.

'Clown' to be in color

New contract between WHDH-TV Boston, and Larry Harmon Pictures Corp., Hollywood, calls for station to produce and Harmon to syndicate, 130 half-hour programs of *Bozo the Clown*. WHDH-TV will film entire series in color.



SUCCESSFUL STATIONS ARE SUCCESSFUL MANAGEMENT



Successful station management demands from its representative complete information on each presentation for each account—the budget for the market, the audience the client wants to reach, and other pertinent facts.

Money, like responsibility, gravitates to the station whose representative works closely with station management and reflects station management honestly, alertly and in accord with management standards.

We remember that station management is the “boss”—we keep management completely informed so management knows complete details. Good representative service helps attract money to successful stations.

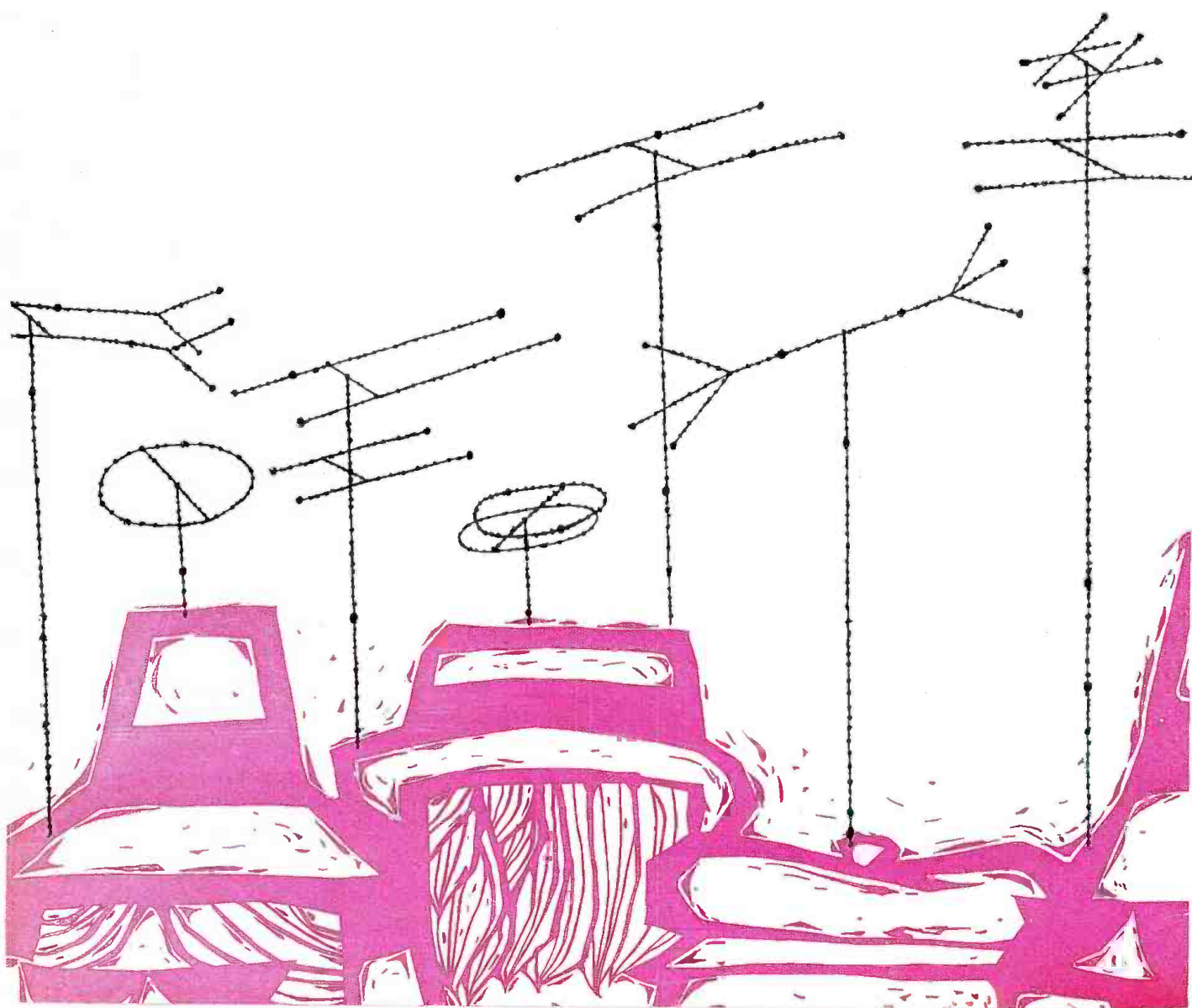
VENARD, TORBET & McCONNELL, INC.

TV & Radio Station Representative

New enlarged New York headquarters, 555 Fifth Ave.

Chicago, San Francisco, Los Angeles, Detroit, Dallas, St. Louis, Denver, Portland, Seattle

BROADCASTING, September 13, 1965



**The trend is with us
in the brand-new
ball game in St. Louis,
and our team is
getting stronger
all the time.**



**SPENCER ALLEN
NEWS**

5:30-6:15-10:00 P.M.
MONDAY THRU FRIDAY



**PAT FONTAINE
WEATHER**

5:50 AND 10:15 P.M.
MONDAY THRU FRIDAY



**ED MACAULEY
SPORTS**

5:55 AND 10:20 P.M.
MONDAY THRU FRIDAY



**CHARLOTTE PETERS
SHOW**

12:30 TO 1:30 P.M.
MONDAY THRU FRIDAY



**HOWARD STREETER
NEWS**

7:30 A.M. AND
12:00 NOON
MONDAY THRU
FRIDAY



**SUSAN HARRIS
WEATHER**

7:50 A.M. AND 12:25 P.M.
MONDAY THRU FRIDAY



**ART BROCK
SPORTS**

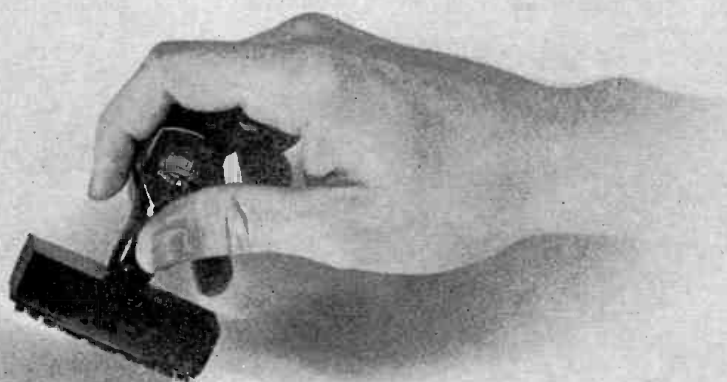
7:55 A.M. AND 12:20 P.M.
MONDAY THRU FRIDAY

**THE
EXCITING
NEW**

KTVI
Channel **2**

ST. LOUIS





PREFERRED
PREFERRED
PREFERRED
PREFERRED

KRLD-TV is the station preferred by more viewers in the nation's 12th ranked television market.

With a quality in entertainment and informational television that produces dominance, KRLD-TV maintains its **NUMBER 1** position with 19.8%* more viewers than the second station in the market.

For your next schedule, select the station Dallas-Fort Worth viewers prefer. See your **ATS** Representative.

*ARB — June/July 1965 Est.
9:00 AM to Midnight
Monday thru Sunday



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President

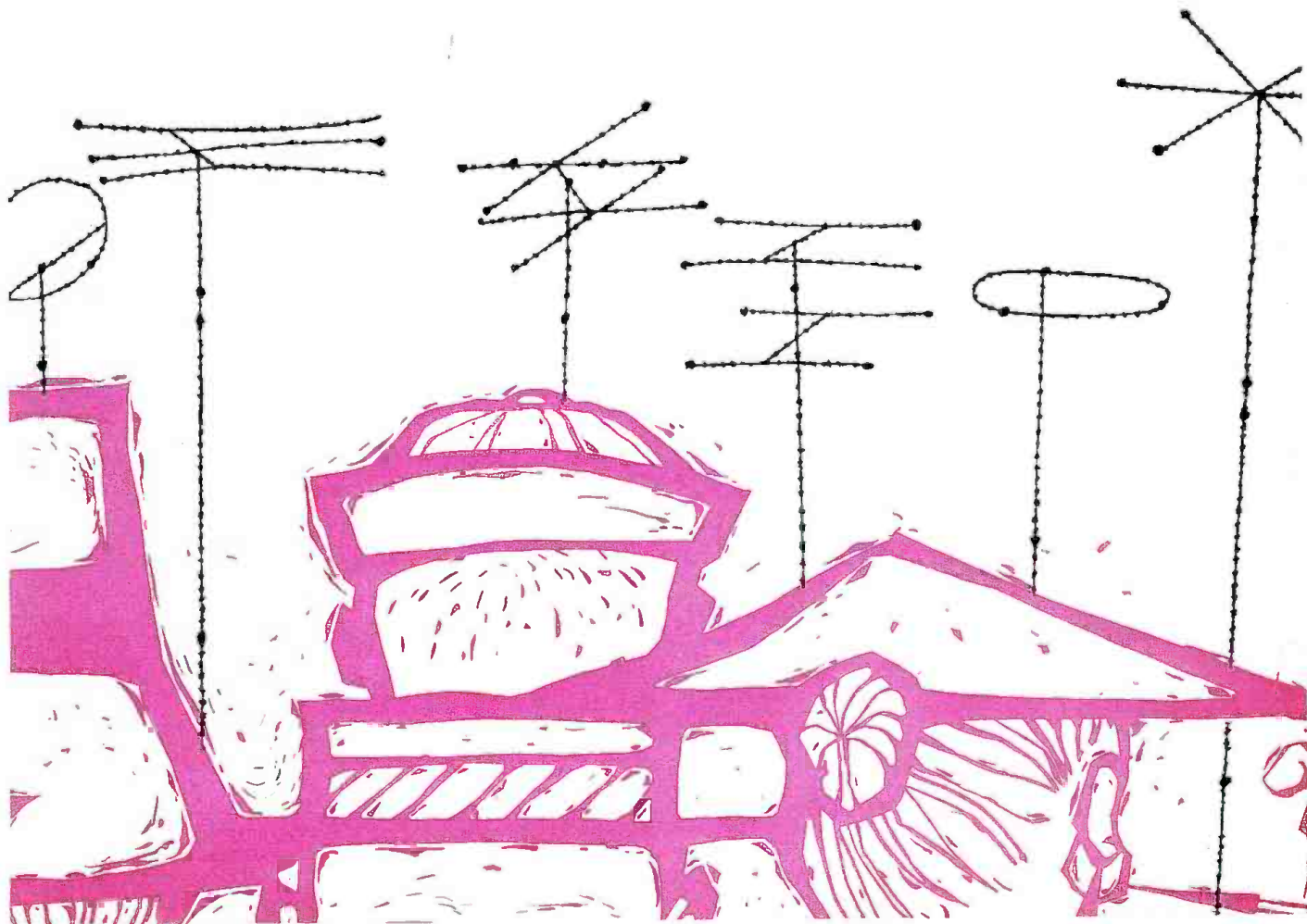


MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

COVERAGE

Television is the only efficient way to reach the important Florida/Georgia regional market, and WJXT in Jacksonville is the only television station to cover the total area!

WJXT 
JACKSONVILLE, FLA.
Represented by TvAR
A POST-NEWSWEEK STATION



WHY STOP TO REFUEL



You no longer need two market buys to travel your tv ad the whole length of Wisconsin's central market belt. Your film, tape or live commercial on WKOW-TV MADISON broadcasts simultaneously on microwave-interconnected WAOW-TV Wausau. This exclusive no-duplication, one-camera vertical coverage gives you total mileage throughout all central Wisconsin's ARB marketing area counties.



the Midwis market

TONY MOE, Vice-Pres. & Gen. Mgr.
Ben Hovel, Gen. Sales Mgr.
Joe Floyd, Senior Vice-Pres.
Larry Bentson, Pres.

National representative, **ADAM YOUNG**

DATEBOOK

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

■Indicates first or revised listing.

SEPTEMBER

Sept. 12-15—Annual meeting, New York State CATV Association. Concord hotel, Klamath Lake (Monticello).

■Sept. 14—Hollywood Advertising Club luncheon meeting honoring Philip Morris Inc. Ross Millhiser, executive vice president in charge of marketing; James C. Bowling, vice president for sales and corporate relations, and Don Harris, advertising director, will speak. Hollywood Roosevelt.

Sept. 14-Nov. 17—International Telecommunications Union ninth Plenipotentiary Conference in hundred-year existence. ITU elects secretary-general and deputy secretary-general, decides general policy and revises the ITU convention — union's basic charter. Montreux, Switzerland.

■Sept. 15—Meeting of board of governors of New York chapter of The National Academy of Television Arts and Sciences, President Sonny Fox presiding. Overseas Press Club.

■Sept. 15-16—12th annual CBS Radio Affiliates Association convention. Leonard H. Marks, director of U. S. Information Agency, and Lowell Thomas, commentator —author, are luncheon speakers on the 16th and 15th, respectively. Arthur Hull Hayes, president of CBS Radio, and other network officials report to affiliates at morning and afternoon business meetings, and a banquet—entertainment program is set for evening of 15th. Hilton hotel, New York.

Sept. 15-17—New Jersey Public Utilities Commission resumes hearings on tariff submitted by New Jersey Bell Telephone Co. to furnish facilities for community antenna service. Trenton.

Sept. 15-18—Seventeenth annual fall meeting and election of officers of Michigan Association of Broadcasters. Speakers include Vincent Wasilewski, president, National Association of Broadcasters; John Gilbert, vice president and general manager, WABC-TV New York; David Bennett, director of FM operations, Triangle Stations, Philadelphia; James Caldwell, general manager, WAVE Louisville; Bruce Buchanan, general manager, WFBC Greenville, S. C.; J. Patrick Kane, advertising manager, United Motors Service Division of General Motors, Detroit; Robert A. Dearth, executive vice president and general manager, Kenyon & Eckhardt, Detroit. Hidden Valley, Gaylord.

Sept. 15-18—Annual convention, Federal Bar Association. Communication Law Committee panel on "The Future of Television in America—TV, CATV, or Both," with Henry Geller, FCC; Douglas A. Anello, National Association of Broadcasters, and Robert D. L'Heureux, National Community Television Association; moderator, Max D. Paglin, former general counsel, FCC, and now in private practice. Also Government Information Committee, panel on "Free Press vs. Fair Trial—Striking the Balance," with Howard P. Willens, Department of Justice, and H. Victor Logan, *Chicago Sun Times*; moderator, David Parson, Chicago attorney, Conrad Hilton hotel, Chicago.

Sept. 16—Conference on amendment of rules dealing with field strength curves for FM and TV broadcast stations invited by FCC and Association of Federal Communications Consulting Engineers. Washington.

Sept. 17—FCC deadline for filing reply comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regulating nonmicrowave com-

munity antenna TV systems. Former filing date was Aug. 6.

Sept. 17-19—Ninth annual southwestern area conference of American Women in Radio & Television. Sheraton-Dallas hotel, Dallas.

Sept. 19-20—Meeting of New York State Associated Press Broadcasters Association. Lake George Inn, Lake George.

Sept. 19-21—Tenth annual fall convention and election of officers of Pacific Northwest Community TV Association. Speakers include Frederick W. Ford, president, National Community Television Association, and Ben Conroy Jr., chairman, NCTA. Olympic hotel, Seattle.

■Sept. 19-21—Annual fall meeting and election of officers of Nebraska Broadcasters Association. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters; Senator Carl T. Curtis (R-Neb.); FCC Commissioner Robert E. Lee; Frank Stisser, president of C. E. Hooper Inc., New York; George W. (Bud) Armstrong, executive vice president, Storz Stations. Blackstone hotel, Omaha.

Sept. 19-21—Annual fall meeting and election of officers of Louisiana and Mississippi Broadcasters Association. Speakers include: Miles David, president, Radio Advertising Bureau; Norman (Pete) Cash, president, Television Bureau of Advertising; Sherrill Taylor, vice president for radio, National Association of Broadcasters. Participants in CATV discussion are: William Carlisle, vice president for station services, NAB; Dwight Martin, vice president, WDSU-TV New Orleans; FCC Commissioner Kenneth Cox; Bruce Merrill, president, Ameco Inc., Phoenix, and Stratford Smith, Smith & Pepper, Washington. Fontainebleau hotel, New Orleans.

Sept. 20—Deadline for reply comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules.

Sept. 20—Deadline for comments on the FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 300-foot antenna limitation.

Sept. 21-22—Meeting of National Association of Broadcasters Radio Code Board. Washington Hilton, Washington.

Sept. 21-23 — Fifth annual conference of Institute of Broadcasting Financial Management. Hotel Continental, Los Angeles.

Sept. 22—Open membership meeting of New York chapter of National Academy of Television Arts and Sciences. Speakers will be Rod Serling, national president and Betty Furness, chairman of national awards

NAB CONFERENCE SCHEDULE

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

Oct. 14-15—Brown hotel, Louisville, Ky.

Oct. 18-19—Marriott motor hotel, Atlanta.

Oct. 21-22—Lord Baltimore hotel, Baltimore.

Oct. 25-26—Statler Hilton, Boston.

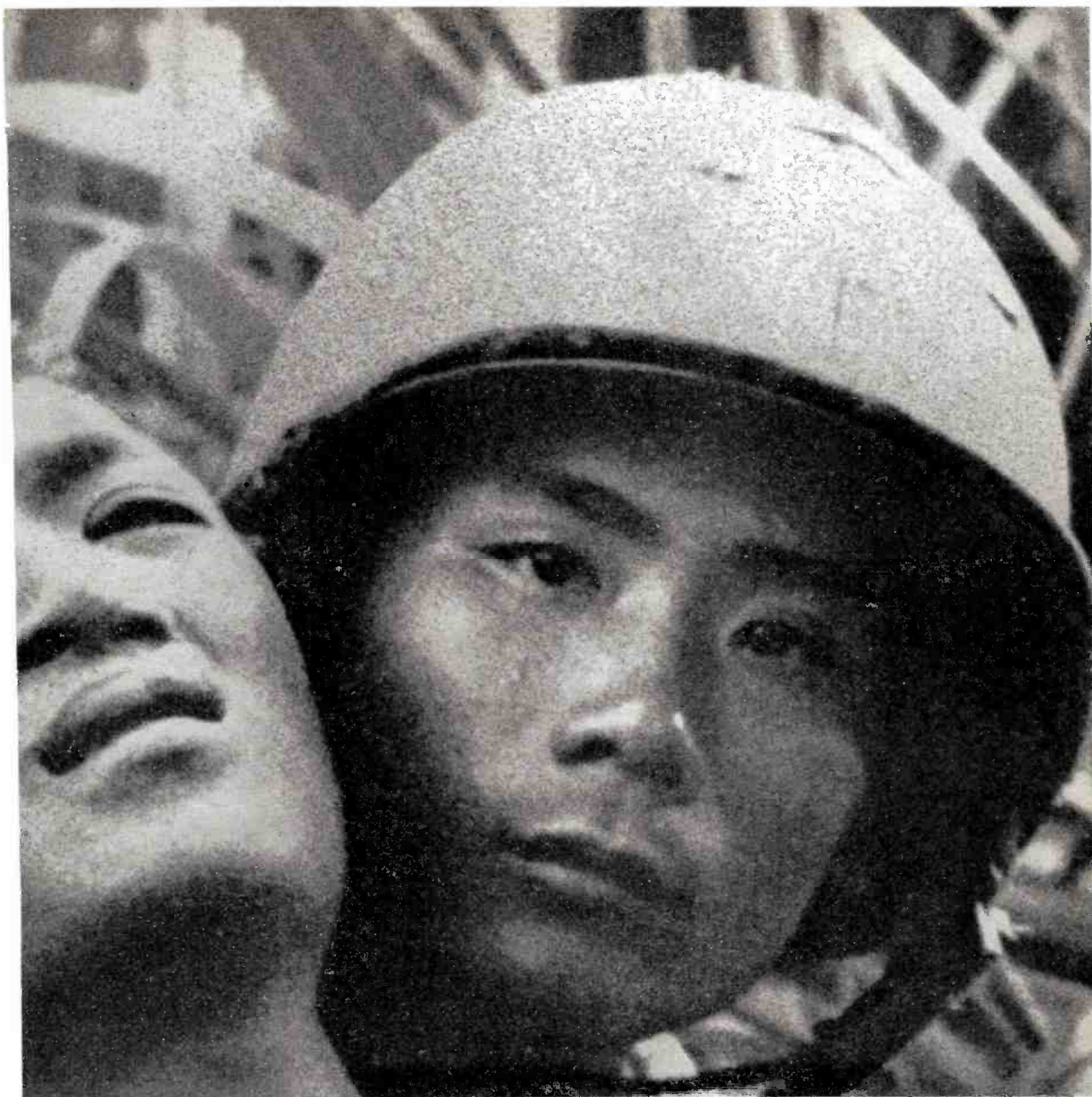
Nov. 11-12—Sheraton-Chicago, Chicago.

Nov. 15-16—Brown Palace, Denver.

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

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

BROADCASTING, September 13, 1965



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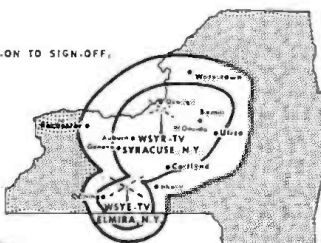
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RAB MANAGEMENT CONFERENCES

Sept. 22-23 — Fontainebleau motor hotel, New Orleans.
Sept. 29-30 — Hilton Inn, Atlanta.
Oct. 4-5 — Westchester Country Club, New York.
Oct. 11-12 — Pheasant Run Lodge, Chicago.
Oct. 14-15 — Hyatt House, San Francisco.

Committee, Hilton hotel, New York.

■ Sept. 22-23 — Meeting of National Awards committee of The National Academy of Television Arts and Sciences, Hilton hotel, New York.

Sept. 22-24 — Military Electronics Conference, sponsored by the Military Electronics Group, Institute of Electrical and Electronic Engineers, Washington Hilton hotel, Washington.

Sept. 22-24 — Annual fall conference of Tennessee Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters, Andrew Jackson hotel, Nashville.

Sept. 23 — Tennessee Associated Press Radio-TV Association meeting, Andrew Jackson hotel, Nashville.

Sept. 23 — Broadcast industry forum of Educational Foundation of American Women in Radio and Television. State meeting of Kentucky Federation of Women's Clubs, Sheraton hotel, Louisville, Ky.

Sept. 23-25 — 15th annual broadcast symposium sponsored by The Institute of Electrical & Electronic Engineers Group on Broadcasting, Willard hotel, Washington.

Sept. 24 — FCC Chairman E. William Henry to deliver address at the "FCC Day" held by the International Radio & Television Society newsmaker luncheon, Grand Ballroom of the Waldorf-Astoria, New York.

Sept. 24-25 — Annual fall meeting of Utah Broadcasters Association, Park City.

Sept. 24-25 — First annual state sales conference of Montana Broadcasters Association, Bozeman.

■ Sept. 24-26 — Meeting of the national trustees of The National Academy of Television Arts and Sciences, President Rod Serling presiding, New York Hilton.

Sept. 27 — FCC deadline for filing comments on Part II of its notice of inquiry and proposed rulemaking, issued April 23, looking toward regulating nonmicrowave community antenna TV systems. Among other areas of concern, Part II deals with (1) effect on development of independent (nonnetwork) UHF stations (2) generalized restrictions on CATV extensions of station signals (3) "leapfrogging" and (4) program origination or alteration by CATV, pay TV and combined CATV-pay TV-TV operations.

■ Sept. 29-Oct. 2 — Annual convention, National Association of Railroad & Utilities Commissioners, Thursday panel on "CATV Jurisdictional Problems," will include FCC Commissioner Kenneth A. Cox as a speaker. FCC Chairman E. William Henry will address Friday session on "Communications Problems—1965," Hilton hotel, New York.

Sept. 30 — FCC's deadline for reply comments on proposed rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety.

Sept. 30-Oct. 2 — Annual fall meeting of Minnesota Broadcasters Association. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters, Radisson hotel, Minneapolis.

OCTOBER

Oct. 1 — Deadline for comments on FCC's proposed rulemaking limiting to three num-

■ indicates first or revised listing.

BROADCASTING, September 13, 1965

HOW TO REDUCE THE RISKS IN TELEVISION BUYING

Would you like to know, in advance, what the best shows will be in the '65-'66 season? Not just in total numbers, but by age and sex?

Ayer Forecast of 10 best shows
for reaching men 18-34

Ayer Forecast of 10 best shows
for reaching women 18-34

HIS	HERS
1. Bonanza	1. Bonanza
2. The Wackiest Ship in the Army	2. Peyton Place II
3. Gomer Pyle	3. Bewitched
4. The Man From U.N.C.L.E.	4. Saturday Night at the Movies
5. The Fugitive	5. The Fugitive
6. 12 O'Clock High	6. The Long, Hot Summer
7. Get Smart	7. The Wackiest Ship in the Army
8. Saturday Night at the Movies	8. Dick Van Dyke Show
9. Branded	9. Green Acres
10. McHale's Navy	10. Get Smart

We give you above our forecasts for the "Best 10" shows for '65-'66 for men and women between ages 18 and 34. (Note the big differences between HIS and HERS. Only five shows are on both lists.)

We are able to make these advance selections because we have developed a procedure that pre-

dicts the final audience composition ratings with uncommon accuracy.

The Ayer Forecasts—with their emphasis on viewers, not homes—pinpoint the expected audiences for 97 shows by 13 separate categories of age and sex. This is the most effective way to match tele-

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We will be glad to send you, without obligation, the detailed Ayer Audience Estimates for the 97 night-time programs for the '65-'66 season. Write TV-Radio Dept., N. W. Ayer & Son, Inc., 1271 Avenue of the Americas, New York, N. Y. 10020.

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THE *Drake*

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ber of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

Oct. 4—Annual outing, Federal Communications Bar Association. Washingtonian Country Club, Gaithersburg, Md.

Oct. 4-5—Society of Broadcast Engineers national convention. Lewiston, Mont.

■Oct. 4-5—Eighteenth annual convention and election of officers of New Jersey Broadcasters Association. Speakers include Douglas A. Anello, general counsel of National Association of Broadcasters and Howard Bell, director of NAB Code Authority. Panel on local radio measurement will feature Dr. Sidney Roslow, president of Pulse Inc.; Frank Stisser, president of C. E. Hooper Inc., and George Dick, president of American Research Bureau. Governor Morris hotel, Morristown.

Oct. 5—Deadline for reply comments on the FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 300-foot antenna limitation.

Oct. 5—FCC deadline for reply comments on parts II and IV of rule proposals concerning frequency allocations for common carriers serving community antenna television systems and technical standards for proposed Community Relay Service. Old deadline was Aug. 3.

Oct. 5—Deadline for reply comments on FCC's proposed rulemaking relating to network programs not made available to certain television stations.

Oct. 5—Deadline for comments on FCC's notice of inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.

Oct. 5 — Advertising Research Foundation 11th annual conference. Waldorf-Astoria hotel, New York.

■Oct. 7-9—Annual fall meeting, Pennsylvania Community Antenna Television Association. Frederick W. Ford, president of the National Community Television Association, will be speaker. James R. Palmer, Centre Video Corp. and C-Cor Electronics Inc., is chairman. Holiday Inn, State College, Pa.

■Oct. 8—James E. Webb of National Aeronautics and Space Administration will be featured at newsmaker luncheon held by the International Radio & Television Society. Grand Ballroom, Waldorf-Astoria, New York.

Oct. 9-10—Fall conference and board meeting of Florida Association of Broadcasters. Silver Springs.

Oct. 10-12—Annual fall meeting and election of officers of North Carolina Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Grove Park Inn, Asheville.

Oct. 11-13—Annual fall meeting and election of officers of Illinois Broadcasters Association. Pick Congress hotel, Chicago.

Oct. 11-15 — Annual fall convention and exhibit of professional equipment of Audio Engineering Society. Barbizon-Plaza hotel, New York.

■Oct. 12—University of Wisconsin's 11th Wisconsin FM Station Clinic. University of Wisconsin, Madison.

■Oct. 13—11th annual education-industry conference on public relations co-sponsored by the National Association of Manufacturers and the Henry W. Grady School of Journalism, University of Georgia, Athens. Featured speaker will be Ray Moore, director of news and local programing, WSB-TV Atlanta. Athens, Ga.

■Indicates first or revised listing.

Oct. 13-14—Central region convention of American Association of Advertising Agencies. Continental Plaza hotel, Chicago.

Oct. 13-14—Annual fall meeting and election of officers of Kentucky Broadcasters Association. Speakers include Theodore Koop, vice president, CBS Washington. Brown hotel, Louisville.

Oct. 13-15—Annual fall meeting and election of officers of Indiana Broadcasters Association. Sheraton, French Lick.

■Oct. 14—Forum discussion, New York chapter of National Academy of Television Arts and Sciences, "Television programing: Where from . . . where to?" New York Hilton hotel, New York.

■Oct. 14-15—Fifth annual International Film & TV Festival of New York. Speakers include: Steve Krantz, president, Krantz Films; William Cooper Jr., director of film programing, WPIX-TV New York; Tom Jones, program director, Triangle Stations; Abe Mandell, president, ITC; Eli Feldman, president, Focus Presentations. Workshop session on UHF to be directed by Ed Cooperstein, president of WNJU(TV) Newark, N. J. Americana hotel.

■Oct. 14-15—Special board of directors meeting, Association of Maximum Service Telecasters Inc. Far Horizons hotel, Sarasota, Fla.

Oct. 14-23—Twelfth annual meeting of MIFED, Milano International Film, TV Film and Documentary Market, including first presentation of TV Pearl awards for best feature or serialized film and best short film produced for TV in 1964-65. During meeting MIFED is sponsoring EXCOT, Congress and Exhibition on World Progress in Electronics for Cinema, TV and Associated Industries.

Oct. 17-19—Annual meeting and election of officers of North Dakota Broadcasters Association. Grand Forks.

Oct. 19-23 — Annual convention of Radio Television News Directors Association. Tides hotel, St. Petersburg, Fla.

■Oct. 20-24th Annual Pulse Man of the Year luncheon honoring Leonard Golden-son, president of American Broadcasting Companies. Plaza hotel, New York.

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

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

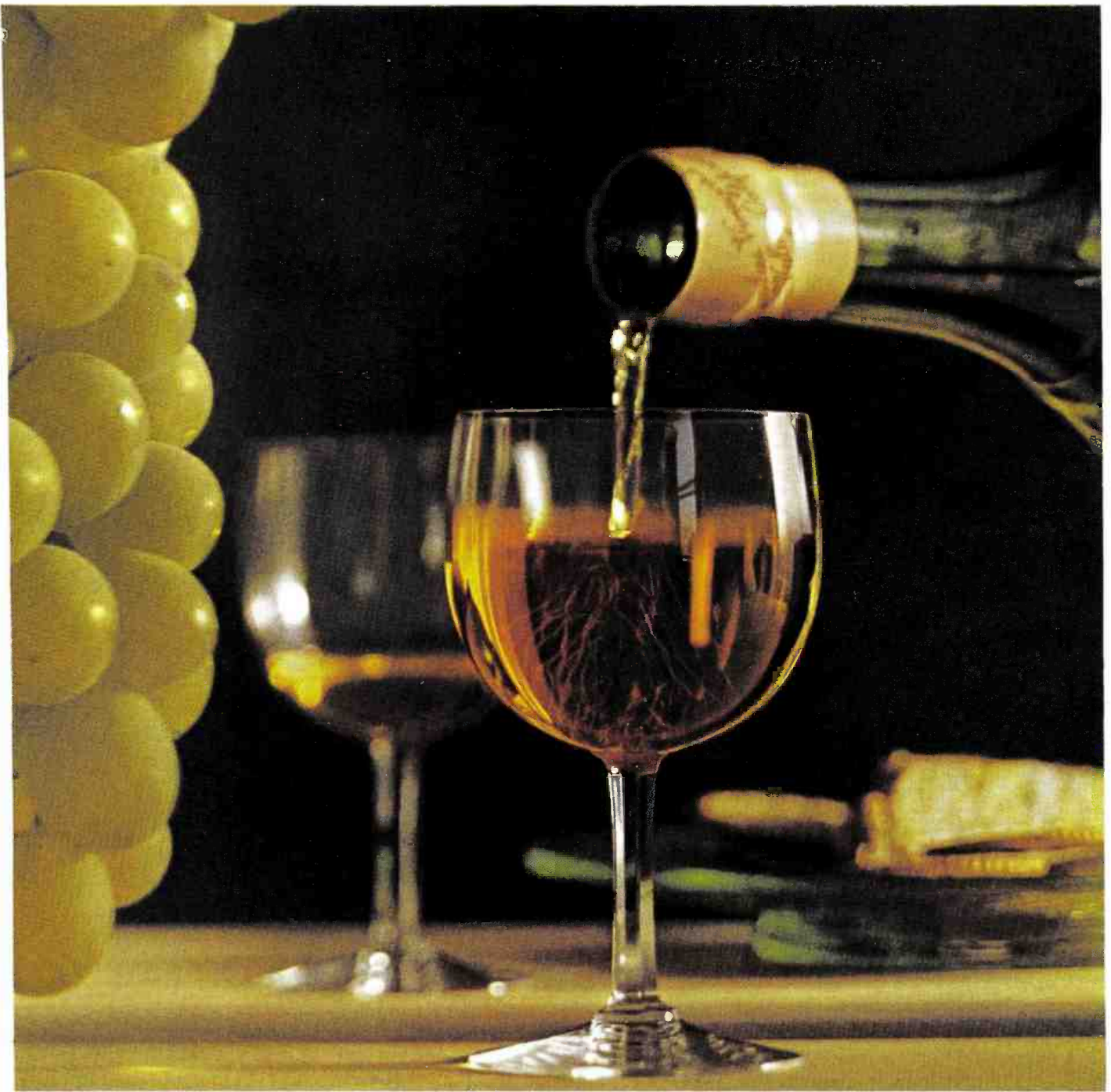
■Oct. 21-22—NBC Radio Network Affiliates annual meeting. Speakers include Robert W. Sarnoff, NBC board chairman; Robert E. Kintner, NBC president, and Stephen B. Labunski, executive vice president in charge of NBC Radio. Continental Plaza, Chicago.

■Oct. 21-31—San Francisco International Film Festival with special television competition for entertainment and documentary films. Deadline for TV film entries, Sept. 1. Masonic auditorium.

■Oct. 22—Senator Robert F. Kennedy (D-N. Y.) to be featured at newsmaker luncheon held by the International Radio & Television Society. Grand Ballroom, Waldorf-Astoria, New York.

Oct. 22 — Deadline for comments on the FCC's notice of inquiry to determine if stereophonic sound transmissions could and should be used in television broadcasting.

OUR VINES HAVE GOLDEN GRAPES

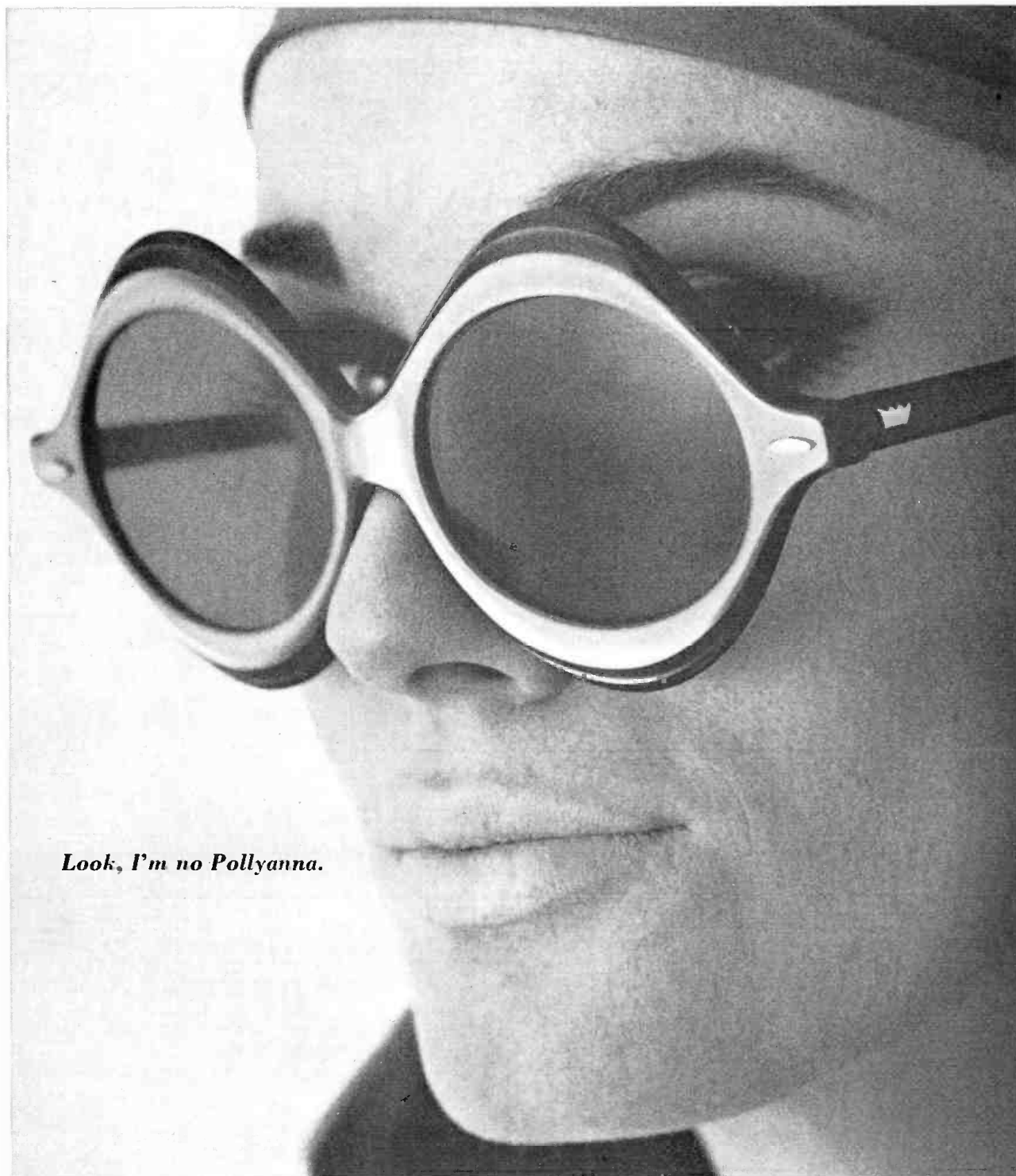


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The National Automobile Dealers Association

Official Organization of America's Franchised New Car and Truck Dealers • 2000 "K" Street, N.W., Washington, D.C. 20006

Does your audience think first about pleasing "finicky eaters" when buying food?

THE DISCOVERY OF VITAMINS and their role in regulating the metabolic processes that go on within our bodies has been one of the most important milestones in nutrition science history. Today, however, it is entirely possible that the emphasis on vitamins—especially in food and vitamin preparation advertising—may have misled many people into believing that an adequate intake of vitamins is all that is needed to maintain good health. Vitamins perhaps have been oversold—at the expense of good eating habits.

Most nutritionists deplore the idea of selling foods or pills on the basis of heavy emphasis on one or two of the nutrient requirements. This is why there is growing effort to de-emphasize foods as medicines and to encourage people to enjoy eating while at the same time selecting those foods which will provide the essential nutrients.

Mothers, most of whom desire to do the best possible job of keeping their children healthy, are especially subject to efforts to frighten them into believing that they must add this preparation or that to their children's daily diet to assure good health. Mothers are told that this pill or that one is the answer to the problems of the so-called "finicky eater"—that child, or that adult for that matter, who seems to balk at almost any meal set before him.

A WASTE OF WORRY AND A WASTE OF MONEY

Oftentimes the person who appears to be a "finicky eater" is simply being offered more food than he needs and is actually getting a well balanced diet. Or allowing children to fill their stomachs with beverages that are absolutely void of any nutritional value or that contain only calories may be the reason why the children don't eat at mealtime.

Trying to correct a faulty diet by buying pills that are promoted as the answer to "finicky eaters" is often a sheer waste of money. The statement has been made that American sewage is the most vitamin-enriched sewage in the world—because most of the vitamins, which the body uses in rather minute amounts, are not stored in the body. It is much wiser, and a happier course in the long run, to correct poor food habits as early as possible rather than to rely on pills as a substitute for good food.

Since children learn most of their lifetime food habits at the family table, it is important that parents set a good example. The mother who joins her children for breakfast and has only a cup of coffee is hardly encouraging her teen-age daughter to head off to school with the proper kind of nourishment for peak performance in the classroom. Breakfast is an important meal.

PLANNING A WELL BALANCED DIET IS NOT DIFFICULT

Oftentimes people get unduly excited about food requirements. There really is not much necessity for most people to worry about vitamins or minerals, proteins or carbohydrates. Food consumption need not be a daily scientific experiment when it should be enjoyable and at the same time fulfill the basic needs of the body for nutrients required to maintain health.

Nutrition scientists have done a good job of making things easier for meal planners. They have devised the Daily Food Guide which suggests that foods should be elected each day from four basic groups which have been

included because they provide the essential nutrients in adequate quantities when the guide recommendations are followed. The guide provides for variety, too.

The groups are: (1) Milk and other dairy foods; (2) Meats, poultry, fish, eggs; (3) Fruits and vegetables; and (4) Breads and cereals. The Daily Food Guide offers suggestions about quantities or number of servings to be consumed each day by various age groups in order that nutrient requirements are satisfied. With the tremendous variety of foods available within each of these major groups, it should not be difficult for any meal planner to find a composite of foods that will satisfy the most "finicky" of all eaters.

THERE USUALLY IS ANOTHER CHOICE THAT SATISFIES

For example, occasionally there is a person who does not like the taste of milk. This does not mean that milk has to be dropped from the diet, of course, for not only are there a great variety of flavorings that can be simply added to milk, but also milk is available in many other forms such as cheese and ice cream—or the milk may be added to cooked or baked foods.

To demonstrate how easily this Daily Food Guide satisfies nutrient needs, the following table shows the approximate percentages of the Recommended Daily Dietary Allowances (as established by the Food and Nutrition Board of the National Academy of Sciences—National Research Council) supplied by the quantity of milk indicated for each age group:

	Protein	Calcium	Vitamin A	Riboflavin	Thiamine	Calories
Adult Woman (2 glasses)	30%	72%	14%	64%	18%	16%
Adult Man (2 glasses)	24%	72%	14%	48%	12%	10%
15-18 Year Old Boy (4 glasses)	42%	100%	28%	84%	23%	19%
15-18 Year Old Girl (4 glasses)	62%	100%	28%	100%	35%	28%

Each of the other food groups contributes nutrients which add up to the recommended allowances which the nutritionists agree are a basis for a good health program. The contribution of milk and other dairy foods to the daily diet explains why we often refer to milk's "armored calories." Milk supplies a complete protein, calcium which is important to adults as well as for growing children, vitamin A, the B-vitamins—thiamine and riboflavin, in impressive quantities. Milk adds other nutrients in less important quantities. All of this contrasts with those foods or beverages which furnish little or nothing to the diet other than calories—or which, in the case of the increasingly popular "diet drinks," tend to add nothing at all to the diet.

For your copy of the Daily Food Guide, write: Daily Food Guide, American Dairy Association, 20 N. Wacker Drive, Chicago, Ill. 60606.

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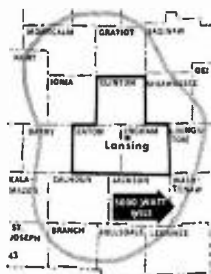
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Defends disk jockeys

EDITOR: The article in the recent issue of BROADCASTING on the burning of the Watts area of Los Angeles, and the battle cry supplied to them by the Negro disk jockey Magnificent Montague ("Burn Baby, Burn") prompts me to write in defense of announcers.

Ever since the payola scandals and the infamous DJ convention in Miami, any and all announcers have become suspect. Typical ads stipulate that station managers want no "booze hounds, drifters, prima donnas, credit risks, zany jocks," and other valifying characterizations. True, these are traits to be disdained in any prospective employee, but does one find these undesirable features spelled out in help wanted ads for salesmen or shoe clerks?

A few misfits and opportunists have somehow managed to make the term "disk jockey" synonymous with a few charlatans and culprits who have evidently left some station managers and program directors with a bad taste in their mouths. . . .

To all station managers from a respectable announcer: Your answer to the irresponsible cry of "Burn Baby, Burn" should be: "You're Fired Baby, Fired!"—Jerry Foster, Bethesda, Md.

Longevity record?

EDITOR: Who is the woman who holds the record for the longest continual staff service in radio . . . and the record for the longest continual staff employment for the same station?

One of our women employees has been on the staff of WLLH [Lowell, Mass.] continuously for going on 31 years, and I am curious to know whether or not any other stations have had a woman employe continuously for that length of time. . . . [Is this] some sort of record. . . .?—Albert N. Armstrong Jr., station manager, WLLH-AM-FM Lowell, Mass.

(While 31 years is fine record of loyalty, longevity records in radio are difficult to achieve. Any other women candidates?)

The way to measure stations

EDITOR: Could we have permission to reprint the Monday Memo for Aug. 23 ["Are we ready to measure stations by more than numbers?" by Benjamin Green of Geyer, Morey, Ballard Inc.].

We would like to include it in a mailing to local accounts.—J. L. Carpenter, general manager, KQMS Redding, Calif.

(Permission granted.)

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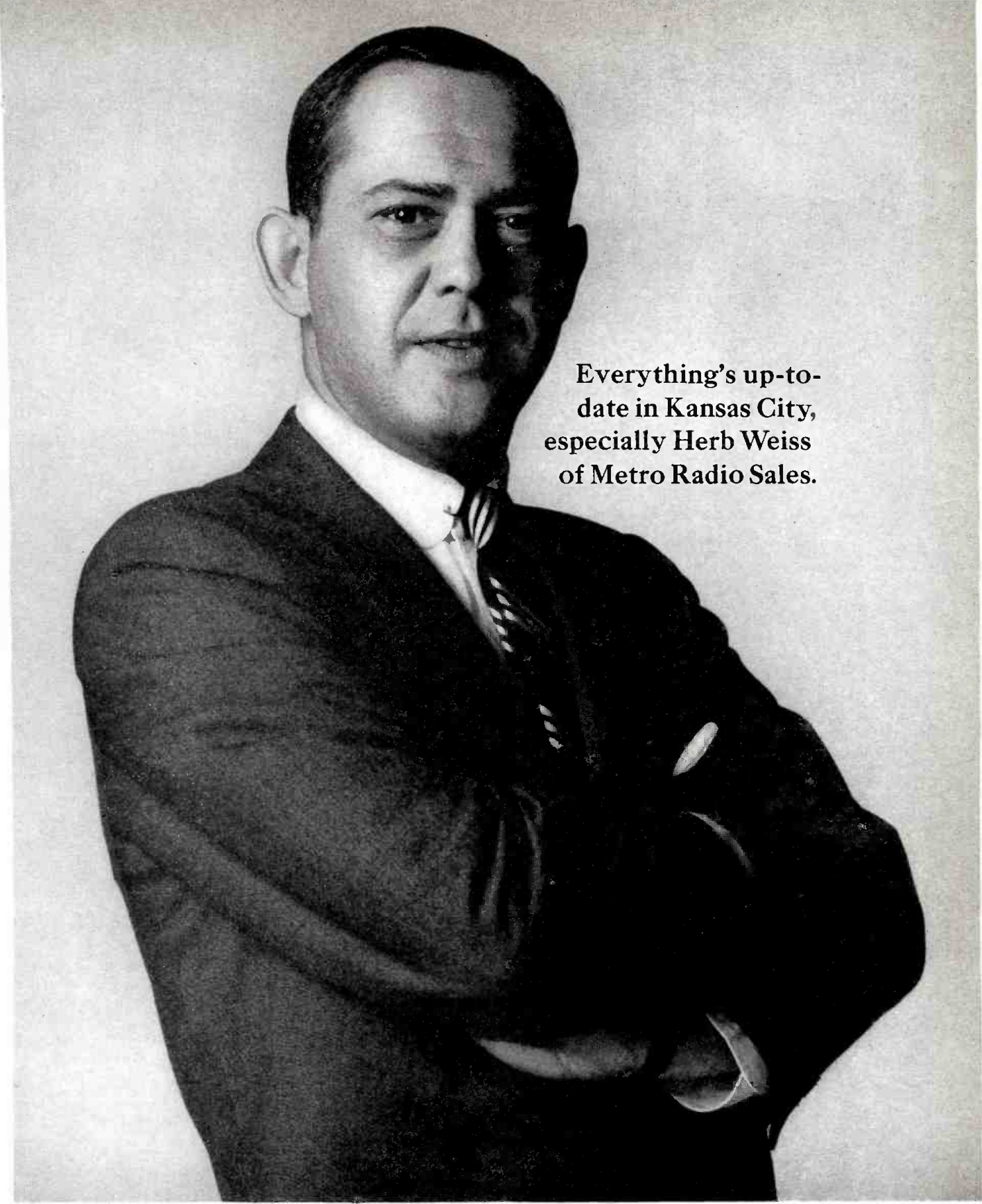
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BROADCASTING, September 13, 1965



Everything's up-to-date in Kansas City, especially Herb Weiss of Metro Radio Sales.

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

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

Metro Radio Sales

A DIVISION OF METROMEDIA, INC.

CELEBRATE



MONDAY

TUESDAY

WEDNESDAY

THURSDAY

COAST-TO-COAST MURAL

At first glance, the frantically congested gallery of faces above might seem to be making the point that "people need people."

Actually, the performers you're looking at

represent the programs—just about all of them in color—that NBC Television audiences will be enjoying during the new season.

In our conceivably biased—but traditionally accurate—opinion, this NBC-TV schedule for 1965-66 will be the strongest and most diversi-

THIS FALL, HAVE THE TIME

NBC WEEKLY



FRIDAY

SATURDAY

SUNDAY

in the entire medium.

Of course, it wouldn't shock us to learn that other networks are saying the same thing about *their* forthcoming lineups—and they even believe that they're right. Faith is a wonderful thing.

But, as we of the TV world are accustomed to putting it, the proof of the pudding is in the seeing. The seeing gets under way—in a great, *big* way—with NBC Week, Sept. 12 to 19. Don't miss it. Where else can you see a "moment of truth" that's a whole week long?

FOR YOUR LIFE WITH NBC 

The Full Color Network

Success found in the direct approach of a simple, repetitive jingle

The jingle that nobody wanted made its 270,000th appearance recently on Southern California radio waves, paused to don eight new musical guises, and just might be headed for an airwaves tenure of forever. It shows what can happen to a crazy idea, like selling groceries by radio.

The 51-word ditty has no name but is known to millions of southland listeners as "Every Day's a Special Day at Thriftmart," and to half a generation that has grown up with it, the words and tune are probably more familiar than "Jingle Bells."

What about the sponsor, the sprawling Thriftmart food market chain? In 1953, when the ubiquitous little verse made its debut, Thriftmart had 37 stores doing an annual business of \$42 million. Today it has 70 retail outlets and does a corporate volume of \$240 million.

Right Idea, Wrong Time ■ It is said there is nothing so powerful as an idea whose time has come. Fourteen years ago selling comestibles through radio was an idea whose time had not come. Anderson-McConnell hadn't exactly arrived, either; we were six years old and developing new business was something of a fetish. We sought clients the conventional way; we also brainstormed hypothetical campaigns for illusory clients. One of these latter so excited us at the agency that we spent many months of effort in research and not a few dollars for grand scale development. When the package was completed we called it just as grandly, "The Bonus Traffic Plan."

In the United States in those days, the country's burgeoning market chains were spending a great deal of money in metropolitan and community newspapers but nothing, at least in any sustained manner, on radio. And radio in that era, going through the tremendously unsettled impact of upstart television, was aquiver to deliver more than one's money's worth. We had had some rewarding experiences with radio in several categories of clients and were pretty confident there must be a way to make it a bonanza in the realm of groceries.

We set out to learn why housewives patronize a particular store. In markets' parking lots we tape-interviewed many hundreds of women. As could be expected, there were harried, hastening shoppers whose replies were the lady-like equivalent of "scram." But from the rest came an overriding theme.

They liked "specials"—and the promise of savings. They watched the print ads and shopped accordingly.

Every Day Specials ■ As all markets offered specials from time to time we decided to establish an image of specials all the time for the lucky chain that would buy our scheme. How best to do it? With a jingle, supported by live copy on the particular specials of the day, on saturation schedules.

Since repetition is reputation (wish I'd said that first) we wrote a jingle that was very repetitive indeed:

"Every day's a special day at . . .

"Every day a special just for you . . .

"Whatever you put in your shopping cart

"You save and save at . . .

"Cause every day's a special day

"Yes, every day's a special day, a special day

"Cause every day's a special day at . . ."

It was set to uncomplicated march-time music (with a little leeway in the beat to accommodate the syllables in the name of our sponsor-to-be) and slotted as the opening and closing of an envisioned "five-minute program." It was: Jingle; taped plug for grocery items; a record; live disk jockey commercial on a special; jingle.

No Sale ■ Our friends at the radio stations agreed to additional air time in exchange for in-store promotions of their call letters and personalities. It was a whopping offer of a budget stretcher.

This, then was "The Bonus Traffic Plan," virtually guaranteed to jam the shopping aisles, at a price that had to be an all-time steal.

We bombed out 100%.

Six months later Don Conroy, advertising manager for Thriftmart, re-

turned from service in Korea. He learned of our earlier unsuccessful presentation to the chain and asked to take a new look. He sort of liked it, but his house agency had also prepared an idea for radio. He pitted the two in a 14-week test, seven weeks apiece. We went on second. During our third week, we got the job.

While additional phases—interviews with individual store managers, the company's buyers in wholesale produce, fruit, meat and poultry markets, tips to housewives on how to prepare food by Thriftmart's home economist—from time to time supplemented the "five-minute program" the jingle never varied. And the bonus from the plan turned out to be more than traffic.

Ubiquitous Ditty ■ The program started without cooperative participation. It was not very old when food brokers began to go to Thriftmart to offer, and have accepted, widespread participation. Similarly, the ditty, or maybe just its very persistence, has opened many a door for the chain in the establishing of stores in newly developed shopping centers. In Southern California you can't listen to radio and not hear Thriftmart.

Looks like it's going to be more so, too. After 270,000 plays—about 400 per week—the jingle's exposure has just been upped to 800 a week, in 15- and 8-second spots, to celebrate its bow in eight new tempos—polka, bossa nova, waltz, swing, calypso, folk, rock 'n' roll, and a revised march.

Anderson-McConnell also got a bonus from the plan. The jingle had been on the air only a few weeks when a movie studio called and asked for "something like it" to use in a comedy. We wrote one. The picture was never made. But we got paid.



Doug Anderson started at the top (nominally, at least) in the advertising business as president of the Anderson-McConnell Agency which he founded with George McConnell in 1946. The agency today is one of the five largest in Southern California. A graduate of the University of California, Los Angeles, Mr. Anderson had been with Pan American Airways in San Francisco, where he headed public relations for two years and was supervisor of industrial relations for another.



Too Good To Be True?

There have been a few (other than our worthy and sturdy competitors) who have said, "Hmm . . . almost too good to be true."

The reference, of course, is to the WKNR Detroit Qualitative I which is the first in-depth study of radio listening in the Detroit market researched by Pulse, Inc.

These cool statistics, covering some 50 different demographic characteristics of the Detroit radio listener, categorically delineate (among other things) the occupations of the Male Heads of Household as well as Total Family Annual Income. These data are then

relegated to households which tune radios to WKNR.

It's good . . . and it's true.

As to annual income, for instance, in an average 24-hour day WKNR reaches more Detroit households whose annual income is between \$5000 and \$8000 than any other station. And this represents by far the largest (35.7%) income segment of the market.

Be good to your client. Get the true story in the WKNR Detroit Qualitative I. For a copy, call your Paul Raymer man or your WKNR salesman.

WKNR

**THE STATION THAT
KNOWS DETROIT**



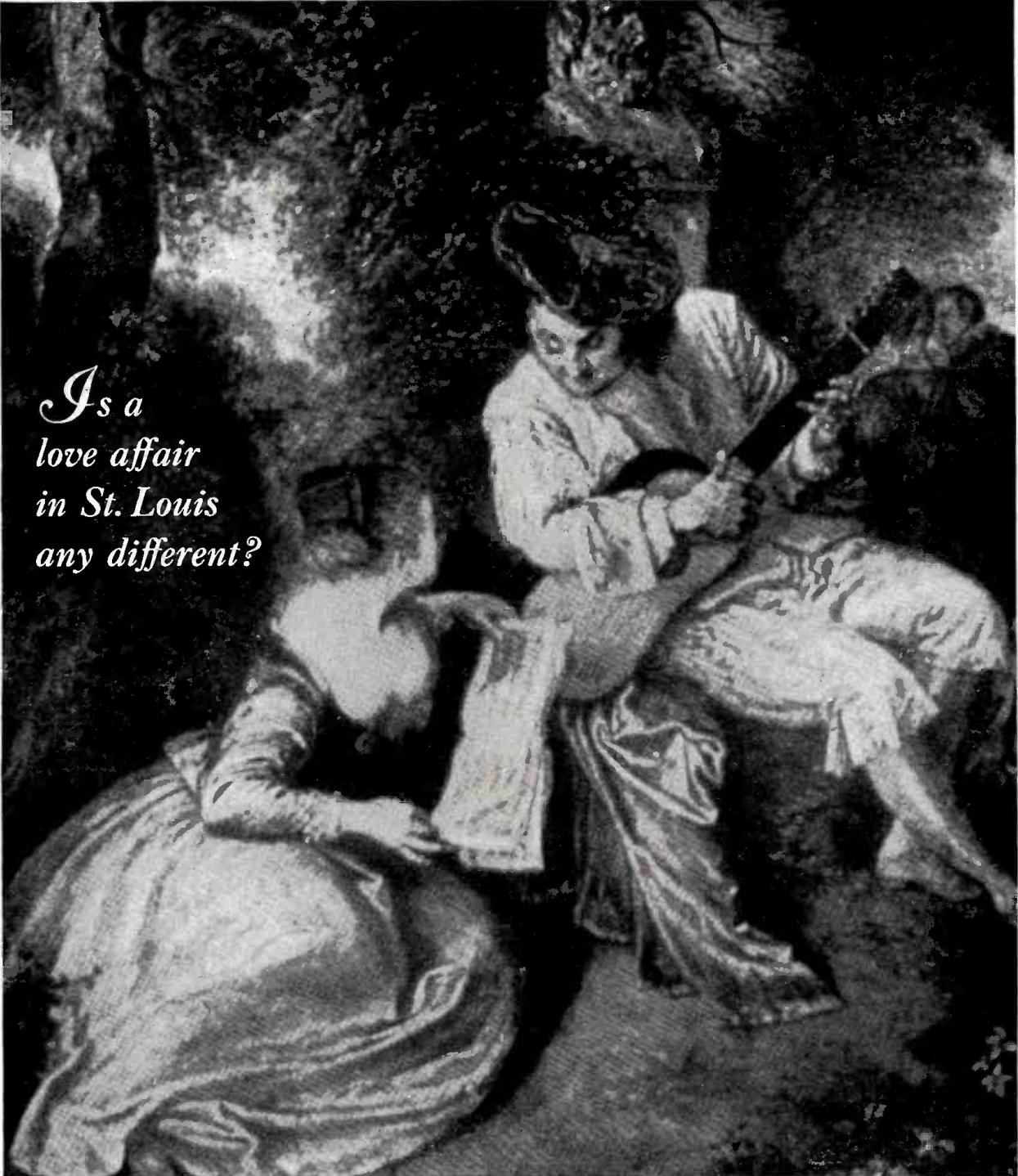
KNORR

BROADCASTING CORPORATION

Mrs. Fred Knorr,
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Walter Patterson,
Ex. V. P. & Gen. Mgr.

Represented nationally by the Paul H. Raymer Co.



*Is a
love affair
in St. Louis
any different?*

Watteau / Game of Love / London National Gallery

St. Louis' emotional attachment to KSD-TV is unique . . . for it has matured and strengthened since that day 18 years ago, when channel 5 became the first television station in St. Louis. Latest ratings* . . . plus an independent survey** of America's 8th Market TV listening habits . . . prove KSD-TV is still first in the hearts of St. Louisans.

St. Louis Post-Dispatch Television / represented nationally by John Blair-TV



*Nielsen Station Index and A.R.B. Television Market report—June-July '65—ratings show KSD-TV first in St. Louis (average ratings—sign on to sign off).

**Frank N. Magid Associates Survey shows KSD-TV programming and personalities strongly preferred by St. Louisans.

Will ratings turn market prices?

**Realizing TV's importance, Wall Street watches
as 1965-66 season gets underway; specialists at
most brokerage houses see another three-way race**

The 1965-66 race for television network supremacy gets under way this week with a new element among the most intent spectators in the grandstand—Wall Street.

The financial community has been increasingly preoccupied with broadcasting affairs over the past several years, but with the opening of the new season its interest had reached a pitch to rival that of the networks, advertisers and agencies whose dollars and reputations are on the line.

Analysts at leading Wall Street houses acknowledge that they will be watching the Arbitrons and Trendexes, and later the Nielsens, more intently than ever before.

These rating reports will begin pouring out today (Sept. 13) with the first audience figures on the programs with which all three networks kicked off the new season last night.

Overnight rating reports have been ordered by CBS and NBC from the American Research Bureau and by ABC from Trendex to provide daily clues to how the race is going in its early stages. The first A. C. Nielsen Co. report on the opening week, covering viewing in 30 markets where all three networks are represented, will be out Sept. 24, and the first Nielsen national report, spanning the period Sept. 13-26, is due Oct. 11.

Wall Street's mounting interest in broadcasting has reached the point where there is hardly a major brokerage house without a research specialist doing periodic reports on the TV business.

Close Watch ■ Practically all keep close track of the network stocks and growing numbers are regularly researching the group broadcasters, firmly convinced of their money-making potential. As one analyst from Paine Webber Jackson & Curtis said of broadcasting last week: "There's just no stopping it."

Thus Wall Street's unprecedented in-

terest in the progress of the 1965-66 race represents in part a new stage in the evolution of broadcasting as a profitable field for investment.

To a considerable extent, however, the keener interest this year also stems from the seemingly equal terms on which the three networks start the race—and from a growing public awareness of ratings as reflected in the ups and downs of stock prices as one network or another forges ahead or falls back.

Although their own analyses run to much more sophisticated depth, Wall

Street analysts point out that the ratings not only can have a profound effect on price fluctuations of network stocks but may also affect the issues of group broadcasters, depending on the concentration of their affiliations with one network or another. Consequently, early ratings have become one of the first divining rods for assessing near-term TV fortunes.

If Wall Street has never looked more closely at the television networks it is also true that never before have the networks had more cause to look over their shoulders at Wall Street as fingers shuffle through the first rating reports.

Volatile Climate ■ Last year's upheaval in relative network program strengths, which saw CBS-TV tumbled from nighttime dominance, ABC-TV moving into front-running contention and all three networks at a virtual ratings standoff, has created a volatile situation for the network stocks as the new season begins.

Almost all industry analysts questioned by BROADCASTING last week agreed that any early-season reversals in program success could have an immediate sharp effect on network stock prices—although almost all were expecting a continuation of a tight three-way audience race.

ABC-TV's position, almost all agreed, was the most attractive from a speculative point of view, but at the same time the most vulnerable.

Last week ABC stock had run up to 67½ by midweek, a high for the year. This price, considered "steep," could come tumbling down on adverse rating news, financial observers noted.

On the other hand ABC-TV is felt to have the greatest leverage among the network stocks, with only 4.5 million shares outstanding (compared to CBS's 19 million plus) and still cornering well under one-third of the total network market.

Estimates of net revenues for 1965

Viewers asked to choose

At least one network advertiser will conduct its own "ratings" survey as the 1965-66 season gets underway.

Bristol-Myers Co., New York, sponsor of four new ABC-TV series, will hold a \$100,000 "TV Stakes" contest beginning Sept. 16, asking viewers to choose one program as their favorite.

The sweepstakes promotion, continuing until Oct. 29, will include spots on the four tested programs, *O.K. Crackerby!* (Thursday, 8:30-9 p.m. EDT), *The Long, Hot Summer* (Thursday, 10-11 p.m. EDT), *The Big Valley* (Wednesday, 9-10 p.m. EDT) and *F Troop* (Tuesday, 9-9:30 p.m. EDT). Promotion also includes magazine advertisements and some 60,000 posters with entry blanks in stores across the country. First prize will be \$100,000, a 1966 Lincoln-Continental car and a Hollywood trip with a participating role in one ABC-TV show.

WILL RATINGS TURN MARKET PRICES? continued

by the research department of Baker Weeks put ABC at \$265 million, CBS at \$395 million and NBC at \$340 million. This is after agency commissions but before affiliate compensation. Comparable figures for 1964 were given as \$240 million for ABC, \$376 million for CBS, \$310 million for NBC.

Low Quote ■ Meanwhile CBS, which was trading around 39 last week, but which had seen a high of 47½ during the year, was considered "depressed" and capable of a quick price spurt should it receive a good rating news in the first few weeks of the season.

One analyst explained ABC and CBS, to a lesser extent, have both had histories of speculative price run-ups immediately prior to new programing seasons with readjustments coming on news of programing standings.

RCA, NBC's parent, is considered an electronics stock by practically all Wall Street houses although NBC contributes a substantial portion of the corporation's profits. (Estimates of NBC's profit contribution to RCA made by security analysts last week went all the way from 25% to 40% but most estimates fell in the 30-35% range).

Several security analysts noted cyclical buying in the network stocks by short term investors who come in on the news of early favorable ratings, ride with the stock through the new program year, then sell at a profit in the spring rather than risk bad rating news in the fall.

However, most brokerage houses denied they would ever advise immediate purchase or sale of a network stock on the basis of early rating returns. But as one analyst explained it: "We might hold off purchase or sale on the basis of adverse or favorable program performance."

Institutionals ■ Large institutional clients look at broadcasting over the long run, it was pointed out, and from this viewpoint they like what they see. That was the consensus among all broadcasting analysts questioned last week. They looked for continued expansion of the national economy, continued increases in advertising outlays, and continued increases in the portion of advertising dollars going into television.

All of the television network-owning companies have close links to the financial world through various members of their boards of directors as well as through numerous associations initiated by stock analysts who regularly request audiences with network officials to get their fingers closer to the broadcasting pulse.

Examples of high-level Wall Street-

network association:

John A. Coleman, an ABC director since 1950, is senior partner of Adler Coleman & Co., a Wall Street house which maintains a specialist on the floor of the New York Stock Exchange.

Robert A. Lovett, on the CBS board since 1953 and a member of its finance committee is a partner of Brown Brothers Harriman & Co., bankers and



Making it official

FCC Commissioner Robert T. Bartley (left) was sworn in last Wednesday (Sept. 8) for a new seven-year term as a commissioner by a fellow Texan, Associate Justice Tom C. Clark of the U. S. Supreme Court. The ceremony, in which the Bartley family Bible was used, was held Wednesday before an overflow crowd of some 200 in the commission's meeting room. Commissioner Bartley first joined the commission in 1952 to fill out an unexpired term.

William A. M. Burden, also on the CBS board, is a partner of William A. M. Burden Co., a New York investment firm.

RCA director Paul M. Mazur is a partner in the investment banking firm of Lehman Brothers and another RCA director, Andre Meyer, is senior partner of the Wall Street house, Lazard Freres & Co.

Close relations between high placed Wall Street personnel and network officialdom does not, by any means, constitute grounds for mutuality of business interests.

ABC President Leonard Goldenson is said to be a good friend of Gustave Levy, a partner in Goldman Sachs &

Co. But Mr. Levy has also acted as broker to Norton Simon, West Coast industrialist who, with control of about 9% of ABC stock, has the largest single interest in the company, but no board representation. Mr. Goldenson and ABC have made it clear they do not want Mr. Simon or a Simon representative on their board.

Intimations of a possible fight by Mr. Simon to gain representation in ABC are said to be much on the minds of ABC management as the new season opens. Mr. Simon has indicated no present interest in a voice in the company but has stated that the picture could change.

This situation has served to increase still further preoccupation with ratings. Most analysts suggest that regardless of minor fluctuations in program standing among the networks, earning power of any given network is not apt to be seriously curtailed over the long run even though stock prices may react quicker to early programing news over the short term.

The reasoning behind this position is that sponsor demand for network time has grown to the point where all networks can expect to command advertiser interest even with a continual introduction of higher rates and even though ratings may dip slightly.

Image Factor ■ Security analysts generally confirmed last week that the networks are very much aware of their image on Wall Street and that generally researchers from brokerage houses are treated with care and respect. Most felt that networks "level" with them in evaluating their operating outlooks though there was some disagreement about how far the networks will go in detailing their income breakdown.

One Wall Street researcher noted: "None of these people volunteer anything, but they will give us information up to (not including) the point of divisional breakdowns of revenue and profit."

Another said: "They won't make earnings estimates until the end of the TV season and none of them will estimate ratings for you but they will tell you what programs cost, how much is being spent on news projects, which expenses will be accounted for in a given quarter and where earnings are expected to be generated."

When a Wall Street researcher first knocks at the network door he is usually introduced initially to an official designated by the company to handle their requests for information. At ABC this is Herbert Hahn, a corporate vice president and at CBS, Kenneth Hoehn, the company's treasurer. In the case of RCA-NBC it could be any of a number of people, according to the Wall Street men, depending on what area of the corporation's operations are to be dis-

GET YOUR PITTSBURGHERS HERE!

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



WIIC-TV11

BASIC NBC TELEVISION AFFILIATE

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

BROADCASTING, September 13, 1965

cussed.

After some rapport has been established at these levels, the analyst may be invited to speak to higher company officials. Several Wall Street men, noting ABC's current successes, said they would expect no difficulties in getting interviews with company president Goldenson.

The sensitivity of these lines of information, and the desire on the part of Wall Street to keep them open, was demonstrated last week in the case of several brokerage houses contacted by BROADCASTING who not only refused to be quoted, but insisted that the names of their organizations not be listed as respondents.

Among the brokerage houses which were contacted by BROADCASTING: Baker Weeks; Paine Webber Jackson & Curtis; Roth Gerard & Co.; Oppenheimer & Co.; Smith Barney; Goldman Sachs, and Clark Dodge.

Radio drive to stress prunes for breakfast

"Say Prunes." That's the key phrase of a new singing jingle which starts next week on radio stations in 23 top markets throughout the country and will be broadcast on an every-other-week basis for the next 32 weeks. The California Prune Advisory Board, sponsor of the radio campaign, placed through Botsford, Constantine & McCarty, San Francisco, wanted to encourage the use of prunes as a breakfast fruit. Chuck Blore Creative Services, Hollywood, came up with this jingle:

Man: Say you want to start your day out right
 Woman: Say prunes
 Man: Say there's energy in every bite
 Woman: Say prunes
 Both: Say sunshine and sweetness
 Say they are the eatin'es'
 To delight your appetite
 Woman: Say prunes
 (30-second announcer insert, with music under)
 Man: Say good morning, have a happy day
 Woman: Say prunes
 Man: That's the appetizing, energizing way
 Woman: Say prunes
 Both: Say for breakfast they're delicious
 Say they are the eatin'es'
 Say they're healthful and nutritious
 When it's something sweet you wish,
 ya
 Say prunes.
 Woman: Say prunes!

There are three 6-second commercials and two 30-second spots, all employing the jingle or a condensed version of it, with one of an assortment of nonjingle commercial messages inserted midway through it to express the same idea in prose: that prunes are rich in vitamins and minerals and loaded with natural sugars that give energy and, in addition to all that, they also

taste good.

Along with the spot radio campaign, the California Prune Advisory Board is also using two spots a week on the ABC Radio Network's *Breakfast Club*, with live commercials by Don McNeill, the program's host. The network campaign starts Sept. 20 for 39 weeks.

The use of Mr. McNeill as radio salesman for California prunes is no accident, according to Frank Scott, account executive on the prune account at BC&McC. Under the direction of Burton Granicher, advertising manager of the California Prune Advisory Board, an extensive research program has been carried on about the market for prunes.

"We know who the consumers are, where they live and why they buy prunes, Mr. Scott said. "We know that they listen to Don McNeill, which is why the board is using his program again for the third year. And we know that they listen to Arthur Godfrey and that one of his sponsors is Sunsweet Growers, a major contributor of the CPAB campaign. They also listen to Art Linkletter and watch Lawrence Welk. The audiences to these shows are the definitely over 35, mostly over 45 set and they're the ones we're after."

Although not one of the top 25 markets, Tampa, Fla., is included in the CPAB spot campaign because its citizens have an average age of 20 years more than the national average, making it an exceptionally good market for prunes. Sacramento, Calif., is also on the spot schedule, because it was used as a test market last year.

The "Say Prunes" commercials were produced under the supervision of Peter Arnot, broadcast director of Botsford, Constantine & McCarty. The time was bought by Elenore Nelson, media buyer, under the supervision of Kay Blackburn, media director.



Mr. Granicher (l.) and Mr. Scott

RCA Victor fall drive has \$6 million for TV

The RCA Victor Corp., New York, announced last week that it will invest \$6 million in TV participations during its annual fall home entertainment products advertising campaign which begins this week. The sales effort, part of a \$10-million overall campaign, will continue until Christmas.

J. Walter Thompson Co., New York, handles the account.

The \$10-million outlay is approximately \$3 million more than that of a year ago and double RCA's advertising budget in the fall of 1963, according to Jack Williams, vice president of advertising and sales promotion for the RCA Sales Corp.

During the campaign RCA will participate heavily in NBC-TV's *Walt Disney's Wonderful World of Color*, *The Dean Martin Show*, *Tuesday Night at the Movies*, *Daniel Boone*, and NCAA and AFL football games. In addition, various RCA dealers will supplement the campaign with local radio and TV co-op spots.

Sunkist board raises rate of ad assessment

Sunkist Growers will spend \$3,880,000 for advertising oranges, \$1,618,200 for lemons, during the coming season, according to advance estimates. Shipments of oranges will total 38,000 packed cars, with lemon shipments totalling 14,500 cars.

The Sunkist board increased the advertising assessment from 8 cents to 10 cents a carton for oranges and from 9.5 cents to 12 cents a carton for lemons.

Orange advertising, handled by Foote, Cone & Belding, Los Angeles, will include commercials on children's TV programs in 15 major markets to supplement the basic magazine-newspaper campaign.

Lemon advertising, through Leo Burnett Co., Chicago, will be chiefly in magazines.

Bates buys Nielsen local TV reports

Ted Bates & Co., one of the biggest agencies in spot television, was reported last week to have indicated it will sign, for the first time, for the local-market TV rating reports of the A. C. Nielsen Co., effective this fall.

In the past, Bates has consistently



Carving was fowl play



until Spot TV changed the picture

Just about this time last year, Hamilton Beach rewrote the book on small appliance selling. Instead of focusing on their general line for Christmas, they geared their entire holiday promotion to a single item, their electric carving knife "with the hole in the handle." (Which, incidentally, had just gone into production and which the public had never seen.)

To sell it, Hamilton Beach picked Spot TV, bought saturation campaigns in 22 markets for five weeks, used a single 60-second commercial throughout. What happened? In short order...the first plant went out of stock...then the second plant sold out despite an increase in produc-

tion-line workers from 100 to 700. Inventive as ever, Hamilton Beach rushed out gift certificates—and sold 75,000. All of this for a product selling at \$24.95, with no discernible discounting!

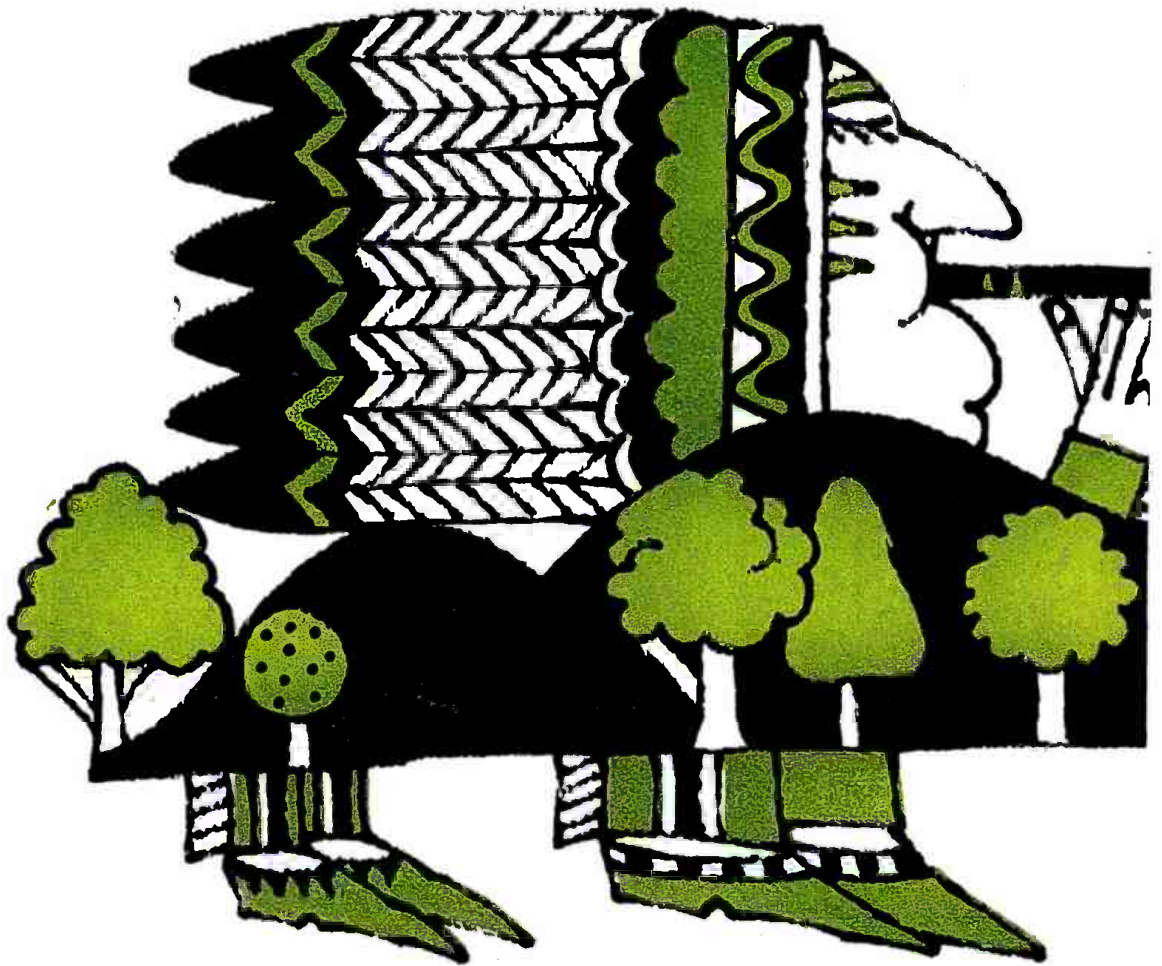
The knife was a bonanza but, equally important, Hamilton Beach's bold strategy boosted their entire line of appliances for an overall gain of 34%. Moral: there's still time to use Spot TV for the holidays. Plan your Christmas shopping now in the eight top markets where our stations do the job best.



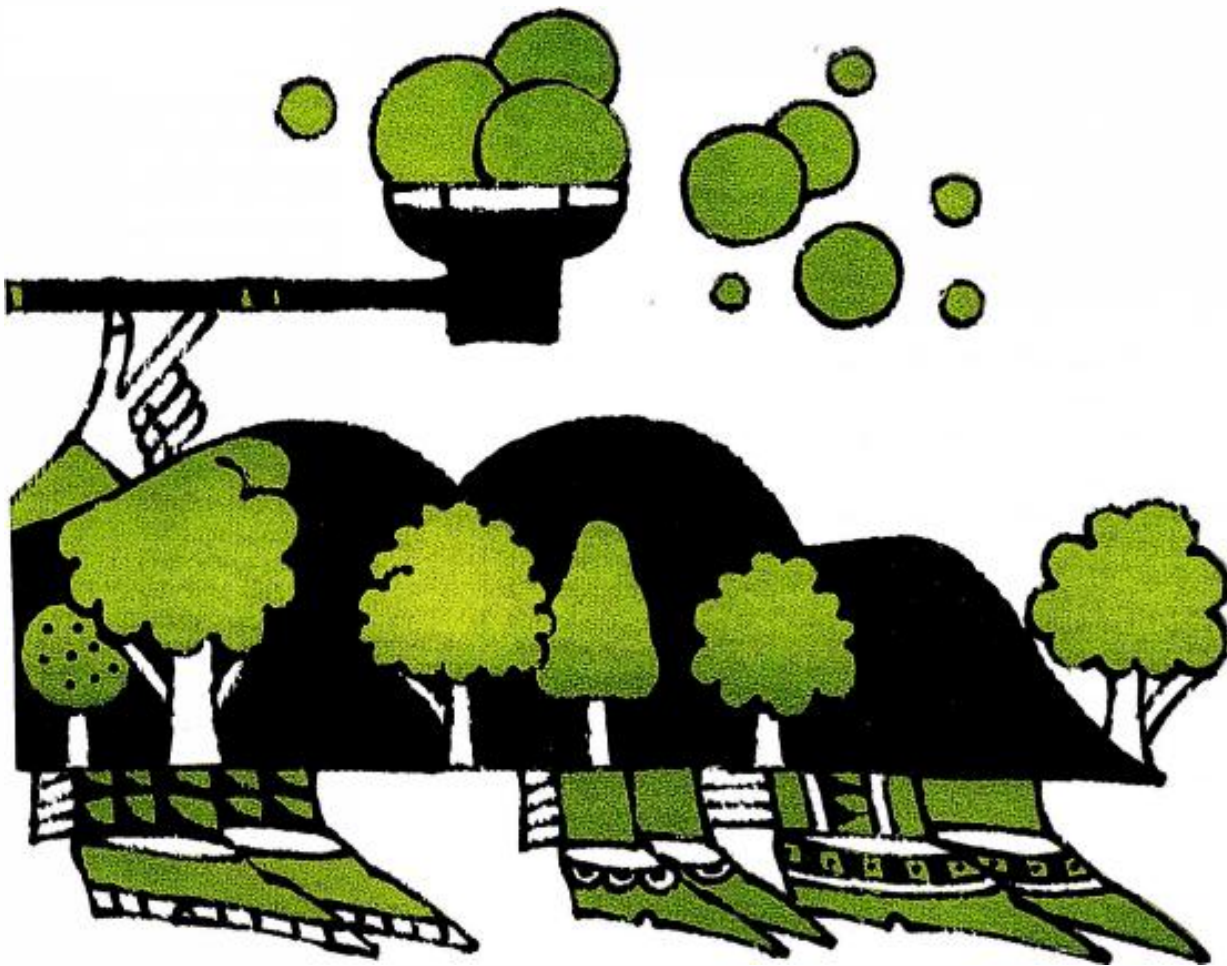
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**IF YOU THINK CHICAGO
ISN'T A HOT RADIO MARKET
YOU PROBABLY THINK
THE POCONOS ARE
A TRIBE OF INDIANS!**



And if you think WGN isn't the hottest station in Chicago, you aren't getting all the sales you could!

Got a sales problem in Chicago or the Midwest?
Consider this one simple fact:

Chicago radio sells like no other media.

And WGN uniquely is the sellingest radio station in Chicago.

What do you get? The radio audience with real money to spend. And most importantly, audience response out of all proportion to your investment. (Plus effective media merchandising that is famous with brokers and salesmen.)

Want proof? Marv Astrin has it by the carload.
Call him collect—Area Code 312, 528-2311—right now, and find out how the sellingest station in Chicago can start solving your sales problems!

WGN
IS
CHICAGO
the most respected call letters in broadcasting

used the American Research Bureau's local-market reports in its spot buying, while relying on the Nielsen network ratings on the national level.

Compton Advertising, Young & Rubicam and Dancer-Fitzgerald-Sample, all of which have Procter & Gamble accounts among their clients, and Carson/Roberts, Los Angeles, are other agencies reportedly signed for the Nielsen local-market (NSI) service this fall after lapses of one or more years (BROADCASTING, Aug 23, 9).

New A-C products to get big TV push

Alberto-Culver Co., Melrose Park, Ill., moved two new hair care products into national distribution last week and will support them with heavy allocations among its CBS-TV and NBC-TV programs already purchased for the new season. The network buys total in excess of \$20 million for all of the firm's wares.

The new products are Alberto VOS Conditioner for color treated and damaged hair and Get Set Hair Setting Gel, a new wave set that contains no oil, grease or gums. Both new products are being handled by BBDO, Chicago.

Because of the weight of Alberto-Culver's network participations during the fall new-program introduction period, the sponsor is holding back on its usually heavy spot TV buys for several weeks until about mid-October. Alberto-Culver normally buys spot TV consistently at a rate in excess of \$1 million a month. Total ad budget this year will run around \$40 million, nearly all in television.

Standardization for data processing?

A discussion of areas in which there is need for standardization in the electronic data processing field will be held today (Sept. 13) in New York at a meeting sponsored by the Advertising Data Processing Association.

Scheduled to attend the session, at the offices of Kenyon & Eckhardt, are Norman Cash, president of the Television Bureau of Advertising; Miles David, president, Radio Advertising Bureau; Mel Goldberg, chairman of the Station Representatives Association research committee; Michael Donovan, president, Media Directors Council; Ted Blumenstein, chairman of the Advertising Data Processing Association standards committee; Ernest Gray, ex-



Teen-agers star in ads

New TV campaign for Frank's Beverages in Philadelphia uses hometown settings and local talent to promote the theme, "Frank's Flavor City." Created by Bauer, Tripp, Foley Inc., that city, to appeal to teen-agers, the backdrop uses soft-drink bottles and cans of exaggerated size to form a skyline of Philadelphia. Local high school students were recruited for the first commercials, but a spokesman for Frank's said that since then teen-agers have been volunteering for appearances in the commercial.

ecutive director, Magazine Advertising Bureau; Harvey Harkaway, vice president, Standard Rate and Data Service; B. J. Egan, president, National Outdoor Advertising Bureau and Charles Lipscomb, president, Bureau of Advertising, American Newspaper Publishers Association.

The agenda includes a review of the growth of electronics data processing as it affects the advertising industry; problems created by this growth; the need for control of statistical information and the establishment of standards to facilitate exchange of information.

Dan O'Neil, president of ADPA, indicated it is not the intention of the committee to establish a universal code but merely to define those areas in which standardization would be beneficial. He added that some minimum standards might be set up for the reporting of billing, audience, traffic, costs and other data with which the advertising industry is involved regularly.

Mr. Blumenstein said that at this initial meeting possible areas for stand-

ardization will be assigned to each organization represented on the committee. These organizations will examine separately the areas of special concern to their advertising function and subsequently they will reconvene at an early date to explore areas of common interest and to develop codes for the exchange of information.

The giant will ho-ho more in TV

Green Giant Co., Le Sueur, Minn., plans to introduce 30 new vegetable products into the food packing business this year with an extra \$13 million allocated to its advertising budget. As much as \$4 million of it may be in network and spot TV, it was indicated by a company spokesman last week.

The vegetable products, which represent mixtures, combinations and variations (cream, cheese and mushroom sauces), include 12 boil-in-bag additions to the consumer frozen line, two vegetables to the consumer canned line, and 16 frozen vegetables for the institutional market.

In network TV, Green Giant will use about six new two-minute commercials (produced in color) in participations in *Saturday Night at the Movies*, *Today* and *Tonight* shows on NBC-TV; Thursday movies on CBS-TV. In spot, the company will present commercials in color in 20 major markets.

The total consumer advertising package of \$8 million doubles the advertising dollars spent last year in media allocations. In addition, Green Giant is allocating \$5 million for the institutional market. Agency for Green Giant is Leo Burnett Co., Chicago.

Spot-TV orientation planned by Katz

The Katz Agency, New York representation firm, will present a series of four management conferences on the values and use of spot television beginning Oct. 20 in New York.

Eugene Katz, president of the company, announcing the program last week, said spot television's acceptance among advertisers and agencies has not grown commensurately with its proven strength as an advertising medium.

Noting an air of "confusion and uncertainty" which may prevent spot TV's use, Mr. Katz cited a need for formal explanation of the medium.

The Katz Agency expects 400 agen-

Farm Expert Proves Champion Salesman



100% TESTIMONIAL FROM PANHANDLE BANKER:

"About 50% of the farmers believe anything Cotton tells them and will do what he says. About 40% don't necessarily believe what he says but will do it anyway because Cotton told them to. The other 10% will go along because the 90% are already doing it."

KGNC NB AM
FM
TV
AMARILLO



**VENARD/TORBET
& McCONNELL**

STATION REPRESENTATIVE

Hey, look us over!

A glittering new season is underway on the CBS Television Network. A new season loaded with laughter...tingling with action...alive with drama. It swings and sings with the beat and gusto of youth. It brings home into thrilling focus the clash of competitive sports. It opens the mind and eye to the challenge and promise of the world around us. In sum, you'll find it a season overflowing with the best entertainment and information on television, much of it in color.

And entertainment with a difference

—a difference in the quality of performance, the skill of execution, the power of invention, and the level of taste. You see its reflection in each category of the network's program schedule. In the unique artistry of a Danny Kaye. In the sharp photographic realism of a "Slattery's People." In the inspired writing behind a Dick Van Dyke. And as the curtain rises on a fresh parade of action and adventure, fantasy and variety, you'll see this same entertainment-with-a-difference on the new premieres of "The Steve Lawrence Show," "Lost in Space," "Green Acres," "The Wild, Wild West," "Hogan's Heroes," "The Smothers Brothers Show," "Trials of O'Brien" and "The Loner."

It's the feeling of excitement you get from seeing something done by people who can do it better than any one else. Like the extraordinary one-time "specials" highlighting the talents of such stars as Barbra Streisand, Sir John Gielgud, Carol Channing, Zero Mostel, and Carol Burnett. Like the incomparable thrills of the upcoming series of NFL football games. Like the world's greatest auto-racing, basketball, track and field stars on "CBS Sports Spectacular." And you also get it from the sharp, meaningful daily reporting of CBS News' world-wide correspondents and the penetrating, news-breaking documentaries on domestic and foreign issues. So fasten your seat-belts and watch....

The CBS Television Network.

Sunday night

My Favorite Martian
7:30 pm (in color)

Lassie
7 pm
(in color)

The Ed Sullivan Show
8 pm
(in color)

Candid Camera
10 pm

Perry Mason
9 pm

What's My Line?
10:30 pm

\$10

MR. DALY

It is always better to begin a journey of discovery in the company of good friends. And the first night of the new season on CBS brings pleasures that are all the warmer for including old favorites in new ventures. Such as Perry Mason, moving his court-room to the Sunday schedule with tense new mystery for his countless fans. Or Ed Sullivan, as comfortable and familiar as any member of one's own family, beginning his eighteenth year as host to the world's biggest stars, including The Beatles. Indeed, the best way to begin a new season is to begin with old friends—especially on CBS.

CBS

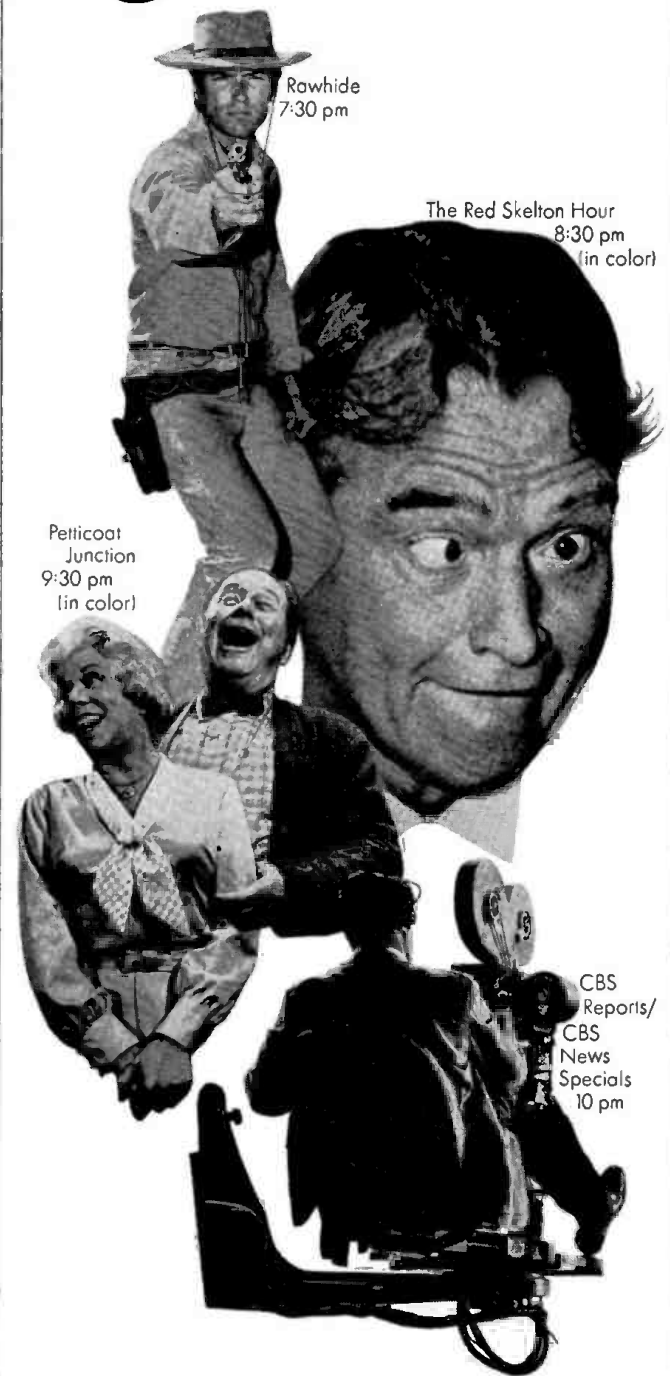
Monday night



Monday night is the time to discover the strange and delightful ways in which people spend their lives—both in fact and in fiction. It won't always be easy! Bud Collyer and Steve Allen will keep you guessing till the final buzzer. And the way that hilarious redhead named Lucy spends her life could lead you to hysteria. But then you can fall back on the tranquillity and warmth of Sheriff Andy or America's favorite maid, Miss Shirley Booth, now working at a new address. You wind up the evening with an hour of variety sparked by that brilliant young entertainer, Steve Lawrence.

CBS 

Tuesday night



Two of man's deepest impulses are gratified on this evening's schedule: his implacable will to conquer, and his unquenchable thirst for laughter. The first can be seen in the thrilling drama of the great Western cattle drives of the last century, with Clint Eastwood, now elevated to the rank of trail boss. As for laughter, who can equal that King of Clowns, Red Skelton, returning for a wonderful new season of comic artistry—or those hilarious hotel operators, Bea Benaderet and Edgar Buchanan? Finally, CBS News throws new light on the challenging issues of the day.

CBS 

Wednesday night



Lost in Space
7:30 pm (new)

The Beverly Hillbillies
8:30 pm (in color)



Green
Acres
9 pm (new and
in color)



The
Dick
Van Dyke
Show
9:30 pm

The
Danny Kaye
Show
10 pm
(in color)

Wednesday night adds up to a brilliant exercise in various kinds of comedy starting with a delightful and exciting spoof on science fiction involving a modern family marooned on an unknown planet. Then the hilarious predicaments of a group of displaced persons—the famous Hollywood-based mountaineers, and a sophisticated city couple (Eddie Albert and Eva Gabor) transplanted to Petticoat Junction country. After which, you enjoy the antics of two of the funniest and most talented performers in show business: Dick Van Dyke and Danny Kaye.

CBS 

Thursday night



The
Munsters
7:30 pm

My Three Sons
8:30 pm
(in color)

Gilligan's
Island
8 pm
(in color)



The CBS
Thursday
Night
Movies
9 pm
(many
in color)



Thursday night starts out by being both larger and funnier than life with that bizarre household of Fred Gwynne, Yvonne De Carlo and Al Lewis—and that equally incredible group of marooned islanders led by Bob Denver and Alan Hale. A note of domestic reality follows with Fred MacMurray as a harried father of three sons. Finally, the evening reaches its climax with a two-hour showing of one of a special group of the most powerful motion pictures to come out of Hollywood, beginning this season with "The Manchurian Candidate" starring Frank Sinatra.

CBS 

Friday night

The Wild,
Wild West
7:30 pm (new)

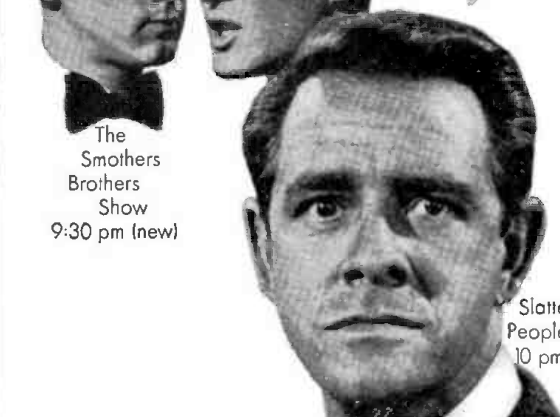


Hogan's Heroes
8:30 pm
(new and in color)



Gomer Pyle—
USMC
9 pm
(in color)

The
Smothers
Brothers
Show
9:30 pm (new)



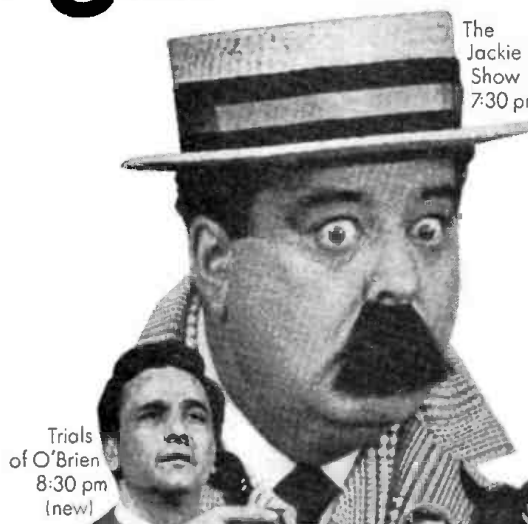
Slattery's
People
10 pm

To be perfectly candid, there is a cheerful air of unreality surrounding most of Friday night on CBS. We suspect the frontier at its gaudiest could never match The Wild, Wild West, and we know that prison camps were less inviting than the crazy stalag that is home to Hogan's Heroes. As to the reliability of Tom Smother's portrayal of an angel—we reserve judgment since we never met a real one. And, of course, there is always Gomer Pyle! In short, the world may not be too much like the kind of place portrayed each Friday night on CBS. But wouldn't it be nicer if it were?

CBS

Saturday night

The
Jackie Gleason
Show
7:30 pm



Trials
of O'Brien
8:30 pm
(new)



The
Loner
9:30 pm
(new)



Gunsmoke
10 pm

Normally the word "action" suggests an atmosphere fraught with conflict, suspense, tension, and the excitement of personal combat. The genius of Jackie Gleason is that he succeeds in injecting all of these qualities into an hour of vibrant comedy. From the foundation he establishes, the momentum builds as Peter Falk, Lloyd Bridges and Jim Arness star in a sequence of gripping adventure dramas—the first as a flamboyant, highly unconventional lawyer; the second as a brooding ex-Union Army officer; the third as an indomitable defender of frontier law and order.

CBS

All times CNYT

cy and advertising executives to attend the four sessions. After the October meeting at the New York Hilton hotel others will be held in Boston (Nov. 3), Chicago (Jan. 26) and on the West Coast (Feb. 2).

Speakers at the New York conference will be James W. Seiler, president of Media Statistics, who will treat the subject of rating methodology; William MacRae, vice president of the Television Bureau of Advertising, who will discuss the flexibility of spot TV; Harry Wayne McMahan, advertising consultant, who will describe several spot TV success stories and deal with current trends in television advertising.

Ad Council to aid Negro

**Planned campaigns deal
with his economic status
and how to improve it**

"There isn't any advertising manager of the United States, although there ought to be, so the Advertising Council has stepped into the vacancy," Theodore S. Repplier, president of the council, said Wednesday (Sept. 8) in a report to the council's Hollywood radio-TV committee. Walter Bunker, the committee's chairman and Hollywood vice president of Young & Rubicam, presided at the luncheon meeting in Beverly Hills, Calif.

How effectively the Advertising Council has performed its volunteer activities on behalf of the American public can be gauged by Mr. Repplier's statistics that council campaigns are evaluated at \$268 million a year today, up from about \$100 million a year at the end of World War II.

Mr. Repplier and Samuel Thurm, vice president in charge of advertising for Lever Bros. and chairman of the council's national radio-TV committee, thanked the TV networks, stations, producers, unions, advertisers and agencies for their voluntary contributions to Advertising Council TV campaigns. Mr. Thurm reported these campaigns delivered 19 billion TV home impressions during the 1964-65 season, 12% higher than the year before. The United Crusade campaign had over two billion home impressions, he said, the traffic safety campaign more than three billion. Sample TV announcements for a score of coming campaigns, were screened, about half of them in color.

A Look Ahead ■ Among major coming council campaigns, Mr. Repplier cited specially one on the little understood subject of America's international balance-of-payments monetary problem (BROADCASTING, Aug. 16) and a group of related campaigns dealing with the economic status of the American Negro and what can be done to improve it.

Expanding on this at a news conference held in connection with the luncheon, the council president said that while federal laws now guarantee the Negro equal educational and voting rights, he is striving to improve his economic climate as well.

"Ironically," Mr. Repplier commented, "the Negro crisis comes at a time of the greatest technological change in America. Automation and other technical changes are casting aside people with the least skills and education, a group that includes many Negroes. Another phase of this is the problem of school dropouts, again involving many Negroes."

Recognizing the complexity of the problem, the Advertising Council is taking a four-avenue approach to its solution, he said. First, there is the campaign which started about a year ago, to urge workers in danger of losing their jobs to machines—elevator operators, for instance—to get retraining so that they can find other employment when it is needed. "You can't get tomorrow's job with yesterday's skill" is the theme of this campaign. Allied is a campaign urging youngsters to stay in school or go back to get the education which they will need to obtain employment in the future.

Third is a new campaign, now in the testing stage, to encourage the formation of biracial community relations committees in cities throughout the land. "Put your racial problems on the table and take them off the streets" is the theme of this campaign.

Employment ■ The fourth campaign related to the Negro problem is one on equal employment opportunity. More than 400 major business organizations have already pledged their support to the idea of abolishing discrimination in employment practices, Mr. Repplier reported, and one purpose of the campaign is to get all American business firms, small as well as large, to go along. Then, he stated, the major job will be to convince the Negro that jobs are available to him if he has the ability to handle them, which has not always been the case in the past.

Test campaigns are now under way in San Francisco, Boston and Baton Rouge, Mr. Repplier reported, adding that a fourth market, Tallahassee, Fla., had been scheduled for inclusion but the representatives of the media there decided not to participate. In the other three cities, time and space are being

Loudness reminder

WFBM-AM-FM-TV Indianapolis (Time-Life Broadcasting Inc.) has lent support to the drive to curb excessive loudness in commercials emphasizing its policy in its rate cards. According to Eldon Campbell, vice president and general manager of the stations, the following phrase has been incorporated into the rate cards: "In accordance with FCC policy, WFBM and WFBM-TV will make every effort within their technical ability to control commercial loudness. Stations reserve the right to refuse any commercial which, in their opinion, cannot be so controlled."

donated by local broadcasters and publishers.

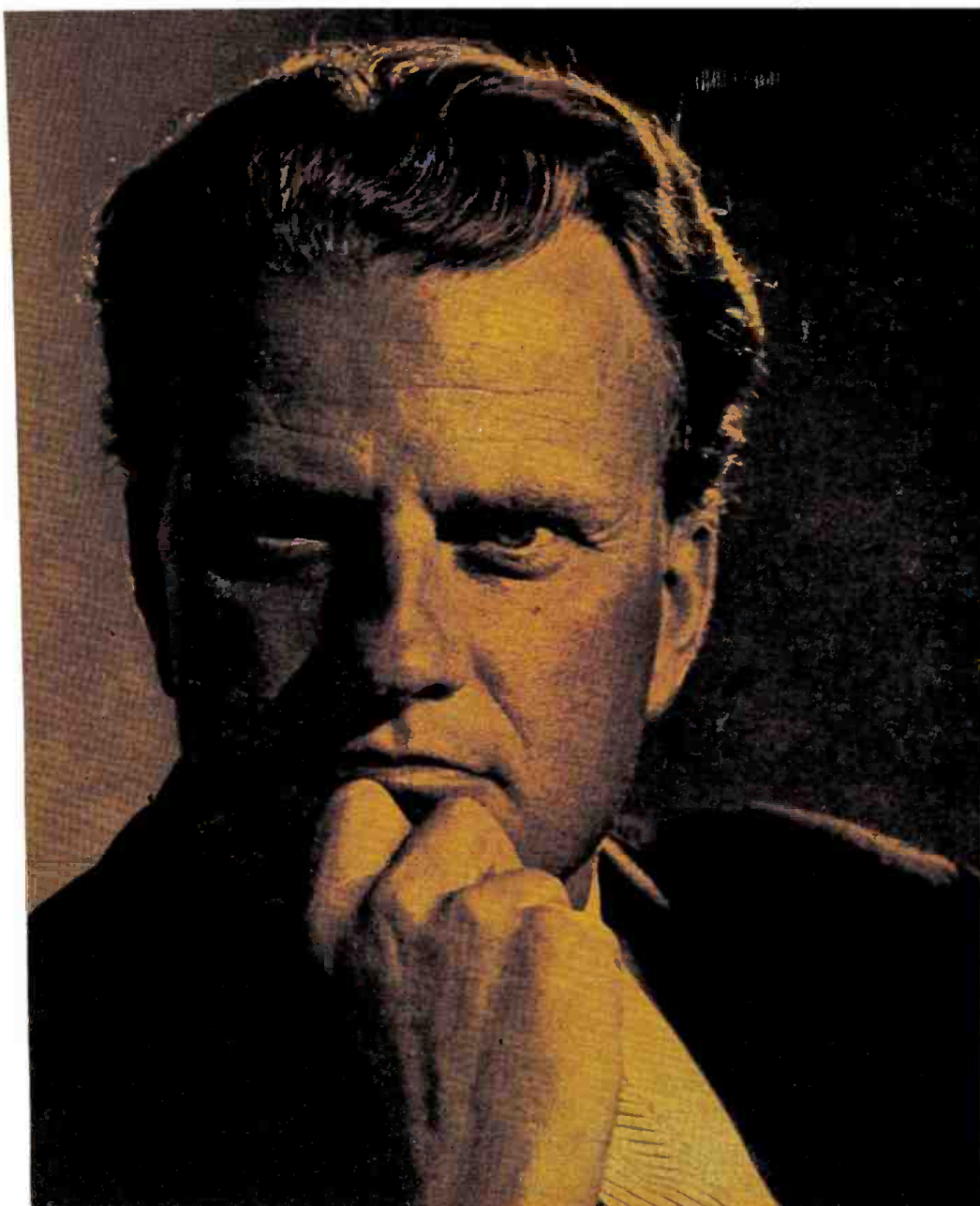
"We're trying to test all media, not only the Negro press," he said, "and we will depend heavily on broadcasting. We've got a song in the so-called 'beat' which we think is the nuts. The basic message is that things are changing, that jobs are now available to Negroes because the American employer has changed his way of thinking." Grey Advertising is the volunteer agency for this campaign.

Brand Names sets theme

The 1965-66 consumer and trade advertising campaign of the Brand Names Foundation will accentuate the theme that competition results in better products, it was announced last week. The 1965-66 campaign has been created by Grey Advertising, New York, and will utilize all media. More than \$15 million in broadcast time and space is donated annually to BNF for its campaigns.

Sales rep for producers

Ogla Blohm Sales Associates has been established in Hollywood by Miss Blohm, former general manager of Standard Radio Transcription Services. She plans to act as a sales representative for independent producers of packaged sales and program aids for radio, customized commercials for both radio and television and customized jingles for advertisers in both broadcast media. The new company also plans to provide music libraries for radio stations and storecast services. The new company is located at 1515 North Cahuenga Boulevard, Hollywood 90028. Telephone is 464-0644.



He has prayed with presidents, preached before a queen, and turned down \$1,000,000 a year on TV

What makes a great salesman? For half an hour the preacher sat, his head bowed over his Bible, while the prayers were offered and the hymns were sung. As the last notes faded, he rose and walked to the pulpit, stood in silence looking over the crowd. Quietly, conversationally, he said, "We are here tonight at a divine appointment..." And Billy Graham began another of his renowned crusades. The powerful persuasiveness of the Rev. William Franklin Graham has attracted over 80 million people to his crusades in stadiums, museums and tents from San Francisco to London, Israel to South America. His compelling magnetism has moved 800,000 listeners

to "come forward" and follow Christ. He has worshipped with world leaders, prayed with every president since Harry Truman, and preached before the Queen of England in her private chapel. But when Billy Graham was offered a five-year television contract at \$1-million a year, and the opportunity to preach to millions of viewers at a time, he turned it down — followed instead by his burning desire to carry his gospel to New York City where he packed Madison Square Garden for 16 weeks and drew 100,000 to Yankee Stadium in one night. What is the secret of Billy Graham's power to move

so many in body and spirit? Among other things, certainly a superb understanding of the fundamental needs deep within the hearts of the people in his audience. Understanding audience needs and programming to meet them is also one of the things that makes every Storer broadcasting station a great salesman for advertisers' products. Local news, for example, receives great emphasis on Storer stations as does local public affairs programming. These and other Storer standards help deliver more worthwhile listening for the public and more successful selling for advertisers.



LOS ANGELES KCBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WJBK
MIAMI WFSB	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV

Storer Standards make every Storer station a great salesman

'Split sessions' well received

RAB management conferences have separate meetings for large-market and small-market radio stations

The Radio Advertising Bureau opened its 1965 series of management conferences in Detroit last week with separate sessions, held for the first time, for large-market and small-market stations.

Miles David, RAB president, reported that reaction to the split sessions—and to the initial conferences in general—was “excellent”, marked by more enthusiasm than he had seen in seven years of management conferences. He noted that registration for the six scheduled RAB management conferences is running 10% ahead of last year. Others will be held in New Orleans (Sept. 22-23),

sible to cover the hundreds of accounts advertised every week in the newspapers; to disseminate sales materials rapidly to a large number of advertisers and to call on new agency personnel at least twice a year.

“The real payoff for a station with a large sales staff,” Mr. Trayhern said, “is that you can do bigger things, get them done quicker, and touch more prospect bases, simply because you have more manpower available.”

WBBF, he said, has eight fulltime and four parttime salesmen.

Wallace Dunlap, general manager,

vase in a Pierce-Arrow, and spending man-hours and mental muscle dreaming up a special program idea or copy approach for a prospect is not creative selling. . . .

“Until we know the full marketing picture of our client we cannot hope to intelligently recommend our station's services to help him solve his marketing problems. . . . When your salesman can gain the confidence of the prospect and intelligently relate what his radio station has to offer to what the prospect's goals are,” Mr. Dunlap told the radio executives, “you'll prosper.”

'Spectrum Buy' ■ Stan Torgerson, station manager, WMC Memphis, advised stations which lack rating dominance in a market, to provide listeners and advertisers with “specialty broadcasting,” a programming service not already existent in the area. Mr. Torgerson said he suggests to advertisers that



Mr. Spero



Mr. Kieve



Mr. Dunlap



Mr. Wheeler

Atlanta (Sept. 28-29), Rye, N. Y. (Oct. 4-5), Chicago (Oct. 11-12) and San Francisco (Oct. 14-15).

At the large-market session in Detroit, Stanley L. Spero, vice president in charge of sales, KMPC Los Angeles, told broadcasters that his station invests more than \$100,000 a year to provide traffic reports to its listeners. He reported this effort has contributed toward the building of a “positive, public spirited image” of the station in the community.

Mr. Spero said the traffic reports are presented without sponsorship and that this makes them a public-service vehicle and projects an image of dedication to community needs. KMPC's coverage of the recent Los Angeles riots was cited as another service that contributes to the station's community image.

The value of a large sales staff was outlined by Robert F. Kieve, general manager, and Jim Trayhern, sales manager, of WBBF Rochester, N. Y. They stressed that a large staff made it pos-

sible to cover the hundreds of accounts advertised every week in the newspapers; to disseminate sales materials rapidly to a large number of advertisers and to call on new agency personnel at least twice a year.

Mr. Dunlap said the way to make money in radio in 1966 is to “get out of the radio business”—by “getting into a lot of others” and finding out how radio advertising can help them reach their individual objectives.

He contended that “flip cards, slides and other fancy station presentations, as we know them, are a useless, expensive waste of time—and represent the exact opposite of good modern salesmanship.

“Taking off down main street with your trusty Wollensak and a tape full of commercials you've made on pure spec is as old-fashioned as the flower

they use a “spectrum buy,” purchasing time on stations with different formats enabling them to reach all sections of the audience.

Salesmanship that downgrades radio competitors will damage all radio including the station that uses this approach, Mr. Torgerson said. “You can't torpedo half a ship,” he asserted.

He said there are two ways for a station to make money without having the highest ratings in town. One, he said, is to “sell specifics”—specific farm spots and programs, helicopter reports, sports broadcasts, newscasts, special events and the like.

The other, he continued, is to “sell by selling our competitors”—other radio stations. His salesman, he explained, tell prospects: “look, the people who listen to the top 40 stations think we are square. But the people who listen to us are the ones who say [they] can't stand that rock 'n' roll music. Our group may be smaller, but they are important. To do the best job for your client, buy three

our peacock has whiskers

Our NBC peacock has grown 12 whiskers as a matter of fact . . . one for each year since May 1954 that WBAP-TV has been color-casting NBC network and live studio programming. You bet we are old timers in color, programming over 60 hours weekly during the '64-'65 season. (Four times more than any other Fort Worth-Dallas sta-



tion.) Make that over 75 hours for '65-'66. That's why your color commercial THIS FALL will be far more effective on WBAP-TV. Full facilities for scheduling live, tape, film and slide at NO ADDITIONAL CHARGE excluding on-camera talent fees. We are extremely proud our peacock has whiskers . . . all the better to serve you with.



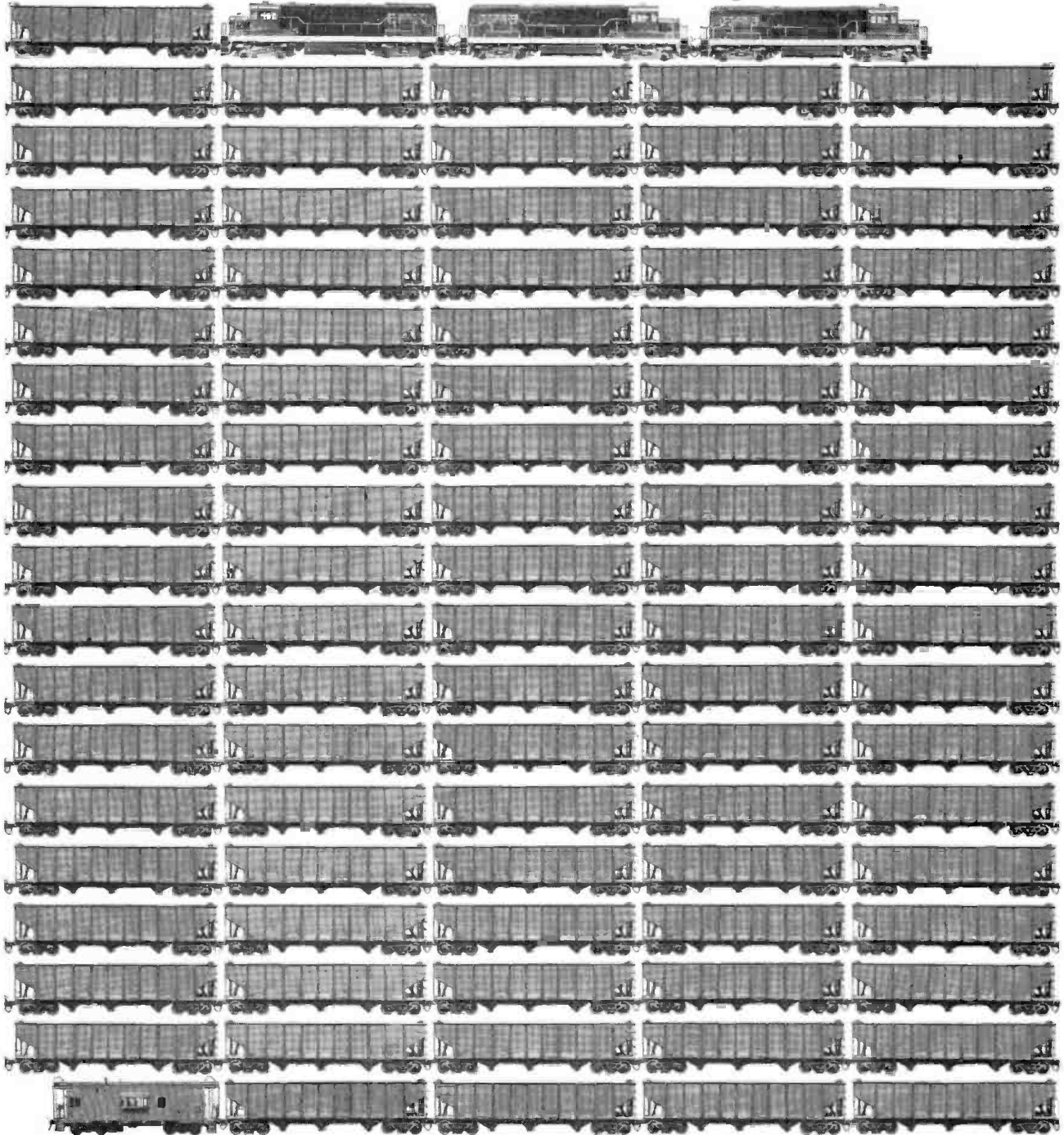
WBAP / TV  

FORT WORTH-DALLAS



PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

The train that never stops...



except to save you money

It's the unit train, helping hold the lid on price inflation and writing one of the brightest chapters in the railroad comeback story. Unit trains carry vast tonnages of a single commodity from point to point, shuttling constantly from loading to consumer sites at great savings to the public. Such methods of

carrying coal are cutting electric utility bills \$50,000,000 a year. Grain and ore are also hauled with similar economy. Today's unit trains are another way in which the self-supporting railroads are providing better service at lower cost for everybody, and are shaping a better transportation future for all America.

ASSOCIATION OF AMERICAN RAILROADS

stations—two if the Negro is not a factor because of purchasing power, but three if you can.”

A spectrum buy, he continued, “does the best job for a client appealing to the mass consumer. It does reach all sections of the audience. Negro hair straightener belongs on a Negro station. Slim pants for high-school boys belong on a top-40 station. But soup and beer belong on all three stations.”

To show the success of this approach he said WMC was included in 72% of the national budgets in the Memphis market and that the station this year will bill more than twice as much as it did in 1956 and 60% more than in 1960.

During the small-market conference, Edward A. Wheeler, president, WEAW Evanston, Ill., spoke on money-saving techniques and pointed out that his station in recent years has “tripled its billing without increasing the size of its office staff.” He explained the mechanics of the station’s duplicating system, billing procedure and sales evaluation form used in sales training and supervision.

Other speakers at the session were Eddie Algood, WBTM Danville, Va.; Steve Bellinger, WJZ Decatur, Ill., and Robert O. Moran, WBEL Beloit, Wis. They discussed various promotions conducted by their stations to increase audience ratings and attract advertisers.

On Hand ■ RAB officials at the conference in addition to President David were Robert H. Alter, sales vice president; Lewis Birchfield, sales development director; Maurice E. (Doc) Fidler, regional sales director; Edward Whitney, director of the small-markets division, and Michael Cary, national account executive.

The RAB contingent reported during the meeting on approximately 100 of “the year’s most exciting and profitable new developments in radio sales.”

Mr. David reported that registrations for the conferences were running so high that no more could be accepted for the Chicago and New York sessions, and that seating is “scarce but still available” for those to be held in New Orleans, Atlanta and San Francisco.

Business briefly . . .

American Sugar Co. (Domino sugar), through Ted Bates & Co., both New York, will begin a fourth-quarter advertising campaign this week, including spot TV in 60 markets. The effort centers around a promotion to reach women and teen-agers through a premium offer of a bracelet and a choice of 72 historical charms.

J. M. Smucker Co., Orrville, Ohio, through Wyse Advertising, Cleveland, entering its first network TV sponsorship, has bought a September to Novem-

Orators from SRA

A speakers bureau has been set up by the Station Representatives Association which in an announcement today (Sept. 13) said speakers supplied by one of the SRA members would be available to present spot broadcasting’s story depending on the “occasion and the circumstances” of the request. Hastings W. Baker, managing director of SRA, will coordinate arrangements for SRA, which is located at 366 Madison Avenue, New York.

ber campaign on *Today* and *Tonight*, both on NBC-TV.

Lindsay Ripe Olive Co., Lindsay, Calif., through Steedman, Cooper & Busse, San Francisco, starts 13-week schedule of three commercials weekly in *Art Linkletter’s House Party* on CBS Radio (Monday-Friday, 10:10-10:30 a.m.) effective Oct. 6.

Daltch-Shopwell Supermarkets, through Mogul, Baker, Byrne & Weiss, both New York, this week begins its first major radio campaign with a 52-week saturation schedule on WMCA New York. As many as 50 one-minute commercials a week will be spotted during the campaign.

Signal Oil Co., through Wade Advertising, Los Angeles, is using its first color TV commercials in a two-month campaign starting in mid-September in Los Angeles on KABC-TV, KHJ-TV, KNBC (TV) and KNXT (TV) and in San Francisco are on KGO-TV, KPIX (TV), KRON-TV and KTVU (TV).

Universal Pictures Inc., through Herbert Joseph Inc., both New York, in a co-op campaign will use color TV spots to advertise its new motion picture production, “The War Lord,” beginning in early November. Commercials will be placed on co-op basis via local theaters. Markets have not been selected.

The Birds Eye division of General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, will use spot TV (color) in Dallas, Miami, Denver and Buffalo, N. Y., to test market its new frozen Fruits Continental line, beginning late this month.

Testor Corp., Rockford, Ill., producer of hobby products such as paints and cements, through Bronner & Haas, Chicago, starts 26-week schedule Sept. 15 on CBS Radio’s *Arthur Godfrey Time* to reach homemaker market. Firm has had good success in TV, now will use radio for first time.

CBS FOR THE QUAD-CITIES

WHBF STATIONS

RADIO & TELEVISION

: ARE :

THE QUAD-CITIES’

HIT

CHECK LATEST PULSE ARB NSI

STATIONS

: IN :

ILLINOIS-IOWA’S

NO. 2

According to Sales Management

MARKET



ONLY CHICAGO IS LARGER!

CBS leadership plus strong local programming combine to keep WHBF Radio and Television audience's coming back to the Quad-Cities' Favorites! Check ARB, NSI and Pulse, then see Avery-Knodel; in Minneapolis see Harry Hyett.

: :

HOTTEST IN THE QUAD-CITIES

WHBF STATIONS

RADIO & TELEVISION

Agenda announced for ARF conference

Three sessions, two of them run concurrently in the afternoon, are scheduled for the 11th annual conference of the Advertising Research Foundation which will be held Oct. 5 in New York.

ARF said it will have concurrent sessions on experimental research and on specialized advertising research problems. Also on the program is a luncheon at which Thomas C. Dillon, president of BBDO, will speak on the question of whether advertising research is meeting its basic challenges. All three meetings and the luncheon will be held at the Waldorf Astoria.

Several topics will be highlighted at the morning program. Herbert H. Jacobs, vice president, research and development of Hallmark Cards, Inc., will speak on the type of research management needs; Fred R. Haviland Jr., vice president, marketing and corporate planning, Joseph Schlitz Brewing Co., will talk on the translation of research into marketing decisions, and Draper Daniels, chairman of the board, Draper Daniels Inc., has selected the title of "If We Don't Start Working Together, We May All Be Out of Work." A fourth speaker for the morning session has not yet been selected.

Four speakers are scheduled for the afternoon session on experimental research. James C. Becknell Jr., director of research at D'Arcy Advertising Co., Chicago, will talk on the use of pretesting devices for reducing variance in advertising experiments. Stanley Canter, vice president and director of

research, Ogilvy, Benson & Mather, will discuss media evaluation through empirical experiments. Allan Easton, adjunct associate professor of business of the Columbia University Graduate School of Business, will speak on "Advertising Performance Evaluation with Multiple Criteria," and Simon R. Broadbent, director of Research Services Ltd., will discuss a year's experience with the "LPE" media model.

Four presentations also are scheduled for the session on specialized advertising research problems. Two executives—Malcolm A. McNiven, manager of advertising research at the E. I. du Pont de Nemours & Co., and Robert K. McMillan, research senior plans director of the Chilton Co.—will discuss "Telecentral Communication," which they describe as an "innovation in survey research."

Also set for the session is a progress report on measuring special media audiences by William E. Farragher Jr., advertising manager of the Youngstown Sheet & Tube Co. A treatment of "Revolutions in Industrial Purchasing Patterns" will be given by Richard C. Christian, president of Marsteller Inc. Seymour Smith, president of Seymour Smith Associates Inc., will discuss "Total Measurements: Evaluating All Promotional Factors in a Campaign."

Rep. appointments . . .

- WCEE-TV Freeport-Rockford, Ill.: The Meeker Co., New York.
- WBIX Jacksonville, Fla.: Spot Time Sales, New York.
- WPIX-FM New York: Advertising

Time Sales Inc., New York.

- WBAP-FM Fort Worth-Dallas: Quality Media Inc., New York.
- WINK-AM-FM-TV Ft. Myers, Fla.: Advertising Reps. Inc., Miami, as regional rep. for Dade and Broward counties, Fla.
- WRNC Raleigh, N. C.: Mort Bassett & Co., New York.
- WPDQ Jacksonville, Fla.: Blair Radio, New York.

IRTS seminar starts Sept. 22

The 12th annual timebuying and selling seminar, held in New York under the auspices of the International Radio & Television Society, will feature 10 weekly sessions starting Sept. 22.

The first session course will explore the role of broadcasting in the economy and its relation to buyers and time salesmen. Other courses will deal with marketing, broadcast research, media strategy, the timebuyer, the time salesman, the networks and the future of the advertising business. Donald E. Leonard, vice president-director of media, Tatham-Laird & Kudner, is chairman of the seminar. IRTS, 444 Madison Avenue, is accepting registrations—fees are \$25 per person for 10 sessions, and \$20 per person if there is a group of at least three persons from the same firm. Seminars will be held at the Hotel Roosevelt, 5:30-7 p.m.

Agency appointments . . .

- Howard Johnson's Wholesale Division Inc., Wollaston, Mass., appoints Richard K. Manhoff Inc., New York, for its line of frozen foods, canned products and ice creams distributed in 30 states, effective Jan. 1, 1966. Maroff replaces Campbell, Emery, Haughey, Hutchinson & Lutkins, Boston. Billing for the account, which used TV and radio in a limited number of markets, is still to be determined.
- National Drinks Bottling Co., West Coast distributor of White Rock bottled products, appoints Reach, McClin-ton & Co., Los Angeles, to handle advertising and public relations for the White Rock line.
- The Kelvinator appliance division of American Motors Corp., Detroit, has appointed Benton & Bowles, New York, effective Jan. 1, 1966, replacing Geyer, Morey, Ballard, New York. The account is estimated to bill around \$2 mil-

Humor on radio sells potato chips in Toledo

Make-believe workers at a make-believe potato chip plant described their jobs in humorous one-minute radio commercials so effectively that sales of Cain potato chips in the Toledo area was boosted materially.

The six-week campaign featured such employes as Patty Cake, 83-year-old woman who worked in the packaging department of Cain's. She looked like she was 18 and married a boy 17. Mrs. Cake eats potato chips on rye sandwiches, creamed beef and Cain's, and Cain's and bread. That's why she looks so young. Her husband, they say, now appears to be a seven-year-old!

Also at the plant is Fred Brown, the chip turner. He turns the chips with tweezers so they can be salted on both sides. Off the job, he has to wear lead weights to keep his hands

from flipping over automatically. Otherwise, he says, drivers continually think he's hitchhiking and pick him up.

Then there's Sandra Sweet, six-foot one in her stocking feet and weighing in at 57 pounds. Miss Sweet tastes Cain's chips all day long and has been doing so for the past 25 years, eight hours a day, five days a week.

The imaginary characters ran an imaginary race for the most popular plant employe with listeners voting to determine the winner. Distributors of the chips handed out buttons bearing the names of the candidates.

The campaign was handled by Don Lea, account executive for John I. Carr Associates Inc., Toledo, Cain's agency.



Now WDAY-TV has nation's greatest "share"!

A few months ago we proudly announced that WDAY-TV was the nation's top-rated NBC Outlet, in 9 a.m. to midnight Metro share of audience, in 3 or more VHF station markets.

Now the March '65 ARB shows that we are tops among ALL networks. Our 9 a.m.-midnight Metro share is 51%! (In Total Homes Reached, we are among the nation's top 20, with 42%!)

And our 3 to 4 p.m. local "Party Line" show has a Metro share of 68%!

But, ladies and gents, GET THIS: In our 6 to 6:30 p.m. local news block AND in our 10 to 10:30 p.m. news block, our Metro Share is **76%! YES, 76%!! YES, 76%!!!**

Maybe you'll want to talk this over with PGW. They've got *many* real interesting facts for you, about WDAY-TV!

Metro rankings based on article in June 21, 1965, Issue of TV Age.

WDAY-TV

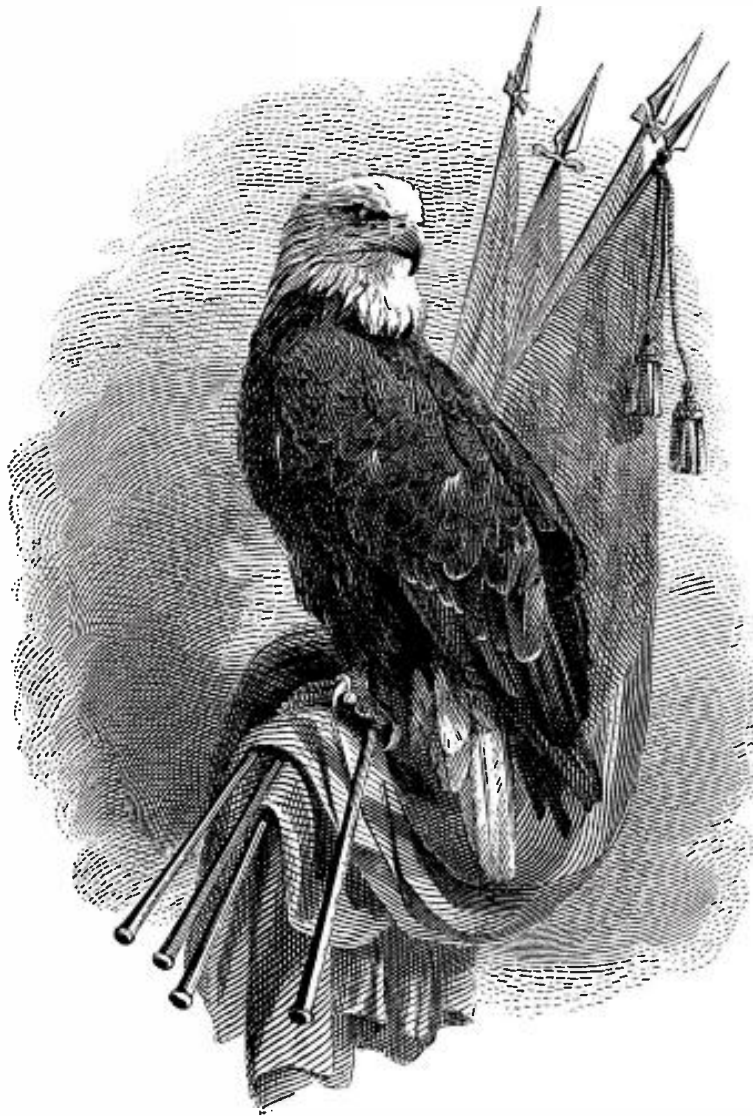
AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



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

Prologue to Understanding



It was to be the largest undertaking of its kind in the history of television.

Never before had a television network set aside three and one-half hours of prime-time programming for a planned news special. Five months had gone into the program's preparation. In terms of its running length, its scope and the importance of its subject matter, "American White Paper: United States Foreign Policy" was virtually certain to emerge as an event of the first magnitude.

And it did.

An audience of more than 21 million people—in approximately 12 million homes—watched this unique program.* Never before had so many Americans followed so intensive a study of United States participation in world affairs.

This NBC News examination of our country's foreign policy over the past two decades had but one goal: to furnish viewers with the broad perspective and factual background that would help them form their own conclusions about the United States' current role in Viet Nam and other zones-of-conflict.

"American White Paper" not only reached a gratifyingly large segment of the viewing public, but drew enthusiastic response:

from the nation's television reviewers. A few excerpts:

"...an intelligent, calm and enlightening analysis."—CYNTHIA LOWRY, ASSOCIATED PRESS.

"NBC News deserves great praise for assembling, editing and executing a spectacular television document that showed intelligent planning and conscientious effort."

BOB SMITH, CHICAGO DAILY NEWS.

"The American White Paper was the best of its kind yet to be televised."

ATRA BAER, NEW YORK JOURNAL AMERICAN.

"...It was a thoughtful, balanced achievement in an obviously difficult and complex area...NBC News' entire team of producers, directors and reporters rate a salute on this one. It's one thing to do something prestigious because you ought to; it's quite another to do something that ought to be done and to do it boldly and well."

BERNIE HARRISON, WASHINGTON EVENING STAR.

"American White Paper was a monumental show...a startling amount of history."

BILL LADD, LOUISVILLE COURIER JOURNAL.

"Judged by standards of clarity, thoroughness and importance of subject, last night's White Paper on American Foreign Policy was the most brilliant educational show

ever presented...on American television."

HENRY MITCHELL, MEMPHIS COMM'L. APPEAL.

The NBC Television Network is extremely proud of the manner in which "American White Paper" executive producer Fred Freed, Chet Huntley, David Brinkley and more than 130 of their NBC News colleagues throughout the world fulfilled this most difficult assignment.

Their inspired and dedicated teamwork during the five months of the program's preparation is typical of the spirit that has made NBC News the leading organization in broadcast journalism.

That leadership will continue this season with the "Huntley-Brinkley Report" (which goes to color November 15); the "Scherer-MacNeil Report" (premiere October 23, color beginning November 20); the re-designed "Sunday" program (with Frank McGee, September 19th premiere); and the reporting of such major events as the flights of Gemini 6 and 7, now scheduled for October and December, respectively.

As always, for the most accurate and most complete coverage, it's NBC News.

NBC NEWS 
THE WORLD'S LARGEST BROADCASTING NEWS ORGANIZATION

*Source: NBC Research Department estimate based on National Arbitron 7:30-11:00 pm, EDT. Audience and related data are based on the rating service indicated and are subject to the qualifications issued by this service. Copies of such qualifications available on request.

lion, none in broadcast. Earlier this year, American Motors moved its \$16 million Rambler Motor division account to B&B from GMB.

NAB sets deadline for standards for drug ads

Radio-TV advertising for arthritis and rheumatism drugs and products has until Oct. 1 to comply with the new guidelines set by the National Association of Broadcasters Code Authority. Product advertising which fails to meet revised guidelines by that date will be considered unacceptable under the

specifications of the codes.

Howard Bell, code director, in a memo to subscribers, said he was pleased by the cooperation agencies and advertisers had shown in implementing the guidelines. Among other things, the revised guides rule out claims that a product will restore complete function to crippled joints or will reduce inflammation and swelling.

TV to introduce new 'water-tip' cigarette

American Tobacco Co. is introducing a new "water-tipped" cigarette, the Waterford, with initial distribution

scheduled in Buffalo, N. Y., in a campaign dominated by television and newspapers.

Distribution will be expanded into other areas "as production permits," officials said. The agency is BBDO, New York, whose communications design center also designed the crush-proof box in which the new cigarette will be packaged and marketed at regular filter-cigarette prices.

The Waterford's "water tip," said to be the first of its kind, includes charcoal plus tiny capsules that moisten the filter when pinched and thus provide a cigarette version of the hookahs or waterpipes popular with 17th-century smokers and still widely used in Turkey and Persia, company officials reported.

THE MEDIA

Losing one doesn't mean all

Court upholds FCC view that it need not take away all the licenses of a multiple owner when it denies a license renewal to one of his stations

The U. S. Court of Appeals in Washington last week affirmed the FCC's view that it need not strip all licenses from a multiple broadcast owner if it takes away one.

The court expressed its position in upholding the commission's decision denying applications for renewal of the license of wwiz Lorain, Ohio, and for transfer of control of the license corporation, Wwiz Inc, to the *Lorain Journal*.

The commission had held that an unauthorized transfer of actual control from Sanford Schafitz, majority owner of Wwiz Inc. to the *Journal* had taken place before the applications for transfer were filed. (BROADCASTING, April 6, 1964) And the court held that the commission's conclusions "were amply supported by the underlying findings of fact."

One of the arguments made on appeal by counsel for the station was based on the commission's decision to renew the license of wfar Farrell, Pa., which is owned by Mr. Schafitz.

Wwiz's attorney had asserted that the renewal of wfar was inconsistent with—and therefore that it undercut—the conclusion that the violations involving wwiz were serious enough to warrant a denial of renewal of that station's license.

The court in a unanimous decision,

found "no merit" in this argument. It noted that "insofar as the commission found mitigating circumstances" for Mr. Schafitz, it apparently took them into account by granting him a renewal of wfar. It added that findings accepted by the commission "were favorable" concerning his operation in Farrell.

Not First Time ■ The commission has on several occasions stripped the license of a station while renewing others under the same ownership. But last week's court decision was the first judicial determination that such actions were not necessarily inconsistent.

Commission attorneys were happy also over language in the court's decision supporting the commission's action in reaching a conclusion different from that of the hearing examiner. The examiner had recommended a renewal of wwiz, and counsel for the station argued that the commission had not given sufficient weight to the examiner's findings.

The court, however, said that examiners' authority to render initial decisions "does not mean that the various boards and commissions are relegated to the role of reviewing courts who sustain fact findings of courts of first instance unless clearly erroneous."

"The responsibility for decision," the court added, "is placed in the commis-

sioners appointed by the President and confirmed by the Senate . . . The agency's conclusions must be sustained if supported by substantial evidence, even though there is also substantial evidence to support the contrary conclusion of the examiner."

Money Problems ■ Mr. Schafitz's difficulties, according to the court, grew out of his need for money in 1958, shortly after wwiz went on the air to finance construction of a UHF station, wxtv(tv) Youngstown, Ohio, for which he then had a construction permit. (The commission denied his application for a license to cover the permit because he failed to inform it that a partner had been indicted on a felony charge).

The court said that Harry Horvitz, president of the *Journal*, and Mr. Schafitz agreed to the formation of the licensee corporation as a means of permitting the *Journal* to acquire an interest in the station. In return for the preferred stock and 45% of the voting stock, the *Journal* paid Mr. Schafitz \$56,000.

The *Journal* didn't press for 100% ownership because, the court said, it feared that might prejudice its chances of acquiring wclw Mansfield, Ohio. The application for that assignment was later dismissed.

The court also said the *Journal*



WGY

still offers
dramatic
radio
entertainment

■ In 1922 WGY offered one of its first programming innovations: a weekly dramatic series (with microphones covered by lamp shades to set the actors' minds at ease). Other innovations such as political news coverage, sports, farm news, and educational programs soon followed.

Today WGY continues to offer programs of unusual variety and special interest for its listeners. And this diversified programming makes WGY the favorite of housewives, factory workers, white collar workers, government officials, business executives, and students throughout Northeastern New York and Western New England.

982-30

WGY — 810 KC — 50 KW
GENERAL ELECTRIC BROADCASTING CO.

Represented by Henry I. Christal

wanted to avoid giving the Elyria-Lorain Broadcasting Co. (WEOL) an opportunity to force a lengthy hearing. The court described Elyria-Lorain, which intervened in the commission proceeding and on the appeal to the court, as "an unfriendly competitor."

Changes in Corporation — After the commission approved the assignment of the WWJZ license to WWJZ Inc., on Oct. 15, 1958, "Schafitz acquiesced in changes in the charter and by-laws demanded by Horvitz which effectively deprived Schafitz of majority control," the court said.

These changes, it added, involved placing certain key decision-making authority in a two-thirds majority vote of the common stock and in a three-man board of directors consisting of Mr. Schafitz, Mr. Horvitz and an attorney for the *Journal*.

In addition, the court said, a co-signature representing the *Journal's* interests was required on all checks and the preferred stock was converted to a \$100, par 6% cumulative participating preferred which gave the *Journal* dividends each year of \$1,200 plus 72.5% of all other dividends declared, and the WWJZ books were kept by the *Journal* staff at the newspaper's offices.

The court also said Mr. Schafitz's lack of responsibility "in allowing control of the station to slip from his hands without approval was compounded" by the "filing of misinformation and the withholding of information."

The court said that in applying for assignment of license to WWJZ Inc., Mr. Schafitz failed to supply any information "concerning the actual purpose underlying the formation of the corporation, namely to enable *Journal* to acquire a substantial interest therein." Mr. Schafitz had told the commission he wanted to operate as a corporation "to take advantage of a corporation's legal rights and privileges."

Peace through law group will hear Gen. Sarnoff

Brigadier General David E. Sarnoff, chairman of RCA, will make the featured address to the World Peace Through Law Center at its luncheon meeting Friday, Sept. 17, at the Washington Hilton hotel.

The occasion is the Washington World Conference of the World Peace Through Law organization, the world's largest international law association which expects more than 2,000 lawyers and judges from more than 100 nations to participate.

The organization's prime function is to make international law a greater instrument of peace.

54 (THE MEDIA)

Payments don't reflect profits

Spokesmen explain checks to KCET are only portion of interim earnings

KCET(TV) Los Angeles, the non-profit educational station in Los Angeles, is \$49,000 better off—and expecting further payments—as a result of the FCC action last year in granting interim operation of KRLA Pasadena-Los Angeles to Oak Knoll Broadcasting Corp.

Dr. Kenneth Harwood, chairman of Oak Knoll, which is composed of educational interests, presented a check for \$24,000 from second-quarter earn-



Dr. Harwood (left) turns over check for \$24,000 to Dr. Dubridge for educational KCET(TV) Los Angeles.

ings to Dr. Lee Dubridge, president of the California Institute of Technology and chairman of KCET. The first-quarter dividend was \$20,000. A \$5,000 contribution was made at the end of 1964.

Oak Knoll was authorized to operate on the 1110 kc frequency after promising to donate 80% of the station's profits to KCET, the remainder to charity or other educational interests. The frequency was left vacant when the old KRLA was denied a renewal of its license, and 15 applicants are now competing for the permanent authorization.

The station turned over \$12,000 from its second-quarter earnings to the department of Telecommunications of the University of Southern California. That university, which is headed by Dr. Harwood, benefited from the station's first-quarter earnings also, to the extent of \$4,000.

Spokesmen for KRLA said last week that the dividends thus far paid KCET

don't reflect net profits. They noted that under the terms of the FCC authorization, the station is required to place in escrow 50% of the funds it would otherwise turn over to KCET. This is to assure the television station of a financial cushion when the KRLA interim operation ends.

In addition, Lawrence Webb, vice president and general manager of KRLA, said that the station maintains a reserve fund for operating expenses. He said no corporation can afford to allocate all of its profits to dividends.

He declined to state what the station's earnings are. But some industry observers familiar with the station's operation estimate it is operating at the rate of an annual gross of more than \$3 million.

Alabama's ETV progress aired at seminar

A seminar of the Alabama Literacy Council on the campus of the University of Alabama at University, heard featured speaker Nell Pearson, developer of the state's experimental adult educational project aired on the educational television network, tell of the progress gained via television in Alabama. Miss Pearson's efforts have been sponsored by a joint Alabama-U. S. Department of Health, Education & Welfare grant. Recognition also was given for the gains achieved in adult literacy by the Birmingham area ETV adult reading telecourse series presented in conjunction with the Alabama Federation of Women's Clubs, Alabama ETV network and lately by the state department of education.

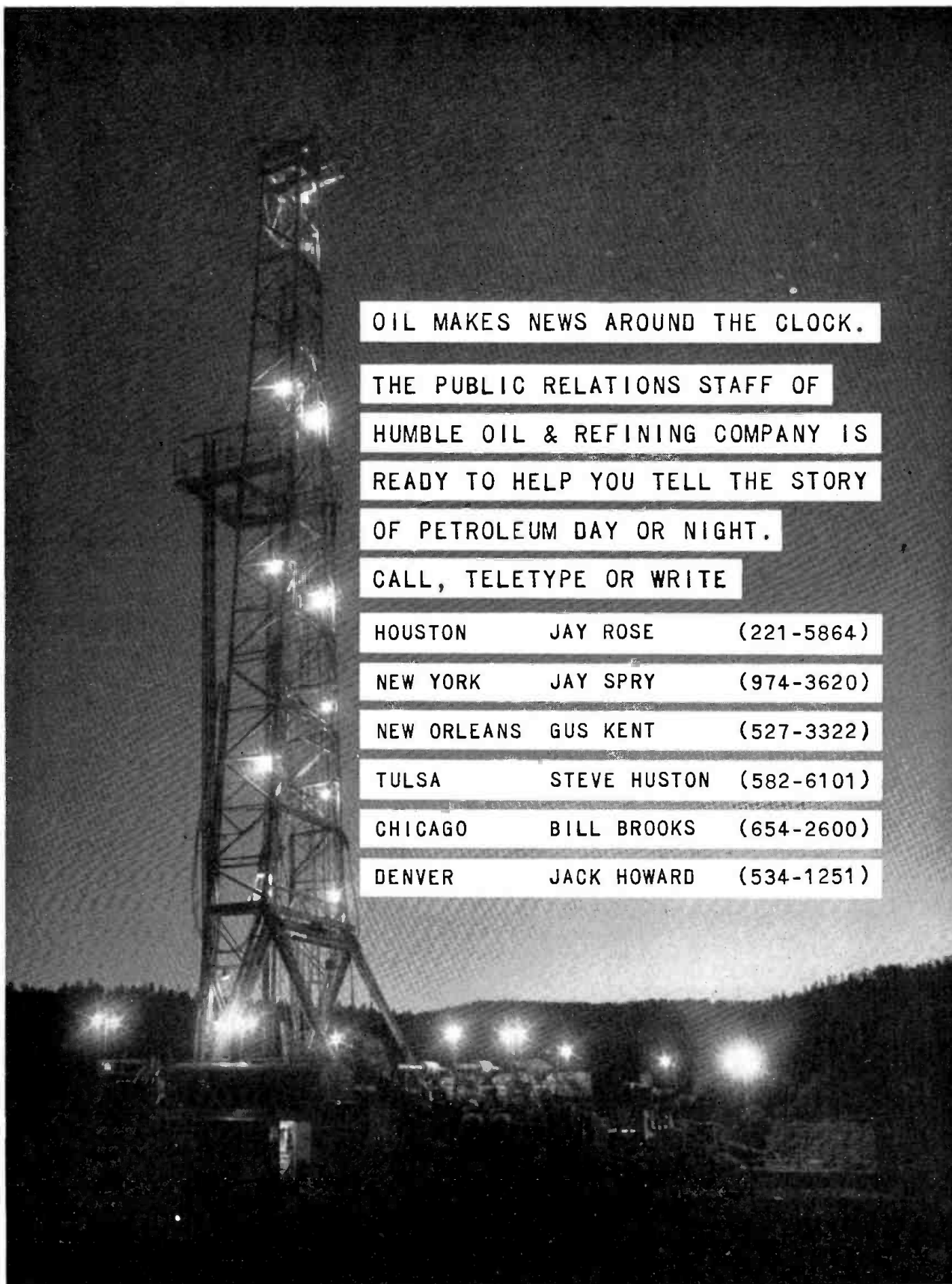
Other speakers at the seminar were Mrs. Alma Bates, ETV reading teacher and author; Dr. George Howard, professor emeritus of education and executive secretary of Alabama school boards, and Graydon Ausmus, director of the university ETV studio.

Announced at the meeting was a new federal grant of \$1,158,534 allocated to the state under the federal Adult Basic Education Program, Title II-B. Mr. Beamon Lyon, Alabama assistant superintendent of education, reported a matching grant by the state legislature of \$100,000, part of which will go to the educational television system.

KAIT-TV to join ABC-TV

KAIT-TV Jonesboro, Ark., will become an ABC-TV primary affiliate, effective Oct. 1, the network announced last week. KAIT-TV, which began operating as an independent station on July 15, 1963, is owned and operated by George T. Hernreich. The station, on channel 8, is ABC-TV's first affiliate in the area.

BROADCASTING, September 13, 1965



OIL MAKES NEWS AROUND THE CLOCK.

THE PUBLIC RELATIONS STAFF OF
HUMBLE OIL & REFINING COMPANY IS
READY TO HELP YOU TELL THE STORY
OF PETROLEUM DAY OR NIGHT.

CALL, TELETYPE OR WRITE

HOUSTON	JAY ROSE	(221-5864)
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NEW YORK	JAY SPRY	(974-3620)
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NEW ORLEANS	GUS KENT	(527-3322)
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TULSA	STEVE HUSTON	(582-6101)
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CHICAGO	BILL BROOKS	(654-2600)
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DENVER	JACK HOWARD	(534-1251)
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HUMBLE OIL & REFINING COMPANY . . . AMERICA'S LEADING ENERGY COMPANY

BROADCASTING, September 13, 1965

Ability to pay considered in fines

FCC HAS READY REFERENCE—ANNUAL FINANCIAL REPORTS

On July 3, 1963, the FCC imposed a \$1,000 forfeiture on a television station in Lafayette, La., for failure to identify sponsorship of teaser announcements. On the same day it levied a \$250 fine on a 1 kw radio station in the same town for the same offense.

The commission didn't specify the reasons for treating differently the stations which had carried the same announcements for the same four days. But the order imposing the forfeiture—in referring to the radio station's plea of financial hardship—suggested the reason was the commission's concern with a station's relative ability to pay.

For the commission, in imposing forfeitures, attempts to tailor the size of the fine to fit not only the offense and the particular facts in the case—the seriousness and frequency of the violation and the record of the licensee, among others—but the licensee's pocketbook, as well.

The practice has gone virtually unnoticed, in the broadcasting industry, although the commission has made no secret of it. In an order on May 5 rejecting a request of WKYX-AM-FM Paducah, Ky., for a reduction of a proposed forfeiture of \$500, for instance, the commission said it had "considered the financial status of the station before" issuing the notice of apparent liability. Six months earlier, in an order affirming a \$1,000 forfeiture for KVVU

Cheyenne, Wyo., the commission said it had considered all relevant factors, "including the station's financial status."

Infalible Source ■ The commission has a ready reference to a station's financial ability—the financial report the licensee is required to file annually. There appears to be no prohibition against making that kind of use of the information, so long as it is kept confidential. Indeed, commission staff members check financial reports in connection with their examinations of stations' commercial practices.

And there appears to be no disagreement among the commissioners regarding the practice of considering ability to pay. But some commission staff members, as well as industry observers, regard the practice as unjust.

In their view, a wealthy operation should not be hit with a heavier forfeiture simply because it can afford to pay. They feel that licensees should be penalized the same amount for the same offense—all other things being equal—with relative ability to pay ignored. They argue that a judge doesn't examine a motorist's bank account before fining him for speeding.

FCC Chairman E. William Henry, however, said the forfeitures imposed by the commission were more analogous to the imposition by a court of punitive damages in a civil law suit. "Ability to pay is considered" in those

situations, he said.

And FCC Commissioner Lee Loevinger, former head of the Justice Department's Antitrust Division, said he considered the practice even closer to that followed by courts in criminal antitrust cases. "It's standard and proper to consider ability to pay" in those proceedings, he said.

Staffer's Defense ■ A commission staffer defended the practice this way: "Congress didn't intend this forfeiture authority to replace the power to revoke licenses. The commission tries to avoid putting an offending licensee out of business by scaling the amount of forfeiture down to his size.

"Some AM's gross less than \$20,000," he continued, "and these are the ones most frequently in trouble. Can you imagine what a \$2,000 fine would do to a station like that?"

The authority to impose forfeitures was granted by Congress in 1960, in the wake of the rigged quiz-show and payola scandals that shook the broadcasting industry, when the commission said it needed new and more flexible sanctions than merely the power to revoke licenses if it was to do a more adequate policing job. The act containing the forfeiture authority also granted the commission power to impose short-term licenses.

The law permits fines up to \$1,000 per day for each offense, with a \$10,000 maximum. Payment is made to the U. S. Treasury, not the FCC.

No Schedule ■ Although the forfeiture law has been on the books for five years, there is no formal or informal schedule of fines for particular offenses. Staffers say some "initial guidelines" for determining the amount to be levied have been built up. And the commission frequently asks the staff, in bringing up a forfeiture case, to analyze it in terms of prior cases.

But no schedule of forfeitures has been reduced to writing, and staffers can't quote even a rough "price list." The difficulty, they say, is that no two cases are alike. One licensee operating a station without a licensed operator may have been guilty of only forgetting to require an otherwise qualified employee to take the commission examination for a third-class operator permit. Or a licensee might have consciously attempted to circumvent the commission rules requiring the employment of licensed operators.

These kinds of differences are considered. The commission would also want to know the licensee's past broad-

FCC looks into computerized records

The FCC is considering making additional use of its Univac III computer, this time as a tool in creating an index of all FCC reports.

The FCC has no official index of all of its actions, and relies on the privately published Pike & Fisher Digest of commission reports, as well as private indexes of commission staff members.

The commission last week decided to hire a consultant to determine whether—and how—the computer could be used to help in producing an index. The computer has been used to process applications and to help draft an allocations table for UHF television.

The commission acted at the suggestion of Commissioner Lee Loevinger, who has long been interested in the possible uses of computers in indexing and retrieving legal infor-

mation.

If the computer is found to be a practical tool—Commissioner Loevinger said it might be able to do the work of several score of clerks working day and night—the resulting index would be made available to the public through sale by the Government Printing Office.

The consultant to be hired, John Lyons, was also Commissioner Loevinger's suggestion. Mr. Lyons, who is serving in a similar consulting capacity at the Federal Aviation Agency, helped establish an indexing system at the Justice Department during Commissioner Loevinger's service as head of that agency's antitrust division from 1961 to 1963.

The feasibility study—for which the commission has set a maximum cost of \$1,500—is not expected to be completed for several months.

buy exciting daytime tv on wmal-tv

WASHINGTON, D. C.



New! exciting
children's program
8:00-9:00 a.m. Mon. thru Fri.

CLAIRE & COCO

Color cartoons, new games, new educational features — all designed to entertain and inform the pre-school set.



New! exciting
variety, comedy
9:00-10:00 a.m. Mon. thru Fri.

MIKE DOUGLAS SHOW

60 minutes of variety with a celebrity co-host. Songs, comedy and interviews in an informal ad-lib atmosphere.



New! exciting
woman's show
10:30-11:00 a.m. Mon. thru Fri.

HERE'S BARBARA

New woman's show concept! Barbara Coleman features studio and on-location reports of society, fashion and civic events.

plus these other exciting daytime programs:

7:30 a.m. *exciting* Bozo Show

10:00 a.m. *exciting* Girl Talk Show

5:00 p.m. *exciting* Lloyd Thaxton Show

6:00 p.m. *exciting* News 7

7:00 p.m. *exciting* 30-min. action-comedy block

Coming Soon:
Natural color for ALL tv-7 Local Programs

wmal-tv

WASHINGTON, D. C.

The Evening Star Broadcasting Company

contact: Harrington, Righter & Parsons

cast record, as well as whether he has taken steps to assure compliance in the future? These and a variety of other factors go into the mix out of which comes the amount of forfeiture to be fined—these, plus a station's ability to pay.

Straus buys two N.Y. AM's for \$500,000

The Straus Broadcasting Group has purchased WTLB Utica and WGVA Geneva, both New York, from Star Broadcasting Co., it was announced last Friday (Sept. 10) by R. Peter Straus, president.

Application for approval of the sale will be made to the FCC "within three or four weeks," a Straus spokesman said. The price for both stations was reported to be in excess of \$500,000. The sale was handled by Keith Horton of Chapman Associates, Elmira, N. Y.

WTLB operates full time on 1310 kc with 1 kw-day and 500 w-night. WGVA operates fulltime on 1240 kc with 1 kw-day and 250 w-night. Straus Broadcasting owns WMCA New York; WALL Middletown, N. Y., and Radio Press International, a voiced news service.

Another plea for changing 1% rule

The FCC was urged again last week to liberalize its standard for determining control of broadcasting companies—at least for investment companies which are concerned with investing in profitable firms, not in managing them.

The request was made by Insurance Securities Inc., of San Francisco, on behalf of the Insurance Securities Trust Fund, for which it serves as manager, underwriter and administrator.

ISI's arguments were similar to those advanced by other investment and broadcasting companies commenting on the commission's proposed rulemaking and notice of inquiry dealing with its so-called 1% rule (BROADCASTING, Sept. 6). Companies are in violation of the commission's multiple-ownership rules if they own 1% or more of two or more groups that, combined, control more stations than are allowed one licensee.

ISI said that the 1% benchmark is unrealistic for companies like the Trust Fund, whose ownership interests are "passive." ISI noted that Congress, in the Investment Company Act of 1940,

recognized the passive nature of investment-company ownership by establishing 25% as a presumption of control for such concerns.

ISI suggested that the commission use 10% as a standard for presuming control. It said the commission's objectives of promoting diversity of ownership and preventing concentration of control could be achieved by requiring companies to report on the size of their holdings in broadcast companies and to inform the commission that their policies against exercising control of portfolio companies had not changed.

The trust fund, with assets of \$1.2 billion, has shares in 125 insurance companies as well as banks. Some of these, in turn, have holdings in broadcast companies. The trust fund has no direct interests in broadcasting.

Eight AM's sign to be new Mutual affiliates

Mutual announced last week that eight stations had joined the network as affiliates within the past two weeks.

They are: KYOK Houston, on 1590 kc with 5 kw; WSOQ North Syracuse, N. Y., on 1220 kc with 1 kw; WTOP Toledo, Ohio, on 1560 kc with 5 kw; WKGN Knoxville, Tenn., on 1340 kc with 1 kw-day and 250 w-night; WWOK Charlotte, N. C., on 1480 kc with 5 kw; KECK Odessa, Tex., on 920 kc with 1 kw-day and 500 w-night; WGAP Maryville, Tenn., on 1400 kc with 1 kw-day and 250 w-night, and WSEN Baldwinsville, N. Y., on 1050 kc with 250 w.

None of the new affiliates had recently been associated with a network.

Changing hands

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

■ WTLB Utica and WGVA Geneva, both New York: Sold by Star Broadcasting Co. to Straus Broadcasting Group for reported excess of \$500,000 (see above).

■ KBUB Reno: Sold by Edward Jensen, president, Silver Circle Broadcasting Corp., to KBUB Inc., a new corporation formed by Lisle Shelton and Alan Lissner, for \$112,500 plus a consulting agreement with Mr. Jensen in the amount of \$37,500. Messrs. Shelton and Lissner, as part of group, recently bought KRML-AM-FM Carmel, Calif. (BROADCASTING, Aug. 16). KBUB operates daytime only on 1270 kc with 1 kw. Broker: Hogan-Feldmann.

■ KVRE Santa Rosa, Calif.: Sold by

BROADCASTING, September 13, 1965

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\$150,000

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Santa Rosa Broadcasting Co., headed by Thomas L. Brennan, president, to William H. Colclough and Edward LaFrance for \$100,000. Kvre operates daytime only on 1460 kc with 1 kw. Broker: Hamilton-Landis & Associates.

■ **KDON** Salinas, Calif.: Sold by John B. Rushmer, to M. C. Broadcasting Co. for \$232,000 plus \$43,000 in consulting fees. Principals of M. C. Broadcasting are Richard B. Stevens, with interest in KGFJ Los Angeles; Bernard Howard; Simon Vogel; Sidney Forstater, and Marvin Orleans. The station, when sale is approved, would operate in conjunction with KGFJ. KDON is fulltime on 1460 kc with 5 kw.

APPROVED ■ *The following transfer of station interests was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 93).*

■ **WFMG(FM)** Des Moines, Iowa: Sold by Herbert Burton (70%) to William N. Plymat and Ruth C. Plymat (each 50%) for \$10,000. In granting transfer commission waived three-year holding rule. WFMG broadcasts on 94.9 mc with 5 kw.

CATV SALE

■ **Salem, Ill.:** Salem Cable TV Co. sold by Tommy Moore, Ken Durant, John Kirby and Avery Ludy to Douglas L. Phillips for \$130,000. Mr. Phillips owns Flora Cable TV Co., Flora, Ill. The system in Salem began business in February of this year and now serves approximately 400 subscribers. Broker: Daniels & Associates.

WGN Inc. shuffles management lineup

Several promotions under an executive realignment of responsibilities of the management staff of WGN-AM-TV Chicago were announced late Thursday (Sept. 9) by Ward L. Quaal, president and general manager of WGN Inc.

They come subsequent to WGN Inc.'s purchase of KCTO(TV) Denver from J. Elroy McCaw for \$3.5 million subject to approval by the FCC (BROADCASTING, Sept. 6).

First of the promotions at the WGN stations involves Daniel D. Calibraro, executive administrative assistant and manager of public relations, who becomes assistant to the president of WGN Inc. In addition to operating WGN-AM-TV and being purchaser of KCTO, WGN Inc. involves KDAL Inc. (KDAL-AM-TV Duluth, Minn.; WGN Televents Inc., a CATV system in Houghton-Hancock, Mich., and Mid-America Video-Tape Productions.

Charles Gates and Ben Berentson,

vice presidents and station managers, respectively, of WGN and WGN-TV, announced that James G. Hanlon, formerly manager of advertising, sales promotion and research, becomes the manager of public relations and advertising. Boyd Seghers, assistant manager of sales promotion and research, becomes manager of sales promotion and research.

Mr. Quaal also named Daniel T. Pecaro, program manager of WGN-TV, to the new post of manager of programming for WGN Inc. television station group. Sheldon Cooper, executive producer and assistant television program manager, becomes program manager of WGN-TV. Kip Jamison, assistant manager of public relations, was named director of publicity and Mrs. Mary Elaine (P. J.) Zerler, assistant director.

Conn. CATV hearing to resume today

Hearings by the Connecticut Public Utilities Commission to determine which of some 20 applicants will be granted franchises to operate community antenna television systems in the state will be resumed today (Sept. 13) at

10:30 a.m. in the state office building, Hartford.

The commission and the competing applicants will resume their cross-examination of Connecticut Television Inc., which owns and operates WHNB-TV (ch. 30) West Hartford. The firm is requesting a franchise to serve several towns in the Waterbury, New Haven, Hartford and Torrington areas.

The hearings began almost one year ago with direct testimony. Cross-examination of only three applicants is complete.

New York radio study released by WOR

A study of the New York radio audience that details numbers of listeners according to demographic groupings by age, annual income and annual consumer expenditures has been made available by WOR New York to advertisers and agencies.

The five age groupings were taken from the U. S. Department of Labor's "Survey of Consumer Expenditures, 1960-61," the latest survey available. The station correlated the various levels and categories of expenditure by age of

EXCLUSIVE BROADCAST PROPERTIES!

SOUTH—Fulltime regional in major market. This station is running well in the black, showing substantial increases monthly. Attractive studios, fully equipped. Owner-manager has health problem. Excellent staff will stay. \$200,000 on terms to be negotiated. **Contact—DeWitt "Judge" Landis in our Dallas office.**

SOUTH—Profitable daytimer serving single station market. Ideal owner-operator situation. Total price of \$65,000 with 29% down and balance over seven years. **Contact—Richard Shaheen in our Chicago office.**

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Disenchantment: A retrospective look at James Aubrey

The rule and ruin of James T. Aubrey Jr. as president of the CBS television network are revived by *Life* magazine in an article, "The Tyrant's Fall that Rocked the TV World," in the Sept. 10 issue.

Observers last week seemed to generally agree that the article, which had been a subject of fitful speculation for several months, for the



Mr. Aubrey
An old story revisited

most part adds little new substance to the welter of reports that circulated at and immediately after Mr. Aubrey's dismissal as head of the network last winter (BROADCASTING, March 8).

The article attributes the dismissal to a growing disenchantment among CBS top management with Mr. Aubrey's methods of operation, program taste and personal habits. This, capped by his attendance at "a raucous and wild party" in Miami, provided "a reason" for demanding his resignation.

The article deals at length with Mr. Aubrey's association with Keefe Brasselle, president of Richelieu Productions, from whom CBS-TV bought three programs which no pilots had been made while allowing Richelieu, according to the article, "extraordinarily high" production fees.

Richelieu is said to have furnished a car and chauffeur for Mr. Aubrey's use during 1964, and another producer from which CBS-TV bought a number of shows, Filmways Inc., is said to have leased an apartment to him and paid \$200 of the \$690 monthly rental.

The article says that CBS, in response to an FCC 1964 demand for an investigation of rumored "kick-backs" by TV producers, had a study made by outside counsel and filed a report that "was regarded with skepticism in Washington." The apartment lease arrangement was not mentioned to the FCC, according to the article.

Mr. Aubrey is depicted as a monarch whose "contemptuous, often brutal treatment of leading stars, producers and advertisers of television offended many of them," and who "banished" CBS-TV associates who were "likely to challenge him." He is reported to have dismissed Hubbell Robinson, former CBS-TV program chief, by interrupting him in a long recital of program proposals with the words: "You're through, Hub."

Despite ratings that soared and corporate net profits that went from \$25 million in 1959 to \$49 million in 1964, the article asserts, CBS Chairman William S. Paley and President Frank Stanton decided months before his dismissal that he

would have to go. Mr. Paley is quoted as having given this account to a friend late in 1964:

'Got To Go' ■ "I was sitting in my office the other day, and I thought, I'm 63, and Frank is seven years younger. Then I happened to think, 'my God, what if anything should happen to both of us—would I really want CBS to become an Aubrey operation?' So then I walked down the hall and opened the door and said, 'Frank, he's got to go'."

Mr. Aubrey is quoted in the article, but CBS top management has consistently refused to discuss Mr. Aubrey and the circumstances surrounding his departure. Last week they declined to comment on the *Life* article.

Other informed sources, however, suggested that the account was "way off base" in saying that the so-called "wild party" in Miami had triggered Mr. Aubrey's dismissal. This was not an influence, they said, implying that events would have occurred as they did whether there had been a party or not.

The article is skimpy on details about the party, saying only that it followed one held for comedian Jackie Gleason, was at "another hotel," that "the police were summoned" but that "no arrests were made."

Since his departure from CBS Mr. Aubrey has been intermittently reported as likely to re-enter the entertainment business. Shortly after his departure a stockholder's suit, still pending, was filed by a small CBS share-owner charging that Mr. Aubrey had a financial interest in Richelieu Productions and "shared directly and indirectly in its profits" (BROADCASTING, April 5).

household to the age levels of the audience of nine New York radio stations, including WOR.

Audience data was compiled in five three-hour time periods using special tabulations of the January 1965, Pulse New York report of the 18-county area.

Media reports . . .

Courses moved ■ Broadcasting courses at The American University, Washington, have been transferred from the Speech Arts Department to the Department of Journalism and Public Rela-

tions. The department, which offers 56 courses, offers both bachelor's and master's degrees in journalism, public relations and broadcasting.

Petition denied ■ The FCC on Sept. 8 denied petition by W. Gordon Allen to revoke the license of KBZY Salem, Ore. The commission said Mr. Allen submitted no new facts to support his nine-year-old allegations of premature transfers of control.

Mayor added ■ Mayor Samuel Yorty of Los Angeles will be the speaker at the closing luncheon of the Institute of

Broadcasting Financial Management's conference in Los Angeles, Sept. 21-23. Other speakers had been announced earlier in the month (BROADCASTING, Sept. 6).

American message ■ KXL Portland, Ore., has published a group of 31 essays written and aired by John Salisbury, the station's news director. The comments were broadcast on his morning comment program. The subject matter ranges from patriotism to manners and is collected under the title *A Message for Americans*. Binforde & Mort, Portland, is co-publisher; price is \$3.

WQAD-TV abc

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MOLINE-East Moline-Rock Island, Illinois-Davenport, Iowa
Serving 456-thousand TV homes in The Quad City Market (March '65 ARB)

Telesis Corp.: a nine-month old giant

NEW CATV COMPANY IS HEADED BY TWO FORMER BROADCASTERS

The development of a new community antenna television holding company from scratch to an estimated worth well in excess of a million dollars in less than nine months is being written into broadcasting history by two former station executives.

The new CATV venture: Telesis Corp., 645 North Michigan Avenue, Chicago. The broadcasters: Richard F. Shively and Charles C. Bevis, both most recently of Polaris Broadcasting and before that in station and network positions.

Telesis, formed last January with Mr. Shively as president and Mr. Bevis as vice president, has grown into a diversified holding company with multiple CATV subsidiary companies in 14 states and an engineering and construction division that is deep in research and development for general broadcasting application as well as CATV.

In many areas well known broadcasters are associated with Telesis as minor stockholders and officers of local CATV

subsidiaries. Jack Hopkins, for two decades in technical executive posts with WSM-AM-TV Nashville, is president of subsidiary Telesis Engineering Inc., Evansville, Ind. A principal financial investor in Telesis is understood to be Ferris E. Traylor, who still is a major stockholder in Polaris.

A part of the Telesis activity was disclosed late last week coincident with the promotion of Mr. Bevis to the new position of vice president in charge of CATV operations of Telesis Corp. By the end of the year Telesis will be operating franchises for areas having customer potentials in excess of 60,000 homes.

The Lineup ■ Telesis presently is getting systems ready for operation in Alexandria, Sauk Centre, Glenwood and Park Rapids, all in Minnesota; Belleville, Kan., and Jasper and Huntingburg, both Indiana. Other systems are under construction in Princeton, Ky.; Jacksonville and Piedmont, both Alabama, and Winchester, Cowan and

Decherd, all Tennessee. Together these systems are expected to total over 16,000 subscribers.

Other communities where franchises have been obtained and construction will get underway this fall include the additional Minnesota communities of Wadena, Staples, Long Prairie, Albany and Melrose, plus Bloomfield, Ind.; Valentine and Ainsworth, both Nebraska, and Winner, S. D.

Telesis also is a party to the application which has received the approval of the board of public works of Bloomington, Ind., for a new CATV system in that area. President of the Bloomington venture is Phil Dickens, former Tennessee football star who retired last year as head coach at Indiana University. Mr. Dickens learned of CATV in its early years as a subscriber in Laramie, Wyo., where he was head football coach at the University of Wyoming.

Newest figure to associate with Telesis, just last week, is film star Robert

Agenda set for CBS Radio meeting

An estimated 280 broadcasters are expected at the 12th annual CBS Radio Affiliates Association convention this week (Sept. 15-16) at the New York Hilton hotel.

Lee Fondren, of KLZ Denver, convention chairman, and Michael R. Han-

na, of WHCU Ithaca, N. Y., board chairman of the association, will preside at the opening session Wednesday morning at 10. A group of CBS executives including Arthur Hull Hayes, CBS Radio president; W. Thomas Dawson, vice president, information services;

George Perkins, vice president of network programs; Harper Carraine, director of research; Fred Ruegg, vice president, station administration, and George Arkedis, vice president, network sales, will deliver reports.

Lowell Thomas, CBS Radio broadcaster and author who marks his 35th year in network radio this month, will speak at the luncheon meeting, and business sessions will be held in the afternoon. CBS Radio's annual banquet, set for Wednesday night, will feature Florence Henderson, musical comedy star; comedian Jimmy Joyce and lyricist-calypso singer Steven DePass.

Thursday morning activity will be highlighted by a report on broadcasting developments in Washington during the past year, delivered by Leon Brooks, CBS Inc. vice president and general counsel. Other CBS executives to appear Thursday will be Fred Friendly, president of CBS News, and Lee Hanna, director of radio news. CBS News correspondents from around the world will attend the session. Leonard H. Marks, director of the United States Information Agency, will speak at Thursday's luncheon meeting.



Officers of the CBS Radio Affiliates Association met last week with CBS Radio President Arthur Hull Hayes to discuss convention plans. They are (l to r) H. William Koster, WEAN Provi-

dence, secretary-treasurer; Lee Fondren, KLZ Denver, vice chairman and convention chairman; Mr. Hayes; association President Michael R. Hanna, WHCU Ithaca, N. Y.

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BROADCASTING, September 13, 1965

KATV **GL**
Channel 7 Little Rock ABC
Griffin-Leake TV, Inc.
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Taylor, who joins the firm's Kansas-Nebraska division and plans to become active in franchise acquisition on his return from Spain where he is making a movie. Mr. Taylor also will become a corporate director. A native of Nebraska, Mr. Taylor has CATV service at his ranch home in Beverly Hills.

Other Broadcasters ■ Among broadcasters associated with Telesis, generally as officers and minor stockholders in local subsidiary corporations, are Tom Barnes, William Martin, Bill Moore. Tom and Mel Gleason, Gene Halker. William Russell, Charley Stratton, Kenneth Turner, Ed Mason, Joel Townsend, Steve Bellinger and James Mudd, plus others.

Mr. Barnes formerly was vice president-general manager of WDAY-TV Fargo, N. D., and now is executive vice president of Central Minnesota Television Co., including KCMT(TV) Alexandria, KNMT(TV) Walker and KVOX Moorhead, all Minnesota. Mr. Martin is president-general manager of KMMJ Grand Island, Neb., and Mr. Moore is former sales manager of KMMJ. The Gleasons are owners of KAWL York, Neb.

Mr. Halker owns WATW Ashland, Wis. Mr. Russell is former manager of WSON Henderson, Ky., and WKYV Louisville. Mr. Stratton manages WGNO Mayfield, Ky., while Mr. Mason is president-general manager of KXXX Colby, Kan.; Messrs. Townsend and Bellinger, Prairie States Broadcasting, and Mr. Mudd, WRAM Monmouth, Ill.

Two CATV veterans are associated with Telesis activities too. They are Bill Neal of Huntsville, Ala., and Ken Everett, builder and operator of systems in Texas and Nebraska.

Engineering Branch ■ Telesis Engineering now has a staff of over 30 technicians under direction of Mr. Hopkins. They design and construct the Telesis systems to broadcast technical standards. Mr. Hopkins also heads a research-development department which already has applied for several CATV patents and has developed a modern easy-to-read time and weather scanner which is being marketed by Ameco Inc.

Mr. Hopkins, in addition to his years with the WSM stations, for several years was project engineer on several classified projects for DECO Electronics, Washington. He also was director of research and development for Polaris, responsible for the design and construction of the 2,063 ft. tower at Fargo, N. D., for KTHI-TV there.

Other fields in which Telesis Engineering is working include the design of TV automation systems, data storage and display systems, data processing systems, microwave, TV custom switching and data multiplex. Telesis Engineering people also are available as

radio-TV consultants.

Before forming Telesis, Mr. Shively was executive vice president of Polaris Broadcasting. Earlier he had been manager of WTVW(TV) Evansville, Ind., and WKY-TV Louisville. Mr. Bevis formerly was director of operations for Polaris Broadcasting and before that had been with the Association on Broadcasting Standards and the Association of Maximum Service Telecasters, both Washington. Still earlier he was director of NBC-owned TV stations.

Mr. Bevis found the name "Telesis" for the new company. He discovered it in Webster's New Collegiate Dictionary. Telesis: "Intelligent direction of natural and social forces to a desired end, progress intelligently planned and directed."

That's the young company's motto, now, of course—a million bucks worth.

FCC reviewed by Wasilewski

Court access, VHF limit,
AM-FM split among items
surveyed at Maine meeting

Interminable problems are a fate broadcasters should accept and not be disheartened by, for the problems reflect "a measure of our success," Maine broadcasters were told Saturday (Sept. 11).

In a speech before the Maine Association of Broadcasters in Bar Harbor, Vincent T. Wasilewski, president of the National Association of Broadcasters, said the problems "arise because broadcasting is growing and changing; because it is a vital, impossible-to-ignore part of American life. As broadcasters, we are not idly floating in some backwater—we are in the mainstream . . . [where] real professional and personal satisfaction is achieved."

Discussing recent actions of the FCC, courts and Congress, the NAB chief noted the sudden "magical formula" the commission seems to have found with "50" as the key; felt the U.S. Supreme Court's decision on the Billie Sol Estes case does not close the courtroom door in broadcasters' faces forever, and said the "past year has been one of the best broadcasting has had in the legislative area, and it was a year in which we could have had serious problems."

Although the industry does not know what the significance of "50" is yet, Mr. Wasilewski said development of

this formula may "displace the old rule-of-thumb. It may even outmode those four-to-three votes."

The figure, he recalled, has been prominent in the FCC's rulings on AM-FM programming, network control of prime-time programming and station ownership. He wondered if the formula might be carried further and allow a station manager to be "50% wrong on the proposals he is required to make for his three-year license renewal."

However, in its three prominent applications, Mr. Wasilewski noted, the formula "reverses previous commission thinking on the subject."

FM Turnabout ■ Originally, he said, the FCC had supported AM-FM common ownership to promote FM. Then came the ruling requiring FM's in cities of over 100,000 population to be programmed separately 50% of the time from their AM adjunct in the same market. That same notice, he continued, also gives "AM licensees the cheery news" that the commission is "ultimately planning to take the station away anyway, stating that separate ownership of AM-FM stations in the same community is a desirable long-range goal."

This decision, he maintained, asks an AM broadcaster to build up his separate FM station "in contemplation of that happy date when he will be forced to relinquish the license of the well-established station to a competitor."

In the area of network programming, Mr. Wasilewski recalled the commission had "implied that networks and stations were not controlling what went out over the air closely enough." There were charges that advertisers and "certain irresponsible elements in the production field" had taken over the programming responsibilities.

But now, he said, "the FCC feels that networks should turn over 50% of their programming to those very advertisers or other outside sources" even though the advertisers have said they don't want it. He suggested that "everybody would be satisfied" if the 50% were turned over to the commission "to program as it sees fit."

VHF Reversal ■ The rule limiting ownership of VHF stations in the top 50 TV markets, the NAB president noted, seems to be a reversal of the FCC's view that the "public would be well served if licensees were permitted to own several stations. That proved to be a correct assumption; few can dispute that these group owners have done excellent jobs."

However, Mr. Wasilewski said, that the FCC and broadcasters can and do work together is evidenced by the new radio license renewal form in which FCC, NAB and broadcasters joined forces. Although the form is far from perfect, he said, it does represent "com-



Going places *WPDQ, the Belk Broadcasting Company station in Jacksonville, Florida, has joined America's most influential group of radio stations. General Manager Hugh E. Holder announced the appointment of Blair Radio as exclusive national representative !*

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promise between the industry and the government. . . . It is a far better form than would have been issued from the commission had we declined to participate."

The NAB president said the Supreme Court's decision last spring on Billie Sol Estes' petition that TV cameras in the courtroom had prevented a fair trial was not as bleak as some might paint it.

The court "did not rule out radio and television coverage of court trials as unconstitutional on its face," he said, and "the question is not closed. . . . We still have hope for an ultimate opening of courtrooms to radio and television. The successful achievement of that objective will be determined largely by our own careful and decorous handling of sensitive issues of all kinds."

Speaking on the lack of serious legislative problems this year, he said broadcasters cannot anticipate that Congress will always be busy with "major Great Society proposals" as it was in this session. Such a situation will not continue indefinitely and there will be important legislative developments in the near future.

Multi-set TV homes have other plusses

The multi-set television home in the U. S. is an attractive advertising target, composed of families that surpass the one-set home in such vital dimensions as time devoted to TV, size of family and household income.

These are the highlights of a national study conducted by R. H. Bruskin Associates, New Brunswick, N. J., and released last week in the company's newsletter. The survey covered 2,800 homes during March 1965.

A significant finding by Bruskin was that as families add TV sets, they watch more, rather than divide their former viewing time among different sets. For example, one-set families watch an average of 4 hours 30 minutes a day. Two-set homes view an average of 6 hours 14 minutes, and those with three or more receivers watch an average of 7 hours 31 minutes daily.

Bruskin found that multi-set families are "much larger" than single set families. Among all families having three or more sets, 60% contain four or more members, compared with 56% in the case of two-set families and 40% among one-set families.

The multi-set household also ranks significantly higher in terms of income. Bruskin found that 35% of homes having three or more sets have a yearly

income of \$10,000 or more, compared with 27% of two-set families and 12% of one-set families. At the other extreme, only 5% of three-set families earn \$4,000 or less, as against 9% of two-set households and 28% one-set families.

The study also revealed that multi-set families represent the prime prospects for the planned purchase of new cars and color TV sets and currently are more likely to be the owners of color receivers.

Bruskin reported that as of early 1965, more than 20% of all U.S. homes had two or more sets in working order and said the percentage is rising rapidly.

Hearing scheduled on three FCC bills

A hearing will be held Tuesday (Sept. 14) by the House Communications Subcommittee on the three FCC bills passed by the Senate between July 30 and Aug. 3.

The three bills, S903, S1554 and S1948 are expected to be passed with little, if any, opposition.

The main witness before the committee will be E. William Henry, chairman of the FCC. He will testify on all three bills.

The first bill, S903, passed by the Senate July 30, would amend the Communications Act to specify that a station must paint and illuminate its antenna tower and, if the station loses its license, must dismantle the tower if the Federal Aviation Authority deems it a menace to air safety.

Prior to this, the commission had the responsibility of compelling the licensee to paint and illuminate his tower, but there was no provision for dismantlement.

A technicality is the reason for the second bill, S1554, also passed July, 30. It calls for the secretaries of the Army and the Navy to be replaced by the secretary of defense as the person to be notified for the filing of certain applications in the common carrier service.

The third bill, S1948, deals with the conflict of interest of the members of the commission. It was passed by the Senate Aug. 3.

The bill forbids commission members and employees from having any connection with firms doing business as broadcasters or common carriers or servicing such firms as a primary activity, or to have holdings in mutual funds whose investments are concentrated substantially in the firms. Executive reservists—persons experienced in the industry who serve the commission in time of national emergency—and

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special governmental employees, such as consultants, are exempted.

The changes would bring the Communications Act into line with a general conflict-of-interest statute enacted in 1962. Presently, commission personnel may have no connection with commission licensees, including the many industries using various forms of wireless communications systems.

Exempting executive reservists and other special employees will allow the commission to obtain the best industry talent available for potentially vital work. Now, the commission cannot guarantee a waiver of the conflict-of-interest provision when seeking the help of an executive with stock in a commission-licensed firm (BROADCASTING, May 17).

Adjournment may stop bills

Congress with eyes on home likely to bypass CATV, copyright revision, boxing

With Congress moving swiftly in hopes of a late-October adjournment, chances are slim for passage this session of more broadcast legislation. Among the issues that seem destined to carry over to the next session are community antenna television, copyright revision and the boxing bill.

Insofar as CATV is concerned, a much-hoped-for conciliation on the issues by the broadcasters and the CATV interests has not occurred.

And, it is felt in some quarters that any action as time-consuming as the CATV bill or the copyright revision will be superseded by last-minute Great Society measures from President Johnson.

Copyright Redrafting ■ Representative Richard H. Poff (R-Va.) indicated last week that large portions of the copyright revision bill will have to be redrafted and that other portions will have to wait because, he feels, differences of opinion should be ironed out before the bill is taken out of the Judiciary Committee, of which Mr. Poff is a member.

Representative Poff has suggested that the copyright subcommittee meet in executive session with the warring factions and try to resolve differences, rather than attempt legislation that might not meet with favor on either side.

He said that it would almost be im-

possible to get any bill on copyright through the House this session, and that it would probably be well into the next session before something could be done.

Too Many Complaints ■ He does feel that a copyright bill will be enacted in a later session because so many complaints have been made about present copyright protection that Congress cannot sidestep the issue.

Representative Oren Harris (D-Ark.) had hoped for agreement between the broadcasters and the CATV interests on his bill for the FCC to regulate CATV but it has reached a virtual stalemate. The bill, HR 7715, stands little chance of passage this session due to shortness of time and the amount of other legislation that has been marked as a must by President Johnson.

The broadcasters and the CATV owners have not resolved their differences, and this has slowed up the process. Informed sources indicate that Representative Harris feels some legislation regarding CATV is in order, but he does not wish to act with the rival factions still so far apart.

Out by Christmas? ■ Congress is now in its ninth month, a session that has seen more legislation than ever before and the congressmen are now hoping to leave Washington by the third week in October. A new session begins in January—an election year in which the President wants early adjournment to allow time for campaigns in late summer and early fall.

In the Senate, even less hope for broadcast legislation. The Senate now is immersed in vital agriculture law-making and following that, it has to deal with such issues as the repeal of section 14-(b) of the Taft-Hartley Act.

On 14-(b) there may be a filibuster, and indications are that a vote to break it by cloture will not be successful. Further, the act is such that compromise will be difficult to work out—either the states have the right to enact the so-called right-to-work acts, or they don't.

Boxing ■ The House-passed boxing bill, which calls for a federal boxing commission to regulate the sport through the control of the interstate closed-circuit television systems that provide much of the revenue, stands little, if any, chance of Senate action this session.

The reason is that the Senate has other more pressing considerations and the Commerce Committee has not yet held the first hearing on the bill.

On the whole, broadcasters can expect very little further action this session but can expect boxing, copyright revision and, eventually, CATV legislation starting in January.

New setup for NBC?

Speculation that network may make change to 'divisional presidents'

A possibility that NBC will switch to a system of "divisional presidents" was advanced last week following the election, effective Jan. 1, of Robert E. Kintner to be chairman of the board and chief executive officer as well as president of NBC (BROADCASTING, Sept. 6).

Both CBS and ABC are organized into divisions headed by presidents, and there have been intermittent speculation that NBC, whose divisions are headed by vice presidents and executive vice presidents, might revise its thinking and adopt a similar pattern.

These reports were revived after the announcement 10 days ago that Robert W. Sarnoff would move from the chairmanship of NBC to the presidency of RCA, NBC's parent company, at the first of the year, with Mr. Kintner then taking full command of NBC's operations.

Although not confirmed, this speculation gained credence on the widespread assumption that Mr. Kintner intends to retain full administrative control in addition to the authority that he will assume as chief executive officer, and thus will not—at least in the foreseeable future—give up the presidential title or the administrative control that normally goes with the presidency.

In that case, observers reasoned, having NBC divisions headed by presidents would seem a logical development in that it would increase the stature of these officers, both inside and outside the company, without placing an intermediate administrator between them and Mr. Kintner.

Five Divisions ■ NBC has five major operating divisions: NBC Television Network, headed by Walter Scott, executive vice president; NBC News, by William R. McAndrew, executive vice president; NBC Radio Network, by Stephen Labunski, executive vice president; NBC Owned-Stations and NBC Spot Sales Division, by Raymond W. Welpott, executive vice president, and NBC Enterprises Division, by George A. Graham Jr., vice president.

David C. Adams, who operates in the top management echelon, is senior



Photographed by Todd Walker. It is in KRLA's "Sounds of the West" collection.

Ladies and Gentlemen, Have You Noticed How the West is Acting Today

Here

The Pasadena Playhouse,
photographed with it's own drama
from left to right:

"Amphitryon, I love you."

"Et Tu, Brute?"

"John!" "Marcia!"

"Men come in two sizes; dead or alive."

and Hear

KRLA,
the sort of sound
that makes you remember
the whole world's a stage
and it's your scene, next.

KRLA/Los Angeles' most-listened-to radio station

executive vice president.

In taking over the NBC chairmanship as well as the presidency Mr. Kintner will be the first to hold both offices simultaneously on a regular basis, although not the first to combine the two offices. Only precedent was provided by Brigadier General David Sarnoff, who in 1953 was chairman and also took over the presidency for a three-month period between the resignation of President Frank White and the election of Sylvester L. (Pat) Weaver Jr. to succeed him.

General Sarnoff, chairman of RCA, will retain that office but gives up the post of RCA's chief executive officer to Elmer W. Engstrom in the changes that promote Mr. Kintner and move Robert Sarnoff to RCA. Dr. Engstrom,

now RCA president, will become chairman of the executive committee as well as chief executive officer.

Both General Sarnoff, now 74, and Dr. Engstrom, 64, have accepted new five-year contracts, also effective Jan. 1. It was assumed that Robert Sarnoff would also receive a new contract as RCA president, presumably also for a five-year term.

Social problem study discussed by NAB group

The possibility of broadcasters sponsoring a national conference to consider current social problems facing society today will be looked into by the

National Association of Broadcasters special Committee on American Values. As envisioned by the committee at its first meeting in Washington last week, the conference would include leading figures from the media, government, law, education, religion, medicine and other segments of American society.

Members of the committee were unanimous in their feeling that broadcasters have an obligation in helping Americans to attain higher ideals and that the industry has the power to brake the increasing deterioration of moral and ethical standards.

The committee will make its recommendations to the NAB joint board when plans are detailed. The board is not expected to act, however, until its January meeting.

FINANCIAL REPORTS

CBS Inc. adds Pasadena firm

CBS Inc. in a new venture in its diversification program has acquired Electro Music Inc., Pasadena, Calif., which manufactures speaker systems for electronic organs. The purchase, announced last week, was made through

Columbia Records Distribution Corp., the distribution wing of CBS's Columbia Records Division.

CBS did not disclose the purchase price but it was reported the company paid what was said unofficially to be "something less than \$5 million." CBS authorities declined to reveal a precise figure. CBS Records Distribution acquired the Fender Guitar & Amplifier

Corp. of Fullerton and Santa Ana, Calif. in a \$13-million cash deal last January. Fender is a leading manufacturer of electric guitars and amplifiers. In the summer of 1964, CBS Inc. acquired the New York Yankees with an initial 80% purchase for \$11.2 million.

The Electro Music company makes the Leslie speaker system known also as the "Pipe-Voice" of the Electronic Organ." CBS said that Robert Campbell, chief executive officer, and Donald J. Leslie, former owner, Electro Music, will continue with the company, Mr. Campbell as general manager and Mr. Leslie as consultant in research and development.

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sands of people whose jobs in broadcast advertising demand a ready, accurate source of TV-radio facts. The 1966 **BROADCASTING YEARBOOK**—out in December—will give some 20,000 of them the most comprehensive round-up on the dimensions of today's broadcast media. If you have something to tell the decision-makers, **BROADCASTING YEARBOOK** is the place to testify on your own behalf. Witness the deadlines: Sept. 21 for proofs; Oct. 1, final. Call or wire collect to reserve space!

Collins net income almost doubles

Collins Radio Co. has reported earnings in fiscal 1965 ended July 30 of \$4,550,000 (\$2.04 a share) compared to \$2,405,000 income in 1964 (\$1.08 a share). At year's end the company had a backlog of orders to be delivered totaling \$288 million compared to \$262 million at the end of 1964.

President Arthur A. Collins said domestic and foreign commercial sales volume were up 13% over the previous year to 31.1% of the company's total sales. Fiscal year ended July 30:

	1965	1964
Earnings per share	\$2.04	\$1.08
Net earnings	4,550,000	2,405,000
Gross income	282,000,000	281,000,000
Shares outstanding	2,230,000	2,230,000

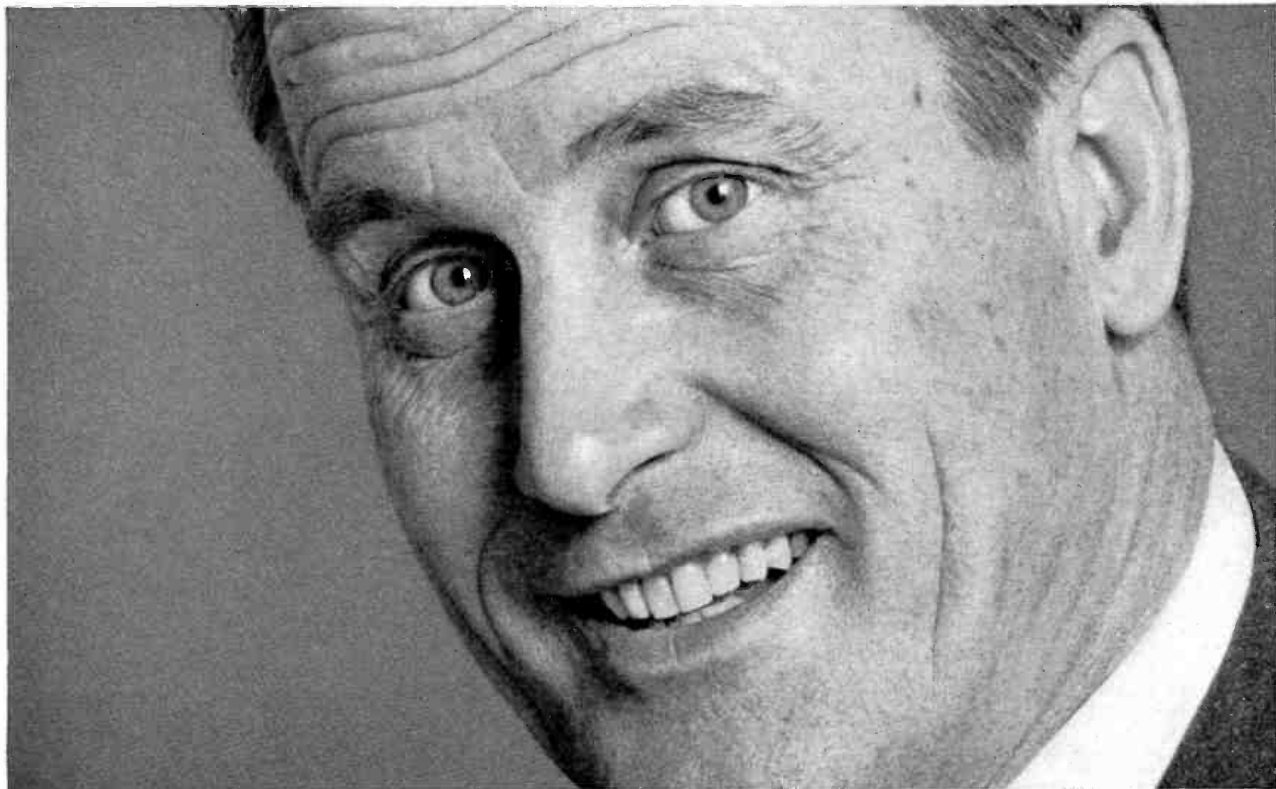
Financial notes ...

■ Regular quarterly dividend of 10 cents a share was declared by board of directors of Cox Broadcasting Corp. last

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For Example	Buses Daily	Running Time	20 lbs.	30 lbs.	40 lbs.*
CLEVELAND— COLUMBUS	10	3 Hrs. 5 Mins.	\$1.60	\$1.80	\$2.05
SEATTLE— PORTLAND	19	4 Hrs. 5 Mins.	1.70	2.00	2.25
RICHMOND— NORFOLK	21	3 Hrs.	1.45	1.65	1.90
NEW YORK— PHILADELPHIA	32	2 Hrs.	1.40	1.55	1.85

*Other low rates up to 100 lbs.



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

Thursday (Sept. 9) at meeting in Atlanta. The third-quarter dividend is payable Oct. 15 to stockholders of record Sept. 22.

■ Decca Records Inc., New York, has declared a quarterly dividend of 30 cents a share on capital stock to stockholders of record Sept. 15, payable on Sept. 29.

■ Board of Plough Inc., pharmaceutical company with broadcast ownership, has voted to raise quarterly dividend on common stock from 17 cents to 20 cents a share, payable Oct. 1 to shareholders of record Sept. 10. This

action raised annual cash dividend rate to 80 cents compared with current annual rate of 68 cents, and is the 11th consecutive annual increase since 1954 when yearly dividends were 15 cents a share.

■ Universal Pictures Co., New York, declared a quarterly dividend of 25 cents per share on common stock to holders of record Sept. 16, payable on Sept. 27.

■ Trans-Lux Corp., New York, declared a quarterly dividend of 15 cents on common stock to stockholders of record Sept. 10, payable Sept. 24.

Zenith expects to set another record in 1965

Zenith Radio Corp., Chicago, claimed last week that it will break another all-time industry record this year and produce and sell more than two million TV sets, both color and monochrome. Zenith has claimed "first" each year since 1959 with production of more than a million TV sets annually.

L. C. Truesdell, president of subsidiary Zenith Sales Corp., reported Thursday that the company now has orders for delivery of more than two million units. "Since these are firm orders covering our planned production and delivery of TV sets of all types through November, our total shipments this year will far exceed two million total TV sets, a figure that to date has never been reached by anyone in a 12-month period," he said.

Zenith distributor sales to dealers of black-and-white sets so far this year are more than 10% ahead of last year's record pace, Mr. Truesdell said. Zenith color sales are running double last year's rate.

Outlet Co. net up 11.3% in first half

The Outlet Co., Providence, R. I., has announced an increase in net earnings of \$33,865 or 11.3% for the half year period ended July 31 over the same period of 1964.

The Outlet Co. owns WJAR-AM-TV Providence and WDBO-AM-FM-TV Orlando, Fla., and a Providence department store. The company has also applied for community antenna franchises in 38 Rhode Island cities and towns (every city and town except Providence).

Six months ended July 30:

	1965	1964
Earned per share	\$0.66	\$0.50
Sales	12,706,066	12,549,879
Net earnings	331,871	298,006
Shares outstanding	505,220	498,071

Desilu net income up 55.8% for quarter

Desilu Productions' gross income for the first quarter of its new fiscal year was down 2.6% from the same period of fiscal 1965, but the company's net income was up 55.8%, according to a report to shareholders made by Lucille Ball, Desilu president.

First quarter of fiscal	1965	1966
Earnings per share	\$0.16	\$0.10
Net earnings	184,667.00	118,490.00
Gross income	4,221,233.00	4,336,045.00
Shares outstanding	1,153,631	1,196,508

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GET MORE SALES RESULTS!

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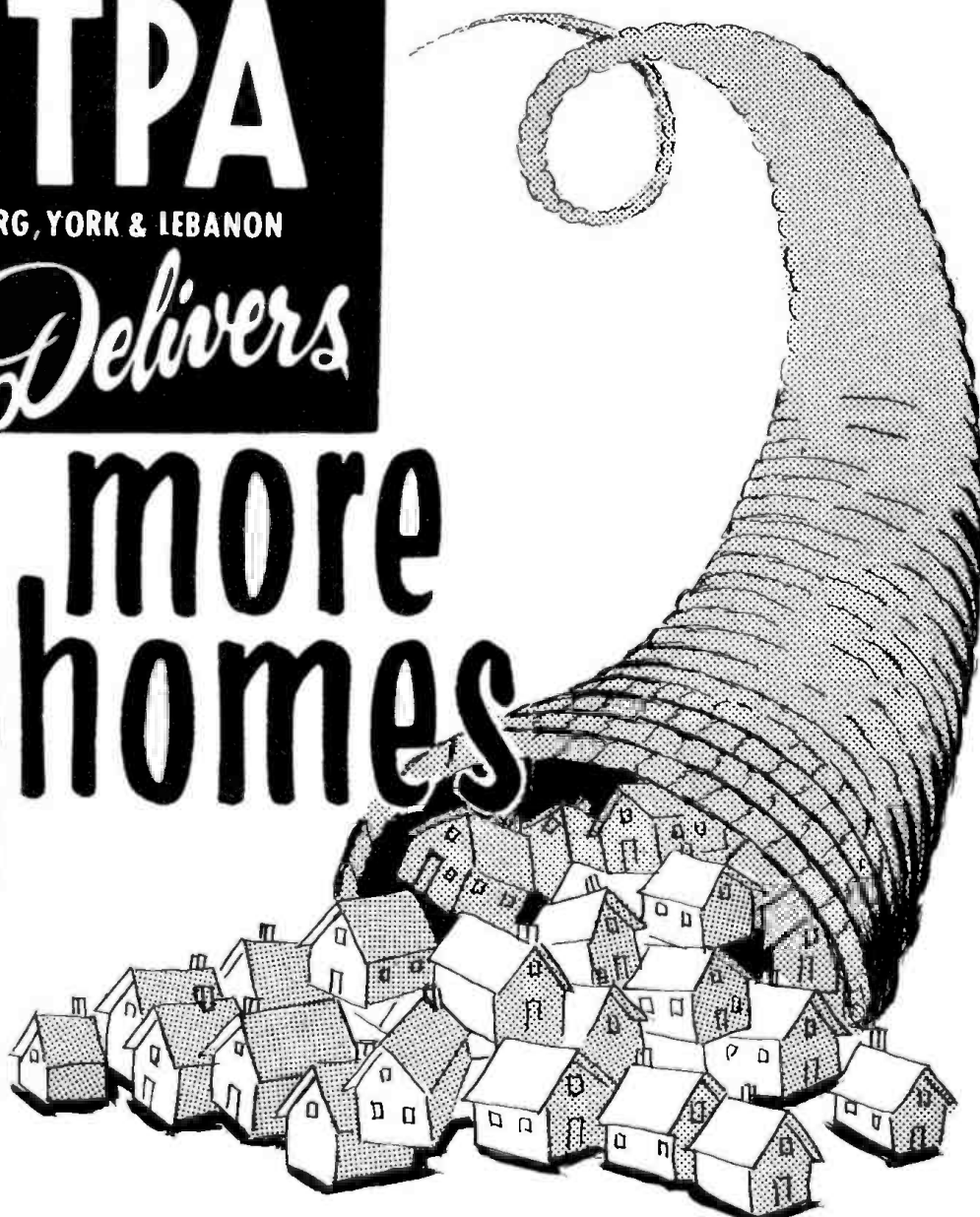
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No money but good ratings

NBC's 'White Paper' gets 10.7 rating; Eastern covers production costs

NBC-TV took in about \$500,000 in sponsor coin for its unprecedented three-and-one-half hour *American White Paper: United States Foreign Policy* program on Sept. 7, a sum that just about covered production costs. Thus its financial loss for the evening amounted, roughly, to its normal intake for a Tuesday night's entertainment programming if fully sponsored—and this was estimated at \$714,000.

Obviously intended not as a money maker but as novel informational programming, NBC's study of U. S. foreign policy managed to gain a respectable rating though buffeted in one period by the strong *Petticoat Junction* (CBS) and *Peyton Place* (ABC).

Eastern Air Lines, through Young &

Rubicam, bought all of the 21 commercial minutes in the *American White Paper* presentation for a near \$500,000 package price. This figure includes time and production costs. If all 21 minutes were filled by advertisers in a usual Tuesday night, the time-and-production tab would come to some \$714,000. (roughly some 18 different advertisers would fill the 21 minutes of time).

NBC officials indicated last week that still other documentaries similar to *American White Paper* would be programed in the future. In September 1963 NBC-TV documented in prime-time a report on the civil rights controversy. That program filled three hours in a single evening.

The Ratings ■ The *American White Paper* averaged a 10.7 rating and 22 share of audience over the three and one-half hours, according to national Arbitrons. The NBC rating compared to CBS's 16.2 average rating and ABC's 15.8 rating and a share of 33 for both the networks over that period.

Half-hour readings showed NBC began its program in the 7:30-8 p. m. EDT period with a 9.7 rating that increased to 11.1 at 8-8:30 and to 12.0 in the 9-9:30 period, and then fell to 9.6 against *Petticoat Junction* and *Peyton Place*, which on CBS and

'TV at its very best'

Representative Roman C. Pucinski (D-Ill.) hailed NBC-TV's *American White Paper* as television's finest three-and-a-half hours. He called the program "television at its very best" and said that he was sure that former FCC Chairman Newton Minow would exclude the program from what Mr. Minow once called a "vast wasteland."

Representative Pucinski's remarks were made on the House floor last week.

He also cited the sponsor of the program, Eastern Air Lines, for its "impressive experiment in better understanding" and added that both the network and the sponsor have earned the "highest gratitude of all Americans."

ABC in the 9:30-10 slot had respective ratings of a 20.0 and a 16.2.

In the next two half-hours, the *American White Paper* climbed to a 10.7 and then dipped slightly to 10.1. The NBC share in each period that night for *American White Paper*, hovered in the area of 22 to 24%, except for its low of 18% while *Petticoat Junction* and *Peyton Place* were on.

NBC said the Arbitrons estimated 21 million people viewed *American White Paper* in a total of 12 million TV homes, the average home viewing for 1 hour and 43 minutes. The network also estimated 7.5 million viewers in 5.76 million homes watched the show during an average minute.

Large-Scale Promotion ■ The program received intensive promotion. In all, NBC-TV gave the show a total of 100 "over the crawls" on-the-air mentions—audio messages delivered over a program's closing credits. (In NBC-TV's full preseason promotion, some 290 such mentions covered 30 shows [BROADCASTING, Sept. 6].)

NBC-TV also sent promotion kits to more than 200 affiliates and on request copies of a discussion guide for stations to distribute locally. The Foreign Policy Association mailed copies to 300 national organizations and to 60 local World Affairs Councils. On Aug. 26, a one-hour *American White Paper* roundtable discussion was fed closed circuit to affiliates.

NBC International said that a day after the NBC telecast of *American White Paper*, the documentary was sold to broadcasters in several overseas

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translate into more profitable advertising plans. Nowhere is so much useful TV-radio information assembled within a single set of covers, or consulted so often day-after-day throughout the year. The 1966 BROADCASTING YEARBOOK, packed with more data about the broadcast media than ever before, will be delivered to subscribers in mid-December. Your message gets a big bonus of attention and long life at regular BROADCASTING rates. Today's the day to reserve a good spot for it.

Deadlines? Sept. 21 if proofs are needed; Oct. 1, no proofs.

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areas. Programing rights were acquired in Australia, Denmark, Sweden, Germany and Puerto Rico, and film prints for auditioning were sought in Japan, Spain, England and Mexico. Danmarks Radio-TV, which operates a TV network in Denmark, scheduled the special for the afternoon of Sept. 12; and Australian Broadcasting Co. set the show for the afternoon of Sept. 19.

CBS-TV to test viewers' citizenship

CBS-TV's first program in its new series of mass audience tests has been scheduled for Nov. 9 (10-11 p.m. EST). Called the *National Citizenship Test*, it will quiz the viewing public on attitudes toward responsibilities and privileges as citizens, and on a knowledge of American governmental procedures.

The participating audience will be able to compare its responses with those of respondents in two national public opinion samples. One of these will be made in a preprogram survey. The other will be taken among viewers during the program. Their answers will be reported, as the program is aired, to a computing center so that the mass audience can compare test scores with those of the samples before the program's conclusion.

Questions for the test are being prepared by CBS News in cooperation with the Educational Testing Service, Princeton, N. J.

CBS's first venture into mass test programing, *The National Drivers Test*, was seen by an estimated 30 million viewers.

International Business Machines, which is sponsoring 15 of the programs to be aired by CBS News in the Tuesday 10-11 p.m. period, will be the sponsor of the test. Executive producer of the program is Av Westin.

16 win ABC's drama stipends

A select 16 out of 3,500 auditioning for one-year scholarships won \$750 stipends and will attend the American Academy of Dramatic Arts, New York.

The winners were announced last week by Leonard Goldenson, president of ABC Inc., which sponsored the competition (BROADCASTING, Aug. 30), and Worthington Miner, who is president of the academy.

The contest drew more than 25,000 applicants, 3,500 of them auditioning at local ABC affiliates during the past

few months. Winners of the national audition were graded on personality, integrity of performance, imagination and originality, vitality, physical appearance and grace, speaking and singing voice, range of capacity and potential ability. Each audition required the performer to memorize two serious play scenes, two comedy scenes, and two musical selections.

The final selection of winners (and alternates) was made by Mr. Miner; Warren Lyons, ABC manager of talent development, and Frances Fuller, director of the academy.

FBI official defends bureau's radio-TV role

A top ranking official of the Federal Bureau of Investigation has defended the FBI's decision to cooperate with the broadcast media in presenting programs dealing with bureau activities.

C. D. Loach, assistant director of the FBI, told host Fred Foy of ABC Radio's *FBI Washington* program Sunday (Sept. 12) that TV-radio programs can provide the bureau with assistance and called criticism of FBI cooperation in broadcast programing "nonsense."

The FBI is providing assistance both to *The FBI*, an entertainment series that begins on ABC-TV this fall (Sunday, 8-9 p.m.), and to ABC Radio's *FBI Washington*. He noted that the bureau had rejected earlier efforts to cooperate in projected TV series but indicated that the time now was appropriate for participation.

AM seeks court test of school board bans

WRKL New City, N. Y., a Rockland county station, plans a court test of the refusal of two local school boards to let a station reporter tape record public meetings for later broadcast.

Both the Nyack village school board and the Clarkstown school board have refused this permission. The Nyack board passed a resolution banning tape recorders, giving as reasons that people didn't want to speak when they might be reproduced on radio and that a tape could be edited. The Clarkstown board refused to let the WRKL reporter record events at several successive meetings and has now told the WRKL manager, Albert Spiro, that they will pass a similar resolution at a meeting this week.

Mr. Spiro says attorneys for the station are preparing a court appeal of the action.



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Or contact Technical Products Service, RCA Service Company, A Division of Radio Corporation of America, Bldg. 203-1, Camden, N. J. 08101.



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Conservative program enters its 2d year

The American Security Council, a nonprofit, bi-partisan organization of businessmen formed to combat the threat of communism in the U. S., is completing its first year of *Washington Report*, a five-minute daily news summary dealing with developments in the cold war.

The series is distributed free to stations on records, five programs to a record, on a weekly schedule. Money for the program has been provided by the Schick Stainless Steel Blade Division of the Schick Safety Razor Co. under a grant which will make the programs available until September 1966.

The program is designed so that it may be sponsored locally as a five-minute news show, with allowances for spot announcements, and it also may be used with an enlarged news program.

The editors of the program, Senator Thomas J. Dodd (D-Conn.) and Dr. Walter H. Judd, former Republican representative from Minnesota, combine to give the coverage in-depth background on the meaning of current

Cold War events.

The ASC claims the program's 900 or more stations make it the largest single radio program in the world. It is carried overseas by the stations of Radio Free Europe and by New York's international station, WRUL, which beams the program to 106 countries around the world.

Detailed coverage set for Pope's visit to UN

The three TV networks will present extensive coverage—much of it live and in color—of the scheduled Oct. 4 visit of Pope Paul VI to the United Nations.

CBS-TV and NBC-TV said they would pick up the Pope's arrival at New York's John F. Kennedy International Airport, scheduled for 10 a.m. EDT; his motorcade into New York for an expected meeting with President Johnson, and meetings with Francis Cardinal Spellman at St. Patrick's Cathedral; his appeal for peace to be made before the United Nations General Assembly (tentatively scheduled at 3-4 p.m.), and the celebration by the Pontiff of a late afternoon or early evening outdoor mass at either Yankee stadium or Shea stadium.

ABC-TV said it planned to cover the Pope's arrival and UN address, but had not yet determined its plans for coverage of the outdoor mass.

Press Wireless taken over by ITT division

ITT World Communications Inc., subsidiary of ITT, New York, last week acquired sole control of all outstanding shares of Press Wireless Inc., having secured an ownership transfer with FCC approval in July (BROADCASTING, Aug. 2).

Through an exchange of shares, the international communications carrier will now drop its former owners, principally Time Inc., *The New York Times* and *The New York Herald-Tribune*. Press Wireless will continue its news media service to some 65 countries by teleprinter, facsimile, telephoto and voice communication.

Radio series sales...

Christmas Around the World (Charles M. Conner Productions): WAPI Birmingham, Ala. KEYS Corpus Christi, Tex., and KXOK St. Louis.

Jimmie Fidler Hollywood News (Jimmie Fidler): WCOG Greensboro,

and WKLM Wilmington, both North Carolina, and WEAM Washington.

Here's Heloise (King Features Syndicate): WJLN Atlanta; WUUU Greenville, S. C.; WSPD Toledo and WSTV Stubenville, both Ohio; WFFF Milford, Conn.; KAST Ames, Iowa and; KBUY Amarillo; KWED Seguin, both Texas.

So You're Here Today (Realistic Radio Sales): WXBW-FM Milton and WLCO Eustis, both Florida.

Leo Durocher . . . Sports (Sight & Sound Library): KETO Seattle, Wash.; KOWB Laramie, Wyo.; KFAL Fulton, Mo., and KPGE Page, Ariz.

Doctor's House Call (Signal Productions): WTOP Washington; WKBW Youngstown and WAKR Akron, both Ohio; WDBJ Roanoke, WAVY Norfolk and WRVA Richmond, all Virginia; WHAG Hagerstown, Md.; WCMB Harrisburg and WEST Easton, both Pennsylvania; WKLT Kalamazoo, Mich., and WEAQ Eau Claire, Wis.

Anniversaries In Sound (Triangle): WWIS Black River Falls and KFIZ Fond du Lac, both Wis.

July 4, 1776 (Woroner Productions Inc.): KISN Vancouver, Wash.; WMBT Shenandoah, Pa.; WBCO Bucyrus, Ohio, and KQEO Albuquerque, N. M.

Close-Up (Woroner Productions Inc.): WLEC Sandusky, Ohio; CKOC Hamilton, Ont., and KOGO San Diego.

Tips on Tots (Woroner Productions Inc.): KTEE Idaho Falls; KOSY Texarkana, Tex.; WBT-FM Charlotte, N. C., and WRVA Richmond, Va.

Easter the Beginning (Woroner Productions Inc.): Wcos Columbia, S. C.; WJNO West Palm Beach, Fla.; WMBT Shenandoah, Pa.; WRTA Altoona, Pa.; KJEM Oklahoma City; WHIZ Zanesville, WZIP Cincinnati, WOMP Bellaire, and WNXT Portsmouth, all Ohio; WTAJ Parkersburg, W. Va.; CKPC Brantford, CHYM Kitchener, CFCO Chatham and CFOR Orillia, all Ontario, and WTAJ Norfolk, Va.

The First Christmas (Woroner Productions Inc.): KAFF Flagstaff, Ariz.; KISN Vancouver, Wash.; WRDW Augusta, Ga.; WANS Anderson, S. C.; WWYN Erie, Pa.; KXO El Centro, Calif.; KBLU Yuma, Ariz.; WMBT Shenandoah, Pa.; WWNS Statesboro, Ga.; KCMJ Palm Springs, Calif.; WBCO Bucyrus, Ohio; KAAV Little Rock, Ark.; KACE Riverside, Calif.; Wcos Columbia, S. C.; WDEE Hamden, Conn.; KQEO Albuquerque, N. M.; WSLs Roanoke, and WBLT Bedford, both Virginia; KSEL Lubbock, KXOX Sweetwater, and WACO Waco, all Texas.



HOW TO WORK OVERTIME AND ALMOST LIKE IT

Those who work in Duluth surround their eight-hour working day with pure pleasure that can be found just minutes away. Let us work overtime for you . . . selling these 1,000,000 people who enjoy life . . . and WDSM-TV.

WDSM-TV NB
Wonderful Duluth Superior Market
See your PGW man for details
BILL HURLEY IN MINNEAPOLIS

"We increased our share of the Atlanta TV audience by promoting better reception."

Joe Higgins, station manager
WAII-TV Atlanta, Georgia

It makes sense. Show your audience how they can obtain better, more enjoyable TV reception, and you'll have happier viewers. And more of them. In fact, it made so much sense to Joe Higgins (and attracted so many new viewers) that WAII-TV has promoted "better reception" for two years and will soon promote it again.

Here's the way it started, three years ago. A special station survey showed that WAII-TV viewers with outdoor antennas received better reception and watched the station more often than people with indoor antennas. That's all Joe Higgins had to know. He decided to promote better reception through the use of outdoor antennas.

The next step was for station engineers to test outdoor antennas. They did just that and found Winegard antennas provided greatly improved reception (both in color and black & white). With this discovery, WAII-TV entered into a unique station/sponsor/dealer promotion with the Winegard Co. and local Winegard dealers.

Briefly, the program included an extensive on-air campaign, in-store merchandising and consumer contests—all designed to promote WAII-TV and improve the station's reception through the use of Winegard antennas.

The results? Just the way it was planned. Hundreds of WAII-TV viewers got better reception—and WAII-TV got hundreds of new viewers.

That's the way it worked (and is still working) for WAII-TV in Atlanta. How about your station? If you have lost a single viewer because of poor reception... if your station is programming color shows that demand the finest antennas... and if you want to increase your share of the audience (and who doesn't), let us show you why it makes sense to promote "better reception".

Write (or call) for complete information on how your station can participate in a station/sponsor/dealer program with Winegard.



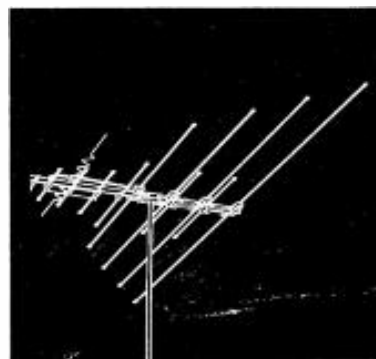
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3000 Kirkwood • Burlington, Iowa 52602 • (319) 754-6595



Please rush complete information on how we can participate in your station/sponsor/dealer program.

NAME _____ TITLE _____
STATION _____ PHONE NO. _____
ADDRESS _____
CITY _____ STATE _____ ZIP CODE _____



BROADCASTING, September 13, 1965

WEBSTER'S DEFINES LP-GAS IN ONLY 62 WORDS



But what it does takes volumes

Because LP-gas does so many things.

You might think LP-gas is like natural gas. It is and it isn't. People in towns, suburbs, and on farms and ranches do use LP-gas just as people served by utilities use natural gas—to cook food, heat water, dry clothes, and heat and cool their homes.

But because of its remarkable versatility, LP-gas uses extend far beyond those of natural gas. LP-gas also powers trucks, tractors, buses, taxis and generators just like gasoline and diesel fuel.

LP-gas has many uses uniquely its own, too. Flame weeding crops is one. Duplicating the searing re-entry heat for space capsule research is another.

Liquefied petroleum gas is the complete name of LP-gas. It is a gas converted into a liquid for easy transportation and storage. Propane, butane, bottled gas are some of the names it goes by. But they're all LP-gas.

Wherever heat and power are required, LP-gas does the job.



OF AMERICA'S GREAT SOURCES OF ENERGY,
ONLY LP-GAS SERVES YOU IN SO MANY WAYS

NATIONAL LP-GAS MARKET DEVELOPMENT COUNCIL
79 West Monroe Street, Chicago, Illinois 60603

WONDERFUL ISLE OF DREAMS...

What's in a name?

South Florida radio listeners will tell you that **one** means adult programming, community service and integrity — since 1926!



610 KC - 5000 WATTS
97.3 MC - 100,000 W.

MIAMI • FLORIDA

National Representative
GEORGE P. HOLLINGBERRY

COX BROADCASTING CORP.



DECISION AT 5:01

Will it be golf, fishing or hunting? They're all just minutes away for those who live in Duluth . . . where over 1,000,000 people work hard, play hard and enjoy WDSM-TV Channel 6.

WDSM-TV

Wonderful Duluth-Superior Market

See your PGW man for details

BILL HURLEY IN MINNEAPOLIS

80 (PROGRAMING)

them "to become arsonists and burn down their *Own Homes*, but to become number one or the king of the disk jockies of their communities, as has Montague in KGFJ."

He said soul-brother disk jockies "deserve great praise for the poetic and unique use of our Negro language and Negro culture that cannot be imitated, duplicated, nor subdued, and most often misunderstood. Some of my competitors attempted to disrespect this language by giving out defamatory information about me."

Mr. Dobard said \$1 million of his suit "will be held in trust to eliminate poor working conditions for the Negro disk jockies and the investigation of the scarcity of the Negro disk jockey" in the American Federation of Television & Radio Artists.

The other \$2, he added, will "be given to my jealous competitors for all the advertisement and publicity that they are giving me."

Equal-time squabble in N.Y.

WPIX comes up with
compromise as

FCC declines to intervene

Two candidates for the New York Democratic mayoral nomination, to be decided in a primary election Tuesday (Sept. 14) protested to the FCC early last week that a debate scheduled on WPIX(TV) New York between two other Democratic contenders was unfair to them. A few hours before the debate was to begin, the issue was settled and the two objectors were slated to appear separately in later telecasts.

In contention was a debate last Thursday (Sept. 9, 8:30-9 p.m.) between City Council President Paul R. Screvane and Controller Abraham D. Beame.

The initial objections were made individually by Representative William F. Ryan (D.-N. Y.) and city councilman Paul O'Dwyer, also seeking the nomination. Both men asserted the debate ought to be cancelled unless they, too, were allowed to take part. They charged that WPIX, by not permitting them to appear opposite Mr. Screvane and Mr. Beame, in effect was prejudging the importance of their candidacies. Messrs. Screvane and Beame had been favored by independent polls as the two top Democratic candidates.

According to a WPIX spokesman, the idea for the debate came up two weeks

Client calling . . .

Open Line, a morning telephone talk program on KRAM Las Vegas, triggered usual listener response last week plus a bit of advertiser response. One of the callers anxiously awaiting time on the air was Ivan Annenberg, president of a local advertising firm, with an offer to supply a client if a like talk show could be scheduled in the evening. On Sept. 3, the nighttime twin opened on KLAM sponsored by Pioneer Club hotel and casino.

ago when Mr. Screvane challenged Mr. Beame to a "prime-time debate" and offered to pay half the costs of production. WPIX then said it offered free time to both candidates for a debate, while at the same time informing Mr. Ryan and Mr. O'Dwyer that they could debate each other in a separate prime-time half-hour.

WPIX said that when Mr. Ryan and Mr. O'Dwyer asked for a joint one-hour debate, the station declined on the ground that it was extremely difficult to set aside an hour of prime-time on short notice. A station spokesman said that to schedule all four candidates at the same time would also be "valueless . . . since in a crowded round-table discussion no one really talks on an issue."

The FCC's Opinion ■ In Washington, an FCC spokesman said there was nothing in the commission's rules that required a station to present all the candidates for office at the same time. What was required, he said, was that the station offer the candidates equal time—and that WPIX had complied.

Mr. Ryan's campaign manager, lawyer Myron Cohen, said that he had appealed to the FCC for reconsideration, but that this, too, had been rejected.

By arranging a debate between only two candidates, Mr. Cohen contended, WPIX was making a judgment "which it had no right to do" on which candidates should be pitted against each other.

In a separate appeal to the FCC, also rejected, Mr. O'Dwyer contended it was highly improper for one station to decide which was the important and which was the unimportant candidate, and that such a decision would in the future give networks and stations an opportunity to take sides in similar contests by prejudging the important candidates.

Mr. O'Dwyer said that he asked FCC for a personal hearing on the matter,

BROADCASTING, September 13, 1965



When all communications are knocked out, what do you do?

In the wake of a major disaster, communications are likely to be a shambles.

It can take precious hours to call for help, days to re-establish a communications system.

Now there is a unique ITT midrange microwave system undergoing field tests that restores any communications capability instantly.

Each line-of-sight unit weighs only

17 pounds. With a pair, two-way communications are possible via telephone, telegraph, radar, radio or TV over distances up to 20 miles.

Helping people communicate—that's a vital part of ITT's business.

ITT holds some 22,000 patents—many of which helped put 13 million telephone lines in 80 nations. Patents for vast microwave systems that span mountains,

jungles and deserts. Patents that helped make commercial satellite communications a reality.

Research pays off at ITT. In fact, sixty percent of ITT's current products are the result of the last five years' research and development.

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

ITT

SKEET FOR LUNCH?

For those with a lust for living, lunch menus include skeet or trap shooting... part of the year-around pleasures just minutes away in Duluth-Superior... where 1,000,000 people tune WDSM-TV, the Wonderful Duluth-Superior Market. It'll be our pleasure to have your schedule.



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See your PGW man for details
BILL HURLEY IN MINNEAPOLIS

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requirements
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SYSTEMS



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that has these
special advantages:

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Be sure to obtain price quotations and engineering assistance for your complete tower needs from America's foremost tower erection service.

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but that the commission replied that "under no circumstances" would it allow such a hearing. He said the FCC had offered as justification that it was pressed for time by a heavy agenda of other matters.

The candidate also said that he had, in general, "nothing but praise" for the fairness with which he had been treated by the New York broadcast media, and that his argument was only with WPIX.

Kudos for Broadcasters ■ In addition, he claimed that broadcasters had done a far better job in covering his campaign than had most of the local press.

In announcing the decision on Messrs. Ryan and O'Dwyer to appear on WPIX, the station said that each candidate would speak separately in prime-time for 15 minutes, Mr. Ryan on Saturday, Sept. 11 (8:45-9 p.m.) and Mr. O'Dwyer today, Sept. 13 (8:30-8:45 p.m.).

Weintraub to pilot Tarzan for NBC-TV

NBC-TV has entered into an agreement with independent producer Sy Weintraub to produce a one-hour color pilot based on Edgar Rice Burroughs' Tarzan character for prime-time showing during the 1966-67 season. NBC is partially financing the project, which will feature former Los Angeles Rams football star Mike Henry.

Mr. Weintraub acquired TV and movie rights to Tarzan from the Burroughs' estate in 1963.

The Tarzan character, it was reported, will be considerably more articulate than in past movies, where his conversation was limited.

ABC also wants delay in FCC's program rule

ABC last week filed a brief with the FCC supporting NBC's request for a second extension of the deadline for comments on the FCC's proposal to limit network ownership and control of prime-time television programming.

NBC asked that the deadline be postponed from Oct. 21 to Feb. 21, 1966, for comments, and from Dec. 1 to April 1, 1966, for replies (BROADCASTING, Sept. 6). This would be the second four-month extension.

ABC states that the commission's proposals "would have extraordinary ramifications upon the structure of network broadcasting in this country." For this reason, sufficient time should be allowed to permit the preparation and presentation of all pertinent factual matter and legal argument.

The brief points out that ABC, CBS

and NBC have commissioned the Arthur D. Little organization to prepare an economic study covering the anticipated effects and impact of the proposed rules. Additional time is required to complete the study which has been in preparation for several months.

The proposed FCC rulemaking would limit to 50% network ownership and control of nonnews prime-time programming. The rulemaking was set forth in Part I of the second interim report of the office of network study.

ABC contends that the rulemaking is in part founded upon Part II of the study which has not been published for general distribution. One copy is available for inspection at the commission's public information office.

Commenting on the complexity of the issues involved, ABC points out that a period of approximately three years ensued between the close of record in 1962 and the promulgation of the commission's notice of proposed rulemaking in 1965.

Film sales ...

Felix the Cat (Trans-Lux): KAAR-TV San Diego, and WWJ-TV Detroit.

It's a Wonderful World (Trans-Lux): KXLY-TV Spokane, Wash., and KAAR-TV San Diego.

Top Draw (Trans-Lux): WFSU-TV Tallahassee, Fla.

Girl Talk (ABC Films): KARK-TV Little Rock, Ark.; WLYH-TV Lancaster-Lebanon, WHP-TV Harrisburg, WSBA-TV York, and WIBF-TV Philadelphia, all Pennsylvania; WJXT-TV Jacksonville, Fla.; WRCB-TV Chattanooga, and WIIC-TV Pittsburgh.

The Forest Rangers (NBC Films): WMAL-TV Washington; WTIC-TV Hartford, Conn.; KSLA-TV Shreveport, La.; KONO-TV San Antonio, Tex.; WLEX-TV Lexington, Ky.; KOIN-TV Portland, Ore.; KLAS-TV Las Vegas; WJAC-TV Johnstown, Pa.; KYW-TV Philadelphia; WJTN-TV Washington, N. C., and WGAL-TV Lancaster, Pa. Now in 21 markets.

Open End (National Telefilm Associates): KHJ-TV Los Angeles; KING-TV Seattle; WPIX-TV New York; WZZM-TV Grand Rapids, Mich., and ETV stations: KQED-TV San Francisco; WQED-TV Pittsburgh; KVIE-TV Sacramento, Calif.; WUHY-TV Philadelphia; KWSC-TV Pullman, Wash., and WGBH-TV Boston.

Hollywood and the Stars (UA-TV): WNAC-TV Boston; WBEN-TV Buffalo, N. Y., and KGNC-TV Amarillo, Tex.

Sea Hunt (UA-TV): KTRG-TV Honolulu; WILX-TV Jackson, Mich.; WTVO-TV Rockford, Ill.; WATE-TV Knoxville, Tenn.; WWTV-TV Cadillac, Mich.;

BROADCASTING, September 13, 1965

Betsy tests radio-TV room at hurricane center

As Hurricane Betsy churned up the Atlantic and across South Florida last week she gave Miami's three television stations their first opportunity to see if the TV-radio room set up at the new National Hurricane Center would be as useful as everyone hoped.

The answer, according to station personnel and weather bureau was an unqualified "yes."

The National Hurricane Center of the U. S. Weather Bureau, located on the campus of the University of Miami, was the scene of more than 215 live originations to the three TV stations and all radio stations in southern Florida that are hooked into the Florida Defense Network.

Starting at 1 p.m. Monday (Sept. 6), the TV pool at the center, handled by WLBW-TV, carried hourly reports on Betsy. The three to five-minute reports ran for 53 straight hours until 6 p.m. Wednesday (Sept. 8). In addition to these reports, WKBT(TV), WTVJ(TV) and WLBW-TV would request special pickups with their own personnel either reporting from the center or interviewing weather bureau personnel. WGWS and WFUN were the only two local radio stations with reporters at the center.

Jeff Baker, public information officer with the Weather Bureau in

Washington, said the system had worked well and the bureau might consider using it as a prototype for storm warning centers in other areas.

Orm West, pool coordinator for WLBW-TV, said the system functioned "exceptionally well" and that every feed request was fulfilled. The three stations will alternate pool coverage with a different station covering each hurricane.

The center also proved its worth in keeping officials free of the same questions from a dozen different newsmen. On Tuesday afternoon, when Betsy's course clearly indicated she would hit the mainland, a news conference was held at the center with chief forecaster Gordon Dunn. The session, attended by newsmen from the three TV stations, two radio stations, newspapers and the wire services, was also fed over the pool.

Damage to stations in the area was reported slight with some intermittent power failures and some flooding of buildings.

The three TV's remained on the air around the clock during the 53-hour period, filling the early, early morning hours with feature films plus the reports from the hurricane center.

Among the extra expenses incurred at WLBW-TV was \$411—the cost of food for its employees.

KTNT-TV Tacoma, Wash., and WLBZ-TV Bangor, Me.

Science Fiction Theater (UA-TV): WTVN(TV) Columbus, Ohio; KGMB-TV Honolulu; WHC(TV) Pittsburgh; WBMG-TV Birmingham, Ala., and KSIX-TV Corpus Christi, Tex.

Top Secret Adventures (American International Television): WFTV(TV) Orlando, Fla.; KSBW-TV Salinas, Calif.; KLAS-TV Las Vegas; WFMJ-TV Youngstown, Ohio; XETV(TV) San Diego, and WABC-TV New York.

Banner Features (Banner Films): WCIX-TV South Miami, Fla.

The Debbie Drake Show (Banner Films): WHJR(TV) Clearwater, Fla.

Judge Roy Bean (Banner Films): WPTV(TV) West Palm Beach, Fla.

Romper Room (Romper Room Inc.): WCAX-TV Burlington, Vt.; WVEC-TV Hampton-Norfolk, Va.; WNBE-TV New Bern, and WGHP-TV High Point, both North Carolina; WLCY-TV Largo-Tampa, Fla.; KMID-TV Midland-Odessa, and

KIII(TV) Corpus Christi, both Texas; KELO-TV Sioux Falls, S. D.; KTVO(TV) Kirksville, Mo.-Ottumwa, Iowa; KWRB-TV Riverton-Lander-Worland-Thermopolis, Wyo., and WSAU-TV Wausau, Wis.

Laredo (NBC International Enterprises): Rediffusion Television Ltd.; A. B. C. Television Ltd., London.

Lost in Space, The Legend of Jesse James, The Long, Hot Summer, The Loner (20th Century-Fox TV International): United Arab Republic-TV.

Inter-Island Yacht Cruise (Triangle): KAAR-TV San Diego, and KVKM-TV Monahans-Odessa, Tex.

Century II (20th Century-Fox TV): WFMJ-TV Youngstown, Ohio; WSTV(TV) Steubenville, Ohio; WRDW-TV Augusta, Ga.; WKBT-TV La Crosse, Wis.; WCPO-TV Cincinnati; KMMT-TV Austin, Minn., and KWWL-TV Waterloo, Iowa.

Bobby Lord Show (WSM-TV Nashville): KCOP(TV) Los Angeles; KPTV(TV) Portland, Ore.; KBT(TV) Denver; KRDO-TV Colorado Springs-Pueblo,

NEW YORKERS—

Our Rochester Hearts Bleed For You!

You have no station that broadcasts 24 hours of concert music. You have about a dozen that broadcast some concert music, or a lot of it. But not one—of the forty-umpt AM and FM stations in your city—provides a consistent, 24-hour diet of concert music.

Sad.

Come on up to Rochester and enjoy our WBBF-FM—winner of the National Music Council's first annual citation for excellence in FM programming!



WBBF-FM • ROCHESTER, N. Y.



Campaign group to explore TV and politics

Political broadcasting may be hammered into new dimensions next month when the Fair Campaign Practices Committee swings its gavel in Washington on Oct. 13-14 at a national conference on broadcasting and election campaigns (CLOSED CIRCUIT, Aug. 30).

With emphasis on TV, experts from broadcasting, journalism, politics, government, social sciences and the law will congregate in a seminar to seek proposals for updating political campaigns to reflect technological changes. Charles P. Taft of Cincinnati, FCPC chairman, said two important questions will be considered: "Does TV make our Campaign Methods Obsolete?" and "Can Politics Catch up with Technology?"

The conference with four panels and 19 scheduled speakers will rotate on six major themes: TV's effect on campaigning and politics, regulation's effect on TV journalism, candidates' role in the medium, costs in operation and coverage of campaigns, TV benefit on politics or vice-versa, and protection of electorate against broadcasting abuse by candidates or irresponsible supporters.

Those participating the first day include: FCC Chairman E. William

Henry, welcoming remarks; Howard K. Smith, ABC correspondent, "TV in the Nation's Service—Where Do We Go from Here?"; Tom Wicker, *The New York Times*, "The Imperatives of the Medium"; Dr. Joseph T. Klapper, CBS director of social research, "How Does TV Affect the Formation of Public Opinion?"; Pierre Salinger, President Kennedy's news secretary, "Presidential Command of TV"; Julian Goodman, NBC vice president in charge of news and public affairs, "Equal Opportunity and 'Fairness' in Practice"; an FCC representative yet to be designated, "Time Free and for Sale"; Rep. Charles E. Goodell (R-N. Y.), "Breaking Out of the 'Equal Opportunity' Bind"; and Dr. Herbert E. Alexander, Citizens' Research Foundation and former executive director of President's Commission on Campaign Costs, "Trends and Alternatives in Campaign Spending on Broadcast Time."

In addition, two panels, on "The Magic Eye Since 1952—How Has TV Affected Political Campaigns?" and "The Tough Nuts to Crack," will be conducted on opening day.

On the second day, participants will be: Bruce L. Felknor, FCPC executive director, "The 'Black Arts':

Audio Forgery and 'Dial-a-Smear'"; Albert J. Zack, AFL-CIO public relations director, "Irresponsible Political Broadcasting"; Rep. Walter Rogers (D-Tex.), chairman of House Subcommittee on Communications and Power, "Promising Avenues of Regulation and Control"; John de J. Pemberton, executive director of American Civil Liberties Union, "The 'Free Speech' Issues Involved"; an as yet undesignated conservative speaker, "Electronics Media as a Channel of Dissent"; a luncheon speaker, "Federal Subsidy of Campaign Costs: Its Pro's, Con's and Prospects"; Louis G. Cowan, director of Morse Communications Research Center at Brandeis University and former head of the CBS-TV network, "Potential Contribution and Example of Educational TV"; a speaker yet to be chosen, "Can Politics Catch up with Technology?"; Stimson Bullitt, president of King Broadcasting Co., Seattle, "Bringing TV to Bear on Nonpresidential Campaigns"; and Dr. Stanley Kelley Jr., Princeton University, "The 'Great Debates': Retrospect and Prospect."

Two panel discussions the second day will be on "Misuses and Abuses of the Electronic Media," and "What Can We do Better?"

Colo.; KTVT(TV) Fort Worth-Dallas; KTAL-TV Texarkana, Tex.-Shreveport, La.; KNOE-TV Monroe-West Monroe, La.; K TEN(TV) Ada, Okla.; KLBK-TV Lubbock, Tex.; WDEF-TV Chattanooga; WNCT(TV) Greenville, N. C.; WJHL-TV Johnson City-Kingsport, Tenn.; WSCS-TV Charleston, S. C.; WXEX-TV Petersburg-Richmond, Va.; WIMA-TV Lima, Ohio, and WJRT(TV) Flint, Mich.

Program notes . . .

Girl and man hunting ■ Charles M. Conner Productions Inc., Houston, has produced two five-minute radio series: *The Female Art of Man Hunting*, gives technical advice to women on how to trap wary men; *The Manly Art of Girl Hunting*, advises men on how and where to pursue women.

Red tape aid ■ Terry Broadcast Enterprises Inc., Evanston, Ill., has a service to prepare the programming portion of FCC forms used by stations in applying for construction permits and renewals of existing licenses.

Program syndication ■ Hayden Hudleston Advertising Agency, Roanoke, Va., is now producing and syndicating five radio programs: *Klub Kwiz*, *Klassroom Kwiz*, *Kiddie College*, *Claim to Fame*, and *Dinner Winner*.

Producer appointed ■ WNDT(TV) Newark, N. J.-New York has named Richard Siemanowski to produce an eight-week foreign policy series, *Great Decisions*, set for telecast in February 1966. Mr. Siemanowski worked with the Asian segment of *American White Paper: United States Foreign Policy* telecast last week on NBC-TV (see page 74), and had a nine-year association with CBS News.

Forum on teen-agers ■ WNEW-TV New York last week initiated a new teen-age

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talk series, *Speak Out!* (Saturdays 5-6 p.m. EDT), with Sonny Fox, as host, prodding guest teen-agers on such topics as rebellion, love, music, beliefs, attitudes to parents and marriage. Besides debate, other techniques will be used such as spontaneous interrogation among the guests or film clips.

CBS pilot ■ Harbour Productions, Hollywood, has announced that *Gunar's Oceans*, a half-hour color adventure series created by Len White, creative vice president, is being prepared for broadcast twice a week on CBS-TV in 1966-67. Clair Huffaker, author of books, short stories, motion pictures and TV shows, will write the pilot script. Harbour also has two half-hour comedy series in preparation for 1966-67: *Mr. Meilichios* for CBS-TV and *My Father the King* for ABC-TV, as well as a special program for CBS-TV, *This Is Canada*, to be narrated by Raymond Burr, Harbour president.

New England tour ■ Betty and Bob Lewis radio team are preparing an on the spot series of eight programs about New England's fall life, which they will syndicate to 500 radio stations as *The Wondrous World of Betty and Bob*.

'Times' film available

For the first time since 1912, an institutional film centering around the activities of *The New York Times* has been produced. Titled *The Wide Window of Mr. Malone*, the half-hour film traces the history of the *Times* since its founding and focuses on present news-gathering methods and facilities of the newspaper.

The film will be made available free this week to TV stations, colleges and universities, and civic and business groups. It was produced for the *Times* by Spectrum Associates Inc., New York. The film will be distributed by the Institute of Visual Communications, 420 Lexington Avenue, New York.

The newspaper owns and operates WQXR-AM-FM New York.

Both Lewises were commissioned by American Airlines, New York, to investigate what that part of the country

offers tourists and sportsmen.

Robinson's new show ■ Former CBS program executive, Hubbell Robinson has proposed a new TV series, tentatively called *The Night Side*, to CBS-TV. The filmed dramatic series will be about a detective attached to the district attorney's office in New York City.

Program handler ■ The Unisphere Broadcasting System has announced its association with American Diversified Services, both New York. Agreement calls for ADS to handle all network film and video-tape program properties for UBS, as well as to coordinate production activities with outside packagers. Unisphere is proposed as a fourth network made up of UHF stations (BROADCASTING, May 24, et seq.).

'Giant' acquisition ■ National Educational Television has acquired from the Canadian Broadcasting Corp. 52 programs in CBC's *The Friendly Giant* children's series. NET will aim the telecasts for twice-weekly exposure starting in January 1966. The 15-minute series originally was broadcast through NET 1954-57 and then moved to CBC.

EQUIPMENT & ENGINEERING

Station wants color tariff suspended

WDXI-TV Jackson, Tenn., last week asked the FCC to suspend the announced rate increase of AT&T under one of two tariffs for interexchange transmission of color TV signals.

The increase of \$4 per airline mile over the monochrome rate is in the telephone company's 253 tariff which is for interexchange users only. The other tariff, 216, is a superior service and is used both by interexchange users and those operating within a telephone company exchange.

The rate increase applies to the 25 AT&T subsidiaries and will affect all television stations which transmit in color under tariff 253.

Until the announced increase only monochrome transmission was available under the 253 tariff. WDXI contends that the \$4 increase for color over monochrome is "patently discriminatory" since there is no difference in rates under the 216 tariff.

WDXI-TV uses an interexchange channel to carry the signals of ABC and CBS from Memphis, Tenn., to Jackson. The station plans to begin colorcasting this fall.

The basic monochrome rate under

tariff 253 is \$27.50 per airline mile. This is \$7.50 less than the rate under tariff 216. WDXI-TV contends that the basic differences in service which justify the difference in rates apply equally to monochrome and color transmission. The proposed rate for color transmission under tariff 253 is \$31.50.

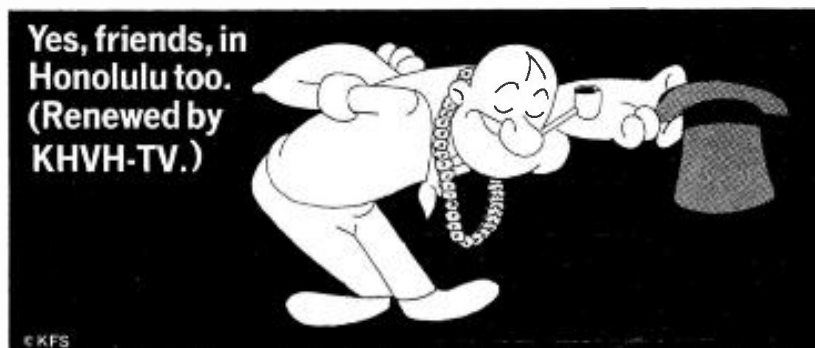
WDXI-TV is also protesting as "unreasonable" the \$450 station connection charge for color transmission which is in addition to the monochrome connection charge.

The station contends that since it understands that there is no additional color connection charge made by the telephone company for related programs such as a studio-transmitter link, then

"the additional connection charge for an interexchange channel for color transmission in tariff 253 is unreasonable and discriminatory."

The station also contends that the additional connection charge of \$450 and the rate increase of \$4 per airline mile amount to a double charge for stations which transmit in color.

The proposed rate increases go into effect Wednesday (Sept. 15) unless suspended by the FCC. WDXI-TV is asking the commission to suspend the section of the tariff concerning the proposed rate increase to \$31.50; to conduct an investigation into tariffs 216 and 253; and to conduct hearings on the proposed revisions in tariff 253.



220 Popeye cartoons—in color



KING FEATURES SYNDICATE
235 E. 45th St., New York, NY 10017 MU 2-5600

GE moves portable operation to Virginia

General Electric Co. plans to relocate its portable black-and-white TV manufacturing operations from Syracuse, N. Y., to a new plant in Portsmouth, Va., and by February begin a production level rise to one million portables yearly.

By moving to the Portsmouth facility, a 200,000-square-foot building, GE's output of 9-, 11-, and 16-inch portable TV sets will be pushed 14 months ahead of schedule. It was indicated this will help offset competition from imported Japanese models.

At Syracuse, production of 19-, 21-, and 25-inch black-and-white receivers will continue, and the space occupied by portable TV operations will be used for expanded color-TV manufacturing.

Technical topics . . .

CATV gear ■ Viking Cable Co., Hoboken, N. J., has three new pieces of CATV equipment. Trunk line amplifier, 574, is designed to provide greater cascading capability than previously available in solid-state equipment since AGC circuits operate by changing gain after second stage of amplifier. The remote power supply, at \$77, provides 6 amps

of regulated 30 volt AC to a solid-state system from either of two connectors. Model 561, remote power supply at \$30, is designed to duplex 24 or 30 volts AC onto cable systems supplying power for any combination of transistor amplifiers up to a maximum of two amps.

Big buy ■ WDCA-TV Washington, has signed a \$425,000 contract with Ampex Corp. for complete studio equipment, including five Marconi cameras, a color film chain, mobile unit audio equipment, lighting and three Ampex Videotape recorders. WDCA-TV (ch. 20) is scheduled to start operations in December.

Comments? ■ The FCC on Sept. 8 invited comments on a proposed rule-making assigning TV channel 4 to Colby, Kan. Colby Development Inc., a corporation formed by local businessmen, requested the rulemaking.

Tape repeater ■ Projection Systems Inc., New York, is distributing in its metropolitan area the GP 360, a one-quarter-inch tape repeater, playing up to six minutes of commercial message (for radio testing) with automatic repeat and stop. The cost is \$50 per unit.

In the air ■ The FCC on Sept. 8 amended parts 73 and 74 of its rules to make each broadcast permittee or licensee using a common antenna struc-

ture responsible for marking the structure in the interests of air navigation safety. Where broadcast users share towers with users in other services, each permittee or licensee in the affected services is responsible.

GE announces new low-light level tube

The General Electric Co., Syracuse, N. Y., last week announced production of a new low-light level three-inch image orthicon tube designed for color application and priced at \$1,680.

The new tube, Z7866, was described as having the sensitivity of earlier low-light level IO's but with about 25% greater signal-to-noise characteristics than previously available.

Dr. Herbert Hannam, manager of GE Tube Department's Pickup Tube Operation, said the Z7866 means a station "can shoot good quality color in black-and-white lighting conditions. The station won't require a major investment in expensive lighting and air-conditioning equipment."

Featuring field-mesh construction, the IO is said to produce good color pictures with 50-100 footcandle illumination and black-and-white pictures with 25-50 footcandles. The tube has an expected life of 4,000 hours.

FANFARE

TV spots promote drive-in contest

Now underway in the greater Washington area is an extensive promotion campaign for McDonald's Drive-Ins. Using WTTG-TV Washington, McDonald's is sponsoring a children's contest which will be climaxed by the grand prize winners' appearance on WTTG's 90-minute special *Aladdin's Lamp*, Oct. 23.

McDonald's has 29 food-and-drink establishments throughout the Washington area.

The drive-ins have scheduled spots on WTTG which will saturate all of the station's children's programs. This is backed up by intensive radio and newspaper advertising, and posters in elementary schools.

Besides the grand-prize winners, there is a weekly drawing, on Wednesdays, which began last week and runs through the week of Oct. 23, in the McDonald's executive offices, for 50 lucky winners. Entry blanks for the contest are available only at the drive-ins. McDonald's agency is Kal, Ehrlich & Merrick.



Staggers praised by fellow West Virginians

Representative Harley O. Staggers (c) (D-W. Va.), who will become chairman of House Commerce Committee when Representative Oren Harris (D-Ark.) becomes a federal district judge, has received a special citation from the West Virginia

Broadcasters Association "in grateful recognition of the honor" he has brought to the state. Making the presentation during a trip to Washington: Jack W. Lee (l), WSAZ-AM-TV Huntington and Robert W. Ferguson (r), WTRF-TV Wheeling.

TV puts Durham in tube-trading mood

Television tube sales increased last month in North Carolina as a result of a combined effort by WRAL-TV Raleigh and WTVD-TV Durham, both North Carolina. Proclaiming August as "TV tube tradin' time," people were urged to replace worn-out tubes in preparation for the new fall season.

Southeastern Radio Supply Co., a Raleigh firm, signed 230 dealers in 80 towns to participate in the promotion. The company reported that at the end of the month its records showed that 1450 picture tubes were installed in the station's viewing area, and projected with sales from other sources, the number probably reached 2000. Three dealers, Philco, General Electric and Motorola, reported increases over the previous August as, respectively, 10%, 25% and "tremendous."

Mailing furthers theme of WNEM-TV's market

A large silver meat-carving aid and a can of imported ham were sent to advertising and media executives of the top 100 advertisers and agencies by WNEM-TV Bay City-Saginaw, Mich., as part of the station's promotion "Cut A Thick Slice of Michigan's Sales Market."

The mailing was the latest promotion for the concept that the Flint-Saginaw-Bay City television market is an "advance market for advertisers." This idea had been developed after an economic survey conducted last year by Doherty, Clifford, Steers & Shenfield (now Needham, Harper & Steers) [BROADCASTING, Aug. 3, 1964].

The survey had said that this area would grow beyond the normal expansion expected in the rest of the country, citing a \$260-million expansion that is planned for the area by General Motors.

Mich. studies in the works

Three national advertising agencies and three TV stations, all located in Detroit, are combining talents to produce a series of nine half-hour television programs for the state of Michigan.

Topics include studies of health, social welfare, crime and justice and topics like tourism and recreation. The shows are being offered to stations in the state and surrounding areas.

D. P. Brother & Co. and WWJ-TV

have just completed an examination of Michigan's tourist business, the state's second largest industry. The other teams are MacManus, John & Adams and WXYZ-TV and Campbell-Ewald Co. and WJBK-TV. Each team is producing three programs.

Drumbeats . . .

'Coming Swoon' ■ Actress Elsa Lancaster and KYW-TV Philadelphia are having fun in on-air promotions, for the station's fall attractions. Miss Lancaster is billed as "Madame Elfreth," named after Elfreth's Alley in Phila-



delphia. In the promotion campaign the star of stage, screen and TV tells of the future, recounting the programs and personalities "Coming Swoon." She's also the image on station posters and billboards in the city and in its suburbs carrying along the theme that KYW-TV's fall look will be "entrancing."

Do you remember? ■ Can you remember the introduction to the radio show *Mr. District Attorney*? This question, plus about 500 more, have been compiled by Ed Callahan, Bill Shilling and Mal Whyte into "The Original Old Radio Game." Titles, sponsors, theme songs, names and professions of the leading characters of the old radio shows are covered in a series of questions and match games. The book is available at \$1.00 from Pisani Press, San Francisco.

Over the top ■ The Ivy Broadcasting Co., Ithaca, N. Y., has made a \$75,000 three-year pledge to the Eisenhower College, Seneca Falls, N. Y., pushing the charter campaign over the set goal of \$1 million. This major contribution was recently announced by Ellis E. Erdman, president of the company. The ground-breaking ceremony for the college is scheduled to be held on Sept. 15.

WHO knows this character?



NAME HIM and get two weeks FREE radio broadcasts of his show on a 52 week contract.

Clue: He is the most popular radio mystery man of all time. Present station programmers not eligible. Answers should be on company letterhead.

CHARLES MICHELSON, INC.
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PLaza 7-0695

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Your time salesmen will wonder how they ever got along without it! Completely self-contained and self-powered, PortaPak I offers wide-range response, low distortion, plays all sized cartridges anywhere and anytime. It's solid state for rugged dependability and low battery drain, and recharges overnight from standard 115v ac line. Packaged in handsome stainless steel with a hinged lid for easy maintenance, PortaPak I weighs just 11½ lbs. Vinyl carrying case optional.

Write or wire for full information.

Spotmaster

BROADCAST ELECTRONICS, INC.

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Silver Spring, Maryland

A czar for Canadian radio-TV?

Special committee advocates dropping BBG and CBC as governing bodies, recommends rules on Canadian program content be stiffened

A thorough overhaul of Canadian broadcasting at the regulatory and programming levels, including creation of a "czar" of broadcasting, was called for last week by a special committee of inquiry that has spent 16 months studying broadcasting in that country.

Charging Canadian prime-time TV is "seriously imbalanced" with "trivial entertainment shows" from the United States, the three-man committee said more domestic product is needed on television. The report said the present rule calling for 55% Canadian content should be made a rock-bottom minimum and that stations that prosper should be ordered to have an even higher percentage of Canadian fare as part of their license conditions.

The committee said the Board of Broadcast Governors and Canadian Broadcasting Corp. board of directors should be dumped as governing bodies and replaced by a 15-member group with one fulltime executive who would run the show.

R. M. Fowler, president of the Canadian Pulp & Paper Association and head of the 1957 Royal Commission on Broadcasting, headed the committee. The other members were Marc LaLonde, Montreal lawyer, and Ernest Steele, undersecretary to Secretary of State Maurice Lamontagne.

Shortcomings Cited ■ Mr. Lamontagne had told the Canadian Association of Broadcasters last year that the

committee would look into shortcomings of the 1958 Canada Broadcasting Act, especially in "confusion about the aims and roles of public and private broadcasting in Canada, the relations between the CBC and private broadcasting, the powers of the CBC and BBG, and the extension of television broadcasting."

The committee's aim, he said at that time, would be to work out a definition of government policy in broadcasting (BROADCASTING, April 20, 1964).

The report opens with: "The only thing that really matters in broadcasting is program content; all the rest is house-keeping."

Among its major recommendations the report calls for banning all morning TV programming and replacing it with school broadcasts.

Instead of the three fulltime and 12 parttime BBG members and 11 CBC board members, the committee proposed creation of the 15-member Canadian Broadcasting Authority, headed by the fulltime "czar."

In his hands, the report says, would be the general broadcasting policy of the CBC and virtually complete control over the activities of the nation's privately owned stations.

The government had no comment on the report. The CBC had earlier noted that since it came into existence in 1932, it had been examined by three royal commissions and 16 parliamentary

committees.

Union Criticism ■ The CBC had also recently come under fire from Canadian union the Association of Canadian TV and Radio Artists, which charges CBC has been hiring nonunion writers and paying them less than union rates. ACTRA wants more union writers used and CBC to increase union-produced drama content of CBC programs.

ACTRA wants the CBC to double the present amount, about 18% of dramas performed by union members. However, the union admits such a move would mean the CBC would have to get a sizable increase from the \$90 million yearly it now receives from the national treasury.

A CBC spokesman said there has been an increase in news and public affairs programs and a decrease in drama because the public is now more interested in news programs.

CAB wants color at '66 season start

Color telecasting should be started in Canada on Sept. 5, 1966, instead of Jan. 1, 1967, the Canadian Association of Broadcasters has suggested to the Canadian Board of Broadcast Governors at Ottawa. A letter signed by Jean Pouliot, CAB president, outlined a study CAB has made following the BBG's announcement earlier this year that color television is to start on Jan. 1, 1967. Mr. Pouliot pointed out that the broadcasting year starts in September, not at the beginning of the calendar year, and that advertisers plan their programming for the September-June and June-September seasons.

The CAB said that stations should be allowed to use color experimentally for about three months prior to Labor Day, 1966, to work out difficulties. The letter also contended that a separate license hearing should not be required for stations to switch to color telecasting, that only a letter from the station to the Department of Transport should be required. This would save stations

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time and money in the preparation of briefs for public hearings, CAB said. Utilizing color from Labor Day 1966 would assure good color television programming for Canada's centennial year in 1967, Mr. Pouliot stated.

German elections on U. S. radio

Worldwide radio reports of the national elections in the Federal Republic of Germany will be picked up live in the United States directly from the studios of Radio Deutsche Welle (Voice of Germany) on Sept. 19 (4-7 p.m., EDT).

More than 60 stations of the National Educational Radio Network, along with five shortwave transmitters of Radio New York Worldwide (WRUL) aimed at Latin America and the Caribbean, will begin broadcasting through relays from Radio Deutsche Welle. A vote projection computer in Germany will tabulate results of the balloting between the coalition government of the Christian Democratic Party under Chancellor Ludwig Erhard and the Social Democratic Party of Berlin's Mayor Willy Brandt.

According to spokesmen for NER and the German embassy, the live broadcast will be the first such coverage of a German election in the U. S. and the first time any foreign government has used time on an educational network for live election reporting.

The overseas hookup and the network lines within the U. S. are being paid for by the German Information Center in New York; time on the educational stations is being donated. Gerald Sandler, NER director, is coordinating the project. Arrangements

A touch of Philly

The Mexican government has asked the Triangle Stations for permission to duplicate the design of Triangle's \$5-million circular structure for a planned radio-TV center in Mexico City. The Philadelphia building, which was completed for occupancy in January 1964, houses the headquarters of Triangle Stations and also WFIL-AM-FM-TV Philadelphia. The Mexican government has commissioned Vincent Kling of Philadelphia, who was the architect for Triangle, to design the Mexico City structure.

for pickup by commercial stations wishing to use the material have not yet been completed, according to the German embassy.

Stanton, Hoyt, Starzel in Vietnam for USIA

Dr. Frank Stanton, president of CBS Inc., Palmer Hoyt, editor and publisher of the *Denver Post*, and Frank Starzel, former general manager of the Associated Press, are making a study of the United States Information Agency's informational and cultural programs in Vietnam.

The trio arrived in Vietnam Sept. 6. They will remain in the country for about a week. They are members of the U. S. Advisory Committee on Information and will evaluate the acceptance of the USIA programs.

The advisory committee reports annually to Congress at the end of the

'Hoi, Hoi' means 'go, baby, go'

For 16 years wxyz-TV Detroit has produced *Starlit Stairway*, a program designed to encourage local talent. Then two years ago an article on the show came to the attention of Hiroo Masuda, promotion director of Tokyo advertising agency Hakahodo Inc. Mr. Matsuda wrote wxyz-TV Program Director Peter Strand describing a program of the Nippon Television Network entitled *Hoi Hoi Music School* (translated roughly "go, man, go") which had a similar content and purpose. After prolonged negotiation an exchange was arranged. Japan now is scheduled

to view over the Nippon Television Network in October a special produced in Detroit featuring the stars of *Hoi Hoi Music School*, Yashushi Suzuki and Nan Kinomi, with two winners of the Japanese talent competition. WXYZ-TV showed the program Sunday (Sept. 12). The production was a combination of traditional Japanese folk music and contemporary songs, filmed on a variety of sites including the Detroit freeway system and the Minouru Yamasaki-designed buildings on the campus of Wayne State University.

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year and the trio is expected to give a first-hand summation to the newly appointed director of the USIA, Leonard H. Marks.

Abroad in brief . . .

NBC advisers in Arabia ■ Two NBC International representatives, Rex Bagwell and James Van Eaton, have joined 17 other NBC employees in Saudi Arabia to assist in establishing that country's TV network. Both men, specialists in

video-tape operation and maintenance will aid in advisory, technical and management services.

Canadian rep merger ■ Tyrrell and Nadon Ltd., and Cam Logan Associates, both station representation firms of Toronto, have merged. Joint companies have chosen a new corporate name, Broadcast Media Sales Ltd., following a naming contest among advertising agency executives, which was won by Bob Amos of Hayhurst Advertising

Co., Toronto. The rep firm has offices in Toronto and Montreal.

British aid ■ The British Broadcasting Corp. as a service to Indian and Pakistani immigrants in England and Scotland will begin two weekly Sunday radio and TV series, starting Oct. 10. A Hindustani radio program will teach English and present Indian music. As a TV news service, BBC-1 will offer 15 to 20 news items, discussions and answers by Hindustani speakers.

FATES & FORTUNES

BROADCAST ADVERTISING

Robert Schulberg, manager of Guild, Bascom & Bonfigli, Los Angeles, joins Carson/Roberts, that city, as member of account management group. **Tom Lauer**, media supervisor on Alberto-Culver account at Compton Advertising, Chicago, joins C/R as head of broadcast media for Mattel account.



Mr. Dickens

Hal Dickens, account director for North Advertising, Chicago, joins O'Grady, Andersen, Gray Inc., Park Ridge, Ill., as board chairman and principal.

Robert Jordan and Paul Paulson, VP's and account supervisors at Compton Advertising, New York, promoted to management supervisors. Mr. Jordan has Ivory Liquid and Comet, and Mr. Paulson has Duncan Hines.

George B. Hatch, VP, administration, of Marplan, division of Interpublic, New York, elected executive VP.

William L. Calhoun and Joseph H. Vaamonde, account supervisors, elected VP's at Young & Rubicam, New York.

Robert K. Swanson, VP and account executive of Needham, Harper & Steers, Chicago, promoted to senior account director. **Charles P. A. Frankenthal**, ac-

count executive, named account supervisor.

Arnold Smoller, account supervisor at Compton Advertising, Chicago, joins McCann-Erickson, New York, as account director.

Harry C. Gibbs, account executive with George/Savan Advertising Co., St. Louis, elected VP.

A. Stuart Hinkle, assistant media director of Sullivan, Stauffer, Colwell & Bayles, New York, joins J. M. Mathes Inc., that city, as associate media director.

Margot Stevens, media director of Eisaman, Johns & Laws, Los Angeles, appointed assistant VP and account executive. **Nancy Meeker**, media buyer, succeeds Miss Stevens.

R. Lloyd Johnston, senior account executive for Radio Advertising Bureau, New York, joins CBS Radio, that city, as account executive.

James Thompson, account executive at KHJ Los Angeles, joins KOLO Reno, in similar capacity. Move necessitates his resignation as president of Hollywood Advertising Club. **Sherman J. (Jack) McQueen**, VP and director of broadcast, Foote, Cone & Belding, Los Angeles, succeeds Mr. Thompson as HAC president and **George T. Hersh**, VP and manager of Albert Frank-Guenther Law, that city, succeeds Mr. McQueen as first VP of HAC.

Michael B. O'Neill, VP and account supervisor for Aylin Advertising Agency, Houston, joins The Bowes Co., Los Angeles, as account executive. **Barbara Powell**, media director for Aylin in Dallas, joins Bowes as media buyer.

David Gager, account executive with McCann-Erickson, New York, joins Cunningham & Walsh, that city, in same capacity. **Octavio Gutierrez**, formerly space buyer with Mogul, Baker, Byrne, Weiss, New York, named media buyer at C&W.

Bruce Clark, formerly with Paul Locke Advertising, joins KVOO-TV Tulsa,

Rowan joins WBC



Mr. Rowan

Carl T. Rowan, former director of U. S. Information Agency, Washington, will join Westinghouse Broadcasting Co. in November as news commentator for WBC's radio and television stations.

Mr. Rowan, who was newspaperman before entering government service in 1962, served with USIA from 1964 until earlier this year. He also will write syndicated column for *Chicago Daily News* and articles for *Reader's Digest*. Compensation from Westinghouse will be about \$30,000.

WRDW/TV 12

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WJKS-TV Jacksonville, WPIT-AM-FM Pittsburgh, WSOL Tampa, WWOL Buffalo, WJMJ Philadelphia

Okl., as account executive.

Jan E. Muller, head of Marketing and Research Counselors Inc., division of Tracy-Locke Advertising, Dallas, appointed creative research supervisor of C. J. LaRoche and Co., New York.



Mr. Pingree

Harold M. Pingree, Jr., sales executive for NBC Films Inc., Lincoln Park, Mich., joins Blair Television, New York, as director of special projects. He replaces **Earl G. Thomas**, who is retiring.

Zee Guerra, formerly broadcast media supervisor, Wexton Co., New York, named media director of the Getschal Co., that city.

Sheldon Roseman, of Robert M. Gamble Jr. Inc., Washington, joins William Magnes Advertising, that city, as media director.

Andy Murphy, of Advertising Time Sales Inc., New York, named eastern TV sales manager.

Peter A. Moller, local time salesman for KWIZ Santa Ana, Calif., appointed Los Angeles sales representative.

Diane L. Sass, associate director of research and marketing services for Broadcast Communications Group Inc., New York, appointed director of research.

James Roden, production assistant with Carson/Roberts Advertising, Los Angeles, named production coordinator for TV commercial film-making at Gerald Schnitzer Productions, same city.

Art Berla, account executive with WPIX (TV) New York, joins television sales staff of Avery-Knodel, that city, succeeding **John Del Greco**, who resigns.

Keith Beard, art designer at Harcourt, Brace & World, New York, joins Cunningham & Walsh Inc., that city, as assistant art director.

MEDIA

Elmer F. Smith, VP and general manager for WNAX Yankton, S. D., named president, coincident with Red Owl Stores Inc., assuming ownership of station Sept. 1.

Richard A. Forsling, general attorney in charge of legal affairs, TV broadcasting division of CBS, New York, appointed to newly created post of VP of business administration for CBS-TV stations division.

Robert R. Brown, coordinator, corporate information for NBC, New York, named director, corporate information. Succeeding Mr. Brown is **John W. Orr**, public relations manager of Norman,

Craig & Kummel, that city.

Arthur M. Dorfner, business manager of WABC-TV New York, named VP-finance for D. H. Overmyer Communications Co.'s, that city.

Jim Hawkins, KIXI-AM-FM Seattle, joins KXA, that city, as general manager.

Charles Larry Papazian, comptroller for W. P. Fuller & Co., Covina, Calif., named business manager for KLAC-AM-FM Los Angeles.

Donald Chase, account executive and announcer for WCNL Newport, N. H., appointed station manager.

Robert D. Snyder, program director of KTVH(TV) Hutchinson-Wichita, Kan., promoted to assistant general manager.

Karl M. Wiener, credit manager for Crosley Broadcasting Corp., Cincinnati, named assistant controller.

Richard J. Meyer, television consultant for Great Neck Public Schools, Great Neck, N. Y., appointed manager of utilization, school television service, WNDT(TV) Newark, N. J.-New York.

PROGRAMING

Kirk E. Beauregard, formerly president and board chairman of own company, Cine Art Film Productions, Detroit, named VP of VPI of Illinois Inc., Chicago. **John Gramaglia**, formerly production supervisor for WCBS-TV's *Eye on New York*, appointed associate producer of VPI Productions, New York.

Al Bland, VP in charge of programming for Crosley stations (WLW and WLWT(TV) Cincinnati; WLWD(TV) Dayton, Ohio; WLWC(TV) Columbus, Ohio, and WLWI(TV) Indianapolis), resigns. Future plans not disclosed.

Ira Gottlieb, executive VP of Wolper TV Sales, New York, resigns to become president of newly formed Superman TV Corp., subsidiary of National Periodical Publications Inc., that city.

Martin J. Robinson, president of Link Industries Inc., joins United Artists Associated, division of United Artists Television, New York, as VP and sales manager.

Max Shulman, author of humorous novels, joins Universal TV, Universal City, Calif., as top creative supervisor on television comedy. Mr. Shulman's novel "The Many Loves of Dobie Gillis," was basis of television series.

Bill Hahn, personality for 22 years on WNAC-AM-TV Boston, named WNAC production manager.

Chuck James, production director for KGIL San Fernando, Calif., promoted to program director.

Martin Bookspan, music director for WQXR-AM-FM New York, promoted to

program director. **Robert Sherman**, director of special productions, succeeds him.

John Thacker, program director for WIRK West Palm Beach, Fla., joins KSO Des Moines, Iowa, in same capacity.

Walter P. Sheppard, assistant director of broadcasting at Boston University, joins WRVR(FM) New York, as program director.

Dennis A. McQuire, free-lance producer and director, joins KYW-TV Philadelphia as producer-director-writer.

Michael Colgan, floor director for WTOP-TV, Washington, appointed television director. He replaces **Sal Formica**, who resigns.

NEWS

Allan Moll, public affairs director for KHJ-AM-FM Los Angeles, named news director for KHJ-TV.

Charles C. Thompson, KVOO-AM-TV Tulsa, Okla., named news director. **Cliff Barrett**, of that station, named assistant news director in charge of radio news.

Virgil H. Mitchell, formerly with KNXT (TV) Los Angeles, named editorial director for KABC-TV Hollywood. He replaces **Art White**, who resigns.

Philip Fine, *Philadelphia Evening Bulletin* reporter, named editorial direc-

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MARK II CAROUSEL

None like it. True automatic advance programming. Plays 24 cartridges. Random or sequence.

MARK II RECORD CENTER

Tapes cues and messages with highest quality. Reliable; dependable.

MARK II PLAYBACK UNITS

Instantaneous airing of top quality messages. Completely dependable.

Write or call:



tor for KYW-AM-TV, that city.

Duren Cheek Jr., bureau manager for United Press International, Knoxville, Tenn., named Tennessee state news manager, with headquarters in Nashville. He replaces **Jack Walsh**, who joins UPI news staff in New York. Succeeding Mr. Cheek is **James Evans**, Nashville staff newsman. **Anthony E. Heffernan**, manager of Birmingham, Ala., bureau, appointed manager of Atlanta bureau.

FANFARE

Buddy McGregor, KNUZ Houston, appointed national promotion director of The Star Stations, KISN Vancouver, Wash., KOIL Omaha, and WIFE-AM-FM Indianapolis.

Romney Wheeler, assistant director of public relations for Consumers Power Co., Jackson, Mich., appointed director of public relations. He succeeds **Donald J. McGowan**, who retires. Mr. Wheeler at one time was executive for NBC in London, and director of international television services for U. S. Information Agency, Washington.

Alden Diehl, formerly program director of CKBI-TV Prince Albert, Sask., appointed promotion director of CKLW-AM-FM Windsor, Ont.-Detroit.

John Howard, CBS-TV press information department, Hollywood, promoted to trade editor, succeeding **Don**

Jansky retires

C. M. Jansky Jr., chairman of board of Jansky & Bailey Divisions of Atlantic Research Corp., Alexandria, Va., retires from post while remaining as consultant. In 1930 he, with Stuart L. Bailey, now VP of Atlantic Research and president of Jansky & Bailey Divisions, formed Washington engineering consulting firm of Jansky & Bailey. Company was acquired by Atlantic Research in 1959. Mr. Jansky was member of four radio conferences called by U. S. government which led to Radio Act of 1927, which in turn led to establishment of FCC. During World War II he had been special consultant to secretary of war dealing with research on use of radar and radio communication in air defense.

Anderson, who resigns to become administrative assistant to Rep. James Corman (D-Calif.).

Frank M. Seymour, former newspaper columnist and editor, has formed new public relations firm, Frank Seymour Associates, at 957 Penobscot Building, Detroit.

EQUIPMENT & ENGINEERING

Louis J. Crispiano, manager of commercial products department of ITT Distributor Products, New York, appointed marketing and planning manager for products engineering division of Sony Corp. of America, that city.

Kerwin McMahon, technical sales representative for Viking, Hoboken, N. J., named, in addition, national advertising and public relations manager.

Vincent P. Marlin, headquarters sales engineer for broadcast products at General Electric Visual Communications Products, Syracuse, N. Y., appointed to newly created position of district sales representative in New York.

INTERNATIONAL

William Baker, president and general manager of Baker Advertising Agency, Toronto and Montreal, becomes board chairman. He is succeeded by **David Gillespie**, executive VP. **William Salo** succeeds Mr. Gillespie. **Lance Bellows** appointed manager of Montreal office.

Joseph Wallach, financial director for Time-Life Broadcast Inc. station KOGO-AM-FM-TV San Diego, named consultant under technical services agreement between Time-Life and TV Globo, channel four, Rio de Janeiro, and associated station, TV Paulista, channel five, Sao Paulo, Brazil. Mr. Wallach will have headquarters in Rio.

James L. Badgett, VP in charge of advertising for Schick Safety Razor Co., division of Eversharp Inc., Culver City, Calif., named VP in charge of international operations, headquartered in Europe.

DEATHS



Miss Black

Elizabeth Black, media supervisor with West, Weir & Bartell, New York, died Sept. 6 at St. Luke's hospital, that city. Miss Black, timebuyer for radio, was winner of Silver Nail Timebuyer of the Year award in 1962. She started in time buying in 1934 at Ruthrauff and Ryan on Lever Brothers account. She was also known for her work on Grove's 4-Way cold tablets. Miss Black supervised media department of Joseph Katz agency for 14 years and in 1954 became top media buyer at Harry B. Cohen (later Cohen & Aleshire). Cohen & Aleshire later merged with Donahue & Coe which, in turn, merged with Ellington & Co. to become West, Weir & Bartell. At WW&B, Miss Black bought for such accounts as Lydia Pinkham and River



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brand rice. She is survived by one sister and one brother.

Walter McClughan, 50, senior editor at Voice of America, U. S. Information Agency, Washington, died Sept. 2 following heart attack, at Holy Cross hospital, Silver Spring, Md. He is survived by his wife, Catherine, and two sons.

William O. Pape, founder, and owner of WALA-AM-TV Mobile, Ala. until its sale last year to Royal Street Corp.,

New Orleans (BROADCASTING, June 8, 1964), died Sept. 7 in Mobile, after long illness.

Harry Engle, 68, one time head of own music publishing company in New York, and in 1940's West Coast director of Broadcast Music Inc., died Sept. 6 at home in Los Angeles.

William E. Gephart Jr., 60, West Coast VP of DeLuxe Laboratories (General Film Labs), died Sept. 2 in

St. Joseph hospital, Burbank, Calif. He is survived by his wife, son, and father.

Felix E. Feist, 55, producer of television series *Peyton Place*, died Sept. 2 of cancer, in Encino, Calif. He is survived by his wife, Barbara, three sons and three daughters.

Charles M. Neel, 58, sales manager of WPSD-TV Paducah, Ky., died Sept. 3 following heart attack. He is survived by his wife, son and daughter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 2 through Sept. 8 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New AM stations

APPLICATIONS

Burlington, Colo.—Al Ross d/b as Burlington Radio, 1140 kc, 1 kw. D. P.O. address 627 Elwood, Sterling, Colo. Estimated construction cost \$18,015; first year operating cost \$27,600; revenue \$36,000. Principal: Al Ross (100%). Mr. Ross holds jointly with wife 80% of KGEK Sterling. Ann. Sept. 3.

Existing AM stations

ACTIONS BY FCC

KSKI Sun Valley, Idaho—Granted change on 1340 kc from SH to unl., change station location to Hailey, change ant., trans. and studio locations, delete remote control and make changes in ground and ant. systems; condition. Action Sept. 8.

APPLICATIONS

KUPD Tempe, Ariz.—Seeks CP to increase power from 500 w to 50 kw D, 10 kw N; change from DA-1 to DA-2; change ant.-trans. and studio location, install new trans. Ann. Sept. 3.

WOAH Miami—Seeks CP to change frequency from 1220 kc to 1190 kc. Ann. Sept. 7.

KVLL Livingston, Tex.—Seeks CP to change station location from Livingston, to Woodville, Tex.; change ant.-trans. and studio location. Ann. Sept. 2.

KZUN Opportunity, Wash.—Seeks CP to increase power from 500 w to 1 kw. Ann. Sept. 3.

New FM stations

ACTIONS BY FCC

Peoria, Ill.—The Peoria Journal Star Inc. Granted CP for new FM on 93.3 mc, channel 227, ERP 41.7 kw. Ant. height above average terrain 533 ft. P.O. address Henry P. Slane, Peoria. Estimated construction cost \$45,382; first year operating cost \$45,000; revenue \$35,000. Principal: Peoria Journal Star Inc. (100%), owned by Carl P. Slane (15%), Commercial National Bank of Peoria, Elizabeth P. Talbott and Carl P. Slane, trustees, (72%) and others. Action Sept. 8.

APPLICATIONS

Baton Rouge, La.—Sound Dimensions Inc. 103.3 mc, channel 277, 10 kw. Ant. height above average terrain 409.4 ft. P.O. address 232 Lafayette Street, Baton Rouge. Estimated construction cost \$62,357; first year operating cost \$66,276; revenue \$87,000. Principals: Charles K. Winstanley (33⅓%), Leonard E. Benson (10%), Donald G. Welsh (33⅓%) and Albert M. Bankston (23⅓%). Messrs. Winstanley and Benson are program director and chief engineer, respectively, at WJBO-AM-FM Baton Rouge. Messrs. Welsh and Bankston have non-broadcast interests in Baton Rouge. Ann. Sept. 2.

Lincoln, Neb.—Shurtleff-Schorr Broadcasting Corp. 107.3 mc, channel 297, 43.75 kw. Ant. height above average terrain 119 ft. P.O. address c/o Mr. Jack L. Callaway, 404 South 13th Street, Lincoln. Estimated construction cost \$22,000; first year operating cost \$24,000; revenue \$24,000. Principals: Paul C. Schorr Jr. and Donald O. Shurtleff (each 50%). Shurtleff-Schorr Broadcasting owns KLIN Lincoln. Mr. Schorr has interests in electrical contracting and insurance; Mr. Shurtleff has real estate, insurance and investment interests. Ann. Sept. 2.

Muskogee, Okla.—Ann Broadcasting Co. 106.9 mc, channel 295, 45.15 kw. Ant. height above average terrain 315 ft. P.O. address 132 North Third, Durant, Okla. Estimated construction cost \$25,480; first year operating cost \$22,853; revenue \$34,500. Principals: Dr. David T. Wells, Stephen L. Avard, William R. Avard, Dr. Harry M. Shytles Jr., Orville C. Shellenberger, William J. Nosek and Bill G. Brown (each 14.29%). Dr. Wells is psychiatrist; Messrs. Avard are hospital executives; Dr. Shytles practices medicine; Mr. Shellenberger holds heavy construction company; Mr. Nosek owns apothecaries, and Mr. Brown is executive of engineering firm. Ann. Sept. 2.

Ownership changes

ACTIONS BY FCC

Warner Robins, Ga.—Granted assignment

of CP from Mary M. Jarrard to WRBN Inc., owned by Mary M. Jarrard (100%). No financial consideration. Action Sept. 7.

KFXD Nampa, Idaho—Granted transfer of control of licensee corporation, Fletcher-Mitchell Corp., from Jonathan M. Fletcher (50% before, 25% after) through sale of stock to Wayne C. Cornils (none before, 25% after). James I. Mitchell retains 50% interest. Consideration \$7,500. Mr. Cornils is manager of KFXD; conditioned that transfer not be consummated until transferees dispose of all their interest in KFLI Mountain Home, Idaho. Action Sept. 7.

WAMV-FM East St. Louis, Ill.—Granted assignment of licensing from Stanlin Inc., owned by Lawrence R. Picus, Simpson R. Walker Jr. (each 25.14%) and others, to Our Lady of Snows Broadcasting Corp., owned by Edwin J. Guild O.M.I., Stephen L. Wessel O.M.I., James E. Taylor O.M.I., Raymond F. Krippel O.M.I. and Paul A. Hoemeke O.M.I. (each 20% of voting membership). Action Sept. 8.

KDLS Perry, Iowa—Granted transfer of control of licensee corporation, Perry Broadcasting Co., from G. E. Whitehead (100%) to Shirley A. Whitehead, executrix of the estate of G. E. Whitehead. No financial consideration. Action Sept. 2.

WLFH Little Falls, N. Y.—Granted assignment of license from Carmen Hentosh Caines to WLFH Inc., owned by Ohio Stations Representatives Inc. (20%); Carlyle Baker, Harold J. Glickman, Morton L. Goldhamer, Walter E. Stone (each 9%); Arthur B. Aurbach (8⅓%); Pamela J. Juergens (8%); William D. Thomas (2⅓%); John M. DeHaven (2⅓%) and others. Consideration \$61,000. Action Sept. 2.

WGAS South Gastonia, N. C.—Granted transfer of control of licensee corporation, MGM Broadcasting Corp., from A. Clay Groves (25.5% before, none after), Earl O. Mace (23.14% before, none after) and Glenn F. Mace (20.59% before, none after) to Boyce J. Hanna (none before, 25.5% after as his own and the voting trust of Messrs. Mace (43.73%)). Consideration \$10,000. Mr.

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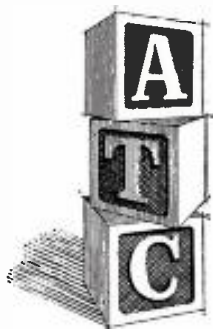
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94 (FOR THE RECORD)

Hanna has 66% interest in WADA Shelby and 66% interest in Greensboro Publishing Inc., newspaper publishing firm in Greensboro, both North Carolina. Action Sept. 7.

KMAE McKinney, Tex.—Granted assignment of license from McKinney Air Enterprises, owned by George W. Smith Jr. (99%), Mrs. G. R. Adkins (5%) and Mrs. George W. Smith Jr. (5%), to AHB Broadcasting Corp., owned by Diversified AHB Investment Inc. (75%) and Delwin W. Morton (25%). Consideration \$125,000. Mr. Morton is 50% owner of KESG Gladewater, Tex., 50% owner of KDOX Marshall, Tex., and 33% owner of KAWA Waco-Marlin, Tex. Action Sept. 2.

WODI Brookneal, Va.—Granted assignment of CP from Lester L. Williams to WODI Inc., owned by Lester L. Williams (100%). Consideration: transfer of 10,000 shares of stock. Action Sept. 2.

KEDO Longview, Wash.—Granted transfer of control of licensee corporation, KEDO Inc., from La Vern L. Eaton and Marvin E. Johnston (each 33%), to Donald L. Veith (33%) and Forrest H. Bishop and Russell O. Hudson (each 33% after). Consideration \$5,000. Action Sept. 7.

KPOR Quincy, Wash.—Granted assignment of license from Donald R. and Patricia Ann Nelson d/b as Quincy Valley Broadcasters, to Quincy Valley Broadcasters Inc., owned by John R. DiMee (56%), Don L. Downing (33%) and Donald R. Nelson (10%). Consideration \$45,000. Mr. DiMee is general manager of KAYO Seattle and has 80% interest in KENE Toppenish, Wash. Mr. Downing owns remaining 20% interest in KENE. Messrs. DiMee and Nelson are applicants for new AM in Monroe, Wash. Action Sept. 3.

KSGT Jackson, Wyo.—Granted assignment of license from Snake River Radio and Television Inc., owned by Alfred Shumate (99.3%), May-Floyd Shumate (0.4%) and Lida M. Sinex (0.3%), to J-G-J Corp., owned by Julius M. Lytton (33%), Glen A. Jordan (33%), Jack Schroeder (33%) and Robert Ranck (1%). Consideration \$40,000. Messrs. Lytton, Ranck and Schroeder are attorneys. Action Sept. 1.

APPLICATIONS

KHIL Willcox, Ariz.—Seeks transfer of control of licensee corporation, Cochise Broadcasting Co., from Rex Allen and Bessie Mae Allen (100% before, none after), to Harold E. Bruzee (99.99% after) and Violet C. Bruzee. Consideration \$56,000. Mr. and Mrs. Bruzee have real estate interests. Ann. Sept. 3.

WKIG Glennville, Ga.—Seeks assignment of license from Howard C. Gilreath and Claude M. Kicklighter d/b as Tattall County Broadcasting Co., to Tattall County Broadcasting Co., owned by Howard C. Gilreath (50%), Claude M. Kicklighter (25%) and Coy Andrew Perkins (25%). Consideration \$7,500. Mr. Gilreath owns 70.6% of WCLA Claxton, 100% of WMAC Metter and 100% of WPGA Perry, all Georgia; Mr. Perkins is announcer at WKIG, and Mr. Kicklighter is captain in U. S. Army. Ann. Sept. 2.

WAAP Peoria, Ill.—Seeks assignment of license and CP from Peoria Broadcasting Co., owned by John Cleary (10%), F. William Spiegel Jr. (20%), John Moses (30%), John Pennish (5%) and Frederick W. Spiegel Sr. (15%), to Peoria Valley Broadcasting Inc., owned by Melvin Feldman (35%), Syl Binkin (35%) and Richard S. Cohen (30%). Consideration \$262,500. Messrs. Feldman and Binkin held interests in WMAY Springfield, Ill., through 1963. Mr. Feldman was officer and director of WHIY Orlando, Fla., through 1964. Mr. Cohen has interest in restaurant. Ann. Sept. 3.

KADI(FM) St. Louis—Seeks assignment of license from KADY Inc., owned by Rodney Erickson (95.25%), to Vanguard Broadcasting Corp., owned by Thomas M. Ferguson (7.4%), Charles Rich (18.5%), Lloyd J. Fingerhut (12.3%), David H. Bernstein (6.2%), Sanford M. Shore (9.3%), Jack M. Landau (12.3%), Victor J. Cohn (18.3%), Robert M. Adelson (6.2%), John T. Sweeney (3.1%) and Leonard G. Katz (6.2%). Consideration \$45,000. Mr. Ferguson was account executive at WERB Garden City, Mich., through July 1965; Mr. Fingerhut is secretary of Impact Media Sales Inc., radio promotion firm; Messrs. Rich, Bernstein, Shore, Landau, Cohn, Adelson, Sweeney and Katz have nonbroadcast interests in Cleveland. Ann. Sept. 3.

Hearing cases

ACTIONS

■ By report and order, commission amended its table of FM channel assignments to add class C Channel 283 to West

Palm Beach, Fla., and modified license of WRKT-FM Cocoa Beach, to change operation from Channel 282 to 281; conditions. Also, Channel 280A at Clewiston, was changed to 221A, and Channel 282 at Miami to Channel 288. This action resulted from a petition by WJNO West Palm Beach, and terminates proceeding in Doc. 15911. Action Sept. 8.

■ By second report and order, commission amended FM table of assignments as follows: Assigned 221A to Hamilton, Ala.; substituted 288A for 221A at Aberdeen, 257A for 269A at Booneville, assigned 248 to Oxford, substituted 292A for 249A at Starkville, and 294 for 248 at Vicksburg, all Mississippi, and 269A for 249A Savannah, Tenn.; terminated proceedings in Doc. 15935. Commissioner Cox dissented. Action Sept. 8.

■ By report and order, commission substituted Channel 232A for 249A at Abbeville, Ala., to remove problem in selecting site for use of Channel 247 at Bainbridge, Ga., and terminated proceeding in Doc. 16062. Action Sept. 8.

■ By memorandum opinion and order, commission denied petition by Boone Biblical College, licensee of KFGQ-FM on Channel 257A in Boone, Iowa, to substitute FM Channel 281 for 257A in that city and substitute 257A for 281 in Ames. Oppositions to proposal have been filed by Paul D. Lunde, applicant for Channel 281 at Ames, and the Ames Broadcasting Co., prospective applicant. Similar request by KFGQ-FM was denied by commission on June 17, 1964, and petitioner has not advanced any arguments to warrant reversal of that decision. Action Sept. 8.

■ Commission invited comments on proposed rule making, based on various petitions to amend FM table assignments as follows: Assign 265A to Lebanon, Ind.; 252A

ETV fund grants

■ Following grants for educational television have been announced by Department of Health, Education and Welfare:

Cincinnati—Greater Cincinnati Television Educational Foundation: \$88,923 to expand facilities of WCET-TV (ch. 48) Cincinnati; total project cost \$91,898.

■ Following applications for funds have been received by Department of Health, Education and Welfare:

Pensacola, Fla.—Board of Public Instruction of Escambia County: \$177,768 to activate channel 21 in Pensacola; total project cost \$355,536.

Ogden, Utah—Weber County School District: \$112,454 to expand facilities of KWSC-TV (ch. 18) Ogden; total project cost \$151,190.

to Winchester, Ind.; 288A to Sheldon, Iowa; 240A to Stanford, Ky.; 265A to Bedford, Pa.; 282A to River Falls, Minn., and 288A to Paris, Tenn.; assign 288A to St. Peter, Minn., and substitute 288A for 287 at Montevideo; assign 285A to Rosenberg, Tex., and substitute 245 for 284 at Bay City; delete 277 from Baton Rouge, La., and add it to Hammond; add either 237A or 240A to Fort Myers, Fla.; and substitute 238 for 262 at Key West, Fla., and assign 262 to Plantation Key. It denied petition by Montgomery Broadcasting Co., Conroe, Tex., to assign 285A to that city by deleting 286 from Lufkin and 284 from Bay City. Action Sept. 8.

■ Commission proposed rulemaking to reserve for education in Eureka, Calif., that city's presently assigned Channel 13. The change was requested by Redwood Empire Educational Television Inc., and supported by the National Association of Educational Broadcasters. Action Sept. 8.

■ Commission invited comments to notice of proposed rulemaking looking toward assigning Channel 4 to Colby, Kan. This was petitioned for by Colby Development Inc., corporation formed by local businessmen. Action Sept. 8.

■ By report and order, commission denied petition by Wichita Television Corp., licensee of KOMC-TV on Channel 8 in McCook, Neb., to reassign that channel to Oberlin, Kan. Objections to proposed allocation shift were filed by mayor and president of the McCook chamber of commerce both prior to and subsequent to issuance of notice of proposed rulemaking, and commission is not persuaded that any benefit

BROADCASTING, September 13, 1965

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 8

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,041	44	66	485
FM	1,345	19	246	325
TV	552 ¹	47	114	217

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 8

	VHF	UHF	TV
Commercial	510 ²	167	677
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, June 30, 1965

	AM	FM	TV
Licensed (all on air)	3,999	1,317	559
CP's on air (new stations)	26	26	30
CP's not on air (new stations)	72	222	95
Total authorized stations	4,097	1,565	684
Applications for new stations (not in hearing)	242	174	70
Applications for new stations (in hearing)	78	58	52
Total applications for new stations	320	232	122
Applications for major changes (not in hearing)	204	47	23
Applications for major changes (in hearing)	39	3	10
Total applications for major changes	243	50	33
Licenses deleted	1	1	6
CP's deleted	0	1	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

to public interest would result from reassignment. Action Sept. 8.

■ By memorandum opinion and order in proceeding on applications of Fidelity Radio Inc., and WHAS Inc., for new FM's in Louisville, Ky., commission denied petition by WHAS for partial reconsideration of hearing order which afforded Fidelity 45 days to amend its application to specify new trans. site. Commissioner Cox not participating. Action Sept. 8.

■ By memorandum opinion and order, commission denied petition by Dover Broadcasting Co. for reconsideration of commission denial of its request for waiver of rules to authorize new class A FM at Dover-New Philadelphia, Ohio, or permission to amend application. Application is in conflict with one by The Tuscarawas Broadcasting Co. for like station at New Philadelphia, Ohio. Commissioner Cox not participating. Action Sept. 8.

■ By order, commission denied application by Chapman Radio and Television Co. for review of June 30 memorandum opinion and order of review board which denied joint request by Anniston Broadcasting Co. and Chapman Radio, applicants for new TV's to operate on Channel 70 in Anniston, Ala., to dismiss latter's application and grant Anniston. Commissioner Lee dissented. Action Sept. 8.

■ Commission granted license renewal applications by the following stations: KCHY Cheyenne, Wyo. and WTUP Tupelo, Miss., main and alternate main. Action Sept. 8.

■ Commission waived sec. 73.211 of rules and accepted for filing application of Pacific Broadcasting Corp. for new FM to operate on Channel 230, ERP 275 watts, antenna height 971 ft., in Agana. This is first application for FM station in Guam. Applicant operates AM station KUAM in Agana. Action Sept. 8.

■ Commission waived sec. 73.211(d) of rules and granted application of Texas Coast Broadcasters Inc. to move transmitter site of its FM KQUE, Houston, 3.1 miles, and add vertical polarization; remote control permitted; condition. Action Sept. 8.

■ Commission granted request by Conejo Broadcasters insofar as it requests waiver of sec. 1.569 of rules; removed its application for new AM to operate on 850 kc, 500 w, DA-1, unl., in Conejo Valley, Calif., from pending file and placed it on processing file. Action Sept. 8.

■ Commission waived sec. 1.569 of rules and accepted for filing application of E. F. Jones Jr. for new daytime AM to operate on 1130 kc, 250 w, in Gallatin, Tenn. Action

Sept. 8.

■ Commission waived sec. 1.569 of rules and accepted for filing application of Blue Ridge Broadcasting Co. to change facilities of its station WSNW Seneca, S. C., from 1150 kc, 1 kw, D, to 1190 kc, 5 kw, DA-D. Action Sept. 8.

■ By order, commission denied request by Caldwell Broadcasting Co. for waiver of sec. 73.35(a) of multiple ownership rules and dismissed its application for new daytime AM to operate on 1540 kc, 1 kw, in Columbia, La. Service of proposed station would overlap that of KMAR Winnsboro, La., in which there is joint interest. Action Sept. 8.

■ Commission waived sec. 73.651(c) of rules and granted authority to Delta College, for period of one year, to accompany its vis. transmission of test pattern or station identification slide of *WUCM-TV University Center, Mich., with aur. music during scheduled breaks in its in-school programming schedule; conditions. Action Sept. 8.

■ Commission rescheduled oral arguments in following proceedings from Oct. 1 to the dates shown: Oct. 8—AM applications of Monroeville Broadcasting Co., Monroeville, Pa., et al., concerning 307(b) policy questions; and Oct. 14—Domestic public point-to-point microwave applications of Teleprompter Transmission of Kansas Inc. Action Sept. 8.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on applications of Greater Erie Broadcasting Co. and James D. Brownyard for new AM's in Lawrence Park and North East, Pa., respectively, in Doc. 16023-4, held in abeyance their joint petition for approval of agreement whereby Brownyard would reimburse Greater Erie for expenses incurred in prosecuting its application in return for its dismissal, pending submission on or before Oct. 7 further information concerning expenses of Greater Erie. Action Sept. 8.

■ In proceeding on AM applications of Coastal Communications Corp., Carson City, Nev., et al., granted motion by WGN Inc., to extend time to Sept. 24 to file replies to oppositions to its motion to modify and enlarge issues. Action Sept. 8.

■ Granted motion by Lowry Tims Co., to extend time to Oct. 4 to file exceptions to initial decision in proceeding on AM

application of Grenada Broadcasting Co. Grenada, Miss. Action Sept. 8.

■ Pursuant to July 22 order of examiner which certified to board question of whether issues in Houston Channel 26 proceeding should be modified to include issues similar to those designated in Ultra-vision Broadcasting Co. relating to financial qualifications of broadcast applicants, ordered that new standards set forth in commission's clarification notice in Ultra-vision proceedings are applicable to determination of applicants' financial qualifications under issues designated. By separate action, dismissed as moot motion by applicant Crest Broadcasting Co. to expedite proceedings. Action Sept. 2.

■ In proceeding on application of United Broadcasting Inc., for renewal of license of WOOK Washington, D. C., and Bowie Broadcasting Corp. for new AM in Bowie, Md., granted petition by Broadcast Bureau to extend time to Sept. 17 to file responsive pleadings to WOOK's petition to enlarge issues. Member Nelson not participating. Action Sept. 2.

■ Granted petition by Verne M. Miller to extend time to Sept. 13 to file exceptions to initial decision in proceeding on his application for new AM in Crystal Bay, Nev. Action Sept. 2.

■ Members Nelson, Pincock and Slone adopted decision granting applications of (1) Meredith Colon Johnston for new AM (WECP) to operate on 1480 kc, 500 w, D, in Carthage, Miss., conditioned to no pre-sunrise operation with daytime facilities pending final decision in Doc. 14419, and (2) William Howard Cole to increase daytime power of WHOC Philadelphia, Miss., on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w, conditions. Dec. 10, 1964, initial decision looked toward this action. Action Aug. 31.

■ By memorandum opinion and order in proceeding on applications for new FM's in Louisville, Ky., granted motion by WHAS Inc., for enlargement of issues concerning character qualifications of applicant Fidelity Radio Inc., and Stephen A. Cisler, its president and 60% owner. Action Aug. 31.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Granted motion by Anniston Broadcasting Co. to continue Sept. 8 hearing to Oct. 27 in proceeding on its application and that of Chapman Radio and Television Co. for new TV's to operate on Channel 70 in Anniston, Ala. Action Sept. 1.

By Hearing Examiner Basil P. Cooper

■ Granted motion by The Downriver Broadcasting Assn. to continue Sept. 8 evidentiary hearing to Oct. 8 in proceeding on its application for new AM in Napoleon, Ohio. Action Sept. 7.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on applications of Campbell and Sheftall and Fort Campbell Broadcasting Co. for new FM's in Clarksville, Tenn., and Fort Campbell, Ky., respectively, in Doc. 16037-8, granted petition by Fort Campbell to continue certain procedural dates and hearing from Sept. 30 to Oct. 18. Action Sept. 3.

■ Granted motion by Naugatuck Valley Service Inc. (WOWW), Naugatuck, Conn., to continue Sept. 2 hearing to Sept. 23 in proceeding on its AM application. Action Sept. 1.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Broadcast Bureau to reschedule Sept. 9 joint hearing for Sept. 21 in proceeding on applications of United Artists Broadcasting Inc., for new UHF-TV's on channel 20 at Houston and channel 43 at Lorain, Ohio. Action Sept. 3.

By Hearing Examiner Millard F. French

■ In proceeding on AM applications of Dennis A. and Willard D. Sleighter, Everett, and Beacon Broadcasting Concern, Martinsburg, Pa., in Doc. 15942-3, granted motion by Beacon Broadcasting to strike its testimony relative to programming and duplication of programming. Action Sept. 2.

By Hearing Examiner Walther W. Guenther

■ In proceeding on applications of WMEN Inc., and Tallahassee Appliance Corp. for new FM's in Tallahassee, Fla., in Doc. 15886-7, granted motion by WMEN Inc., to continue Sept. 8 further prehearing conference to Jan. 10, 1966. Action Sept. 7.

By Hearing Examiner Isadore A. Honig

■ On own motion, rescheduled further hearing for Oct. 4 in proceeding on AM application of Storz Broadcasting Co., New Orleans. Action Sept. 7.

■ Granted petition by WDAF Inc., and Clearfield Broadcasting Inc., to continue

Sept. 9 prehearing conference to Oct. 7 and Oct. 7 hearing to Nov. 4 in proceeding on their applications for new FM's in Indiana, and Clearfield, respectively, and that of Huntingdon Broadcasting Inc., for new station in Huntingdon, all Pennsylvania. Action Sept. 1.

By Hearing Examiner H. Gifford Irion

■ Rescheduled Sept. 15 hearing for Oct. 7 in proceeding on FM applications of Cascade Broadcasting Co. and Sunset Broadcasting Co., Yakima, Wash. Action Sept. 2.

■ Rescheduled Sept. 14 hearing for Sept. 24 in proceeding on AM applications of WFLI Inc., Lookout Mountain, Tenn., and Newhouse Broadcasting Corp., Birmingham, Ala. Action Sept. 2.

■ Granted request by Broadcast Bureau to convert Sept. 8 hearing to further prehearing conference in Washington and to continue Sept. 8 hearing to Sept. 13 in Milford, Del., in proceeding on application of The Kent-Sussex Broadcasting Co. for renewal of license of WKSB, Milford.

By Hearing Examiner David I. Kraushaar

■ In Syracuse, N. Y., channel 9 proceeding in Doc. 14368 et al., granted requests by W. R. C. Baker Radio and Television Corp., and specified Oct. 1 for Baker to supply information desired by other parties, and for exhibits to be exchanged under issues 2 and 3, rescheduled for Oct. 18 hearing under issues 2 and 3, rescheduled for Nov. 29 hearing on issue 1; and on own motion, directed other parties to inform Baker by not later than one week prior to rescheduled date of witnesses desired for cross-examination at Oct. 18 hearing, and that other parties will provide Baker with names of all witnesses and subject matter of testimony of each witness, under issue 1 by Oct. 29. Action Sept. 2.

■ Granted motion by Broadcast Bureau to correct in various respects transcript of July 9 prehearing conference in Syracuse, N. Y., channel 9 proceeding; and on examiner's own motion, made certain corrections. Action Sept. 1.

By Hearing Examiner Jay A. Kyle

■ In proceeding on AM application of Progress Broadcasting Corp., New York, granted motion by Quality Broadcasting Corp. to extent of rescheduling date for exchange of exhibits for Oct. 4, in lieu of Sept. 13. Action Sept. 7.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Scheduled further prehearing conference for Sept. 14 in proceeding on applications of KXYZ Television Inc., and Crest Broadcasting Co. for new TV's to operate on channel 26 in Houston. Action Sept. 7.

■ Directed Trinity Broadcasting Co. to file on or before Oct. 1, amendment contemplated by supplement #1 to the fourth report and order in Doc. 14229 to specify channel 40 in lieu of channel 20, in proceeding on its application for new TV in Fort Worth and scheduled hearing for Sept. 2. Action Sept. 1.

By Hearing Examiner Sol Schildhouse

■ Pursuant to agreement at Sept. 3 prehearing conference, rescheduled hearing for Nov. 1 and specified Oct. 20 by which time any written material which applicant expects to rely upon in support of its case must be furnished to Broadcast Bureau in proceeding on application of Patroon Broadcasting Co., for renewal of license of WPTV, Albany, N. Y. Action Sept. 3.

■ In Lebanon, Pa.-Catonsville, Md., AM proceeding, granted petition by Catonsville Broadcasting Co. to continue Sept. 1 date for exchange of certain written materials to Sept. 8, and extended Sept. 2 and Sept. 8 witnesses notification dates to Sept. 8 and Sept. 10, respectively. Action Sept. 2.

By office of opinions and review

■ Granted petition by Broadcast Bureau to extend time to Sept. 10 to file responsive pleading to petition by Alfred Beck for reconsideration of June 17 memorandum opinion and order insofar as it denied his application for additional time to construct UHF-TV KCEB Tulsa, Okla. Action Sept. 2.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of Sept. 7

KTHI-TV Fargo, N. D.—Granted mod. of license to change aur. ERP to 45.7 kw.

WSJV-TV Elkhart, Ind.—Granted mod. of license to reduce aur. ERP to 40.7 kw, and change type aur. trans.

WHBQ-TV Memphis, Tenn.—Granted mod. of license to reduce aur. ERP to 63.2 kw, and change type aur. trans.

KIXX Provo, Utah—Granted mod. of license to change name to KIXX Inc.

WHOM-FM New York—Granted CP to

change ant.-trans. location of alternate main trans. and specify use as an auxiliary trans.

WFM(FM) Indianapolis—Granted extension of completion date to November 15.

■ Granted renewal of licenses of the following main stations and co-appealing auxiliaries: KDEF-AM-FM Albuquerque; KDXU St. George, Utah; KHAT Phoenix; KRUX Glendale, Ariz.; KWRB-TV Riverton, Wyo.

Actions of Sept. 3

Lakeshore Radio Inc. Two Rivers, Wis.—Granted CP for new class A FM to operate on Channel 272; ERP 3 kw; ant. height 240 ft.; remote control permitted; conditions.

Northwest Broadcasting Co. Anoka, Minn.—Granted CP for new class C FM to operate on Channel 300; ERP 100 kw; ant. height 330 ft.; conditions.

WKZO-TV Kalamazoo, Mich.—Granted mod. of license to reduce aur. ERP to 20 kw.

KWRB-TV Riverton, Wyo.—Granted mod. of license to reduce aur. ERP to 8.71 kw. WTIC-TV Hartford, Conn.—Granted mod. of license to reduce aur. ERP to 13.8 kw.

WBEN-TV Buffalo, N. Y.—Granted mod. of license to reduce aur. ERP to 20 kw. KLBK-TV Lubbock, Tex.—Granted mod. of license to reduce aur. ERP to 31.9 kw.

WAVY-TV Portsmouth, Va.—Granted mod. of license to reduce aur. ERP to 48.8 kw.

KFBC-TV Cheyenne, Wyo.—Granted mod. of license to reduce aur. ERP to 10 kw, and modify aur. trans.

*KGZ-66 Winnetka, Ill.—Granted extension of completion date to March 3, 1966, for instructional TV fixed station.

■ University of Utah, Bryce Flats, Panguitch and rural Garfield county, Tropic, Cannerville and Henrieville, all Utah—Granted CP's for new UHF-TV translator stations on Channels 71, 75 and 78, to rebroadcast programs of *KUED(TV) Salt Lake City.

Actions of Sept. 2

KWHP-FM Edmond, Okla.—Granted renewal of license.

Monte Mar Broadcasting Co. Santa Barbara, Calif.—Approved engineering data submitted pursuant to fourth report and order in Doc. 14229, to modify CP and specify operation on Channel 14 in lieu of Channel 26; ERP 19.7 kw vis., and 3.9 kw aur.; ant. height 2,364 ft. and changes in ant. structure.

■ Remote control permitted for following stations: KUMU Honolulu; WGAL-FM Lancaster, Pa.

KPLC-FM Lake Charles, La.—Granted mod. of CP to change type trans. and type ant.; increase ERP to 35 kw, and ant. height to 360 ft.

*WVBU-FM Lewisburg, Pa.—Granted mod. of CP to change type trans. and type ant.

WNAM-FM Neenah-Menasha, Wis.—Granted mod. of CP to change type trans. and ant.; increase ERP to 3 kw, and ant. height to 255 ft.

■ Following were granted mod. of licenses to reduce aur. ERP: WJXT Jacksonville, Fla. to 20 kw; WDSU-TV New Orleans, to 20 kw; WCKT Miami, to 63.2 kw, and change type trans.; WLBT Jackson, Miss., to 20 kw and modify aur. trans.; KTTS-TV Springfield, Mo., to 48 kw; KAKE-TV Wichita, Kan., to 42.7 kw; WSM-TV Nashville to 10 kw and modify aur. trans.; KVKM-TV Monahans, Tex., to 45.72 kw and modify aur. trans.; WCSC-TV Charleston, S. C., to 20 kw; KBOI-TV Boise, Idaho, to 7.01 kw and aur. trans.; WMSB Onondaga, Mich., to 61.7 kw; WIIC Pittsburgh, to 63.1 kw; KHOU-TV Houston, to 47.9 kw and change type trans.; WILX-TV Onondaga, Mich., to 61.7 kw; WDEF-TV Chattanooga, to 52.5 kw and modify aur. trans.; KTAL-TV Texarkana, Tex., to 10 kw and modify aur. trans.

■ Following were granted SCA on sub-carrier freq. of 67 kc: WFMB(TV) Springfield, Ill.; WDEF-FM Chattanooga; KFML-FM Denver; WNAM-FM Neenah-Menasha, Wis.; WHIL-FM Medford, Mass.; KCYS (FM) Richland, Wash.; KFMN(FM) Abilene, Tex.

■ Following granted extensions of completion dates to March 2, 1966: WMGZ Mayaguez, P. R., and WPSJ Ponce, P. R.

Actions of Sept. 1

KXOK St. Louis, Mo.—Granted license covering installation of new trans. and change in auxiliary trans. location; remote control permitted.

WEMD Easton, Md.—Granted license covering changes in hours of operation, power and changes in DA system; condition.

KXEN Festus-St. Louis, Mo.—Granted license covering installation of an auxiliary trans. at main trans. location.

KEO-204 El Reno, Okla.—Granted license

to replace expired license.

WIL-AM-FM St. Louis, Mo.—Granted mod. of license to change studio location and remote control point.

KNOP-TV North Platte, Neb.—Granted mod. of license to reduce aur. ERP to 11.2 kw.

WTAR-TV Norfolk, Va.—Granted mod. of license to reduce aur. ERP to 20 kw and modify aur. trans.

WSTV-TV Steubenville, Ohio.—Granted mod. of license to reduce aur. ERP to 31.6 kw and modify aur. trans.

WLYH-TV Lancaster, Pa.—Granted mod. of license to reduce aur. ERP to 24 kw.

KMMT Austin, Minn.—Granted mod. of license to reduce aur. ERP to 10 kw and change type trans.

KTVU Oakland, Calif.—Granted mod. of license to reduce aur. ERP to 14.1 kw and change aur. trans.

KID-TV Idaho Falls, Idaho—Granted mod. of license to reduce aur. ERP to 14.4 kw and modify aur. trans.

Piedmont Broadcasting Corp. Danville, Va.—Granted CP and license for new low power station.

KD-6977, KD-9461, KI-Q-411 Deland, Fla.—Granted CP's and licenses to change power of KD-6977, 9461 to 8 w and change type trans.; and change power to 25 w for KI-Q-411, type trans. and change ant. system.

KD-4634, KE-2887 Odessa, Tex.—Granted CP's and licenses to add frequency 161.64 mc, emission, for KD-4634 and KE-2887, and change type trans. for KE-2887.

■ Granted renewal of licenses of following main stations and co-appealing auxiliaries: KAIN Nampa Idaho; KALG Alamogordo, N. M.; KALL Salt Lake City; KANN Ogden, Utah; KAPR Douglas, Ariz.; KATI Casper, Wyo.; KATN Boise, Idaho; KAWT Douglas, Ariz.; KBAR Burley, Idaho; KBIM KBIM-FM Roswell, N. M.; KBLU Yuma, Ariz.; KCID Caldwell, Idaho; KDJI Holbrook, Ariz.; KELY Ely, Nev.; KENM Portales, N. M.; KFBC Cheyenne, Wyo.; KGAK Gallup, N. M.; KGEM Boise, Idaho; KGFL Roswell, N. M.; KGGM Albuquerque, N. M.; KHOP-AM-FM Phoenix; KICA Clovis, N. M.; KIDO Boise, Idaho; KIML Gillette, Wyo.; KKIT Taos, N. M.; KLEA Lovington, N. M.; KLER Orofino, Idaho;

Continued on page 104

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RADIO

Help Wanted—Management

Experienced sales-manager leading to manager. East metropolitan suburban 5 kw day with FM. Base and incentive compensation. No hurry. Box J-4, BROADCASTING.

Northeast metropolitan station group needs two people: Salesman and sales manager. Young, proven, dynamic salesmen with real selling ability wanted to be primed for managerial position with smallest station in group or as regional salesmanager. Successful local sales experience preferred. Prefer men with eastern seaboard experience. Opportunity and earning power unlimited. Remuneration plan excellent. Salary, commission, bonuses, profit sharing, five figures. This is a genuine opportunity and offers a real future. Must be able to furnish good references plus proof of past performances. Send complete resume plus recent photo to Box J-89, BROADCASTING.

Asst. manager for Southern one station market. Prefer first phone college graduate that can sell to assist like qualified manager. Very attractive future for a man that will work. Box J-140, BROADCASTING.

Sales manager, possibly leading to management. Must be experienced, aggressive but not high-pressure. Adult music-news station in Pacific northwest. Wonderful family town, excellent four-season climate. Fishing, hunting, skiing, golfing situation outstanding. Send resume to Box J-149, BROADCASTING.

Need "seasoned," experienced working manager proven record for 5 kw Oregon coast daytime. Salary open. Address: Manager, KRAF, Reedsport, Oregon. No phone calls!

Sales

Baltimore—solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box H-107, BROADCASTING.

Established account list and good income for experienced sales producer who wants to work in New England. Our business is way up. How's yours? Send details to Box J-18, BROADCASTING.

Young energetic sales manager—small western one station market. Strong on salespersonality and leadership. Salary and commission. Real opportunity. Send all information. Box J-118, BROADCASTING.

We want a salesman with guts and know-how. He must love radio—know what it can do for an advertiser, and be anxious to prove it. He can't be a clock watcher. He must have an endorsed 3rd class ticket and be able to write darn good copy. Salary plus commission should put \$8,000 in your pocket your first year with us. In addition we pay your car operating expenses. We are located in the North East. Write or wire Box J-188, BROADCASTING.

Salesman, minimum five years experience local retail time sales for #1 adult-programmed radio station in 300,000 market. One of the country's most successful FM operations offers future in beautiful Southern California community, \$400 to \$600 monthly draw against 15% commission, group insurance to man offering ability and stability. Send letter and photo to KSRF, P. O. Box 2218, Santa Monica, California.

Move up to a larger market and more income. Wanted: Aggressive salesman leading to sales management in six months. 200,000 market. We've got the product and incentive—do you have the ability. Call: James Austin, Charleston, W. Va., 304-343-4556.

Help Wanted—Announcers

A Midwestern station that's a "go getter" in a single station market wants to add another versatile man to its staff. This man will be basically an air man, but should have an interest in all areas of station activity. If you're the man, let's get together. Box H-354, BROADCASTING.

Announcer who would like to learn sales. Top salary for announcing; commission on sales. Established accounts. Will consider announcer with limited experience and good potential. Top small market station in southeast. Send audition tape, resume of training, experience and education. We'll return. This is a good opportunity. Box H-358, BROADCASTING.

Rapidly growing group of independent stations in New York metropolitan area seeks experienced staff announcer. Must have pleasing air personality, polished news and commercial delivery. Also be able to assume creative and responsible duties in program department which produces extensive public affairs and special events programming. Middle of the road music format. Excellent salary for right man. Send complete resume, photo, aircheck in first letter. Box J-1, BROADCASTING.

Announcer just out of school or with limited experience interested in learning sales. Here's a top opportunity to learn business and get paid well while you do it. Send audition tape and full information. Box J-11, BROADCASTING.

Opening for better than average top 40 dj with first ticket to handle 7 p.m.—1 a.m. shift on progressive Wisconsin station. Excellent salary and job security for the right man. Box J-15, BROADCASTING.

Announcer with AM experience for quality eastern station. Must have pleasing air personality, good news and commercial delivery. Middle of the road music format. Excellent salary and liberal fringe benefits for right man. Box J-17, BROADCASTING.

1st phone, experience, mature voice, deejay and news, for 1st class—1st rated south central contemporary and serious news station in metropolitan market of 400,000. \$150.00 week. Box J-20, BROADCASTING.

Wanted immediately. Top 40 disc jockey, tight production, good commercial reader. Salary open depending on ability and experience. Send photograph, resume and audition tape to Box J-23, BROADCASTING.

Southeastern Negro programmed station seeking experienced swinger who can motivate audience. Top salary, excellent working conditions and congenial staff. If you are looking for an excellent opportunity with a progressive station, send tape and resume to Box J-26, BROADCASTING.

Fulltime kilowatt near Chicago has immediate opening for early morning man who also is strong on sports play-by-play. Must know modern and adult music, be able to create friendly, lively sound which holds intensely loyal audience. Broadcast full schedule football, basketball. Excellent starting salary, unsurpassed fringe benefits for top notch performer. Box J-33, BROADCASTING.

Experienced first phone announcer for Maryland daytime needed immediately. Good salary. Box J-76, BROADCASTING.

Announcer, Great Lakes area. Send resume and tape including news, commercials, sports and record intro to Box J-98, BROADCASTING.

Announcers—(cont'd)

Experienced announcer-1st engineer who likes small town life and stability. Good market, good station with new equipment looking for right man to be a part of progressive community and station. Texas. Box J-113, BROADCASTING.

Southeast 24-hour country music station has immediate opening for DJ with first class ticket. No maintenance. Opportunity for sales. Send tape, references, salary requirement. Box J-116, BROADCASTING.

Leading adult station in top Michigan market is seeking experienced announcer-dj—strong on music and news. Good pay, exceptional fringe benefits. Send tape, photo, and complete resume to Box J-143, BROADCASTING.

\$1,000 plus . . . monthly potential . . . for C&W personality . . . Guaranteed monthly liveable wage . . . plus tremendous potential if you sell your own show. Early shift . . . four and a half hours daily. Also needed—Program director to handle . . . variety of music from C&W to personality rock . . . Rocky Mountain Growing small market. Rush resume, reference and tape. Box J-150, BROADCASTING.

Announcer with 1st phone for one of Iowa's better good music stations. KCFI, Waterloo-Cedar Falls, Phone 319-286-7567, W. C. Forsow.

Excellent opportunity for capable & conscientious announcer who wants permanent job in good climate. New 50,000 watt station starting in October. Send full details, tape, snapshot, salary by airmail to: Manager KWSW, Rosewell, New Mexico.

Immediate opening — Young, single announcer with 3rd class license. Non personality. Good housing available. KVWM-AM-FM, Show Low, Arizona.

Immediate opening for morning man capable on news, sports and announcing. Permanent position Send tape & resume WDDY, Gloucester, Virginia.

Experienced announcer. Age 28-35 for 5 kw station going fulltime and adding 50kw FM. Send complete resume of experience, references, recent photograph, and taped aircheck to: Donald E. Knowles, WDEA, Ellsworth, Maine.

Chicago's fine arts station seeks staff announcer. Must have excellent knowledge of classical music and pronunciation, and a pleasant, unaffected delivery. Send non-returnable tape and resume to Mr. Robinson, WFMT, 221, N. LaSalle St., Chicago.

Montgomery County, Maryland—Immediate opening for experienced announcer with 1st phone. Salary open. WHMC, Gathersburg, 301-948-9400.

Wanted: Announcer with minimum of 1 year experience, must have 3rd class license. Send tape, references, and resume in first answer to WHNC, P. O. 1041, Henderson, N. C.

Immediate opening for experienced top 40 professional personality. If you're good and can really swing with the best of them, contact us now. Additional money if you can handle production and/or news. Salary dependent upon your ability. Group operation. Send tape and full particulars as to availability to Bob Michael, Manager, WJAB, Portland, Maine.

Announcer first phone wanted for growing Northeast Ohio station. Rush tapes and resume to WKNT, Kent, Ohio or contact Bob Dix, Jr. 673-1530.

Announcers—(cont'd)

Announcer-news director for modified Rock format. Good opportunity for advancement to larger market group's stations. Send tape and resume to Hudson Millar, WKUL, Cullman, Alabama.

WKYX, Paducah, Kentucky has immediate opening for first phone top 40 announcers. Beginners considered. Aircheck, resume, photo to Ted Hite, PD.

Immediate openings. 1st phone-announcer. Also announcer-salesmen. New owners of WLFH in Little Falls, New York (Utica-Rome metro area) want strong staff as nucleus for future stations. Negotiating right now for additional properties. Top personnel needed for September 20 takeover of WLFH. Send tape, resume now (include salary requirements) to OSR, 2nd Floor Fidelity Bldg., Cleveland, Ohio, 44111.

WNCG-WKTM-FM stereo, North Charleston, South Carolina, needs suitable staff announcer for middle of the road AM music operation. Prefer mature, experienced man capable of professional news delivery and commercial presentation. Starting salary \$100 for 40 hour week. Please include all available information in initial reply.

Florida! Single station market. Adult audience. Varied programming. Station is personality. First class ticket. No maintenance. Capable of play-by-play. Must adhere to format. Salary based on ability. Chain station. Immediate opening. WPXE Radio, Starke, Florida.

Ohio station has immediate opening for sophisticated, top 40 announcer. Permanent position. Must be able to create friendly, lively atmosphere and do news and production. Medical benefits, life insurance and pension. Send tape and resume to Manager, WREO, Ashtubula, Ohio.

Wanted: Experienced announcer. Preferably 1st ticket but not necessary. Located in small market powerful thousand watt daytime station 540 kc. signal comparable 5 kw. Signal goes into 5 states. New Collins transmitter and console, remote operated. Musical format, variety. 7 other employees. Not looking for an executive, need an experienced announcer or announcer-engineer. Salary \$100 to \$130 weekly. Located in beautiful mountains of Va., boating, fishing, hunting area. If you want security this is it. Send tape, resume, picture, 1st letter. WRIC Radio, Richlands, Virginia. Only experienced, fair quality voice and relaxed delivery type need apply.

Florida adult station wants announcer who can fit in with mature, experienced professionals. Send tape, photo, resume at once to Art Ross, P.D., WPMC, Ocala, Fla.

WTOR-Torrington, Conn.—Regional—Immediate opening for phone announcer—No maintenance—Clean news and copy delivery—Must have car—Personal interview required. Call Mr. Eyre, 203-489-4181.

Experienced morning man for top rated station. Top 100 format. Salary open. Send tape & resume. R. M. McKay, Jr. P.O. Box 71, Columbia, Tenn.

Cape Kennedy—announcer salesman. Needed Oct. 1. Details to P. O. Box 493. Cocoa, Florida.

Top caliber morning man for pop music station in Washington, D. C. market. Call Harry Averill, 703-534-8300.

Announcer-engineer with 1st phone. Emphasis on announcing. 5½ day week. Must work on Sundays. Salary open. Phone 313-664-8555 days, evenings phone 313-664-8293.

Technical

Chief engineer with DA experience. No air. East metropolitan suburban 5 kw day with FM. Box J-5, BROADCASTING.

Chief engineer—Experienced in AM & TV. Excellent opportunity and fine future. Box J-105, BROADCASTING.

Christian format, good music station in major market has opening for first phone announcer totally sold on these areas of specialization. KCFA, Box 8024, Spokane, Washington 99203.

Technical—(Cont'd)

Chief engineer, established metro Los Angeles station. Full responsibility for full time AM-FM operation, soon to increase power. Must have extensive experience in directional antenna, high power, remote control, and construction supervision. Excellent salary for right man, all fringe benefits. Contact Howard Kester, General Manager, KEZY, Disneyland Hotel, Anaheim, Calif.

Immediate opening 1st phone engineer able to do xmtr maintenance and control room/studio up-grading. Must have proven experience record. 5 kw Oregon coast day-timer. Some limited announcing. Salary open. Resume to Manager, KRAF, Reedsport, Oregon. No phone calls!

Staff engr. for growing AM-CATV near Phila. WCOJ, Coatesville, Pennsylvania.

Small, clean compact operation; Daytime station has need for 1st class engineer. Some announcing required. Car needed. Send resume and requirements to: Manager, WMBT, Shenandoah, Penna.

News

Immediate opening for newsmen—upstate New York. Ideal condition—fringe benefits. Need experienced journalism graduate. Rush tape and resume. Box H-355, BROADCASTING.

Top Wisconsin station is seeking a reliable writer and on-the-air reporter. This is an opportunity to locate in a growing community. Excellent salary and working conditions. Box J-16, BROADCASTING.

Newsmen with authoritative sound. Write and air radio newscasts. Opportunity to advance. Leading AM-FM-TV, NBC affiliate. Mid-America. Box J-83, BROADCASTING.

Wanted: Newscaster-Reporter: Duties—50% editing, reading newscasts; 50% on-the-street reporting. 44 hours. \$115. Send tape, resume, availability to WIBV, Belleville, Ill.

Immediate need for news director for an aggressive midwest station in a university town. Good salary and opportunity. Send tape, resume and sample news to Program Director, WKID, Urbana, Illinois.

Need newsmen for radio-TV. Must gather, write and report news. Must be experienced. Send tape and resume to Ed Huot, WTRC-WSJV-TV, Elkhart, Indiana.

Production—Programming, Others

Expanding eastern station needs Assistant manager, production manager, announcer-newsmen, combo-announcer. Staff announcing experience required for all positions plus typing ability and car. Salaries negotiable. Opportunity for advancement excellent. Send history and tape, preferably air-check. Box J-27, BROADCASTING.

Take charge Program director with McLendon, Capital Cities, Westinghouse type background and ability to handle all details of programming, production and promotion of aggressive top-rated station in an expanding chain. A career opportunity. Send resume and references. Box J-39, BROADCASTING.

Wanted: Program director with proven success in top 40 Rhythm & Blues format. Box J-106, BROADCASTING.

Continuity writer: Opening for a creative, young college graduate to write original commercial and program continuity for radio and television. Starting salary \$113.00 with regular salary increases and excellent fringe benefits. Send a complete confidential resume and samples of your work to the Personnel Department, WLW--WLW-T, 140 West Ninth Street, Cincinnati, Ohio, 45202. An equal opportunity employer.

Need immediately, top notch program director with 1st class license. Perfect opportunity for good announcer to move into. Program director position. Good pay, middle of the road station. Opportunity to advance with growing concern. Call Jack Brewer, CA 4-2890 in Chickasha, Oklahoma.

RADIO

Situations Wanted—Management

Station manager. Perfect record. Desire west coast medium-small market. Knowledge all phase of radio. Accent on sales. Any format. Married, sober, radio my life. Will consider salary loss to find stable operation offering longevity. Excellent performance record. I can produce for you! Box J-45, BROADCASTING.

Hard working, inspired, idea-filled, experienced manager available. Known and respected in industry. Top salesman, good manager, organizer, community citizen, young. Presently in a top position with national representative firm. But, it isn't radio. If you're looking, let's talk. Box J-101, BROADCASTING.

General manager available at once. Present station sold reason for move. References from past and present employers. Over 10 years experience all phases. Box J-142, BROADCASTING.

General manager. Major market experience. Managing now. Reputation for integrity. Strong in sales. Age 40. Excellent references. Box J-154, BROADCASTING.

Two dogs tailed up and sold in four years. DSS (Dr. of Sick Stations) Available immediately. References. Box J-155, BROADCASTING.

Sales

Sober, intelligent salesman well versed in radio-television promotions is open for position soon. Box J-115, BROADCASTING.

Professional sales manager: for large radio or TV. Will coordinate sales for group or chain. Trained, reliable, steady, sober, family man. Currently gen. mgr., Box J-148, BROADCASTING.

If you are a reliable, stable outfit, 20 year broadcaster/former owner will sell you programming services in the South . . . AM, FM, TV. I want a full-time job traveling for you. Box J-159, BROADCASTING.

Salesman position sought at aggressive quality station by combo-man with first. Mature. Bayview Ave., Sunnyvale, California. Phone 408-736-7056.

Announcers

Negro dj—3rd FCC. Tight board. Strong on commercials. Box J-6, BROADCASTING. DJ—wants top 40. Two years middle road experience. Prefers Northeast. Box J-24, BROADCASTING.

Bright and happy Negro dj. Newscaster, Will relocate. Family man. Box J-66, BROADCASTING.

Washington-Baltimore . . . 11 years Radio-TV . . . first phone . . . adult or middle of road . . . Humorous approach to life and audience . . . Personal interview. Box J-70, BROADCASTING.

Florida only . . . 11 years Radio-TV . . . 10 years Florida resident . . . Prefer adult or middle of road format . . . Humorous personality show . . . first phone . . . Personal interview. Box J-71, BROADCASTING.

3 years experience—25—married—stable swinger. Presently all nite in large market. Can't move up on this org. Would like to plant myself in your med-large market. modern format operation. No rush offers please. Box J-90, BROADCASTING.

Beginner, professionally trained, tight board, third, desire experience small station, East preferred. Box J-94, BROADCASTING.

Morning personality, bright, creative, original. Dependable, conscientious, looking for stable position. 6 years experience, married, college. Prefer Northeast but will relocate anywhere with proper offer. Box J-95, BROADCASTING.

Announcer-newcomer. Hard work/long hours don't scare me. Have vitality, desire. 1st phone, R-TV-Film B.A. Heavy professional comedy experience, brief air time, youth, resume and tape. Let's go now! Box J-96, BROADCASTING.

Put a Tiger . . . 7 years dj . . . strong news . . . sell-sell-sell . . . write copy . . . rock & sell Hollywood-NY. State experience . . . 3rd ticket sell & rock . . . answer-answer-answer . . . Box J-97, BROADCASTING.

Announcers—(cont'd)

Talk with, not at, audience. Experienced telephone, interview and good music. Two years with Storer in major market. Family, must be home by two A.M. Pleasant, articulate delivery. Box J-102, BROADCASTING.

C&W dj—tight board—smooth operation—sales experience—victim of format rock change—help—only dedicated C&W stations need inquire. Box J-109, BROADCASTING.

Attention Educational Radio-TV stations! Announcer with college degree in Radio Speech, 2 years commercial announcing experience, seeks career opportunity. Box J-114, BROADCASTING.

Program director-airman with Master's degree seeking fertile, creative news operation offering professional opportunity and potential financial growth. 25 years old. Married. Box J-119, BROADCASTING.

Experienced personality desires good-music position Northern market. College . . . family . . . voice . . . ticket . . . presently employed. Phone 904-438-8967 or write . . . Box J-126, BROADCASTING.

Station managers please . . . I'd rather do it myself. Only two years experience, but plenty of ambition. If you want someone who's willing to eat, drink, sell, think radio 24 hours a day, in exchange for fair salary and any format experience, I'm your man. Box J-127, BROADCASTING.

Contemporary jock, M.D. production director, college, 5 yrs. metro, major experience. Metro south only. Box J-131, BROADCASTING.

Announcer-operator with endorsed third. Little experience, heavy training, tight board. Enthusiastic top 40 sound. Box J-133, BROADCASTING.

Good music announcer. Top rated locally. Eight years, 50 kw; fifteen years experience, news, programming, production. Extra voices. Tape, resume available. Fifteen thousand per year. Box J-145, BROADCASTING.

College grad.—1st phone—desires beginning announcing position with small station—No experience but have good voice, tempo, and projection. Box J-146, BROADCASTING.

Major talent. Really. Have I ever lied to you before? Major market now, looking to improve. Experienced in all formats. Box J-153, BROADCASTING.

Top 40—middle road dj. Experience, college. Trial basis, if desired. Start immediately. Box J-156, BROADCASTING.

Copywriter/announcer. Quality copy. Deep voice best suited to commercials, news, better music. Currently employed. Box J-157, BROADCASTING.

For 'Mother' or 'night people' . . . last of a dying breed! A truly great air salesman. (Some TV). Strong news, talk, phone, a bonus. 20 years experience all phases. Just under 40. Five figures in top markets only. Personal interview. Box J-158, BROADCASTING.

Experienced announcer desires early morning spot. Veteran on news, sports, interviews, etc. No problems. Excellent recommendations. 1 employer over 10 years. Family man. Interested in long term relationship. Some selling O.K. Write Box J-160, BROADCASTING.

Middle of the road dj. Authoritative newscaster, Negro, experienced, married. Will relocate, tight board. Box J-164, BROADCASTING.

Currently morning man, experienced announcer/dj wants new opportunity middle road. Box J-165, BROADCASTING.

Professional broadcaster, first ticket, \$800.00. Good music only. Box J-169, BROADCASTING.

Top 40 dj prefers all night or early morning, New York, New Jersey or Connecticut. Only 3rd ticket, definitely hard worker. Box J-170, BROADCASTING.

Announcers—(cont'd)

DJ Announcer. Authoritative newscaster, tight board, versatile, 3rd phone, will relocate. Box J-108, BROADCASTING or AC 201-759-6521.

Negro announcer. Tight board operator. Very good sales. 3rd class FCC license will work small market. Box J-171, BROADCASTING.

DJ/announcer—new career, need start. College, broadcast school, 3rd. B.E. Prefer northeast. Harry Helios, 89 Rayburn Rd., Millington, N. J. 201-647-0566.

Need a radio man? Seven years experience in play-by-play, pd., announcing, authoritative news delivery, production, promotions and sales. Married and family. Want big market and future \$600/mo. start. Third phone endorsed, 28. Not afraid of work . . . Write or call 1040 R. Street, Gering, Nebraska. 308-436-2682.

New England, good standard pop announcer. Ten years. Music, news, production, programming. \$120 minimum. Family man. Good reputation. 847-8712.

First phone announcer, no maintenance. 2½ years morning man—excellent references. Married, military complete, 2 years college, non-drinker, pleasant sound, no rock, prefer Penna area. \$125 minimum. Call Conn. AC 203-489-8168.

Female dj/announcer immediately available . . . experienced . . . news gathering . . . woman's program . . . traffic . . . dependents Write P. O. Box 765, Gloucester, Mass. (Student).

Technical

First phone engineer experienced AM, FM and Micro-Wave link system, presently employed trouble shooting name brand color TV for large distributor, married, will relocate for good offer. All replies answered. Box J-25, BROADCASTING.

First phone operator. Georgia or? Box J-63, BROADCASTING.

Chief engineer—experienced all phases AM & FM, desires permanent position with stable organization. \$650 monthly minimum. Box J-128, BROADCASTING.

Experienced chief, competent and reliable, seeking responsible position in midwest/Rocky Mountain area. Box J-135, BROADCASTING.

1st phone—experienced in TV and radio transmitter. Desire job in Southwest—prefer Texas. Box J-136, BROADCASTING.

First phone, technical graduate, commercial experience, draft exempt, age 22, will relocate—Resume, references available. Eager to enter broadcasting field. Box J-166, BROADCASTING.

First phone 12 years educational FM. 8 years chief, 3 years commercial FM. 2 years 2500 MC. CCTV travel anywhere. Box J-167, BROADCASTING.

Broadcast first phone technical graduate, commercial, military experience. Military obligation completed. Single. Resume, references available. Harry Beynon 314-531-2195. Mexico, Missouri.

Problems? Young, experienced chief can build your station or give you the sound that competes. Call 301-833-1089.

14 years of know how. Chief 5. Age 37. C. L. Sweet, 1234 N.W., 28th, Oklahoma City.

1st phone engineer—AM-FM-TV experience. Good references. Drivers license, without car. R. Downie, 105 S. 21st Street, Philadelphia, Penna. 19103.

News

Experienced newsmen-announcer presently with NYC station wants west coast. Top news-commercial delivery. Family man. Box J-107, BROADCASTING.

Ready to put your news department in top shape if you're ready to spend money for an A-1 news-minded operation. Ten years experience. Box J-123, BROADCASTING.

NEWS—(Cont'd)

Newsman—experienced, journalism trained, seeks aggressive, beat-pounding operation. Box J-151, BROADCASTING.

News-sports director. 12 years experience. Excellent recommendations. Nationally known race announcer. Desire permanent spot in small to medium market. Prefer Midwest. Consider all. Responsible family man. Available early October. Box J-161, BROADCASTING.

Radio or TV—B.S. degree in Communications, with six years solid experience—emphasis on news. Prefer Chicago area. Call Glenn Pyle, 312-467-7815.

Production—Programing, Others

Mature contemporary only. PD for medium market. Experience: Major markets! First phone. Box J-110, BROADCASTING.

Production and office manager with experience every phase of radio. Ten years total. Also extensive news background. Box J-124, BROADCASTING.

That mature professional sound. DJ—Production man. Available now. Top ratings in top market. Excellent references. Box J-125, BROADCASTING.

Stable, hard working, honest, imaginative, contemporary programmer. Served as production, music, and sports director, top notch jock; major metro experience. Ready for a med-metro program directorship. Give me a chance. You won't be sorry. College, married, 5 yrs. experience. Excellent references. South preferred, all considered. \$140 minimum. Box J-130, BROADCASTING.

Radio sports director desires fulltime sports position. Play-by-play Football, Basketball. Strong on interviews. Prefer west coast. Box J-134, BROADCASTING.

Professional broadcaster, first ticket, \$800.00. Good music only. Box J-138, BROADCASTING.

Rating problems? C&W programming pro has solution with proven-successful "Modern country" format—the coming thing! Box J-152, BROADCASTING.

TELEVISION—Help Wanted

Management

Asst. station manager: ETV station. Send complete details. Please reply Box J-8, BROADCASTING.

A CATV System manager to manage the building and subsequent operation of a potential 12,000 home, all-band, all aluminum cable, all transistorized system. The successful applicant must have prior CATV system management experience or equivalent, be a knowledgeable technical man, and have a creative concept of marketing practice. We are a fast-growing company with CATV systems in six Washington cities. We provide above-average compensation, stock subscription opportunities, as significant challenge to our employees. All replies will be held in confidence. Send resume to: Frank M. Cohee, Vice President, Telecable, Inc., 1616 Norton Building, Seattle, Washington.

Sales

East north-central major market account executive. Good potential for aggressive, working salesman with established major market network VHF. Guarantee plus commission. Require TV or radio sales experience in small or large market. Submit photo with complete resume. Box J-34, BROADCASTING.

Announcers

Excellent opportunity, in good climate, for versatile announcer, with some directing. Permanent job. Must be cooperative and conscientious worker. Send tape, snapshot & complete application by airmail to: Manager, KSWB-TV, Roswell, New Mexico.

Technical

Chief engineer: UHF-ETV station. Send complete details. Please reply Box J-9, BROADCASTING.

Chief engineer for major, middle Atlantic station (not N.Y.C.) to begin immediately. Excellent opportunity for man with complete technical knowledge including color TV, and personal qualities necessary for engineering staff supervision. Write experience, education, references and salary requirement. Box J-78, BROADCASTING.

Per diem Television technicians needed by Major New York production studio. Video tape men, camera men, etc., experience necessary. Write Box J-117, BROADCASTING.

Chief engineer . . . N. Y. area UHF station. Administrative experience and knowledge of studio, transmitter and microwave operations. Engineer degree and previous chief engineer experience preferred for major operation with expansion possibilities. Send full background and salary requirements. Box J-122, BROADCASTING.

Modern, progressive, full-color station in upper midwest needs experienced studio technicians and/or cameramen. First phone required. Send details to Chief Engineer, KSTP-TV, 3415 University Ave., Minneapolis, Minn. 55414.

New channel 9 station has immediate openings for first phone engineers. Latest GE and RCA equipment. John Gort, Chief Engineer, WAOW-TV, Wausau, Wisconsin.

Opening for studio engineers in resort city in South Florida, should be experienced in video tape recording. Opportunity to work in color. A first class license is a requisite. Applicants should forward resumes to Ross McPherson, WEAT-TV, P. O. Box 70, West Palm Beach.

Immediate opening for engineer with 1st class license. Contact M. J. Lamb, Chief Engineer, WIMA-TV, Lima, Ohio.

WTOG AM, FM & TV, Savannah, Georgia, has opening for first class engineer. Write for our application form.

News

Expanding news operation seeking experienced reporter-photographer. Must process and edit film and rewrite. Some airwork. We're looking for a pro. Send VTR and resume including salary requirements to KATC-TV, Box 3347, Lafayette, Louisiana.

Production—Programing, Others

Program manager—ETV station. Send complete details. Please reply Box J-10, BROADCASTING.

Producer-director experienced in local, live film documentaries, remote and video tape. Must be highly creative and imaginative for duties at a major midwest VHF. Send resume, photo to: Box J-82, BROADCASTING.

Continuity director with ability to make copy sell and follow through with all details. Southwest award winning station. Send resume, photo & samples. Box J-84, BROADCASTING.

Traffic director for NBC affiliate in fast growing market. Experience gets the job. Send resume, salary requirements and photo to Box J-85, BROADCASTING.

Graphic artist for TV production department. Send samples, resume and salary requirements first letter, John Cahill, KCRG-TV, Production, Cedar Rapids, Iowa.

Director wanted immediately. Must be completely experienced in all phases TV production—and creative! Heavy live program and VTR/remote commercial schedule. Send complete resume, photo, military status, and salary requirements to KATC-TV, Box 3347, Lafayette, Louisiana.

Art director wanted immediately for station going into full color operation. Only experienced artist in all phases need apply. Send resume with photo to KTAL-TV, Box 7428, Shreveport, Louisiana.

TELEVISION—Situations Wanted

Management

General Manager thoroughly experienced in administration, sales, programing, production and promotion. Television—10 years; radio—15 years. Accustomed to much responsibility. Capable of developing profitable, presage station or CATV. Box J-92, BROADCASTING.

Announcers

Canadian announcer anxious to locate in Radio/TV in Los Angeles area. Currently Jr. executive level. Play-by-play sports experience. Available October. Box J-91, BROADCASTING.

Technical

TV engineer desires position as chief or assistant. College E.E., 13 years experience, heavy on installation, maintenance—microwave, xmtr., studio; will consider new educational TV station. Presently employed. Box J-141, BROADCASTING.

Can run camera or build your station. Leaving maximum power east coast outlet in 2 weeks. Call 301-833-1089.

News

News director, newscaster. Top rated on-the-air delivery and major market experience in news, special events and public affairs. Available for Fall programing. Kine, VTR on request. Box J-103, BROADCASTING.

Program director—air man with Master's degree seeking fertile, creative news operation offering professional opportunity and potential financial growth. 25 years old, married. Box J-121, BROADCASTING.

Midwestern radio news personality desires position as TV newscaster. Five years news director top fourteen market. Videotape audition available. Box J-132, BROADCASTING.

Newsman, Journ. Degree, radio airman, with television background, desires TV spot. Box J-139, BROADCASTING.

Production—Programing, Others

Program director—air man with Master's degree seeking position in TV production, writing, directing. Looking for progressive organization providing professional and financial opportunity. 25 years old, married. Box J-120, BROADCASTING.

WANTED TO BUY—Equipment

UHF transmitter to 30 kw, high gain antenna, 400' or higher tower, related equipment; all or part. Box H-333, BROADCASTING.

Major market station wishes to purchase a good used 50 kw AM transmitter. Must be complete, and in operating condition. Prefer air cooled. State age, condition, and price. Box H-358, BROADCASTING.

Wanted: 5 & 10 kw AM transmitters. Write offers: Homero Rios D., Box 1324, Mexico City, Mex.

Wanted—One AM broadcasting transmitter, range 540 kc to 1650 kc, 30-50 kw. Also wanted—One TV transmitter (black & white), channel 3—standard frequency, visual 100 watts, sound 50 watts. Box J-137, BROADCASTING.

Wanted—1 UHF transmitter 10 to 12 kilowatt, also studio and film camera chains needed. Box 41108, Los Angeles, California 90041.

Do you have a spare RCA 25 kw hi-band aural amplifier now surplus, following the TV aural power reduction? We need one such amplifier and associated power and control cubicles. Write stating location, price and condition. Box J-144, BROADCASTING.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Ind., 440 Columbus Ave. N.Y.C.

Co-axial cable. Heliac, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list. S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-832-3527.

Sterling Movies (Tele Guide), New York City has one (1) Benco (Blonder Tongue) VHF to UHF Translator, model T13, converts VHF channel 3 to UHF channel 70, output 2½ watts, plus one (1) Benco, model UPA-1, 100 watt power amplifier. This equipment is brand new, purchased for a station expansion that was not accomplished. Plus one (1) Omni directional, 10 db gain, commercial type transmitting antenna. Asking price for all three (3) items is \$5,900.00. The retail value is \$9,500.00. For further information contact our supplier: Audio Systems Inc., 123 Norman Street, Bridgeport, Connecticut, 203-335-2118.

Like new Sparta tape program delayer used 8 hours. Paid \$425 when new. Sell for \$300. 606-789-5311, ask for Mr. Fyffe.

Will sell, or exchange, Soundsciber and speakers. Will consider exchanging for turn tables, Stay-Level console, tape recorder or what have you and will pay difference, if any, in cash. Box J-28, BROADCASTING.

The complete source of used radio-TV broadcast equipment . . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Gates MCB-20 multiplex exciter and SCA generator . . . \$400.00, Gates RCM-12 remote control equipment . . . \$395.00, W.E. 1126-C limiting amplifier . . . \$100.00, W.E. 110-A limiting amplifier . . . \$75.00, 210 ft. 1½" Styroflex cable (less than 1 yr. old) . . . \$300.00. Box J-61, BROADCASTING.

G.E. remote pickup transmitter and receiver. Presently tuned to 24.41 in perfect condition. When new \$700. Take \$300 for the pair. 606-789-5311, ask for Mr. Fyffe.

Gates 250-watt FM transmitter; Gates Level Devil; REL Stereo studio-transmitter microwave links. All in excellent condition. Priced to sell quickly. KPEN, Box 2966, San Francisco.

Ampex 600 series users, gain up to 20 db s/n ratio using VIFkit 1001 6F5 replacement adaptor containing selected (for low noise) 7025. \$10.00 each postpaid. Send check with order to VIF International, P. O. Box 1555, Mountain View, Calif. 94042.

One color film camera, RCA Type TK 26A, with shading amplifier. Contact John Adams, D.E., KFDD-TV, Box 2040, Phone 692-4530, Wichita Falls, Texas 76707.

Federal 10 kw FM radio transmitter model 193-A. WPIC, Sharon, Pa.

Ampex authorized repair center—Repair and rebuild all Ampex Professional equipment, including heads. Forty-eight hour service on most repairs. All work guaranteed. Free estimates. Accurate Sound Company, 15 North Tyler, San Angelo, Texas. AC 915-949-1904.

Andrew Type 1304, 4 bay antenna. Make offer. WHIL, Medford, Mass.

New broadcast quality console. Ideal for production. Six inputs, que amplifier, monitor amplifier. \$495.00. United Radio Supply, Inc., 22 N.W. 9th Ave., Portland, Oregon.

Gates ST-101 Spot tape—good shape. Spare tape roll and remote control. First \$450. Gene Landau, WDOO, Chattanooga, Tenn.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

MISCELLANEOUS

Continued

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. ... \$5.00. Write for free "Broadcast Comedy Catalog, Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N. Y. 11229.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers, G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

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 class starting October 20/January 5, March 18. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

REI in beautiful Sarasota by the sea has the most complete training, shortest course, lowest tuition and the only truly guaranteed course in the nation for the First Class Radio Telephone License. Tuition \$295.00. Private rooms \$10.00 per week. Classes begin Oct. 12, and Nov. 16. Call or write REI, 1336 Main St., Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service, Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd. N. Y. OX 5-9245.

First phone—seven weeks—nationally known instruction in beautiful San Francisco. Next class September 20. Chris Borden School, 259 Geary Street. Brochure or call 415-YUkon 2-9640.

Sportcasters! Improve your technique and your earning potential through sound guidance from a university broadcasting instructor and a professional sportscaster. Box J-60, BROADCASTING.

INSTRUCTIONS—(Cont'd)

Seven famous broadcasters teach you the secrets of their success! John Cameron Swayze, Fran Allison, Earl Gillespie, Westbrook Van Voorhis, Ulmer Turner, Howard Miller & Robert St. John have combined to teach you—in-depth—the techniques that led to their success. Free full color 32-page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write for your copy today! CAREER ACADEMY. School of Famous Broadcasters, 825 North Jefferson Street, Milwaukee, Wisconsin 53202. Schools located in major cities throughout United States.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

RADIO—Help Wanted

Sales

BROADCAST EQUIPMENT SALES MANAGER

Well known California broadcast equipment manufacturer, is looking for experienced sales engineer, who wants to move into top management. Must have at least two years AM and FM transmitter sales background, plus some college. Broadcast industry contacts helpful. Must be experienced with sales proposals as well as broadcast equipment. Executive knowledge together with organization ability will be helpful. Light travel. Excellent opportunity for hard worker. Furnish complete experience resume with recent photo. All applications treated confidentially.

Box J-112, BROADCASTING

STRONG SALESMEN WANTED

Sell Promotions for Radio and Television. Must have car, like to travel and desire to make money.

Whisnand Management Company
Box J-104, BROADCASTING

Announcers

Looking for morning man—

Top 40 operation—

Tape, salary, resume and photo to:

Box J-99, BROADCASTING

Production Programing & Others

GROUP BROADCASTING ASSISTANT

N.Y.C. based aggressive stations group requires services of person qualified in all phases of station operations. Must have minimum of 6-8 years diversified exp. preferably with Headquarters Group Operations. Submit resume including salary requirements in confidence to:

Box J-29, BROADCASTING

Production—Programing, Others

Continued

COPYWRITER WANTED—

for #1 Rated Major Market New England Radio station. College graduate preferred. Position requires a flair for production. Immediate opening. Send resume, samples and tape to:

Box J-100, BROADCASTING

News

NEWSMEN'S NEWSMEN

- Are you above the average professional broadcast journalist?
- Do you write dramatic, colorful, accurate and concise stories?
- Can you broadcast news with personality and authority?
- Are you a thorough reporter who can interpret what is happening—find it faster—and tell it better?
- Can you use tape like Rembrandt used a paint brush?

If your answer is YES—YOU are needed by a major 50,000 Watt Radio Center in one of the nation's largest markets.

Send tape, writing samples, resume and photograph to:

Box J-163, BROADCASTING

Situations Wanted

Management

Broadcast Executive

with 10 years successful top Management experience stations and rep. Seek responsible job with group or major market station. Age 38. Full details on request.

Box J-147, BROADCASTING

Sales

BROADCAST—ADVERTISING

man seeking new employer who requires unusual sales abilities. Well travelled in industry. Capable sales management and sales stimulation with unusual creative talents and heavy retail background. You must talk opportunity for he is solidly employed but not satisfied.

Box J-93, BROADCASTING

Announcers

MAJOR MARKET PERSONALITY

Ready for Permanent move currently, top rated in market. Top 40—Also TV Host-News-PD., You name it.—Let's Talk.

Box J-162, BROADCASTING

TELEVISION

Help Wanted

ADV. PROMO MGR.—Top 10 mkt. hvy. TV sales. Promo orientated \$15-18M.
 TRAFFIC MGR.—TV Sta., Major mkt. \$8M.
 PRODUCER DIR.—Yng man minimum 1-2 years exp. medium mkt. Excellent group \$5-6,500.
 NEWSMAN—TV, med sized, highly competitive mkt. Heavy TV, hard news bkgd. \$7-10M.
 NEWSMAN—TV exp., writer/reader/reporter. \$8-12M.
 PROD-OPERATION MGR.—TV, major mkt., Coll. grad., hvy stat. bkgd. \$13-14M.
 METEOROLOGIST—TV major mkt. bkgd. in ratings \$15-25M.
BROADCAST PERSONNEL AGENCY
 527 Madison Ave.
 New York, N. Y. 10022
 Sherlee Barish, Director

Help Wanted Management

NEW CALIFORNIA CATV
 NEEDS
 MANAGER
 TECHNICAL SUPERVISOR
 Salaries commensurate with experience.
 Send resume to:
KERN CABLE COMPANY
 P.O. BOX 2867
 BAKERSFIELD, CALIFORNIA 93801

Technical

Color TV ENGINEER

We are interested in contacting an engineer who is highly qualified in all phases control room color equipment. Must presently be employed in color TV and thoroughly familiar with this type equipment to insure highest quality technical operation at all times.
 Station is maximum power VHF located in medium southeastern market going full color this fall. Salary open and commensurate with responsibility. Full details with first letter and salary expected.
Box J-14, BROADCASTING

Television/Field Broadcast Engineers

1st phone, transmitter operation, installation and maintenance experience required. Openings in East and South. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

News

NEWS REPORTER

needed to take charge of News bureau operation for Radio and Television station in major midwest market. Must be neat, aggressive man with at least 3 to 5 years news reporting and gathering experience. Salary open. On air experience valuable but not necessary. Send photo, resume and salary requirements in 1st letter. All replies confidential. Write:

Box J-111, BROADCASTING

NEWS—(Cont'd)

TELEVISION NEWS EDITOR

KOVR-TV, Sacramento, has opening for editor to head growing news staff; prefer experience in both newspaper and radio-TV field. Writing experience necessary. Permanent position, excellent employee benefits. Apply in person or submit resume to:

Personnel Department
McCLATCHY BROADCASTING
 21st & Q Streets
 Sacramento, California

Situations Wanted—News

EASTERN MARKETS

Highly regarded top 15 market newscaster, 14 years exp. seeks major market position. Better than excellent performance record. Will take back seat to none in air work. Thoroughly capable of writing, editing, filming, administration. Hard working professional in every sense of the word. Married, 30s. College.

Box J-87, BROADCASTING

TELEVISION NEWSCASTER

Now available for major market. 11 years experience. Wide news background. 5 years daily newscasts. Highly recommended. Resume-kinoscope on request.

Richard Whitcomb
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 OF RADIO & TV**
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RADIO AND TV STATION

Has Your Depreciation Run Out?
 Could You Use Extra Cash?
 If you answer yes to either or both let us show you how you may improve your financial positions.

BROADCAST PROPERTIES

126 Pearl Street
 Buffalo, New York

EMPLOYMENT SERVICE

STATION MANAGERS

Let us fill your next staff opening with a reference checked, qualified broadcaster. Call or write.

C.B.I. PLACEMENTS

707 Colorado Bldg., Denver, Colo. 80202
 Phone (303) 292-3730
 If you need a job, we need you!

EMPLOYMENT SERVICE (Cont'd)

CONFIDENTIAL NEGOTIATIONS

Placement within 30 days if you are qualified. Nationwide Radio & TV. Need Announcers, Salesmen, 1st Ticket combo and engineer, PD's, etc. Write for application.

CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY

1610 Potomac Ave., Pittsburgh, Pa. 15210
 Phone 412-563-3330 day or evenings

WANTED TO BUY—Stations

Wanted To Buy

Radio stations—North or central Texas
 South central Oklahoma
 Give full details.

Box H-265, BROADCASTING

WILL PURCHASE AT ONCE

Experienced broadcaster wants radio property. Must gross \$125,000 or better. Will purchase for all cash or terms, as desired. No brokers.
 Forward information which will be held in strict confidence.

Box J-22, BROADCASTING

LEADING RADIO PRODUCTION FIRM

seeks to acquire a large interest in a Radio station in the top 50 markets and seeks to purchase a radio station in the top 100 markets. Principals only in strict confidence.

Box J-88, BROADCASTING

FOR SALE—Stations

CALIFORNIA

ROCKY MOUNTAIN—1 kw fully automated \$89,500—Terms
 PACIFIC NORTHWEST—1 kw \$54,600—\$20,000 down.

Charles Cowling & Associates
 P. O. Box 1496 Hollywood 28, Calif.
 Phone HO 2-1133

STATION FOR SALE

Small, pleasant town station for sale. Owner quitting for personal reasons. This small town station nets more profit than most of the big ones. Excellent opportunity for someone to get into ownership.

Contact: P. O. Box 250
 Wheatland, Wyoming

FOR SALE

MIDWEST MAJOR MARKET
 5,000 WATT FULLTIME PLUS FM
 \$1,000,000 category
 Sincere principals only
Box J-129, BROADCASTING

Lia Rue Media Brokers Inc.

654 MADISON AVENUE
 NEW YORK, N. Y.

HA 1-0818

TE 2-9362

M.W.	single	daytime	\$ 70M	terms
Fla.	medium	coast	100M	35M
Tenn.	medium	fulltime	155M	SOLD
N.Y.	metro	daytime	275M	terms
S.E.	metro	AM & FM	225M	terms

✓ **CHAPMAN COMPANY INC**
 2045 PEACHTREE RD., ATLANTA, GA. 30309

Continued from page 97

KLMX Clayton, N. M.; KLUC KLUC-FM Las Vegas; KMPF Tucson, Ariz.; KOH Reno; KOLD Tucson, Ariz.; KOOL-AM-FM Phoenix; KORK Las Vegas; KORT Grangeville, Idaho; KOY Phoenix; KOZE-AM-FM Lewiston, Idaho; KPBM Carlsbad, N. M.; KPTL Carson City, Nev.; KRLC Lewiston, Idaho; Clarkston, Wash.; KROE Sheridan, Wyo.; KRRR Ruidoso, N. M.; KRSY Roswell, N. M.; KRZE Farmington, N. M.; KSNM Pocatello, Idaho; KSPT Sandpoint, Idaho; KSUN Bisbee, Ariz.; KTAN Tucson, Ariz.; KTAR-AM-FM Phoenix; KUTA Blanding, Utah; KVEG Las Vegas; KVOY Yuma, Ariz.; KVOW Riverton, Wyo.; KVEN Coeur d'Alene, Idaho; KVSF Santa Fe, N. M.; KVRB Rock Springs, Wyo.; KWEL Weiser, Idaho; KWVM-AM-FM Show Low, Ariz.; KYCA Krescott, Ariz.; KWIC Salt Lake City; KYND Tempe, Ariz.; KYUM Yuma, Ariz.; KYVA Gallup, N. M.; KBOI Boise, Idaho; KSGT Jackson, Wyo.; KAFF Flagstaff, Ariz.; KAIR Tucson, Ariz.; KBBC Centerville, Utah; KDOT Scottsdale, Ariz.; KEYV Provo, Utah; KFLI Mountain Home, Idaho; KIFN Phoenix; KOAL Price, Utah; KOTS Deming, N. M.; KOVO Provo, Utah; KRAC Alamogordo, N. M.; KSVK Richfield, Utah; KTRC Santa Fe, N. M.; KVOG Ogden, Utah; KWNA Winnemucca, Nev.; KWYK Farmington, N. M.; KONI Spanish Fork, Utah; KBOC(FM) Ogden, Utah; KRFM(FM) Phoenix; *KANW(FM) Albuquerque, N. M.; *KBYU(FM) Provo, Utah; *KFCA(FM) Phoenix; *KUER(FM) Salt Lake City; *KUNR(FM) Reno; *KUSU-FM Logan, Utah; KBOI-TV Boise, Idaho; KCPX-TV Salt Lake City; KFBC-TV Cheyenne, Wyo.; KFDW-TV Clovis, N. M.; KGGM-TV Albuquerque, N. M.; KID-TV Idaho Falls, Idaho; KLEW-TV Lewiston, Idaho; KOB-TV Albuquerque, N. M.; KSL-TV Salt Lake City; KTAR-TV Mesa, Ariz.; KTVB-TV Boise, Idaho; KTVK-TV Phoenix; KUSU-TV Logan, Utah; *KAET(FM) Phoenix; *KNME-TV Albuquerque, N. M.; *KOET(FM) Ogden, Utah; *KUAT(FM) Tucson, Ariz.; *KWCS-TV Ogden, Utah; *KHBL(FM) Plainview, Tex.; KRIS-TV Corpus Christi, Tex.; KWED Sequin, Tex.; WANB Waynesburg, Pa.; *WBIQ-TV KIW-66, KIT-73, KIQ-80, Birmingham, Ala. WMSR-AM-FM

Manchester, Tenn.

■ Granted renewal of licenses of following main stations and co-pending auxiliaries; conditioned to such action as may be taken under Dec. 15415 and 15971 or any proceeding which may be instituted thereunder: KIVA (TV) Yuma, Ariz.; KOOL-TV Phoenix; KUTV (TV) Salt Lake City.

KFMN(FM) Abilene, Tex.—Granted mod. of CP to change type trans. and type ant. Wide Water Broadcasting Inc. East Syracuse, N. Y.—Granted mod. of CP to change ant. trans. and main studio locations and type trans.; remote control permitted; waived sec. 73.30(a) of rules to extent of permitting establishment of main studio beyond corporate limits of East Syracuse, 3000 Erie Boulevard East, Syracuse, with East Syracuse identification to be retained.

■ Following stations were granted extensions of completion dates as shown: KKIT-FM Taos, N. M., to Feb. 28, 1966; WWJC-FM Superior, Wis., to March 1, 1966; WNTL (FM) Memphis Tenn., to Jan. 15, 1966; WTCM-FM Traverse City, Mich., to March 22, 1966; WFAC(FM) Mount Dora, Fla., to Feb. 1, 1966; KCUE-FM Red Wing, Minn., to Oct. 26; WBLR-FM Batesburg, S. C., to Oct. 3; WDLP-FM Panama City, Fla., to March 1, 1966; WPKE-FM Pikeville, Ky., to Feb. 26, 1966; KOFM(FM) Oklahoma City, to Jan. 1, 1966; WGTS-FM Takoma Park, Md., to Nov. 30; WHLI-FM Hempstead, N. Y., to Oct. 30; WCER-FM Charlotte, Mich., to Oct. 30.

WMSR-AM-FM Manchester, Tenn.—Granted assignment of licenses to Ray Spivey; consideration \$101,250; includes adjunct stations KD-5419, KE-7973, KIY-476; conditioned that applicants notify commission of consummation of assignment within 25 days.

Mink Creek TV Corp. Mink Creek, Idaho —Granted CP's for new VHF-TV translator stations on channels 8, 10 and 13 to translate programs of KUTV-TV, KCPX-TV, and KSL-TV, all Salt Lake City.

ACTIONS OF AUG. 31

WXFM(FM) Elmwood Park, Ill.—Granted license to cover CP to install composite trans.; granted renewal of SCA license; granted assignment of SCA to WXFM Inc. *WEMU(FM) Ypsilanti, Mich.—Remote

control permitted.

WATW Ashland, Wis.—Granted change of remote control authority.
■ Remote control permitted while using non-directional antenna for KECK Odessa, Tex.

RULEMAKINGS

PETITIONS FOR RULEMAKING FILED

■ New London, Wis.—New London Enterprises Inc. Requests amendment of rules so as to provide a channel for New London as follows: Merrill, Wis., substitute channel 244A for present channel 228A; New London, add channel 228A; Neenah-Menasha, Wis., subtract channel 230; Crystal Falls, Mich., add channel 230, and Eagle River, Wis., substitute channel 296A for present 232A. Received Sept. 1.

■ WCOF Immokalee Fla.—Carl Richard Buckner. Requests amendment of rules so as to assign FM channel 240A, 95.5 mc, to Immokalee. Received Aug. 30.

■ Washington—Krieger and Jorgensen. Petition for reconsideration and request for issuance of notice of proposed rule-making or notice of inquiry with respect to policy statement on comparative broadcast hearings issued by public notice on July 28. Received Aug. 27.

■ Flint, Mich.—Midway Television Inc. Requests amendment of rules looking toward assignment of UHF channel 15 to Flint. Received Aug. 25.

New call letters requested

■ Bethany, Okla.—Nall Broadcasting Co. Requests KNBQ.

■ Chesapeake, Va.—South Norfolk Broadcasting Co. Requests WCPC.

■ Portage, Mich.—Portage Broadcasting Co. Requests WTPS.

■ Ft. Pierce, Fla.—Indian River TV Inc. Requests WTVX.

■ WAKE Atlanta—Basic Communications Inc. Requests WIGO.

■ WDOG Marine City, Mich.—Radio St. Clair Inc. Requests WGTC.

■ WELI-TV New Haven, Conn.—Connecticut Television Inc. Requests WTVU.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Sept. 8. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

■ Indicates a franchise has been granted.

Daytona Beach, Fla.—Florida TV Cable Inc. has been refused a franchise. Florida TV Cable had previously been selected from eight applicants, but controversy, especially over the city's percentage of profits, had halted progress. The city is expected to call for a new set of sealed bids on a future date.

Pana, Ill.—Friendly Broadcasters Inc. (WEIC Charleston, Ill.) has applied for a franchise. A maximum installation fee of \$20 and a maximum monthly fee of \$5 would be charged. An application has also been made by Friendly Broadcasters in Mattoon, Ill.

New Castle, Ind.—Meredith-Avco Inc., Omaha (Avco Corp. owns Crosley Broadcasting Corp., WLW and WLWT) Cincinnati; WLWD-TV Dayton, Ohio; WLWC (TV) Columbus, Ohio; WLWI-TV Indianapolis and WWDC-AM-FM Washington as well as having an application pending to purchase WOAI-AM-TV San Antonio, Tex.) has applied for a 15-year franchise. The company would pay 3% of the annual subscription income. Previous applicants are Community Teleception Inc., Indianapolis; General Electric Cablevision Corp. (a subsidiary of the General Electric Co.), and Fair Enterprises Associates (Richard M. Fairbanks, president).

Storm Lake, Iowa—Mid-Continent Broadcasting Co. (KELO-AM-TV Sioux Falls, S. D.) has been joined on a Nov. 2 franchise referendum by Arrow Theater Corp., Spencer, Iowa.

Hagerstown, Md.—The Herald-Mail Co. (Hagerstown Herald and Mail) has formed a new CATV firm. Hagerstown Cablevision Corp. (William P. Lane Jr., president). It is the eighth company to apply for a franchise, others being: Malarkey & Associates, Washington; WARK Hagerstown; WHAG Halfway, Md.; Antietam Cable Co., Baltimore; McCracken Associates Inc., Washington; Tri-State Cable Co., Hancock, Md., and a Portsmouth, Ohio, firm.

Grand Rapids, Mich.—Booth Broadcasting Co., Detroit, and a group represented by theater operator John D. Loeks, have applied for franchises. The Loeks group has cited monthly charges of around \$5 and expects to deliver 12 VHF channels plus UHF programming.

■ Jonesville, Mich.—Twin Valley Antenna Corp. has begun construction in the Jonesville-Hillsdale area. Charges will be \$19.95 for installation and \$5.25 monthly.

■ Detroit Lakes, Minn.—Gross-Leighton Corp., Box 384, Fergus Falls, Minn., a group owner, has been granted a franchise running until Aug. 6, 1966.

Dover Township, N. J.—Ocean County TV Cable Co. has applied for a franchise.

Pennsauken, N. J.—South Jersey Cable Television Corp., a subsidiary of Jerrold Corp., Philadelphia, will receive a public hearing for its franchise ordinance on Sept. 13, having passed a first reading before the township committee. The application is for a 25-year franchise guaranteeing the town a minimum of \$1,000 or 5% of gross receipts annually.

■ Brookhaven, N. Y.—Long Island Cablevision Corp., 122 Front St., Greenport, L. I., N. Y., has been granted a nonexclusive franchise. Principals in the firm are Philip J. Kenter and Joseph T. Lopez. Long Island Cablevision currently has systems in Greenport, Riverhead, Sag Harbor, Shelter Island, Southampton and Southold, all New York.

■ Scotia, N. Y.—General Electric Cablevision Corp. has been granted a 10-year franchise. The firm will pay 3% of the annual gross receipts, and will provide a 12-channel service including WAST (TV) Albany, WMHT (TV) Schenectady, WRGB

(TV) Schenectady (owned by the General Electric Broadcasting Co.), WTEN (TV) Vail Mills, all New York, plus three New York channels and a time-weather service. The service charge will be \$19.50 for installation and \$5 monthly.

Media, Pa.—Delaware County Cable Television Co., Philadelphia, has applied for a franchise. The firm currently has franchises in Ridley and Tinticum, both Pennsylvania.

Madison, S. D.—Midcontinent Broadcasting Co. (KELO Sioux Falls, S. D.) has asked the city commission either to withdraw or to hold in abeyance its application. President Joe Floyd cited the unsatisfactory status of CATV in neighboring Brookings and the undetermined routing of microwave links with other S. D. cities as reason for the hesitation. Community TV Inc., headed by Merrill Hunter, is a competing applicant.

Harlingen, Tex.—Valley Microwave Transmission Inc., Harlingen-based group applicant, has received tentative approval on a 20-year contractual agreement. McHenry T. Tichenor, president of KGBT-TV Harlingen, the parent company of Valley Microwave, has proposed to pay the city \$1,000 or 4% of gross receipts annually, whichever is greater. Customer charges would be \$4.75 a month. The parties hope to avoid the time-consuming elements of franchise application by employing a contractual arrangement instead.

Littlefield, Tex.—Dr. J. M. Orr and Herschel Tyler have applied for a franchise to provide five channels and weather service for about \$7 a month with no installation charge.

McAllen, Tex.—BROADCASTING Sept. 6 erred in reporting that the McAllen franchise of Alice Cable Television Co., of Alice, Tex., had been invalidated following FCC refusal to grant microwave rights. The CATV franchise is valid and in good standing.

Martinsburg, W. Va.—Margol Associates Inc. (WEPM Martinsburg) has received a successful first reading of an application for a 20-year non-exclusive franchise paying the city 3 1/4% of annual gross receipts. A competing company was Lindsay, Saville & Associates Inc., Cumberland, Md.

IF LES MULLINS hadn't had a summer job with Coca-Cola during his college vacations, the chances are he wouldn't today be senior vice president of Post-Keyes-Gardner and head of the agency's San Francisco office. The gap between the two positions may be wide, but it was bridged by a logical sequence of stepping stones.

Because of his summer connection, he returned to Coca-Cola after his wartime service with the Coast Guard, which followed hot on the heels of his graduation from college. His job with the soft drink concern was as a trainee in merchandising and sales (an omnibus title covering such chores as constructing and hanging metal signs, painting displays and leasing space for them). It led, in 1949, to the position of assistant to the sales manager of Burgermeister Brewing Corp. Here he organized a field merchandising force and an advertising department and, the following year, became the first advertising manager of this San Francisco brewery. In the next decade, Mr. Mullins saw the company grow and his advertising kept pace with it, from a beginning budget of about \$50,000 to one of more than \$3 million.

A Chance Change ■ In 1962, when Burgermeister became a division of the Jos. Schlitz Brewing Co. of Milwaukee, Mr. Mullins elected to stay in San Francisco. ("I'm a professional native of San Francisco," he says. "I like it here.") But before he had a chance to worry about the future, a new opportunity opened for him to continue working on Burgermeister's advertising problems. BBDO, which had handled the Burgermeister advertising, had beer accounts in other parts of the country which competed with Schlitz beers so the account and BBDO parted company.

Post & Morr, a Chicago-based agency which handled Old Milwaukee beer, a Schlitz product, was given the Burgermeister account as well. Post & Morr needed a San Francisco office and the office needed a manager, and what better man than the one who had been Burgermeister's advertising manager? So, on March 1, 1962, Mr. Mullins moved to the agency side of advertising. Since then Post & Morr has become Post-Keyes-Gardner, with Mr. Mullins remaining as the head man in San Francisco, where billings now are just under \$5 million a year. Of this, about 70% is in the broadcast media, divided about half and half between radio and television.

Broadcast clients include Burgermeister, Schweppes tonic and bitter lemon, both using radio-TV in the western states; Primo beer, radio-TV in Hawaii; Pepsi-Cola bottling companies in a dozen California markets, radio-TV; Belfast beverages and Old Fashioned Mug root beer, radio; Puritan jams and

Mullins sings 'Oh, my darling Burgermeister'

jellies, radio; Pacific Miss artichokes, radio; Van Ness Chrysler-Plymouth, San Francisco, radio.

A Radio Fan ■ Les Mullins is enthusiastic about radio, as well he might be. In the pre-TV days, a public domain tune, "Clementine," became a radio jingle with its opening words, "Oh, my darling, oh, my darling," altered to "Burgermeister, Burgermeister," which was immediately picked up and repeated by juveniles throughout the West. The jingle was used for 10 years.

Another radio venture of the early 1950's, *Burgermeister Music Box*, was broadcast in prime time and outranked Jack Benny and Red Skelton in Northern California. "The secret of its popularity was a then new radio format of

two pop tunes followed by a commercial, two more tunes and another commercial, and so forth," Mr. Mullins observed. "Today, this same format is used by scores of 'modern' radio stations for their overall programming."

Fantastic Future ■ Radio is definitely back, "if it ever went away, and its future is fantastic," Mr. Mullins declared. "Radio is the young people's medium. It is with them constantly, in their rooms, their cars and their pockets. Today, radio is giving the young people of the nation the kind of music they want and tomorrow, as they become young adults, I'm sure that radio will satisfy their other interests—in news and sports and information—in their own language."

Television has also worked well for Burgermeister. Their animated figure, the embarrassed "little man," with his shy sales pitches, not only was heaped with awards as the most popular commercial on television in the late 1950's, but he proved to be one of the most successful salesmen in brewing history.

TV also helped solve a special problem of improving sales in certain areas of Los Angeles, where they had been lagging behind. When research showed these neighborhoods heavily populated by people who came to California from the Southwest, Burgermeister put *Country-America* on TV and by giving them their own kind of entertainment garnered much of their beer business.

UHF Ahead ■ But Mr. Mullins fears that today TV's rising prices are putting this medium beyond the reach of the small budget advertiser. He looks forward to the time when UHF stations will add more competition to the TV scene and bring about "more realistic pricing" that will enable many advertisers not now using TV to do so profitably.

"And it's not only a monetary problem, although of course that is primary," he said. "More stations will mean a wider variety of programming for the television viewer. As has happened in radio, broadcasting for the mass audience will be supplemented by programming aimed at special segments of the overall population, groups who will be of particular interest to certain specialized advertisers as well as to the TV stations."

A recent convert to golf, he enjoys the game on the rare occasions he can find time for a round, although he describes himself as "the world's worst golfer." He also hopes golf will help cut down his weight, which he says is "way too much for a man of my height" (5'8"), although to an observer he looks solid enough to go back to the boxing and wrestling he taught as a Coast Guard physical training instructor during World War II, or to the football of his schooldays.

WEEK'S PROFILE



Leslie Dennis Mullins—Senior VP and manager of San Francisco office, Post-Keyes-Gardner; b. Oct. 14, 1919, San Francisco; U. of San Francisco, BA, 1941; U.S. Coast Guard, 1942-45; trainee in merchandising and sales, Coca-Cola Co., 1946-49; sales-advertising, Pepsi-Cola Bay Area bottlers, 1949; assistant to sales manager, Burgermeister Brewing Corp., 1949-50; advertising manager, Burgermeister, 1950-1962; general manager, Post & Morr, San Francisco, Feb. 1962; VP, Post, Morr & Gardner May 1962; senior VP, Post-Keyes-Gardner, Jan 1, 1965; m.—Eleanor Dorsett, 1941; children—Patty, 22; Tim 18; Mike, 11; hobbies—golf, theater; member—San Francisco Advertising Club, Milline Club, Chamber of Commerce, Olympic Club, Advertising Golfers Assn.

No harm done

AT LAST *Life* has published its James T. Aubrey Jr. story, and now that it is out the rumor mills must look for other reputations to pulverize. The Aubrey who is revealed in *Life* is a duller man than the Aubrey who was the talk of the Madison Avenue and Beverly Hills night club circuits while he was president of CBS-TV.

In the long months that the *Life* piece was known to be in preparation the fear grew within the television business that the article might harm not only Mr. Aubrey but also the network and the whole system in which he operated. That fear now proves to be unfounded. Mr. Aubrey is said by *Life* to have accepted \$200 of his \$690-per-month rent from Filmways, a CBS-TV program supplier, and the use of a chauffeur-driven Chrysler from Richelieu Productions, the company owned by Keefe Brasselle, Mr. Aubrey's crony. Obviously Mr. Aubrey's judgment was keener when applied to program selection than to his private life. Still, the revelations must disappoint *Life* readers.

As for television in general, it comes off without a scratch. Every business creates its own Aubreys. The point that the *Life* article makes clear is that this particular creation did not take over its creator in the end.

A bold experiment

NBC's three-and-a-half-hour review of U. S. foreign policy last Tuesday evening must be ranked as a television undertaking of the finest order. There were claims that it was superficial in execution, but these cannot diminish its stature as a symbol of television's concern for—and willingness to cope with—problems of profound public interest, even at profound private expense.

The charges of superficiality are themselves open to some question. Superficial for whom? Superficiality is not only a subjective quality but also, in this instance, one that must be judged in terms of what the program was meant to do and what it did.

Few subjects are as intricate as foreign policy, and few this side of nuclear fission are so widely misunderstood—or, more accurately, so widely not understood at all. Those who called the program superficial were among the rare minority who, professionally or otherwise, have mastered some of the basics and taken pains to keep track of the tortuous twists and turns of the past 20 years. But what of the many millions to whom foreign policy is simply that—totally foreign?

If *American White Paper: U. S. Foreign Policy* was intended to inform and influence sophisticates in this complicated field, it was undeniably superficial. But most of its viewers, we suspect, gained information and background that they had lacked, or forgotten, or simply never bothered to learn. If a considerable number learned enough to stir their interest and encourage them to follow—however falteringly—the course of foreign policy in the future, then the program was a major contribution to American life.

The weakness of the program, in our opinion, lay in what may also have been one of its strengths—sheer length. Quite possibly the notion of a network cancelling a full evening's commercial entertainment piqued the interest of many viewers not apt to tune in for a foreign-policy study of conventional length. We shall have to await analysis of the ratings, but we suspect that although the length may have increased tune-in based on curiosity, it may also have produced a lot of tune-out as well. A viewer engaged with a complex subject finds it easier to remain diligent if he goes at it piece by piece with intervals of rest between.

From the vantage afforded by 210 sedentary minutes, we wonder whether future studies of this nature might not ben-

efit from being divided into segments presented on successive evenings. Audience gains arising out of curiosity should be offset, in the long run, by lower tune-out and by cumulative gains across a number of evenings. A little more time could be spent detailing cause and effect; a difficult subject could thus be made more easily understandable for those who know nothing about it (and, if the word may be forgiven, less superficial to the knowing viewer)—and, not least in importance, the human attention span would be put to less severe a test.

But that is hindsight. The program was a major experiment in true educational television, and in that sense it can be faulted only—that word again—on superficial grounds.

Killing the goose

THE high cost of competing for cable television franchises may become the biggest problem facing that industry.

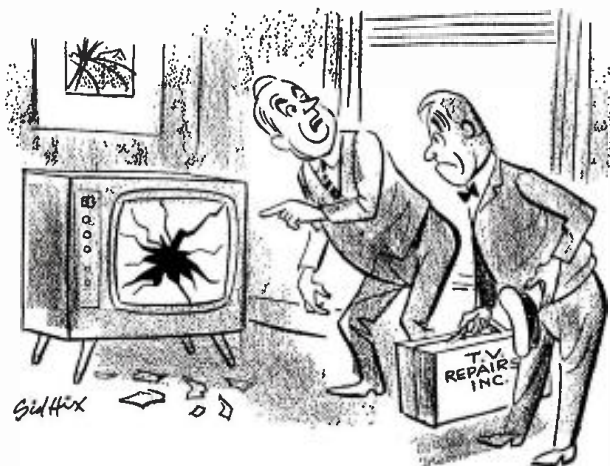
In Asheville, N. C., one of six applicants proposes to pay the city 16% of the CATV gross for the first five years, 18% for the next 15 years and also donate 40% of the net profit to local charities. And at the end of the 20-year period he would assign the system to the city, relinquishing ownership. Another applicant offers the city 13% of gross receipts for the first five years, 15% for the next 15 years and a gift of the system to the city after 20 years. (BROADCASTING, Sept. 6)

It is hard to believe that prudent business men would commit payments of such magnitude off the top. It might be accomplished, of course, if installation and monthly service charges were hiked substantially above the current averages. But would the public pay, if it has several signals available, as it has in Asheville?

It is a good bet that city fathers everywhere are watching closely the fiscal arrangements that are made for city franchises. They are constantly on the prowl for new revenue sources to meet increased operating costs.

The National Association of Railroad and Utility Commissioners meets in annual convention in New York, Sept. 29-Oct. 2. On the agenda is a panel on "CATV Jurisdictional Problems." Utility commissioners are interested in revenue sources too.

All this may become academic at the end of 20 years when the Asheville city fathers would take over. By then even satellite communication direct to the home may be commonplace because it is possible that thousands of "channels" will be available by means of laser (or maser) beam transmission.



Drawn for BROADCASTING by Sid Hix

"I was watching an Air Force air show, when suddenly one of their jets broke the sound barrier!"



1ST VOICE: What goes great
with a spot of
TAE?



Coffee, for one thing

2ND VOICE:
(INCREDULOUS) Coffee?



1ST VOICE: Sure. Coffee
and candy...shampoo
and shaving cream...
cookies and ketchup...



(SPEEDS UP) detergent
and dog food...toys and
tobacco and beer and
bananas (DEEP BREATH)
...they all go better
with TAE...



...because TAE reaches
the young families who
spend...and reaches them
with local color film, too!



In Pittsburgh, take TAE
and see.

(MAJESTIC CHORD)

See Katz first.

*why in
hell can't
our artist
spell!!*



Left, Mr. Hansher; right, R. E. Christie, Manager, G-E Visual Communications Products.

G-E UHF Klystron Transmitters Win—Again.

The event pictured above is noteworthy.

William S. Hansher (left), Vice President in Charge of Engineering, Taft Broadcasting Company, is signing a contract with the General Electric Company for a new 50 KW second-generation UHF Klystron Transmitter.

The transmitter will provide WNEP-TV, Scranton-Wilkes Barre, Pa., with an effective radiated power in excess of one megawatt.

Almost a decade ago, WNEP-TV went on the air with a first-generation G-E UHF Klystron Transmitter whose 45 KW output provided the country's first ERP of over one megawatt.

The noteworthy point in this contract signing is that WNEP-TV's success with the first-generation transmitter, and the advanced design of the new unit, won the Taft order for General Electric.

This is the kind of customer acceptance which also won both first and second-generation G-E UHF Klystron Transmitter orders from WEEK-TV, Peoria, Ill., and WETA-TV, Washington, D.C. No other manufacturer can claim such a record of customer acceptance for high-power UHF klystron transmitters. For details on television's most-accepted UHF klystron transmitters, contact your G-E Broadcast Equipment Representative, or: General Electric Company, Visual Communications Products, #7-315 Electronics Park, Syracuse, N.Y., 13201.

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